

CREAM CHEESE
Brookfield **6c** Pkg.

Aladdin Coffee
25c

BULK SUGAR
5 lbs. 25c

PORK & BEANS
2 No. 1 Cans 9c

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

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

Bread Large Loaves **8c**
All Kinds

- MEATS -

HAMS pound **15¹/₂c**

Beef Roast lb. **7¹/₂c**

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

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

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

Standard
Corned Beef 2 for 25c

No. 2 Cans
Apple Sauce 2 for 17c

Wash With
Super Suds 2 pkgs. 15c

Food Sales

Increasing
at

RILEY'S

RIGHT TO LIMIT QUANTITY

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



5 lbs. 32c

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

Medium Size No. Cold Storage
Eggs Doz. 25c

Water Ground
Meal 5 lb. Pkg. 10c

Blue Rose
Rice 5 lb. Pkg. 19c

Bulk
Grits 5 lb. Pkg. 13c

Dog Food WAG **5c**
can

Catsup 14 Oz: **10c**

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

- PRODUCE -

Nice Yellow
Bananas 4 Lbs. 10c

Georgia
YAMS 10 Lbs. 11c

No. 1 Grade
POTATOES 10 lbs 10c

Michigan Celery
CARROTS BEETS
LARGE BUNCHES 5c

GRAPEFRUIT
Green Peppers
EACH 1 CENT

Hard Head
Cabbage lb. 2c

California
Lemons doz. 10c

Yellow
Onions 3 lbs. 8c

Fancy Iceberg
Lettuce 2 hds. 15c

July
ORANGES 2 doz. 15c

York
APPLES 5 lbs. 15c

Home Grown
String Beans 3 lb. 13c

Home Grown
English Peas 2 lbs. 25c

Country
Roll Butter lb. 28c

Large
P&G Soap 3 for 12c

Fancy Biscuit
FLOUR 24 lb. 30c

Bob Holly Recalls Early Experience Of Sanford Herald

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

MEDICAL SCIENCE IN COUNTY SHOWS MUCH PROGRESS

Denton Reviews Steps Leading To Present Efficient Services

RUNGE TELLS OF FRATERNAL LIFE OF CITY

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

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

By MILDRED KNIGHT The incipency of the Christian Church movement in our locality was at a time when the religious level of the nation and particularly the State of Florida was much below par...

CITY MUSICAL HISTORY ONE OF PROGRESS

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

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

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

LANE REVIEWS THEATRICAL LIFE OF CITY HISTORY

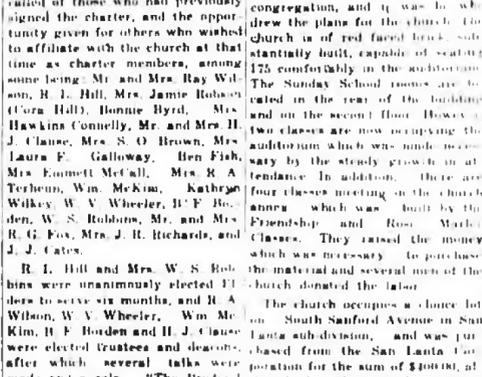
Sanford Has Not Lacked In Having Best Talent Presented



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

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

Lloyd F. Boyle States Attorney Judicial Circuit Sanford, Florida



"It is with pleasure that I join with the people of Seminole County and THE SANFORD HERALD in celebrating the quarter-century anniversary of The Herald."

"My hearty congratulations to The Herald and its staff, may its able service to the fine citizenship of Sanford and Seminole County be long continued."

Millard B. Smith Judge, 23rd Judicial Circuit

ESTATE TO CHILDREN

Will Of Former Head Of Local Bank Is Probated At Miami

MIAMI, Nov. 2.—A copy of the will of Frederic H. Rand, Sr., Orlando, Fla., who died on July 11, 1933, was filed in Dade county probate court recently. Papers in the estate of Mary C. Rand, also of Orlando, who died on Aug. 22, 1931, also were filed.

Mr. Rand and Mrs. Rand were the father and sister of the late Frederic H. Rand, Jr., Miami developer, who died three months ago.

The son and the daughter, now deceased, were named co-executors of their father's estate in the will which was dated May 23, 1921. Heirs at law, other than the co-executors, are the daughters, Elizabeth H. Rand, Anna Arnold Rand, Julia Frances Morton, Evelyn C. Maury and Edith R. Phillips, all of Orlando.

Mr. Rand left \$1,000 to his son as trustee for his granddaughter, Ruth Catherine Rand; \$1,000 to his daughter, Evelyn C. Maury, as trustee for a grandson, Gregory Sears Maury, Jr., and \$1,000 to his daughter, Julia Frances Morton, as trustee for a grandson, Frederic Rand Morton. He also directed that \$7,000 be set aside for a period of 10 months in order to establish trust funds of \$1,000 each "for such grandchild or grandchildren as may be born during the period of 10 months after my death." It then was directed that whatever part of the \$7,000 trust fund left "be divided into seven equal parts for my seven children." The co-executors were advised to invest the money for the grandchildren until they reach the age of 21 years.

The Children's Home Society of Jacksonville was bequeathed \$500 and the Associated Charities of Orlando given \$100.

The will then stated that the residue of the estate was to be divided between the testator's children.

Papers in the estate of Miss Rand showed that the work as co-executor of her father's estate had been accomplished and that the probate court of Orange county had appointed D. J. Mason as administrator of her estate.

Lane Reviews Theatrical Life Of City History

(Continued From Page One) seen on Broadway in New York City.

"The Black Patti Company, a negro show, once played at the Opera House, but it was not received very well by the white theater-goers who turned out only in small numbers. The show, however, was the best of its kind, and ranked as one of the outstanding theatrical attractions of that time.

"Eaul Gilmore played here in a drama, 'Today,' and opinion long has been that this was the best drama ever represented here. We also had many stock companies here for weeks at a time, among them being the Mabel Paige Stock Comedy which all theater-goers looked forward to.

"This company played here two or three times each season, and Mba Paige was very well known in Sanford. In fact, she was married at the old Sanford House on two different occasions. This company played here for many years, and one of its performers, the late Ed Lawrence, still is considered as the most popular man to ever appear before the foot lights in Sanford.

"Another popular company played here in the early days was the Four Pickers Stock Co. It included a small brass band which would play in front of the T. W. Newlan drug store before each performance.

Story Of Hazardous Trip In Everglades

(Continued From Page One)

added a piece of oil cloth to wrap around my pack during the day and to sleep on at night.

Provisions for Twelve Days
Provisions estimated to last our party twelve days had been selected and carefully packed away in sacks, each sack to weigh not more than forty pounds. Our party was armed with two shot guns, two Winchester rifles, and numerous pistols, besides which we had to carry two portable canvas boats, three tents, axes, cooking utensils, etc., to which was added at Ft. Myers two wooden boats between twelve and sixteen feet in length.

We left the dock at Port Tampa at 11:00 P. M., the 12th of March, 1932, on board the steamship "Tarpon," bound for Ft. Myers, which was the nearest town to the point on the edge of the Everglades from which we were determined to cross it.

Next morning when we awoke, the "Tarpon" was going through Boca Grande pass, the entrance to Charlotte Harbor from the Gulf, to take the inside passage from there down to Ft. Myers, and as we tumbled at adly southward, caught a fine view of the magnificent scene we were leaving behind us.

Now and then, between the mangrove islands, we could catch a glimpse of the Gulf on our right, while to the left stretched the solid, bare line as far as the eye could reach. A fresh breeze was rippling the water, but no disagreeable motion was given the boat as our course lay in a landlocked channel, which enabled us to appreciate the exhilarating effect of the pure salt air, the shifting scene of water, woods and sandy beach, the sentinel-like lighthouse distant and indistinct in the Lyric, and you could see a good picture and hear a good orchestra for the small sum of 10 and 15 cents. I played O'Brien's and Coburn's Minstrels, Brown and Flowers Minstrels, Lassie White Minstrels, and many stock companies and musical shows such as Billy "Single" Clifford in "Linker Longer Letty," "Bringing Up Father," and the Pollard-St. Clair Stock Co.

"In 1923, Frank Miller and I organized the Milane Amusement Co. and built the Milane Theater. The name taken from the names, Miller and Lane. The Sparks interests purchased our theater some years later, and it since has become the center of this city's theatrical life.

"Just in passing, I recall that one of the first amateur minstrel troupes that I had the pleasure of working black face was played in the Imperial Theater about 25 years ago. The cast included, Felix Frank as interlocutor, Gene Roumillat, Charlie Dinger, Lake Hodges, Dad Mott and myself as end men. The quartet included Johnnie Parker, Joe Harold, Moore and Turner, and the ballad singers were Frank Campbell, Harry Phillips, and others.

"Sanford has never lacked in things theatrical, and its theater goers have consistently witnessed the best talent brought into Florida. The city has a surprisingly large number of talent itself, and we have had more than our share of fine home talent shows."

During - The Past

Quarter Century

Sanford and Seminole County have grown in the celery producing field to a point now considered the most important in the world.

More recently this fertile area has taken its rightful place as an important producer of practically all kinds of vegetables which are supplying not only the tables of New York but also those of Georgia, the Carolinas and other nearby states.

With this marked progress in view we are proud to take this opportunity to celebrate with the people of Seminole County on The Sanford Herald's quarter century anniversary.

F. F. Dutton & Sons, Inc.

Fish Boats Meet Disaster

The "Tarpon" stopped a few moments at St. Johns City, a large and fashionable hotel on the south end of Pine Island, and there took in tow two small sail boats for the use of the party of fishermen, who were anxious to go faster than the wind would carry them, but as the steamer started off again the sailboats, which lay around the corner of the wharf, and at right angles to the steamer, became entangled in the fender piles, and after filling full of water one of the boats broke loose, and, much to the grief of some on board who were to use her, was left behind.

We stopped next at Punta Rasa, from where most of the cattle raised in South Florida were shipped, and where the Cuban and Key West cable comes ashore, and from there up the Caloosahatchee to Ft. Myers. The river up to Myers is as majestic as the Mississippi, never less than three miles wide, with quite a strong current, and back of the mangroves bordered with what seems a heavy pine forest.

The channel is very crooked and very narrow, and it is difficult for vessels drawing more than five feet of water to come up to Ft. Myers.

It was Sunday when we arrived at Ft. Myers and as the "Tarpon" was to lie at the wharf all night we decided to stay on board her; indeed the hotel was so crowded with tourists that we were fortunate not to be thrown on the tender merits of the town for a night's lodging, as I am sure we would have fared badly.

Ft. Myers is on the south bank of the Caloosahatchee, and during the Seminole war, for some time afterwards was garrisoned by the government. Some of the old concrete houses built for officers' quarters still remain, and many of the palms planted by the soldiers along the river bank now beautify the place by their stately presence, and furnish shade and coconuts to their owners.

The town has about 1,000 inhabitants, is handsomely situated on ground eight or ten feet above the river, is regularly laid out in broad streets, and in winter has a delightful climate. Protected by the broad river from the cold northwest winds, semi-tropical and some tropical fruits grow luxuriantly.

Having spent the afternoon inspecting mango orchards, avocado pear trees, etc., and the beautiful growth of bamboo to be seen at this place, we returned, somewhat leg weary, to our steamer.

After a hearty supper we sat upon the upper deck gazing at the full moon, at the glorious expanse of heaven left open to our view by the wide river, at the play of the moonlight on the water, and on the fringe of palms along its border; the town was silent, and the only sound to be heard was the wind whispering in the rigging overhead, or dashing little wavelets against the side of the vessel. Too much impressed by the beauty of the scene and the harmonies of nature's music to say a word, our men, one by one, as Morpheus stole upon them, silently dropped off to bed.

The boat left next morning at 6 o'clock, but the steward kindly

After we had loaded all our belongings on two wagons and dismounted them with the exception of the place selected for our first camp, we went to the Hendry house for breakfast so which, after the early exercises we had undergone, you may be sure we did full justice.

It was now determined that we should stay for a few days at Ft. Myers in order to make final preparations for our trip and to break the men into camp life and discipline. The remainder of the morning was spent in making camp life as comfortable as possible, but as our cook had not exhibited a very high degree of culinary skill several of us decided it would be discretion to take dinner at the hotel, which we accordingly did.

Canvas Boats Staid Test
That afternoon we put up and tried in a neighboring pond our two folding canvas boats, which we found worked admirably, and

were shipped by each express, awaiting our arrival at Ft. Shallop on the edge of the Everglades. After trying the canvas boats I put on my new canvas hunting coat, leggings and bowie knife and strolled in town with Mr. Sydney to take supper at the Hendry house, sport my "rough dika" and give Mr. Jones, the hotel's guest, and find out what news there was floating around.

At the hotel we talked with several other men who had been in the employ of the Madison Drainage Company, and who claimed to be familiar with at least the border of the Everglades. They said no man other than an Indian has ever been through the Glades, except one Brewer, who was executed for selling whiskey to the Indians and released on bond, when the Indians, in order to effect his escape, carried him across to Miami. Of the Everglades they gave very conflicting accounts, one man assuring us that there was nothing to be

seen on the way across. The man who said it from 8 to 10 miles long and 2 to 3 miles wide and deep that it cuts you like the edge of a razor, no groves or bushes, and withstand it, and where it touches you makes a wound which, if not attended to, will shortly make a festering sore.

Tells About Terrible Sawgrass
This sawgrass, he claimed, extended all the way across the Glades and would be an impassable barrier to our advance. Another account, reported by the author as correct, said that the Glades were a labyrinth of bayous running through a dense jungle of tropical growth, and he assured us if we attempted to penetrate it we would be lost in the mass, and wandering around trying to find a path or channel, would starve to death before we could get out. Of the snakes and alligators to be met with in the Glades a particularly glowing account was given.

But on the other hand, from equally reliable authority we were assured that after passing through a few miles of the Everglades we would strike higher land and find a rich island, covered with food pine and hammock growth, inhabited and cultivated by Seminoles, and where grew the most luxurious

of our way would make such a landing in the day before that we would not be able to hear each other's voices, and as for alligators, he said: "When you get in the water they will be so thick you can walk across on their heads." Mosquitoes, red bugs, alligator flea swamps and a thousand other horrors, known and unknown, were detailed for our information until I, for one, felt very much inclined to sacrifice the pleasure of wearing my canvas coat, leggings and bowie knife and the distinction of being with the part of Everglades explorers.

Hear of Fabled Island
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When Mr. Sydney and I returned to camp that night we found many of our "babes in the woods" slumbering sweetly, as was evidenced by the "saw board music" heard before we came in sight. It seemed to us our heads had hardly touched our pillows when we heard our captain calling vigorously for the cooks to get up and get breakfast. "For it was 'most day and he wanted us to form the habit of eating breakfast before the sun rose up. However, it turned out that our worthy leader had "looked crooked" at his watch, for it was hardly midnight so we were soon slumbering again.

Next day we amused ourselves as best we could, during the fore-

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The New and Modern
AMERICAN OIL COMPANY
Service Station

LOCATED AT COMMERCIAL AND PARK AVE.

NOW OPEN

MANAGED BY

George Maffett & "Doc" Wells

AUTO REPAIRING ON ALL MAKES OF CARS

We anticipate giving you the finest automobile service possible. We can offer these advantages: courteous skilled attendants, a dependable reputation established by years of service in this business. It is our aim to build ourselves and our service up in your estimation until each and every motorist in this county becomes a steady customer. It is our aim to give you better auto service at greater economy. Honor our pledge by visiting us today.

DRIVE IN FOR GASOLINE OILS GREASE JOBS BATTERY WATER AIR

Phone 502

GREETINGS:
MR. GEORGE MAFFETT and MR. DOC WELLS
May we extend our best wishes upon your opening of the new American Oil Company service station at Commercial Street and Park Avenue. Good luck! and lot's of business.
SECURITY LUMBER Co.
6th and Maple Phone 797
Note: Our company supplied building material in the construction of the new station.

We wish to take this opportunity to extend our heartiest congratulations and best wishes for a successful future to the
AMERICAN OIL COMPANY
and to
GEORGE MAFFETT AND "DOC" WELLS
upon the opening of Sanford's newest service station. We are proud to have had the privilege of supervising the construction of this building.
HUDDLESTON & PHILLIPS
General Contractors
1040 Laurel Ave. 659-R 513 Holly, Phone 145-J
Note: Huddleston and Phillips were the general contractors who constructed the new American Oil building.

May success and good business Greet
The American Oil Co.
George Maffett and "Doc" Wells
upon the opening of the new and modern service station here in Sanford.
Randall Electric Co.
Phone 115 115 N. Main
Note: The electrical work on this building was performed by employees of the Randall Electric Company.

Congratulations TO THE American Oil Co.
upon the erection and opening of its new and modern Service Station At Park & Commercial
GOOD LUCK! AND SUCCESS!
The Aetha Iron & Steel Co.
Jacksonville, Fla.

Our hope is for only the best success and luck in the future for the
The American Oil Co.
George Maffett and "Doc" Wells
upon the opening of the new station erected here in Sanford
Snow's Paint & Glass Co.
Note: This firm has furnished the necessary paint for the new station now to be opened.

Christian Church, Born In Unrest, Has Big Growth

Continued From Page One

church attending the "Summer Conference," which is held in Florida annually, and where Rev. Marler was a member of the faculty for five years as Dean of Men and Recreational Director.

Rev. Marler often stated that he attributed the success of his ministry here as being brought about by the loyal support and co-operation of his wife. Aside from her many and varied interests, Mrs. Marler was one of the organizers and directors of the present Girl Scout group in this city.

The high esteem with which they were held was manifested very beautifully on Apr. 29, 1934, at which time he preached his last sermon, the other churches of the city having a short service, thus giving the members, as well as the ministers, an opportunity to pay tribute to him who was a friend, leader and civic worker. Mr. and Mrs. Marler were praised highly by members of the ministerial association with Dr. F. D. Brown in charge.

Rev. Marler stated, "One of the real joys of my ministry in Sanford was found in the large number of friends I was able to make outside the church."

After his departure the church was pastorless for several months, during which time services were held every Sunday morning and when possible in the evening. If a preacher was not on hand, the regular Communion service was held after which many of the members visited other churches.

During this period of time a revival was held by Rev. J. E. Gordon which brought about renewed interest in the church and the acceptance of Christ by a number of people. A number of visiting ministers preached here in the absence of a regular preacher, among those were: Rev. Stead of St. Louis, Mo. who spoke in the interest of the Southern Christian Home for Children at Atlanta, Ga. and the Florida Christian Home for the Aged at Jacksonville, Florida; Rev. C. O. Woodward of Ft. Lauderdale; Rev. John Humphries, Jacksonville; Rev. John Minges, Palm Beach; Rev. Volles, Zephyrhills; Rev. O. H. Gast, Lake Worth and Rev. Herman W. Forbes of Fort Pierce, Florida.

Since going into our church home, we have fourteen fully organized classes, all bearing their share of the responsibility, also a good Christian Endeavor Society which has given several conferences trained leaders to the Sunday School and church.

The Christian Endeavor sponsors a Conference movement every year and for the past several years many have gone. Plans are being made to send at least six or eight next year. Miss Esther Leonard, David Courney and Bert Handy have completed one year's work. The Misses Grace Evans, Fay Handy and Mildred Knight, two years. Miss Mary Alice Chappell, three years, and Miss Bertha Hughes graduated in 1931. Other young people have gone, but those mentioned are still active in the church here.

There are two circles in the church, the Mary and Martha and the Dorcas, both doing a splendid piece of work. Of course, there is the Women's Missionary Society with Mrs. H. J. Chase as leader. In looking over their records we find several items of interest in the purchase of a large number of books for their library, and note also that they have consistently met the quota set by the United Missionary Society of which theirs is an auxiliary.

In the Women's Council with Mrs. J. T. Ellis as leader, we have

to shed a light on their activities since 1914 organization. We see an item to the effect they purchased the baptistry curtain and ran hand- ing, and have completely furnished the kitchen which includes the purchase of such permanent fixtures as a gas stove, heater, sink, and built-in cabinet. They have also given away numerous articles of clothing and food to the less fortunate, both locally and the Florida Christian Home, Jacksonville, for the aged, and the Southern Christian Home for Children at Atlanta, Ga. There are many more accomplishments too numerous to mention.

It would be impossible for even a brief history of our movement to be complete unless we spoke a word of those who have gone on, and who did everything in their power to make the church here a success. I have in mind Mrs. W. L. Barnes who was held in high esteem by all who came in contact with her, especially those whose it was to fall under her influence as a teacher; Wm. McKim, who was made life honorary deacon; W. S. Robbins and others.

We also pause to thank of the living those who have moved away and who had given a helping hand in the success of one who is in this community, some of who were: Mr. and Mrs. L. M. Marshall and family, who occasionally visited; W. L. Barnes, who was treasurer of the church over a period of years; Mr. and Mrs. Geo. Kitterman of Kansas, and Mr. and Mrs. E. A. Whitton.

On Sunday, July 15, 1934, in the absence of the chairman M. J. the pulpit committee, Mrs. W. C. Lossing, Jessie Darden presented the name of Rev. Herman W. Forbes to the members of the church with the recommendation of the committee. The telegram sent to Brother Herman W. Forbes of Fort Pierce showed that he was called by the unanimous vote of the congregation.

Rev. Herman W. Forbes is a graduate of Milligan College near Johnson City, Tennessee. He came to Florida in 1928 and accepted the pastorate of the Christian Church of that city, and where he remained until he accepted the call of the local congregation. He preached his first sermon here Aug. 12, 1934 after accepting the call of the church in Sanford.

He was well known during his high school days at Leaksville, N. C., and represented that institution in oratorical debates for the four consecutive years. While at college he represented Milligan College in several inter-collegiate debates. All except one debate went in his favor by the unanimous vote of the judges. He has the distinction of having won the first silver loving cup ever offered by Milligan College in an oratorical contest. People who have heard him readily testify to his oratorical ability.

Since his ministry here the ministerial service has been adopted. It is practically a proven success although it has only been in use since the first Sunday in October. A marked increase in attendance has been shown in every department.

Officers of the church are as follows: Ray Fos, chairman of the board; W. C. Lossing, vice chairman; J. T. Ellis, secretary; Leonard Niblack, treasurer; Leonard Niblack, chairman of the board of Deacons; Jessie Darden, Supt. of Bible school.

And at the present time as we think of the many mistakes of the past, and what we think of as our big successes, but in reality are very small, in the planning of our activities for 1935, we say with Paul, "Forgetting those things that are behind, I press onward."

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

(Continued From Page Three)

prairie, while Frank Hendry took long range shots with the rifle at him.

Bag Wildlife

Very much crestfallen at our failure, and vowing to do better next time, we took our way towards camp and had hardly gone two miles when the baying of the dogs announced they were again on the trail of some game animal. From the action of the dogs we surmised it was a wildcat, and peeping about under the bushes Frank Hendry soon got a shot. He shot at the cat in a thick swamp and while he was certain he had not missed it, he did not know that his shot had been fatal. A wildcat wounded in a very savage and dangerous way, and as the dogs seemed to have gone off on a back track we had to venture in without them. We peeped cautiously about as we advanced, fearing the cat would spring upon us from some bush or limb and take us unawares, but just at this time the dogs came back, and dashing in found our game shot dead by a bullet striking his fore-shoulder. After skinning the cat and taking a small piece of his meat for Moses to taste and see whether or not it was good eating, we pushed rapidly on toward Ft. Shackelford where the rest of our party were camped. On our way we saw plenty of Indian signs, and finally found one of their camps hidden away in a dense little hammock, as only a squaw and some picanninies were at home and they seemed to be very much alarmed at our visit, we did not stay long, but went on about a mile further and found our camp.

"Old Fort Shackelford" had been so often mentioned as a definite place that I expected to find our camp in the midst of some picturesque old ruins, the relics of the last Indian war, and in any event to see the remains of an old stockade, some evidence of the soldier camps which had been made here. Fort Shackelford, however, is merely a clump of post-trees on the edge of the prairie bordering the Everglades, whose common report says Fort Shackelford was located not a vestige or sign of the fort remains, which is not surprising as the whole fortification probably consisted of a small stockade which was perhaps burned by the Indians as soon as the soldiers left it.

To the east of our camp and about four miles off lay the unexplored Everglades, but as this was Saturday and we were tired, we decided not to enter them until Monday morning.

The next day we had sent before us from Fort Myers was waiting at Fort Shackelford when we came up and that afternoon went down to the water's edge and unloaded the boat and things loaded on it. To mark our camp, and render it a conspicuous object for some miles around Mr. Newman hoisted to the top of one of the highest pines a large flag made from a piece of canvas on which he marked in black ink the Plant Investment Company's emblem, a Maltese cross.

Indian Squaw Visits Camp

That afternoon we were visited by the old squaw and picanninies we had seen in their camp that morning; we fed them as well as our hounds would permit, and the old woman (Nancy she said was her name) grew very talkative for an Indian. She was much amused at the idea of our going to Miami and when we asked how long it would take us to get there, she laughed and said: "Indian two

FEDERAL POSTOFFICE



Sanford's new and modern postoffice, occupying a large lot in the heart of the business section, and located at First Street and Palmetto Avenue.

days, white man ten, fifteen days." Pointing to the north she advised us to go that way, for north of Okeechobee she said we could take our wagons to Miami. She told us she had been to Miami and that it was a hundred miles from Shackelford, but we knew she was mistaken about the distance. This old woman said she had been Jumper's squaw, but that a few days before our arrival Jumper had "got big drunk" and falling out of his canoe had been drowned; also that she lived with Billy Conspache, or "Little Billy," who had married her daughter. That all her men were at Choctawhatchee hunting, and her daughters had gone to the nearest trading post some 20 or 30 miles away.

Finally, about dark, finding we had nothing more to give her, she and the two children took their departure. The next day was Sunday, and as there was little work to do we had plenty of time to do as we pleased; some hunted, some explored the surrounding country, but most of us were well pleased to sleep, eat and chat, thoroughly enjoying the rest and quiet after our eighty mile walk from Ft. Myers.

Returns With Daughters

In the evening the old squaw came back, again this time bringing with her two younger women, her daughters, and a half dozen or more little children. The two younger women were rather better looking than I expected, but had the usual Indian features, black, beak-like eyes, straight, rky colored hair, and low forehead. They were dressed in sarques and skirts of bright colored calicos, very much as white women in dress except that the sarque and skirt did not quite meet, when outside of a small ring or zone of the native and primitive Indian in view, giving the idea that each woman wore a belt.

Possibly alligator skin belts were in style there, and if so these might have been excellent imitations of the genuine article; or maybe the dress reform lecturer had instilled some of her principles into the natives' minds and this was a new style. A ventilation feature about these women were their soft voices, although of course accustomed to speaking in the open air, their tones were low and musical, and very distinct to our ears. They left us about eight o'clock that night having amused us very much, and promising to bring us some chickens early next morning before we got off.

That night I wrote in my diary: "From what squaw Nancy says I judge there is nothing between Miami and here but sawgrass and an occasional hammock island." Oh, my prophetic soul!

Next morning we were up early and after bidding the Hendry and those who were to go back with the wagons to Ft. Myers goodby,

we set our compass and ran S. 32 E. towards the Everglades.

Discretion Before Valor

Tom Boyd, one of the men from Ft. Myers, who had agreed to go through with us, became frightened at the prospect before him and decided to go back with the wagons. Before we reached Miami many a man in our party wished he had swapped his valor for some of Tom Boyd's discretion in this matter.

After running about four miles on our course we struck the Everglades as far as the eye could reach a vast expanse of sawgrass and water was seen, dotted, however, with islands here and there. A part of our force as detailed to set up the canvas boats, store the provisions, and equipage they were to carry, while the rest of us went on with the survey. Where we entered the glades the water was only ankle deep, clear except when stirred by some movement in it, and the ground was not so boggy as we found it further in. The sawgrass seemed to be stunted, for it was only four or five feet high, and lay in solid detached bodies and not a solid mass as we afterwards found it.

On all sides small clumps of trees or fields could be seen, and we felt confident if they were so numerous as this all the way across we would always be able to find a camping place.

My first experience with sawgrass was not very encouraging; for that day in forcing my way through some of it I had my right hand cut severely in several places, but after being tied up in a cloth greased well with mutton suet it gave me very little trouble.

We camped that evening about a mile from land on a little cypress island hardly above the surrounding water, and after bringing up all the wood we could find for our camp fire made a place for our beds. Each bed was fixed for two, and when practicable we always had a foundation of ferns or leaves of some sort; on top of this mattress we put our oil cloths to keep out the moisture from the ground, and then the blankets, one to lie on, and the other to cover with. As soon as our bed was made the mosquito bars had to be hung, and for this purpose four sticks were necessary.

After we had made camp that day those who were not too tired waded out to explore the neighboring islands; on their return they reported they had seen a deserted Indian village about which was growing a lemon grove, and on another island what seemed to be a bear's den, but no bear could be discovered. That night all were in good spirits except Handley, who vomited and seemed to be threatened with an attack of fever. The bare idea of any of the men falling sick in this wilderness made me faint at heart, and that

night I could not help feeling uneasy on that account.

Next morning, Tuesday (22nd) we decided to change our course so as to avoid sawgrass, and this necessitated the abandonment of a portion of the line we had run the day before, which I did not very much like. Early that morning Mr. Ingraham, Mr. Sydney and Mr. Moses went off to the south to examine a large body of cypress timber, barely visible from where we were. About noon they returned, bringing with them—or rather I should say being brought by an Indian in his canoe.

They said they had gone to the cypress swamp, and finding the ground very boggy had started to return when they suddenly came upon an Indian on foot who said his name was "Billy Fuel." They tried to hire him to go to Miami and act as our guide, but he refused; despairing of making any terms with him they started off again, when Mr. Ingraham, who had on boots, became bogged up, and in his efforts to get out, exhausted. The Indian, seeing this, seemed to pity them and said, "wait, I get canoe;" he then walked to a thick clump of bushes nearby, pulled out a canoe, and taking two of our explorers in it with him came on to where we were.

We ate lunch that day as we stood in the water, and crackers, potted ham and cold coffee never tasted so good. The Indian stayed with us until we had camped and had supper; before he left we offered him wycmie (whiskey) he seemed to yield to our wishes, but said he had to go home first and see his squaw, but would meet us at our next night's camp, ready to go on to Miami with us—but we never saw "Billy Fuel" any more.

Five Miles in One Day

That day's march had completely wearied me out, we had advanced since morning only about five miles, but they were equivalent to 20 on dry land. I was so tired I had lost all interest in everything, didn't care whether Billy Fuel stayed, went or ever came back, so I could lie down and rest. I managed to help Mr. Sydney arrange our bed, flopped down on it and slept until supper was ready, and as soon as I had swallowed that dropped off to sleep again. What appetites we had, and how delicious everything tasted! To be sure, our biscuit had a heart of dough and were very appropriately called, "sinkers," and our coffee was little mushy and our bacon salty and not always well done, but how refreshing this food was to us poor boys, wet, weary and muddy as we were.

Next morning before starting off we reconnoitered from the top of a large wild fig tree which grew in the center of our island, and thought we could see an opening in the direction we wished to go, but about eleven o'clock the sawgrass closed us in, and to go forward we had to go through it.

We stopped a few moments to

CHULUOTA

The county's most easterly community, located about 30 miles from Sanford on the Florida East Coast Railway and paved highway leading to the lower East Coast country.

Featured by the unusual hunting and fishing which are available only a short distance in every direction.

Offers the citrus grower, truck farmer and cattle raiser advantage which cannot be duplicated in any other section of the county.

Sites of a new school, several stores, three miles of new streets, electric light and power.

Home of "Chuluota Inn," popular winter tourist center often visited by the nation's ranking financiers and political figures.

Settled by hardy, industrious, and typically Southern people who take great delight in making the stranger feel at home.

rest and eat our lunch of soda crackers and fat bacon soaked in a bucket of grease, and then started forward again, for the nearest island was several miles ahead of us, and although we could see no passage through the sawgrass leading up to it, we knew we must reach it to find wood to cook with and a dry place to sleep. The grass was high and thick, the ground so boggy that at every step we sank into it up to our thighs, and the sun was scorching hot; it soon became evident that at the rate we were going we could not reach the island by night, and so Mr. Newman proposed that we two go ahead and fire the sawgrass so as to clear the way for the boats.

Fire Ahead of Party

The grass directly in front of us

fanned by the still breeze that was blowing was rapidly spreading around the pond we stood in. To get beyond this first wall of fire was not our object, and edging up to where the sawgrass was thinnest, we waited until the wind lulled a little, and then with one dash we were through it. We now pushed our way toward the island, lighting fires every hundred yards or so, knowing that if the wind held and the sawgrass burned with its usual fury there would soon be behind us a clear path for our boats. I was very weary when I started with Mr. Newman and after building fires and forcing my way through the sawgrass for a mile or so my strength completely gave out. I stopped in a lagoon where the water and mud was waist deep while Mr. Newman went on making fires toward the island.

On all sides the grass was burning with a fury I have never seen equalled; to my rear the smoke and flames completely hid the boats and the men struggling to bring them forward, while very soon the fires kindled ahead swept down toward me, and but for the bayou in which I stood would have burned me up. I thought little of the fire, but only of the fatigue, a sense of faintness came over me, and the sawgrass went around and up and down in a most strange fashion; I felt I could stand no longer, and wading to the sawgrass where the water shoaled a little I sat down in the mud and oh, how good it felt to rest!

The severe exertion I had made had been too much for me and a deathly sickness succeeded the faintness, and made me fear I would have to stretch out at full length.

(Continued On Page Five)

LUCKY Laying Mash

Sold by SEMINOLE FEED CO. SANFORD, FLA.

GUARANTEED ANALYSIS

	Per Cent
Crude Protein, not less than	20.00
Crude Fat, not less than	4.00
Crude Fibre, not MORE than	6.00
CARBOHYDRATES	45.00

Nitrogen-free Extract, not less than 11%

Ingredients—ULTRA-LIFE which contains

Oil of Wheat Embryo	Dried Egg Yolk
Extract of Cod Liver Oil	Dehydrated Spinach
Irradiated Dried Yeast	Dehydrated Orange
Extract of Rice Bran	Dehydrated Alfalfa
Dried Buttermilk	Kelp
Dried Skim Milk	Wheat Germ
Milk Sugar Feed	Fish Meal
Soya Bean Oil Meal	Molasses
O. P. Linsed Oil Meal	Corn Germ Meal
Ground Oat Groats	Corn Gluten Meal
1/2 of 1% Oxide of Iron	.075% Manganese Sulphate
.0031% Copper Sulphate	.125% Calcium Gluconate
1/10th of 1% Potassium Iodide	

Also Gray Wheat Shorts, Wheat Bran, Ground Corn, Meat Scraps, Alfalfa Meal, 2% Pulverized Oyster Shells & 1/2 of 1% Salt.

Better Times are Coming!

The celery farmers and citrus growers are consistently seeking better and cheaper transportation for their products from Florida to the Northern consumer. This problem is by far one of the most important facing the farming industry of Central Florida.

We believe that we are doing our part in helping to bring back prosperity to the farmers and growers by offering lower freight rates, which have been made possible and utilized through nature's own highway, the St. Johns River.

Lower freight rates mean more profits for the grower, enabling them to store up a surplus for short years. Also the consumer is profited because he can then purchase those things he desires in the way of fresh fruits and vegetables in more plentiful quantities.

Profits build cities, industries and nations alike. If the Sanford farmers make more money, they in turn spend more with the local merchants who therefore have to employ more clerks, who create the cycle by spending their weekly wages for clothes, food, gas, etc. and helping to bring about prosperity to many other industries.

St. John's River Line Co.

Sanford—Jacksonville
Boats Daily To Jacksonville—Trucks All Points South

Precooling Service

Plants At

Beck Hammock Rands Siding Oviedo

Florida Precooling Company

Geneva-Beardall Section Was Wild Area 26 Years Ago

The Geneva-Beardall Avenue section, according to B. F. Martindale, one of its settlers, was a wilderness of palmettos, pine trees, and prairie grass some 25 or 26 years ago, with not a farm in sight, the closest improved place being Celery Avenue.

Today, that section is the center of a rich agricultural area which has produced thousands of dollars worth of truck crops, an area which encompasses within a mile radius, some of the finest farms in the delta.

Mr. Martindale resided, or was preparing to reside on property at the intersection of Geneva and Beardall Avenues, in 1908. He had been requested to "give a little sketch of your neighborhood," and his impressions are recorded as follows:

"This is one of the new settlements of the celery belt, and as yet unnamed, but as a matter of convenience, we will call it 'Hungalaw Corner.' The location is at the crossing of Geneva and Beardall Avenues, two and one-half miles east, and one mile south of Sanford.

"Last February (1908), when I first visited this corner, there was not a farm in sight, the closest improved place being Celery Avenue. Since then there has been over 30 farms started, and about a dozen houses built within a half mile of this corner, and we predict that within the next year we will have a house on nearly every five acre tract in this one-half section.

"Even now we hear talk of a repair shop, a store, and a church for Sunday School and general church use, being free and open to all Christian denominations. The location is just right for a country school, which must come to the neighborhood soon.

"The corner is but 440 yards from the line of the proposed new railroad, and will no doubt demand a switch, which will make it one of shipping points of the road; supporting a warehouse and ice-house for the convenience of the neighborhood."

Medical Science In-County Shows Much Progress (Continued From Page One) fever, typhoid, diphtheria, whooping cough, and small pox have been under better control during recent years.

Typhoid has been developed to prevent diphtheria, and vaccine now is used with success against small pox. Soon we hope to be able to prevent the other diseases by immunization.

The school nurse has been a very helpful addition in the control of contagion among the pupils. During the past 10 years, the standard of the practice of medicine has been raised considerably. A two year college degree now is required before a person may enter medical school. A standard, grade "A" medical school also requires four years of study during nine months of each year, with one year of hospital work, making a seven year study period from high school to a degree in medicine.

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Post-graduate courses are given yearly by many schools, and clinics and seminars in special branches of medicine are given at stated times each year.

Sanford doctors avail themselves of these special courses and today they are prepared to give expert treatment and advice in surgery, eye, ear, nose and throat ailments, pediatrics (children's diseases), obstetrics, and other special branches of medicine.

The Fernald-Laughton Memorial Hospital, with its efficient corps of nurses, has for the past 15 years aided the progress of medicine in Sanford and thus relieved much of the suffering of our citizens.

As the result of the progress of medical science in this county during the past quarter of a century, it is no longer necessary for persons to seek advice in other cities. Capable and courteous treatment is always available here.

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

(Continued From Page Four) length in the mud. After resting in the mud the best part of two hours I recovered some of my strength, and the clouds of smoke behind me having rolled away I could see that our men had abandoned the boats and one by one were struggling on, each with a pack on his back.

Longing Eye for Island Nothing but stern necessity could have compelled me to move, but realizing that I must reach that had already been lighted, and island that night I gathered up my strength and crawled slowly about the wreckage of my pleasure in never did a ship-wrecked mariner eyes with more longing glance the distant land than I did that night there it lay before me, not a mile away, with the delicate tracery of its trees outlined against the sky and the glistering leaves showing bright in the setting sun, and yet it seemed I would never get to it. Slowly I "bogged" along my foot working like suction pumps in the mud, stopping now and then to wonder where the strength for the next step was coming from. Occasionally someone would overtake me and pass me, but we had no breath to waste in words, so nothing was said. Just as the sun set I saw a little smoke curl up from the island, and I knew our captain had reached the goal for which I had been making, and was happy to stretch myself on the ground no more. Weariness is no name for the suffering I underwent, and could not express of my sensations of pleasure when I threw myself down on the ground by the fire Mr. Newman had made, and rested.

My advice is to let every discontented man take a trip through the Everglades—if it doesn't kill, it will certainly cure him. All those who are suffering from "tommy" who have no taste for the good things of the world, and eat on nothing, but the dainties of the table, after a few days of such experience as we went through, the white bacon warmed through, and be as delicate to his taste as the coy's breast, and "sinkers" will, as lightly on his stomach as the lightest white bread, he may be seen raised to think food a pleasure, the only drink fit for a man, and cold coffee without milk or cream equal to nectar.

Kill or Cure If a man is a dud a trip through the glades is the thing to cure him. A day's journey in such a place, eating vegetable matter which permeates everything it touches, and no water with which to wash, and off will be good for him, but the chief medicine will be his morning toilet. He must rise with the sun, when the grass and leaves are wet with dew and put on his slippers, body clothes heavy and wet with slime, and scrape out of each shoe a cup of black and odorous mud. It's enough to make a man swear to be contented forever afterwards.

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RUNGE TELLS OF FRATERNAL LIFE OF CITY

(Continued From Page One) look front rank in the fraternal orders.

It established itself in the old quarters of the Eagles in Stone-Grove Building. Its first Eastern Ruler was W. D. Holden and other leaders were Dr. T. A. Neal, R. L. Peck, Geo. A. DeCottis, Cruse Barnes, and many other prominent business and professional men of Sanford. The Elks showed their courage and civic pride by building one of the finest club homes in the South, but adverse conditions during war times forced them to sell the building to the county for a court house. Still, every member of the Elks Lodge can point with pride to the fact of its having made possible for Seminole County, to have one of the finest court houses in the state even before the boom.

Another fine men's organization, of twenty-five years ago, was the city band with R. Maxwell, E. C. Williams, Felix Frank, H. Haskins, Geo. Fernald, Joe DeMont and the Stumon family, among others. With liberal support from the city they made a fine showing, and did much to entertain the people that had to stay home, when autos were still scarce and far between.

The German-Americans had a lodge of the "Sons of Herman" a national benevolent society at this time, with "drouth" in any of above fraternal social organizations.

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Bob Holly Recalls Early Experience Of Sanford Herald

(Continued From Page One) mention of all the big things that The Herald and a small band of enterprising citizens put over here. Some day the writer will undertake to write a history of the past 25 years as a tribute to the memory of the men who built Sanford and give their names and some of their accomplishments. Most of them have gone to their reward but they were giants in those days and they deserve a niche in history.

The first Herald was printed in the Fish Market in the room now occupied by the Seminole Fish Market. About two years after it was created and the plant moved to the present location on Magnolia Avenue. A special edition celebrating the event and the big things predicted for Sanford in those pages of half tone cuts sounded like "hoss" to some people, but most

of them have come to pass. Politics rampant in those early days had much of interest to the people who took their politics seriously and either soaked The Herald or praised it as their tastes seemed to run. Several times over zealous partisans broke into the office and stole the copy and the proofs from the copy hooks in an endeavor to look into the editor's hand.

County division was hatched in The Herald office and the inside story of this great event would make interesting reading and would be real news even to those who were taking a big part in putting it over.

As a weekly and twice a week and afterward a daily, The Herald was up and down the scale of prosperity. We had hard times in those early days when money was scarce and the editor was obliged to take groceries and clothing for advertising and the family had everything but money. This called for the editorial that became famous in which The Herald advocated using oyster shells for money. The city and banks and business houses used script and looking back on those days it seems that we survived, had plenty to eat and enjoyed life to the fullest. Everybody was one big family and we had some glorious occasions with picnics and barbecues and hunting and fishing parties.

In the winter the old Sanford House was the center of social activities and we had that good old dance called the german with masquerade dances and excitement galore.

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As the result of the progress of medical science in this county during the past quarter of a century, it is no longer necessary for persons to seek advice in other cities. Capable and courteous treatment is always available here.

"This is one of the new settlements of the celery belt, and as yet unnamed, but as a matter of convenience, we will call it 'Hungalaw Corner.' The location is at the crossing of Geneva and Beardall Avenues, two and one-half miles east, and one mile south of Sanford.

"Last February (1908), when I first visited this corner, there was not a farm in sight, the closest improved place being Celery Avenue. Since then there has been over 30 farms started, and about a dozen houses built within a half mile of this corner, and we predict that within the next year we will have a house on nearly every five acre tract in this one-half section.

"Even now we hear talk of a repair shop, a store, and a church for Sunday School and general church use, being free and open to all Christian denominations. The location is just right for a country school, which must come to the neighborhood soon.

"The corner is but 440 yards from the line of the proposed new railroad, and will no doubt demand a switch, which will make it one of shipping points of the road; supporting a warehouse and ice-house for the convenience of the neighborhood."

Medical Science In-County Shows Much Progress

(Continued From Page One) fever, typhoid, diphtheria, whooping cough, and small pox have been under better control during recent years.

Typhoid has been developed to prevent diphtheria, and vaccine now is used with success against small pox. Soon we hope to be able to prevent the other diseases by immunization.

The school nurse has been a very helpful addition in the control of contagion among the pupils. During the past 10 years, the standard of the practice of medicine has been raised considerably. A two year college degree now is required before a person may enter medical school. A standard, grade "A" medical school also requires four years of study during nine months of each year, with one year of hospital work, making a seven year study period from high school to a degree in medicine.

County, state and national medical societies have, in the past 26 years, grown in membership and thoroughness in disseminating medical knowledge.

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Sinclair Oils Have Been Aged & Mellowed For 99 Million Years But Sanford & Seminole County Have Shown The Greatest Progress During The Past Quarter Century So at the close of this period of progress we are celebrating with The Herald on its anniversary. Sinclair Refining Co. F. C. MacMahon Sanford Agent



A. D. Zachary President

1914 1934 Twenty Years of Progress

For twenty years the Zachary Veneer Company has been in business in Sanford. The firm was organized one year after the creation of Seminole County and during these twenty years this company has had a steady, consistent growth. As the county and state have grown, the Zachary Veneer Company has expanded. So it is with a sense of satisfaction that this firm chooses this particular time to celebrate with The Sanford Herald on its quarter century anniversary.

-- A National Crate Business

The crates manufactured by the Zachary Veneer Company have attained national recognition as being on a par with the best manufactured.

-- Fruit & Vegetable Containers

The Zachary Veneer Company manufactures all kinds of fruit and vegetable containers—"The kind that will be a credit to your product"—Well constructed and at low cost.

Quality Durability Zachary Veneer Co. Sanford - Palatka

The Great Out-of-Doors Are You Ready For The HUNTING SEASON? See Us For Your Supplies Guns—Shells—Decoys—Hunting Coats—Knives—Belts—And Anything Else Also—Ask one of our clerks to show you the minnow that's catching all the fish lately -- -- HILL Hardware Company Serving This Community over 55 years

It Is A Pleasure

To announce that the entire 1934-'35 product of the Major Motion Picture Producers has been contracted for and accordingly patrons of the Milane Theater will be enabled to see the finest picture productions to be marketed this season-

Each of the Major Producers --- Paramount, Fox, Metro, Vitagraph, Warner Bros., First National, RKO, Universal, Columbia - - have - - in accordance with their pledge to the Administration - - selected only the choicest material which will afford you the most satisfying entertainment you have ever had the opportunity to see-

The operating budget of every family should provide liberally for entertainment and what could be more enjoyable - - - at the very nominal expense entailed - - - than an evening at the movies seeing a selected feature picture with a great star and selected supporting cast supplemented by

News Reels while they are new

Travelogues, taking you to the four corners of the earth

Comedy subjects to tickle the ribs

Musical Shorts featuring Name Bands and Artists

Color Novelties

Precise Projection

Perfect Accoustics

Comfortably Appointed



SECTION OWES DEBT TO RAIL LINE PROGRESS

Coast Line's Share In Local Development Related By Dumas

By T. L. DUMAS
 Superintendent Jax District Atlantic Coast Line Railroad

Dependable transportation is a vital necessity to the nations progress. The people of Sanford and Seminole County as well as the entire section of Central Florida owe a debt of gratitude to the railroads for their very existence.

In 1844 small boat service was inaugurated on the St. Johns River between Palatka and what is now known as Sanford. This small boat made one round trip each week and was the only means of transportation or communication between Central Florida and the outside world.

Not until 1866 was a large steamer service inaugurated. This boat, the Darlington, was hailed as the salvation of the people, but there was no real development until 1870 when Gen. Grant turned the first shovel of earth at Sanford marking the beginning of construction of the South Florida Railroad. On June 26, 1880, the first passenger train was operated from Sanford to Longwood; the line was completed to Tampa in 1886, and the same year of early in 1887 the J. T. & K. W. was completed into Sanford, providing rail facilities between Jacksonville and Tampa through Central Florida.

Later, the Sanford and St. Petersburg and Sanford and East lines were built, making Sanford the hub of rail lines in Central Florida. Until the iron horse became a reality in Florida, the Indians were practically supreme—rails were forged into and through wilderness, where white men had probably never dared to venture.

With the coming of the railroads providing that indispensable necessity of civilization transportation—population increased church steeples were raised to high heaven and many little red school houses, of which we hear so much became a reality, followed by education, christianity and all the refining influences which our people of today find so necessary and enjoy so thoroughly, rarely giving any credit to the far sighted men who projected and prosecuted their rail lines to completion.

I sometimes feel railroads are now and have always been unpopular. I don't know why. The railroad industry is the second largest industry in our nation. Agriculture comes first, the railroads next. Railroads are liberal tax payers, they are the largest employers of labor, the largest consumers of forest products, the largest consumers of coal, the largest consumers of steel and iron and purchase vast quantities of all kinds of stationary and hundreds of other supplies.

We hear a great deal about high freight rates. Reduce taxes and place the railroads on equal basis with other modes of transportation and they could afford to reduce rates.

The Atlantic Coast Line has undoubtedly faith in Florida and is determined to do all possible to aid in the development of the State. More than 50 percent of Coast Line mileage is in Florida. She has forged her rails into many parts of Florida, where no development was possible without transportation. The line, Haines City to Sebring, is responsible for the beautiful scenic highlands.

Prior to the depression between one-fourth and one-fifth of Sanford's population was entirely dependent upon the Coast Line. Payrolls averaged \$500 per day. Employees owned modest homes, contributed to churches, schools and city government. The facilities for the 100 percent handling of freight and passenger business of a small city with a population of 1000 people were not only adequate but also profitable.

It is only a matter of time before the railroads will be able to do the things that are the greatest boon to the State of Florida and the Nation.

LAKE MONROE

Has distinction of being one of the county's greatest and most productive truck growing centers. Located about four miles west of Sanford on the main paved highway leading to Jacksonville, Tampa, and all parts of Florida, as well as the Atlantic Coast Line railroad main line.

Within half a mile of the St. Johns River.

Offering a combination of flowing wells, rich productive soil, and modern packing and shipping facilities, and other advantages to the person who wants to live in Florida for health and happiness.

Also in winter with green fields of celery, lettuce, peppers, beans, tomatoes, and other crops.

CITY'S BUILDING HISTORY TOLD BY S. O. SHINHOLSER

25 Years Have Brought Marked Change In Housing Programs

By S. O. SHINHOLSER
 "No old settler's meeting or pioneer's fair was complete without Grandfather or Squereen in the chair. To lead off the programme by telling folks how He used to shoot deer where the court house stands now." RILEY.

Which reminds me of the night about 25 years ago, when a party of fox hunters, headed by Barney Beck with about a dozen hounds, jumped the fox in a broom eagle field where the Junior High School now stands. (Yes, we got the fox, near Fort Reed, at about 3:00 o'clock next morning.)

At that time, there had been very little building since "The big freeze," as there had been ample housing facilities for those who had remained to undergo the hardships of financial and business reconstruction. A good home could be bought for \$250 to \$300 and a store could be rented in one of the few brick buildings of the town for as low as \$5 to \$10 per month.

With the development of commercial agriculture in the Sanford district, the community began to take on new life. A constantly increasing population demanded additional housing, and many residences that had stood unoccupied for years began to be reconditioned and occupied.

In about 1908, a forward looking City Council ordered cement sidewalks laid along the principal streets of the city, to take the place of the root-infested, shilly walks of the earlier days, and I think this might be considered the beginning of Sanford's era of building.

At that time, Sanford's settlement lay almost entirely between Sanford Avenue on the East, and French Avenue on the West, while Eighth Street was getting pretty well out of town going South.

I well remember in the summer of 1908 making inquiry for some well located residence lots for speculative building purposes. A well posted man told me that almost anywhere in the city was good, but he warned me against one location which he thought had no future.

He stated that one company was exploiting lots at the old baseball park (Eighth Street and Magnolia Avenue), but because this location was too far out of town, he felt that a purchase there would be a mistake.

Within five years this had developed into one of the most beautiful residence streets of the city, and it now seems impossible that so recently, a well posted man should have considered Magnolia Avenue at Eighth Street too far out to be of value.

From 1908 to 1912, homes constituted Sanford's principal addition to its sky line. New streets were opened, new sidewalks were laid, and a steady and rational program of home building was in progress.

This was materially stimulated by the local Building and Loan Association under the able management of Mr. A. P. Connolly as secretary, and many of the homes of this period were financed through his organization.

As to about the year 1912 the building of new churches plus an increasing civic consciousness led to the building of the new city hall and during the period of the war.

MRS. PAPWORTH RECALLS GAY LIFE OF CITY

Horse And Buggy Era Is Compared With Radio-Motor Age; Both Seen Enjoyable

By JUNA ROBINSON PAPWORTH

As I was not living here twenty-five years ago, my memoirs of progress in the social life of Sanford may date back to my advent straight from a Latin-Scientific course at Stetson University.

Peering back to that rosy vista, I seem to see this so-called "progress" in reverse. So glamorous and joyous looks the pattern of that magic period, even today.

This was before the devastating fire was in the making. Brick (Continued On Page Eight)

Mrs. J. N. Whitner, Resident Of City For 67 Years, Gives History Of Its Early Life

(Editor's Note: The following historical article, written by Mrs. J. N. Whitner, who came to Sanford in May 1867, was read at the unveiling in 1926, of a tablet marking the site of old Fort Mellen. It is held as being one of the most comprehensive papers that has ever been prepared by a resident of this city, and its value is enhanced by the fact that its writer lived through events of great historical significance to those seeking the early history of this community.)

By MRS. J. N. WHITNER

"The establishment of Fort Mellen and the subsequent stirring scenes of army life occurring at this site 60 years ago today (May 28, 1925) recall the battle of Fort Mellen, which, as a point of historic interest, was an incident in the Seminole War.

"The United States Government, through a treaty with Spain, had secured Florida in 1821. The hostile disposition of the Indians since the earliest colonial days held settlement in the peninsula in check so that the population had never endured except near the border line and in the vicinity of St. Augustine.

"The remainder of the vast domain was still in possession of the aborigines, whom the government at last realized, would never be held in Florida reservations provided for them in 1824, not controlled by military or civil methods under then existing conditions.

"Indian atrocities were on the increase and the government, aware of the failure of the provisional government to cope with (Continued On Page Two)

LAKE MARY BEAUTY SPOT OF SECTION

Advantages Of Busy Community Are Outlined By One Of Its Leading Citizens

By FRANK EVANS

Nestled between two deep clear water lakes, lies the town of Lake Mary, situated in exactly the center of the western half of Seminole County, and directly south of the new bridge over the St. Johns River. Traffic going south from the Monroe Bridge will save more than five miles by going through Lake Mary to Longwood, Winter Park and Orlando.

Lake Mary is approached on the (Continued On Page Three)

Statistical Data Covering County Is Offered Readers

1933 PRODUCTION OF CITY PLANTS IS VALUED HIGH

11 Shops Turned Out Goods Valued By U.S. At Over \$1,400,000

WASHINGTON, Nov. 2.—The total production of local manufacturing and printing and publishing plants in Sanford, Seminole County, Florida, during 1933 was valued at \$1,411,942 according to a preliminary summary of data collected in the Biennial Census of Manufactures taken in 1934, released today by Director William L. Austin, Bureau of the Census, Department of Commerce.

"This total was reported by 11 establishments and the number of wage-earners employed by these establishments in 1933 was 260," Director Austin said. "Wages paid during the year amounted to \$208,709, and materials, fuel and electric energy cost \$922,357."

The 1933 figures here given are preliminary and subject to revision.

Number of establishments	1933	1931
Wage-earners (average for the year)	11	13
Wages (in \$)	208,709	238,000
Cost of materials, fuel and purchased electric energy (in \$)	922,357	912,267
Value of products (in \$)	1,411,942	1,501,178
Value added by manufacture (in \$)	698,224	678,000

(a) Not including salaried officers and employees. The item for wage-earners is an average of the numbers reported for the several months of the year. In calculating it, equal weight must be given to full-time and part-time wage-earners (not reported separately by the manufacturers), and for this reason it exceeds the number that would have been required to perform the work done in manufacturing and printing and publishing industries if all wage-earners had been continuously employed throughout the year.

The quotient obtained by dividing the amount of wages by the average number of wage-earners cannot, therefore, be accepted as representing the average wage received by full-time wage-earners. In making comparisons between the figure for 1933 and those for 1931, the possibility that the proportion of part-time employment was larger in one year than in the other should be taken into account.

(b) Manufacturers' profits or losses cannot be calculated from the census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance and advertising.

(c) Value of products less cost of materials, fuel and purchased electric energy.

Miss Mell Whitner Of Truck Growers Firm Releases Complete Data On Its Growth

(Editor's Note: Condensed in form yet most comprehensive in its content is the following brief developed for the Sanford Herald by Miss Mell Whitner, traffic manager for the Sanford-Truck Growers Firm, Inc., a daughter of the late J. N. Whitner, grower, who credits her having introduced celery culture in this section.)

Location
 Seminole County Florida, is located 125 miles south of Jacksonville, 125 miles north of Tampa, 80 miles east of the Gulf of Mexico and 35 miles west of the Atlantic Ocean.

Population
 The 1930 census gives the county a population of 18,733 persons of whom 9875 were white, 8431 were colored, and 427 were foreign born. The 1930 population of Sanford, the county seat, was 10,100.

Area
 It is next to the smallest county in the state, comprising 331 square miles and including 166,257 acres, exclusive of lakes.

Assessed Valuation
 The 1934 assessed valuation of all real estate in Seminole County is \$6,536,330, as shown by records in the office of Tax Collector Jno. D. Jenkins.

Valuation
 For over 20 years the accepted valuation for good, wild land, suitable for intensive farming in Seminole County has been from \$100 to \$200 or more per acre. Good, cleared, high level, improved, tabular lands have brought from \$1000 to \$1500 per acre, with some sales higher and some lower.

Average Temperature And Rainfall
 The meteorologist, U. S. Weather Bureau, Jacksonville, reports the high average temperature as 81.6 degrees, the low average at 60.1 degrees, and the daily average temperature at 71.5 degrees. The average rainfall per year is 51.8 inches, he reports. This information is based on records made at Sanford over a period of 23 years.

Natural Advantages
 Seminole County has many natural advantages, the most important being its flowing artesian wells which are absolutely necessary for the irrigation system. A second important natural advantage is the water protection which affords relief from extremes of cold weather.

By referring to any standard map of the county, it is noticed that the Sanford growing districts lie southeast of Lake Monroe and the St. Johns River, and that the Ovidio growing districts lie southeast of Lake Jesup, one of the three largest lakes in the county. The districts thus are afforded water protection from the northwest from which direction comes, most of our cold weather.

A third important natural advantage is the county's location near the headwaters of the St. Johns River which is navigable from Sanford to the north, and on which many freight boats now make regular runs. Many pleasure craft also operate on the river from Sanford, and the hunting and fishing on this river, as well as in nearby lakes, is considered as among the best in Florida.

Other natural advantages include hundreds of fresh water lakes and several natural springs. The climate of Seminole County is milder than that of adjacent districts, primarily an account of its extensive water protection.

Other Advantages
 A splendid school system operating in new and modern buildings in every town in the county, well attended churches of every denomination, a municipally owned and operated Sanford Country Club of 18 holes, services of the second largest part of Hungary, two oaks, eight pigs, one calf, 500 hens, ducks, and geese and 1400 liters of wine were consumed.

(Continued On Page Four)

Mather at Sanford

That Will Save You Money
 You will be surprised when you find how much this sale will save you on furniture of undoubted quality—all in the latest style.



Save On Your Living Room Suite
 Here is a beautiful suite, usually priced at practically double our planned Economy sale price. Davenport and chair.

\$59.50



8-Piece Bed Room Group
 This group of fine bed room piece include walnut finish poster bed—chest of drawers—vanity—bench—coil spring—mattress 2 pillows—All for

\$89.50

4-Piece Bed Room Suite
 Vanity Bed Chest Bench

\$59.50

Colonial Bedroom Suite
 Three piece solid maple pegged, unusual charm. Vanity, Bed and Chest. This suite can be had in twin beds if desired.

\$79.50



9 Pc. Genuine Gable Oak dining room suite
 re-lectory table, enclosed china cabinet with drawers; 66-inch Buffet and six upholstered chairs

\$129.50
 \$10.00 Cash—\$2.50 Week

LIBERAL CREDIT TERMS
 Credit is the modern way of buying. Use your credit here to buy beautiful furniture that will give you so much pleasure. You'll find our easy payment plan most convenient.

Second And Magnolia Phone 157

AXMINSTER RUGS

8x12	34.50
83x106	29.50
6x9	19.50

\$1 Down—\$1 Per Week

Coffee Tables
\$5.95

Choice with glass tray

Lounge Chairs
19.50

Large size, good quality.

1.00 Down 1.00 Week

Occasional Chairs
\$5.95

Tufted seat, walnut finish.

Dining Room Suites
 8-piece Walnut Dietetic set consisting of extension table, 4 beautiful upholstered chairs, and buffet

\$39.50

ENSEMBLE
 5 Tube Radio, Spot Chair, & Radio Table

\$1 Down—\$1 Per Week

\$39.50

6Cx80 Part Wool Double BLANKETS
 Assortment of Colors

\$3.14

10x12 Felt Base RUGS

8x12	7.00
7x9	5.50
6x8	4.50

Felt Base Floor Covering Per Kitchen or Bath Center.

Yards 44c

Tables
\$5.95

Living Room Tables, various styles.

Kitchen Tables
\$5.95

Porcelain Top, enamel base.

Cedar Chests
Lane or Cavalier

1.00 Down 1.00 Week

Metal Jack Bridge Table Set
 Table & 4 Chairs to Match

\$9.95

Smart Double or Twin STUDIO COUCH
 By Simmons or Sealy

\$2 Cash \$1 Per Wk.

All Wood and Oil STOVES

\$1 Down \$1 Wk.

Assortment of Bridge Floor & Table LAMPS

50c Cash—50c Per Week

MISSISSIPPI RIVER FLOOD DAMAGE EASED

NEW ORLEANS, Nov. 2.—(AP)—Secretary of War George H. Dern, ending a 2,000-mile inspection trip down the Mississippi river here, said that only "such a flood as has never been recorded" can harm the river valley again.

Secretary Dern, accompanied by flood control officials and others, started his trip at St. Paul and moved southward slowly, personally inspecting the myriad waterway system.

"The huge sums the United States government is spending on the river are being well spent," he said. "The work under way is permanent. This nation will reap a hundred-fold for every dollar of surplus funds spent on this river."

Hungarian wedding feasts are real events. At a recent three-day feast at Magocs, in the southern part of Hungary, two oxen, eight pigs, one calf, 500 hens, ducks, and geese and 1400 liters of wine were consumed.