

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.

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 Enjoys Rich Background Of Historic Lore

Dieters Prove Celery Good Food For One's Health

(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.

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.

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.

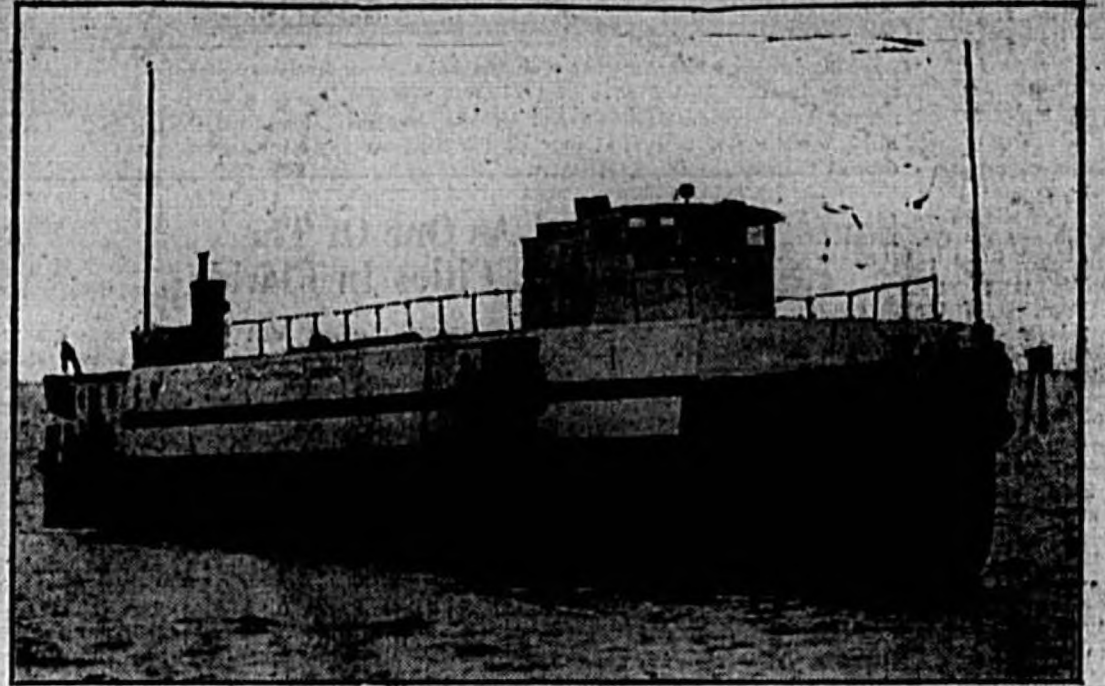
Phyllis Dawson Rowe, Dietitian, the Johns Hopkins Hospital says, "Potassium and calcium, necessary in the daily diet, are present in celery, in amounts well worth noting. It is not only valuable because of its organic salt content, but also because it is a source of Vitamin B. Vitamins which decrease 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

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Hotpoint REFRIGERATOR

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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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 children.

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 Castille, 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.

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, Continued on Page Two



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.

Johns River Over 145 Miles

Continued From Page One... The Johns River, which flows from the north to the south, is one of the longest rivers in the state...

Sanford Gains From 'Book'

Continued From Page One... The book, 'The Johns River', has been published by the Sanford Chamber of Commerce...

Churches Play Large Part In County Life

Continued From Page One... The churches in Sanford play a large part in the life of the community, providing social and religious activities...

Sanford-Oviedo Truck Growers Is Big Co-Operative

Continued From Page One... The Sanford-Oviedo Truck Growers Association is a large co-operative organization for truck growers...

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Dawson Reveals Facts On Area's Crop Production

Continued From Page One... Dawson reveals facts on the area's crop production, including the importance of citrus and other fruits...

County Agent Proves Seminole Produces Most Food Crops

Continued From Page One... The county agent proves that Seminole produces the most food crops in the area...

New Quarters Used By Stanley-Rogers

Continued From Page One... The Stanley-Rogers firm has moved into new quarters, providing better facilities for their business...

We Invite You to Visit "Independent" Home Owned and Operated "FORREST GANCHEL'S CASH GROCERY AND MEAT MARKET" Compare Prices-Weights-Measures Courtesy And Cleanliness

Wake Up And Really Live In A Westinghouse Home We Can Supply Your Needs In Anything Electric. All Matched Appliances From The Smallest To The Largest. All Under One Name-Westinghouse.

The Yowell Co. SANFORD, FLORIDA Just To Let You Know That We Carry The Best Advertised Brands Such As Phoenix Hosiery, Gossard Corsets, Shirley Temple Dresses, Deanna Durbin Teen Age Dresses, Wearwell Sheets, Cannon Towels, Everfast Suiting & Prints, Hub Down Comforts, Marshall Field Heatherline Wool Goods, Butterick Patterns, Elizabeth Arden Cosmetics, Bates Spreads, Bradley Knitted Suits, Gantner Sweaters, Colonial Yarns, Holland Wool Blankets, Wearwell Sheetings, Rhodes Hats, Miss New Yorker Underwear, J & P Coats Threads, Kotex and Kleenex, Nemo Corsets, John B. Stetson Hats, Hart Schaffner & Marx Suits, Arrow Shirts, TomSawyers For Boys, Botony Wool Ties, Cheney Silk Ties, Hickok Belts and Buckles, Headlight Overalls, Universal Pajamas, Monarch Leather Coats, Goodknit Underwear, Rockinchair Underwear, Van Heusen Collars, Arrow Collars, Real Camel Hair Overcoats, Boston Garters, Ivory Garters, Nu Way Suspenders, Headlight Work Shirts, Yard Long Blue Chambray Shirts, Arrow Shorts and Undershirts, Alligator Raincoats.

WHAT Standard Brand Means Modern man's earliest recollection of the word "brand" is usually found in childhood stories about the branding of cattle, a process employed by cattlemen to identify their own steers from those of another herd. The practice came to mean more than just a method of keeping track of one's cattle; it soon developed into a device by which the buyer and the ultimate consumer could appraise the product he was purchasing. Certain brands meant cattle of excellent quality and proportions, the meat from which was tender and juicy and demanded high prices. The use of brands has spread to other lines of business and agriculture and so today we find growers and shippers branding their products so that they will become identified in the public mind with quality. That is why the Standard Growers Association is particularly pleased to proclaim to the world its STANDARD BRAND label.

LAKE MARY Progressive Hospitable Before deciding on your permanent or winter residence, investigate the attractions and advantages offered by this thriving community where a salubrious climate combines with the merits of a fine school, churches, an excellent water supply, numerous beautiful lakes and an alert citizenry to make it the ideal place for a home. This space is made possible through the efforts of the Lake Mary Chamber of Commerce and the progressive citizens of Lake Mary.

Standard Growers Ass'n. SANFORD, FLORIDA

ADDRESS ANY FURTHER INQUIRIES TO C. W. ISBILL

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1925

OVIEDO

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Ye Old Blacksmith Shoppe
Anything made of iron or wood to your liking
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LAKE CHARM FRUIT COMPANY

Oviedo, Florida

Citrus Fruits
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Facilities for washing and precooling celery are strictly
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STORE OF LOWEST PRICES
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Growers And Shippers of Fancy Celery

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Service Station
STANDARD OIL
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Appreciate Your
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up-to-date, inspected
regular by the State.
Rich Jersey Milk

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good meals. Ideal for semi-invalids and elderly people.
Special Diets
Mrs. O. G. Wolcott, Prop.
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Compliments
Carter's Service Station
OVIEDO FLORIDA

Lawton's Store
The Best In Fresh Meats
And Groceries
Phone No. 2

**Oviedo
Woman's Club**

Oviedo Is Famous For Excellent Citrus And Celery

Incorporated City Of 1,500 Boasts Tax Millage Of 5

Oviedo Was Once Second Largest Shipping Point For Citrus In Florida

There was a settlement on the south shore of Lake Jesup early in the history of the state, as soon after the Civil War. It was made up of 15 or 20 families. This settlement grew and was later named Oviedo by Mr. Andrew Aulin, in 1875.

In 1886, the first railroad was built to Oviedo around Lake Jesup from Sanford, and was known as the Sanford Indian River Railway Co., which is now the ACL Railway Co. Soon after this the T. D. & D. Railway Co., now the S.A.L. Railway Co., built their railroad to Oviedo from Orlando. In 1887 a tram road was built from Oviedo to Lake Charm. This was known as the Lake Charm Railway Co.

The first celery in the county was grown by Mr. Joe Linehart, Sr. and Mr. Stoen Nelson, and the culture of celery was kept a secret, as no one knew how to grow it here but them. This celery was sold to the hotels in Sanford and Orlando.

Oviedo was the second largest shipping point for citrus in the state up to the freeze in 1895. The first packing house for citrus was built by Nelson Bros., Stoen Nelson, Fred Nelson and G. R. Nelson. This packing house was built in 1886.

Oviedo had a newspaper in 1880, known as the Oviedo Gazette, and in 1890 another paper, known as the Oviedo Chronicle.

The big freeze in 1895, coupled with the fire of 1913, which destroyed the business section of the town, was a terrible blow to the people and the citrus industry, and recovery was slow.

The Oviedo of today, incorporated in 1925, has a population of

1800, and is financially sound, with practically no bonded debt, and only a five-mill tax.

Two fine churches, the Methodist and the Baptist, coupled with a modern up-to-date school with a teaching staff of 13 take care of the religious and educational life of the town. The school has recently added four departments to its regular courses, business, music, education and orchestra. These departments, along with athletics, keep it as fully up-to-date as any of the larger schools in Central Florida.

Oviedo, in the past year, through the aid of public-spirited citizens and with the help of a P. W. A. grant has built a modern swimming pool. It is located on ground given by the late Theodore Mead as a town park. Equipped with both houses and a children's pool, Oviedo boasts one of the finest swimming pools in Central Florida.

An active Men's Club, and Women's Club, as well as a Masonic Lodge look after the social and welfare work of the community.

Two citrus packing houses, two celery wash houses, with a third under construction, fertilizer plant, and a citrus and vegetable canning plant give occupation and labor to many Oviedo and the surrounding communities.

THIRTY FIVE HUNDRED CARS OF PRODUCE

Oviedo as a farming center ranks high in Florida towns, with a 2000-acre citrus section, and a 1600-acre celery section.

With its railway connections, the Atlantic Coastline from Sanford, and the Seaboard Airline from Orlando, a proportionally high volume of produce is moved. These two railroads alone moved over 2000 cars of celery and 500 cars of citrus in the current year. This, with approximately 1000 cars of produce moved by truck

makes a total volume of 3500 cars.

RICH MUCK LANDS

Oviedo's celery is grown in two muck hammocks. Black Hammock, lying two miles north of town, has nearly 1000 acres developed. It extends from Lake Jesup four miles east to the Geneva Road. In the past 20 years this land has been drained and cleared, and now represents a developed value of nearly \$1000.00 an acre. The second, Mitchell Hammock, lies southwest of town, in what is rightly the Slavia Drainage District. It comprises 600 acres of developed land, with more in the process of clearing.

This Drainage District has an interesting background. In 1912 a colony of Slavs settled here from Cleveland, Ohio. The older generation were born in Czechoslovakia and their native tongue is still used by them to some extent. Their colony called Slavia lies three miles southwest of Oviedo, and comprises 91 persons at present. This community has its own church, the St. Luke's Slovak Evangelical Lutheran Church, but the children attend the Oviedo public schools, and make the people as fine citizens as it is possible to find anywhere.

PROGRESSIVE PLANT

The Lake Charm Fruit Co. established in 1927 has worked into one of the leading establishments of the section. The citrus packing house with a capacity of four cars a day has earned an enviable record among the growers and the trade as well. "Camel Brand", their top grade was first used in Winter Park 25 years ago, and from that time to the present has meant the best in any market it has entered. Under the capable management of H. A. Ward, their output in the last year was 105,000 boxes of citrus.

Affiliated with the packing house is an up-to-date pre-cooling unit. In early fruit shipments it is found advisable to pre-cool immediately after packing. Within six hours the temperature is brought down to 40 degrees. This fruit stands up much better on the market and records of no decay have been established.

Lake Charm Fruit Co. also operates a modern celery wash house. The pre-cooler is as adaptable for vegetables as for citrus, and during the spring crop of celery the plant runs almost incessantly with

a daily capacity of 20 cars washed and pre-cooled. This company last year handled nearly 900 cars of celery alone, as well as 50 cars of cecerele, beans, cabbage and lettuce. From 50 to 200 people find year-round employment here.

As well as packing interests, this company has over 200 acres of grove in the immediate vicinity, as well as over 100 acres of Oviedo's rich farm land.

OLDEST PACKERS & DISTRIBUTORS

Nelson & Co. Inc. is the oldest citrus packing house in Eastern Seminole County, organized some 25 years ago under the management and ownership of B. F. Wheeler. They are equipped with the latest, and the most modern equipment used by the citrus industry. They buy, pack, distribute and ship their fruit to the various markets of the country. In addition to the handling of citrus fruit, this company added to their business the handling of celery in 1918, and they have the record of having the oldest established brands in the eastern markets.

This firm, three years ago added a modern and up-to-date hardware store to their business. This fills a long needed requirement, and helps to make Oviedo the complete town that it is.

FERTILIZER PLANT

Wheeler Fertilizer Company's modern fertilizer mixing plant was started as a measure of insurance to the company's stockholders, as well as to all citrus and celery growers of Oviedo and the surrounding territory, that they would be able to obtain at all times a prompt supply of high quality fertilizers especially mixed to suit local conditions and at a reasonable price. Since its start the company has kept on hand full stocks of all materials as well as complete fertilizers and has been able to give its customers unexcelled service in its deliveries as well as superior quality in the products which it has distributed.

The customers of Wheeler Fertilizer Co. have been loyal in their support of this local enterprise and their increasing confidence and satisfaction has been evidenced by material increases in tonnage of fertilizer put out by the plant in each succeeding year. The company reports that it has prepared for a normal increase in

tonnage during the coming season. The money which remains in Oviedo due to payrolls, etc., does its part in increasing the general prosperity of the community.

NEW WASH HOUSE & PRE-COOLER

A. Duda & Sons, growers and shippers of fancy celery, have an interesting background. Starting 25 years ago with small holdings they now have over 100 acres of the richest, improved farm land in what is called Mitchell Hammock, now a part of the Slavia Drainage District. This year they are adding a modern wash house and pre-cooler to their holdings. This independent concern is a fine example of the opportunities to be found in Oviedo.

ACRES OF FLOWERS

Seven years ago, Joe Linehart, then a truck farmer, became interested in flowers, commercially. In this short period of time, he has built a reputation of one of the most reliable and best quality growers in the state.

His varieties have been shown at horticultural shows and fairs and customers from far and near have come to see his gardens. This year he expects to have four acres in flowers, with sweet peas, Delphinium, statice, calendula, snapdragons, gladiolas and many other varieties. These beautiful flowers are one of Oviedo's attractions.

APIARIES

Oviedo has a well founded bee industry. The largest apary is that belonging to Mr. Tim Tietzema, who has hives spread in a 75-mile radius around Oviedo. He extracts several tons of honey per year. Specializing in orange blossom and palmetto honey, Mr. Tietzema has a well earned reputation as a bee culturist.

MODERN DAIRY

Moore's Dairy located south of town has a clientele of satisfied customers. The herd of nearly 40 cows is predominately Jersey, and all are T. B. and abortion tested stock. The dairy and all equipment is government inspected.

The Moore Brothers are originally cattle men, having come here from Oklahoma 10 years ago, and in this decade have established an enviable reputation as a Grade A dairy.

ENGINEERING CO. HERE

Bob Murphy's Garage established here nearly 15 years ago

has progressed with the times, and as the need would arise for a new piece of farm machinery, it would be called upon, and the need filled.

In 1926 the company built the first power-driven spray machine for row crop spraying used in this vicinity. Grove sprayers of various kinds have also been made for customers.

In the present year a new 40x90 foot building has been put up, as well as an up-to-date garage. It houses a modern machine shop, under the competent management of Ed Golt.

This year with the able assistance of Jack Christian, several changes and improvements have been made in the celery sprayer. This new spraying machine, mounted on rubber, in an engineering achievement.

GARAGE

Chevrolet headquarters is Bill Ward's garage. Mr. Ward came here from Georgia about five years ago, and since then has specialized in high class repair jobs. With equipment to take care of all general automotive repairs, this garage has a reputation for good work and low prices.

WELL DRILLER

G. M. Aris is known far and near as a reliable and competent well driller. Specializing in Artesian Wells, in his 15 years operation here, he has sunk nearly 1000 wells in Central Florida. Capable of drilling from a 2 to a 14 inch well, he has on occasions gone down as far as 800 feet.

IRON WORK

H. R. Hunt in his 10 years residence here has built a reputation for fine wrought-iron work. He has equipment capable of turning out anything from a hammered iron porch light to a rebuilt tractor. General blacksmithing and woodworking is also done here.

MANUFACTURING & BUILDING

Metcalf Woodworking Shop starting here 10 years ago filled a long-felt need. With power planers, hand saws and edgeers, they are equipped to turn out anything in woodwork or cabinet making. They also specialize in painting and decorating.

LOCAL BUILDER

A very competent builder is Nelson Willis. Located in Seminole County for nearly 20 years, he came here as a graduate of Massachusetts Institute of Technology. The excellence of his work can best be seen in the various houses

he has built in the locality.

REST HOME

Situated on beautiful Lake Charm, is Mrs. Wolcott's Rest Home. Here under the direction of a trained nurse, with the aid of special diets, every care is given the aged and the infirm. Mrs. Wolcott's is particularly recommended as a home for elderly people and invalids.

GROCERY STORES

Lawton's Store, established in 1899, is one of the oldest stores in this section. The building itself was built in 1887, and has contained a grocery store ever since. In those days, Oviedo was the shopping center for the locality miles around. Customers from as far as Fort Christmas would make the trip to town every few weeks, traveling often by oxen and taking a day or more for the trip each way. Lawton's, under the able management of Joe Lawton, has an up-to-date meat department and carries a line of quality staples and groceries.

Farnell & Levy's Market is a comparatively new establishment, being but three years old. In this time it has built up a reputation for high class groceries and choice meats.

Oviedo can boast of a Better Food Store. This under the management of D. D. Daniels is noted for its fair prices and quality merchandise.

A new arrival is a branch of famous Suwannee Stores. With their choice line of merchandise and groceries, they are assured of success at the start. Under the able management of Mr. Clark, they are already one of our finest grocery stores.

Grays Market on the Lake Charm Road has risen in a few short years from a small one-room store to a modern up-to-date grocery store with a first class meat market.

OTHER BUSINESSES

The Oviedo Drug Store in the past 25 years has been under various managements. The past 10 years with C. T. Niblack as owner and proprietor, it has enjoyed a fine patronage. High class drugs and patent medicines are available at all times, as well as an excellent

line of toilet articles and sundries.

For the past five years Stanley's Restaurant has built up a reputation for fine foods and good service. Recently renovated, it gives its patrons excellent accommodations in very attractive surroundings and at reasonable prices.

High class steam pressing is done by Jack Kassel. As manager of Cowan's Store, which carries a large line of ladies and gentlemen's clothing and dry goods etc., Mr. Kassel's store is a shopping center of Oviedo.

Oviedo has an up-to-date barber shop with Mr. W. D. Stein as proprietor.

SERVICE STATIONS

Three filling stations are located here:

The Standard Station under the management of L. H. Gore was remodeled this year and presents an attractive appearance.

The Pure Oil Station operated by W. P. Carter gives excellent service with high class merchandise.

The Gulf Station operated by Russell Hunt and owned by C. T. Niblack, carries a wide variety of accessories and gives prompt service.

Randall Electric Co. Shows Big Growth

From a modest beginning 19 years ago in a tiny electric shop, where he performed his minor tasks well and gained the confidence of his customers in his workmanship, to the owner of a large electrical appliance and contracting business has been the experience of E. B. Randall, Jr., owner of the Randall Electric Company.

This electrical company furnishes all manner of services from installing lights on an athletic field to repairing an electric toaster. A complete line of refrigerators, stoves, hot water heaters, radios and lesser electrical appliances is carried. The company does business at its headquarters at 123 Magnolia Avenue.

THE WALTER L. COOPER AGENCY

REAL ESTATE---RENTALS HOMES-GROVES FARM LANDS-LOTS-ESTATES

THE TAXES ON THIS Beautiful Home are only \$52.65! IT IS NOT FOR SALE



We Have Many Delightful homes and apartments listed that are wonderful values.

Real Estate Is The Basis Of Wealth, Happiness, Independence, Prestige. Dwell In The Home You Own. Pay Rent And What Have You, Pay Taxes And You Have A Home

Do Not Delay - Act Now!

CHEVROLET SIGNIFIES

COMFORT Soft Deep CUSHIONS 4 Extra Long Specially Treated Flexible SPRINGS One Under Each Corner Improved KNEE ACTION HIGH BACKS So Easy To Guide	BEAUTY Long STREAMLINE DESIGN Long WHEEL BASE Harmonizing COLORS Looks Like A Car Costing Twice As Much	ECONOMY Miles & Miles On One Gallon Of GASOLINE Practically Weaned From Using OIL No Continual Checking This And That To Keep It Going	Durability Every Moving Part Drenched With Oil Forced Oil LUBRICATION All Steel BODY Practically Nothing To Wear Out Good For A Life Time Hydraulic Brakes.
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1938

CHEVROLET

NOW ON DISPLAY

PROCTOR CHEVROLET

202 MAGNOLIA AVE. We Have Some Wonderful Used Car Bargains

Growing In Demand
And POPULARITY



ECKERSON FRUIT CANNERS, INC.
CITRUS CANNING OPERATIONS

SANFORD, FLORIDA

SAN JUAN, PUERTO RICO

WESLACO, TEXAS



Quail and duck hunters find Sanford the ideal spot for their pastime, while those who prefer the quest of wild deer and turkeys will have their desires amply rewarded. This city is in the heart of the best game country in the State.

THE CITY COMMISSIONERS
OF
S-A-N-F-O-R-D
COUNTY SEAT OF
SEMINOLE COUNTY



The numerous streams and lakes of Seminole County abound in all manner of game fish. No where are the possibilities greater of satisfying the demands of the most ardent angler than in this section of Florida.

EXTEND A CORDIAL INVITATION TO YOU!

Visit Our Thriving City - Get Acquainted - Look Us Over - Decide To Make Sanford Your Home
INVESTIGATE OUR MANY GOOD BUSINESS OPPORTUNITIES

Enjoy Our Matchless Climate The Year Round - You Really Live Here
Play Golf On Our Municipal Course - See The Finest Zoo In Florida
Use Our Shuffleboard Courts - All The Outdoor Sports Are Here

SANFORD IS A CLEAN TOWN OF OVER 10,000 POPULATION, LOCATED ON BEAUTIFUL LAKE MONROE AND THE ST. JOHNS RIVER. FREIGHT BOATS PLY DAILY ON THE RIVER TO JACKSONVILLE MAKING

SANFORD - "THE PORT OF CENTRAL FLORIDA"

YOU'LL BE TREATED COURTEOUSLY HERE

A. W. LEE, JR.

W. R. DUPREE

MAYOR EDWARD HIGGINS

W. A. LEVLER

M. I. LODGE

American Fruit Growers Handle Huge Shipments

More Than 1,500 Carloads Of Seminole Celery Marketed

The fact that Seminole County ranks first in the state in the earliest production of vegetables has caused many growing and marketing organizations to maintain their headquarters at Sanford. American Fruit Growers Inc., for instance, the largest nationwide marketing organization in the United States, has its "Florida Vegetable Division" headquarters here, with offices on the top floor of the Sanford Atlantic National Bank building. W. M. Scott, division manager, is in charge, and from his Sanford office directs the vast growing and marketing activities of his vegetable division in Florida.

The tonnage handled by American Fruit Growers in Seminole County alone is very large. Last season Mr. Scott's division handled 1,500 carloads of celery in Seminole County—marketing this delicious vegetable throughout the United States and Canada through the nationwide facilities of American Fruit Growers. Think what a long freight train 1,500 solid carloads of celery would make! This comparison will give an idea of what this single marketing organization shipped out of Sanford and Oviedo last season.

American Fruit Growers not only markets celery, but also grows 200 acres on two fine celery farms not far from the Sanford city limits. Alex Foster, well known throughout Seminole County, is in charge of these "Blue Goose" farms, as general farm manager, while N. W. Quarterman, superintendent, supervises operations on the "west side farm," located just west of the city, and E. R. Kelly, superintendent, grows the celery with a force of expert helpers on the "east side" celery farms. The American Fruit Growers' force of field men, who advise with growers throughout the county, and keep tabs on harvesting and washing operations, are well known and well liked among growers here. A. D. Abrams, Station Field and Robert Herndon handle the Sanford district, with W. M. Colbert stationed in the rich Oviedo celery producing area.

The Sanford AFG sales office constantly keeps in touch with markets throughout the country. Alan W. Wilson, sales manager, directs the operations which bring the best possible returns for celery growers marketing their crops with American Fruit Growers. Palmer Eastwood is his assistant. Traffic matters are attended to by J. E. Mathen, rate expert, who is familiar with all transportation angles to the celery deal.

The Florida Vegetable Division of American Fruit Growers, always alert and progressive under Mr. Scott's direction, continues to grow and expand. An indication of how the business is expanding is found in the announcement, made recently, that American Fruit Growers will handle the marketing of the vegetable crops for the Manatee County Growers Association in the important Manatee County district during the coming season. Mr. Scott will direct the Manatee deal from his Sanford headquarters and it is expected that around 1,000 cars of vegetables from Manatee county alone will be shipped, including tomatoes, celery and peppers.

Seminole County, however, leads in celery production, as well as being the most important county in Florida when it comes to total tonnage of vegetables shipped in a single season.

It is interesting to note that on an annual (yearly) basis Seminole County usually produces almost 25 percent of the celery grown in the United States. No wonder the big vegetable growing and marketing organizations maintain headquarters and own and operate farms here!

Longwood Noted For Wide Variety Of Amusements

(Continued From Page One) everything to be desired from these two sports.

The Seminole Driving Club and race track is visited each season by some of the most notable horse owners and trainers in the country and many of the outstanding racers of the equine world are quartered there during the winter. The early morning hours in the vicinity of the race track are always filled with activity as the horses are brought out for their daily workouts around the track. It is here that many a champion is put through his paces in preparation for the big races in the East and Middle West.

The Sanford-Orlando Kennel Club, where greyhound races are held for 90 days each winter, attracts visitors from all parts of Florida as well as from other sections of the United States. The racing plant is thoroughly equipped and sufficiently entertained for lovers of this type of sport.

SanLando Springs and Palm Springs, located about two miles from Longwood, are celebrated for their beautiful bathing and picnic facilities. The town has an excellent water system with a capacity of 50,000 gallons.

One of Longwood's outstanding attractions is the Big Cypress Tree, the largest tree east of the Mississippi River, with a height of 125 feet, circumference of 47 feet and diameter of 17 1/2 feet, estimated to be 3,000 years old.

The Civic League, which is 27 years old, and the Tourist Club, with a membership of 100 are among the clubs for civic improvement and amusement which flourish in Longwood. The Tourist Club has a weekly luncheon and sports program given in Sunnyside Park, which is near Longwood and owned by the town.

Longwood has two churches, a Baptist Church and an Episcopal Church, and Lyman School, with modern building, equipment and athletic field, which provides progressive education for more than 200 students.

The residential section is made up of many nice homes a number of which are situated on attractive lakes in out-lying sections.

In the business section there are a number of good stores and restaurants. The St. George Hotel, named for the late George Clark, is operated by Mrs. Florence Clark and offers everything for convenience.

The Bistline Squab Farm has a national reputation for Silver Laced Wyandottes and for delicious squabs which are served at many large hotels throughout the United States.

A citrus packing house and two wood turning mills have been temporarily in operation for the past few years. The Fairy Lake Farmery makes large shipments of asparagus plumose form to the North each year and a new dry-

Poultry Industry In This County Is Thriving Business

Outstanding among the various agricultural pursuits in this county is the poultry industry as typified by J. A. Bistline's Squab and Poultry Farm at Longwood.

Mr. Bistline specializes in Silver Wyandottes and has produced some of the outstanding champions of the country. He sells brooding stock and show birds to breeders and exhibitors throughout the United States and in many foreign countries, and has won some remarkable trophies as an exhibitor himself.

One of the Silver Wyandottes sold by Mr. Bistline in South Africa won the gold trophy for the best in the entire show, considered one of the highest honors to be won by any class of poultry in South Africa.

At the Pennsylvania State Farm Show at Harrisburg, Pa., Mr. Bistline was called the "King of the Silver Wyandottes" in view of his entering with 112 birds, and winning 1st, 3rd, and 4th, cock, 1st and 2nd hen, 2nd and 3rd pullet. He was also awarded special honors for the best cock, cockerel and hen in the single class.

With 9 pens competing Mr. Bistline won 1st old pen, 1st young pen, special best for old & young pen. This club meet brought together the stars of the poultry world.

At the Great Eastern States Exposition in Springfield, Mass., in 1936, Mr. Bistline entered one young pen, and won Grand Championship Pen over all breeds and varieties.

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Sanford Branch Of Burpee Seed Co. Is Only One Seed Are Distributed From Here To Dealers Over Southeast

Among the newer industries that have chosen Sanford for a location is the wholesale branch of the W. Atlee Burpee Company, Seed Growers of Philadelphia. This branch was opened in Sanford in 1934 for the purpose of distribution of vegetable and flower seed of this company through the Southeastern states and the West Indies.

The Burpee Company was founded over 50 years ago by W. Atlee Burpee, Sr., and since his death in 1917 the business has continued to progress under the guidance of the sons, David Burpee, president, and W. Atlee Burpee, Jr., treasurer. The Burpees are cousins of Luther Burbank, the world famous plant breeder and have carried into this company much of the same inspiring work that has made both the Burbank and the Burpee names known wherever beautiful flowers and fine vegetable crops are produced.

At Forthook Farms in eastern Pennsylvania, the family home of the Burpee family, 800 acres are devoted to flower trials and the improvement work on vegetable crops. Here in the Fall months fields of scarlet salvia add brilliancy to the rolling Pennsylvania landscape; while luscious tomatoes and peppers and squash are sampled for flavor and yield and appearance.

The major portion of the flower breeding and improvement work is done at Burpee's Floradale Farms in Southern California. Here acres of sweet peas grown in the early season are harvested in the time that the yellow and orange of the improved Marigolds are in full bloom. Few laymen who have not visited such farms appreciate the long years of experimentation and selection necessary before a new stock of either flower or vegetable seed may be placed on the market.

Growing stations for the production of beans, peas, radish and other vegetable crops are maintained by the Burpee Company in Twin Falls, Idaho, and Lansing, Michigan; while from the Philadelphia headquarters is managed a considerable acreage in vegetable crops for seed crops that thrive best in the near-coastal climate of New Jersey.

The Sanford, Fla. branch is the only wholesale branch that the Burpee Company maintains at this time, and from this Florida city seed is distributed to seed dealers throughout the southeastern states from North Carolina to Alabama; through the islands of the West Indies from Cuba south to Trinidad, and as far north as Bermuda off the Carolina coast.

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Citrus Exchange's Crop Estimate For '38 Is 71,865 Cars

TAMPA, Fla., Oct. 25.—C. C. Compadre, general manager of the Florida Citrus Exchange, estimates the season's citrus crop of all varieties at 71,865 cars, compared with 73,483 for last season. This estimate includes 27,272 cars of regular oranges, not including Indian River Tangelos; 19,843 cars of Valencia; 18,515 cars of grapefruit; and 5,235 cars of tangerines. These figures do not include local consumption and cannery requirements, which last season totaled more than 10,000,000 cases of canned fruit.

Grapefruit quality this season has been above previous seasons, commander said. He attributes the improvement to more rigid maturity laws.

Mercer oranges are being moved this season than last despite higher maturity laws and reports on the quality are generally favorable, the report said.

"We advised our managers as strongly as possible that there is no necessity for moving fruit which would not pass maturity standards with margin to spare," Commander said. "The market prospects for the early part of the season on oranges are bright."

"Duke's Place" is the name of the newest cocktail bar to be added to the list of entertainment places in Sanford. Owned and operated by Russ and Anderson and located on the Lakeshore Boulevard and French Avenue, the new food and drink emporium will be presided over by the genial well-known "Duke," who for the past two years has been at Perk's Place.

Construction has been started with a view to greatly enlarging the place, formerly known as the Lakeview Barbecue. A dance hall and roof garden are being built and will be furnished with rustic chairs and tables where a person can enjoy the facilities of this establishment amid cooling breezes and with an unobstructed view of the lake.

Brilliant lighting effects are being planned and a large Neon sign, placed on top of the building, will proclaim the location of "Duke's" miles away. It is the purpose of the management of this new cocktail bar to make it one of the most attractive spots in Central Florida.

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Field Day Plans For Cattlemen's Program Complete

KISSIMMEE.—Plans for the Florida Cattlemen's Field Day ceremonies here Oct. 27 were galloping into very large proportions as the week closed and a corps of men were busy staking off grounds in Lakefront Park for long rows of tables on which will be heaped the highest and widest piles of tender barbecued beef ever prepared before for a fete of the kind in Florida, reported N. Ray Carroll, general chairman and head of the Osceola County Association, whose members will be hosts on the occasion.

Earlier estimates placing the crowds at 8,000, said Carroll tonight, have been moved forward considerably, some expressing it as their belief that as many as 12,000 ranchers and visitors will be in town.

It is not so much a public jubilee, says Carroll, as a plan to assemble in one congenial group men and women who are actually interested in furthering the cattle industry in Florida, "already recognized as one of the State's most productive and potential business enterprises," he says, "the whole thought will be to promote good will among all concerned and lay the foundation for a solution of problems still confronting the ranchers."

In furtherance of the latter idea, a score of public men, many of them students of cattle raising, marketing and out-aid-out economic phases of the industry, have been selected to speak. Among these will be State and Federal agents who have been in harness the last few years while such forward strides were being made in developing better feeding conditions.

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The Sanford, Fla. branch is the only wholesale branch that the Burpee Company maintains at this time, and from this Florida city seed is distributed to seed dealers throughout the southeastern states from North Carolina to Alabama; through the islands of the West Indies from Cuba south to Trinidad, and as far north as Bermuda off the Carolina coast.

Officers Of 4-H Club Named In Monroe

Pointers in choosing a Fall wardrobe and an explanation of the work required of 4-H Club girls were given by Mrs. Gladys Kendall, Seminole County home demonstration agent, at the three 4-H Club meetings held in the County last week.

Officers of the Club for the coming year were elected at the meeting in Lake Monroe. They were as follows: Yonellie Yates, president; Wannell Metta, vice-president; Cherry Stafford, secretary-treasurer; and Joyce Wardwell, council delegate.

Mrs. Kendall indicated that she would hold meetings at three different points in the county during the coming week.

On Tuesday she plans to hold both a Women's Home Demonstration and a 4-H Club meeting in Geneva; Wednesday a 4-H Club meeting in Paola and Thursday a meeting of both clubs in Lake Mary.

TO ELECT DIRECTORS

SARASOTA, Fla., —(AP)—The Tin Can Tourists of the World will elect a board of directors for the first time at their spring convention here in February, said C. C. MacKnight, royal chief, here to make plans for the meeting. In cooperation of the organization they made a board of directors necessary as follows: Yonellie Yates, president; Wannell Metta, vice-president; Cherry Stafford, secretary-treasurer; and Joyce Wardwell, council delegate.

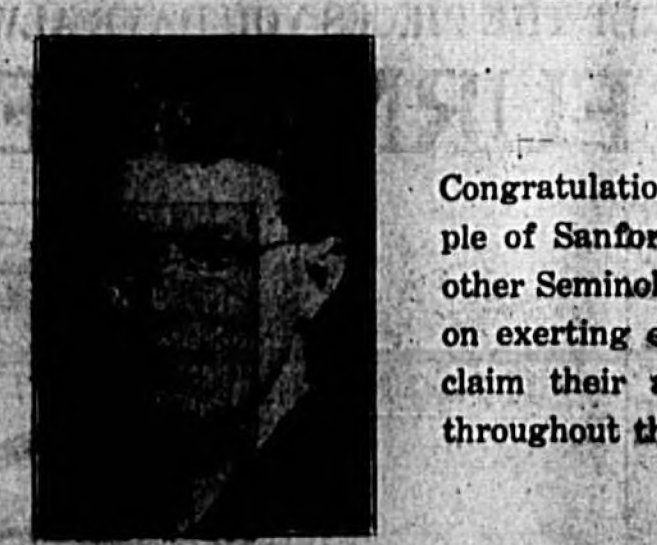
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PROGRESS of a COMMUNITY Depends on PROGRESSIVE Citizens

Therefore

Congratulations to the people of Sanford and those of other Seminole County towns on exerting efforts to proclaim their attractions throughout the country.



LLOYD F. BOYLE
ASST. STATE'S ATTORNEY

Dr. McLaughlin Points Out Eye Strain Evils

A firm believer in frequent examinations of the eyes in order to detect weaknesses and thereby avoid continued strain resulting permanent disorders, Dr. Henry McLaughlin, local optometrist, has built up an enviable practice among Sanford persons.

Dr. McLaughlin has frequently pointed out that the problems of the backward child, headache, nervousness and other common complaints are traceable to eye strain and that correction of this will bring welcome relief. He has always been eager to stress the value that apparent good vision is no sign that the eyes are not under a strain which could be relieved by the proper fitting of

Sanford-Oviedo Truck Growers

Incorporated ORGANIZED IN 1914

A STRICTLY CO-OPERATIVE VEGETABLE MARKETING ORGANIZATION
MEMBERS UNITED FRESH FRUIT & VEGETABLE ASSN. OF AMERICA

CAR - LOT SHIPPERS

CELERY

A SPECIALTY

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| CABBAGE | ESCAROLE | LETTUCE |
| CAULIFLOWER | EGGPLANT | POTATOES |
| PEPPERS | BEANS | ROMAINE |

And Other Florida Truck-Crops In Season

BRANDS

SAN-VIEDIO PRIMA 7-11 SEMINOLE

OFFICERS DIRECTORS

- | | | |
|----------------------------------|---------------|--------------------|
| J. J. BOLLY, President | Henry Witta | Henry Richter |
| GEO. E. BALMES, Vice-President | Gus Schmah | J. St. Clair White |
| B. W. DEANE, Secretary-Treasurer | E. G. Hickson | George Herbst |
| WALTER MEWING, Sales-Manager | Henry Nickel | Geo. E. Balmes |
| | R. R. Pipplin | J. J. Bolly |

Sanford Has New 40,000 Armory For Guard Units

Ten Commissioned Officers, 125 Enlisted Men Located Here

Sanford, like many other American cities, is fortunate in being the home of three units of the Florida allotment, National Guard of the United States. These well trained organizations add a great deal of interest to everyday life in Sanford, and the new 40,000 Armory is an asset to a section of the city that is being developed into beautiful Lake Front Park.

The units located here are designated as Headquarters Company, 1st Battalion, Company D of the Regimental Medical Department, all of the 194th Infantry Regiment. Ten commissioned officers and 125 enlisted men comprise the strength of the local organizations. Weekly drill periods are well attended and the facilities of the Armory are taxed each drill night, as the instruction periods are well attended, often by many citizens who are interested in the work carried on by the military units.

Although the primary duty of the National Guard units is to assist the regular police authorities in time of riot and other civil disturbances, it is a fact worth noting that the Guard units have never been mobilized for duty in Sanford, although the local companies have been called for duty in other sections on numerous occasions.

Sanford's military post, under command of Lt. Col. Joseph C. Hutcheson always cooperates with all civic bodies, not only individually, but as military units, and the well disciplined units are often seen in military formation on Sanford's streets. The spacious assembly hall of the Armory is used frequently by many organizations in the city for dances, lectures and other entertainment features. The hall seats approximately 800 persons comfortably.

One of the most valuable assets to the city, gained through the military organizations, is the radio station, under the direction of L. William D. Hoffman. The station is a member of the Florida Net and is equipped with the latest development in two way communication sets, operating from commercial power, or in emergency, from power generated by its own gasoline power plant. The radio room is an interesting spot and is visited weekly by citizens whose interest is in modern methods of communication. The station has been in contact with hundreds of like stations in almost every state and many foreign countries, and is given a very high rating by Brig. Gen. Vivian Collins, Florida's Adjutant General.

The officers and men of the post welcome all visitors to Sanford, and extend to them a cordial invitation to visit the military headquarters at any time, and assure them a most interesting tour of the establishment.

Mather Furniture Co. Stocks Complete Line

Possessing a complete line of furniture and accessories for making a home livable and attractive, the Mather Furniture Company is one of the leading merchandising establishments in Sanford, and boasts a wide assortment of chairs, davenport, beds, linoleums, dressers, dining-room suits, circulating wood heaters and radios.

No piece of furniture which is needed to make a home a place of comfort and beauty is lacking at the Mather Furniture Company, whose management points out that during the metamorphosis of man from a wild savage, with the floor of a cave for a bed, to the modern human being, the appreciation of good furniture has become a universal trait, and the public is ever more demanding the ultimate in quality products at reasonable prices.

Psychology Blamed For Slump In Stocks

BLACKBURN, England, Oct. 20. (AP)—Sir Joseph Stamp, one of Britain's outstanding economists, warned Britons last night against following America in "speculating and grandstanding" themselves into a slump.

Speaking to the Blackburn Chamber of Commerce, Sir Joseph, director of the Bank of England, said:

Sanford Receives Honors At F. F. A National Conclave

KANSAS CITY, Oct. 25. (AP)—Two Florida boys were among the 100 who received national awards at the National Future Farmers of America convention here.

The awards made for superiority in improved farming, went to Myron Greenell of Homestead, and John R. Jones, Jr., of Sanford. Each state is entitled to one award for each 1,000 boys enrolled in vocational agriculture classes of high schools. There are 143,000 Future Farmers in the United States.

Florida had two official delegates at the national Future Farmers convention. They were J. Lester Poucher of Gainesville and Earl Falcloth of Trenton. They represented the 2,172 members of the organization in this state.

The Seminole Chapter of the organization in Sanford, although not so large as many of the clubs throughout the nation, was tenth place at the national convention.

120 Acre Citrus Grove Bought By C. C. Fosgate Co.

Sale of the 120 acre Arthur S. Cecil citrus grove, located between Altamonte Springs and Forest City, to the Chester C. Fosgate Company, was announced recently. The big grove is planted mostly to oranges, but a considerable acreage of grapefruit is included. The amount of the transaction was not stated.

The youngest trees in the grove are between 12 and 15 years old, while some of the oldest citrus include some big seedling trees. The land is rolling and located in the middle of an important citrus growing district—not far from the Fosgate packing house in Forest City.

Purchase of the 120 acre tract brings the Chester C. Fosgate Company's grove holdings to more than 1,000 acres, it was learned. Fosgate Company also cares for an additional 2,000 acres for growers each season. The blocs are located in various parts of the Central Florida area. The Fosgate packing house, while not the largest in size, is nevertheless the heaviest producing unit among the State's packing plants, the seasonal shipments from this single house having exceeded by a considerable margin the total for any other single citrus packing plant in the State last season. State figures, compiled by Commissioner of Agriculture Nathan Mayo, show that Fosgate's Forest City packing house, which is located only a few miles northwest from Orlando, shipped exactly 675,007 boxes of citrus fruit during the 1936-37 shipping season.

Figures showing what prices were paid for fruit-on-the-tree (net to the grower) last season were compiled recently at Forest City headquarters and showed that early and mid-season oranges averaged \$1.33 2-10 per box; grapefruit, \$2.1-2 cents; tangerines, \$3-1-2 cents; Valencia oranges, \$2.33. These were the average amounts paid growers by the Fosgate organization.

Trade Body Has Large Membership

The Seminole County Chamber of Commerce has the largest per capita membership of any commercial organization in the State of Florida, and one of the largest in the entire South, according to T. E. Simpson, Chamber President. "We are justly proud of our large representative membership," commented Mr. Simpson. "But we are even prouder of the high rating given our organization because of its accomplishments, for the worth of any organization is measured by the service which it renders. The past twelve months saw many definite accomplishments; the coming twelve months will bring to fruition many efforts already initiated."

"The Chamber is proud of its long and successful record, and toward the future it looks with confidence in its ability to continue and improve its service to Seminole County, to Florida and to the South," concluded President Simpson.

Mr. Simpson might also have mentioned the fact that the Seminole County Chamber of Commerce closed its fiscal year September 30 with all bills paid and a substantial cash balance on hand. That is news for a Chamber of Commerce.

DIRIGIBLE SERVICE MOSCOW, Oct. 25.—(AP)—Regular dirigible passenger service between Moscow and Sverdlovsk, a distance of 866 miles, is planned for next year, following test flights with a 14-passenger airship that made the trip in 26 hours. It is planned to extend the line to Gromovsk, Siberia.

Farmer's Market Fulfills Need Of Buyer And Seller

Produce Mart Strives To Lighten Burden Of Agriculturists

By J. G. MICHAEL
Before arriving at any conclusion as to the advantages, or disadvantages, of the Sanford State Farmers' Wholesale Market to Florida farmers and growers, or as to the progress that it has made since its establishment in January 1935, many things, not generally apparent, should be taken into consideration. These cannot all be taken up in this article.

However, in order for a farmer to sell his product, a buyer must be available, and also, in order to get a buyer, and keep him, the farmer must be in position to supply this buyer with the various commodities he needs. The grower must have a customer, the customer must have the grocer.

No one section of Florida grows all commodities needed by the buyers at any one time. Our own County of Seminole has plenty of celery, cabbage, and a few other commodities during the winter months. It does not have the more tender vegetables such as tomatoes, beans, squash, peppers, etc., to supply during these months. Therefore, no Seminole County farmer can completely "supply the trade" during the Fall, Winter and Spring shipping seasons. If the "trade" cannot be taken care of properly by "us" in the commodities it needs, volume business cannot be transacted.

One of the purposes of this Market is to provide a point where buyers can come and secure the many different commodities they need, and where farmers can assemble and sell to these buyers.

Truck buyers are "volume buyers," generally, in only five or six commodities, namely, citrus, cabbage, beans, tomatoes, celery, and, to some extent, red bliss potatoes. Other commodities are sold in quantities, yes, but the loads are usually "built around" the six commodities mentioned, and we believe, most loads leaving the State are mixed loads. Therefore, if a truck buying a mixed load the bulk of which is tomatoes or beans, he would very likely go to some other section of the State for those items, and also fill in the balance of his load with other items that he might be able to pick up in that section. Seminole County farmers would not be able to sell him his celery, cabbage, root vegetables, etc. It is for that reason that so much effort has been made to make available to buyers all varieties and kinds of fruit and vegetables possible.

The Market could not hope to have the number of buyers it has if only grown produce is available.

A farmer, in sell on the Sanford Market, does not have to rent a "stall" by the day, week, month, or year. Any farmer in Florida can bring his produce to the Market and by paying a small fee, averaging less than one cent per package, sell his own goods to any buyer. We do not believe that farmers are taking advantage of this method of selling as much as they should and we hope that in the future advantage will be taken of this feature to a greater extent.

The Market is always striving to provide better, and more convenient, facilities for those who patronize it. Full telegraph service is available, including money order service, through the telegraph office on the platform. An up-to-date citrus packing house has just been completed. An ice house is on the ground and also a complete gasoline filling station. The Federal State Market News Service has its office in the building and State citrus inspectors are located on the platform. Federal inspectors are available during the celery shipping season. At this writing, it seems that a complete restaurant, barber shop, and shower bath, to be housed in a new building, are assured.

Don't sell the Sanford State Farmers' Wholesale Market short! Its growth and development will be in proportion to the backing it receives from the farmers themselves. Commissioner of Agriculture, Nathan Mayo, said on Dec. 11, 1934, "Farmers, the Market is yours, USE IT!"

JUDGE, 85, STILL SITTING LONDON, Oct. 25.—(AP)—At Fred Dennis, 85-year-old justice of the peace of Weymouth, British south coast town, plans to sit on the bench to celebrate his hundredth birthday. "I don't intend ever to retire," he said recently.

Walter L. Cooper Recommends Home And "Hunk Of Dirt" For Contentment

By WALTER L. COOPER
The greatest material value in the world is "A Hunk of Dirt." Our very existence depends on it. Nearly everything we use in life comes from it. The food we eat. The clothes we wear. The fuel we use for heat and power. The lumber, brick, minerals, chemicals, paints and a hundred other things necessary to build homes, public buildings, palaces, railroads, ships that sail the seas and planes that fly through the clouds. Mountains, valleys, parks and farms. Grand estates, landscapes, highways and boulevards. Beautiful trees, flowers, fruits, vegetables, even the birds, insects, animals and humans depend almost entirely on life from "A Hunk of Dirt." A double handful has been known to be worth more than a million dollars when it contained a diamond. The

careful examination of "A Hunk of Dirt" has revealed the deposit of gold, silver and other valuable metals worth billions of dollars.

If you have never owned "A Hunk of Dirt" you have missed a great thrill in your life. It is your first step to wealth and happiness. It is something that is real.

God created "A Hunk of Dirt" that you may enjoy the beauties of the world and have a place for a home, a garden where delicious vegetables grow from the seed, for you to watch the gorgeous rose bloom in all its glory and be soothed by the sweet fragrance of many flowers and the song of the birds in the trees.

Real contentment is the treasure for those who own a home and a "Hunk of Dirt."

Standard Group Has Been In Van Of Co-Operatives

Growers Association Has Sought To Improve Grade, Pack

In 1930 an organization was formed among the vegetable growers of Seminole County for the purpose of furthering the interests of growers, dealers and consumers through co-operative effort in improving and standardization of grades and packs, as well as the reduction of production and marketing costs.

The name Standard Growers Association was given the organization, and each year since its birth its members has received help in every way, its field force

supplying information and assistance in production and harvesting practices, and its sales force constantly searching for advantageous markets.

Celery is the principal item produced by the organization's members, although other crops such as lettuce, escarole, romaine, cabbage and beans are also produced in considerable volume, all of which is marketed throughout the United States and Canada.

John Melech, Sr., is President, R. B. Chapman, Vice-President, and J. B. Cagburn, Secretary and Treasurer, and Sales Manager, who together with the board of directors and members, have made Standard Growers Association a "Hall Mark" of honesty and fair dealing among the entire growing and vegetable shipping industry.

Seminole County ranked second in the shipments of lettuce from Florida to northern markets last year.

B. L. Perkins Store Sells Correct Wear

The firm of B. L. Perkins, Correct Men's Wear, has grown from a very small store to its present large establishment in the heart of the business center. Since its beginning in 1920, correct styles for men have always been featured at nominal prices. They have a host of loyal customers who depend upon them for correct apparel.

The best known nationally advertised lines are shown and the newest fashionable styles are always available at their store—Mallory, Hatt, Storrs-Schaefer Tailoring, Manhattan and Jayson Shirts, Florsheim and Friendly Shoes identify them as dealers in quality men's wear.

Mr. Perkins has been active in the clothing business for the past 20 years. His store is now Sanford's leading exclusive shop for men.

FURNITURE FLOOR COVERINGS



Floor lamps, bridge lamps, table lamps—Lamps for every purpose! New indirect models, smart novelties—from the smallest to the largest. All are bargains.

EVERYTHING

TO MAKE YOUR

HOME

MORE COMFORTABLE

\$1.25 to \$19.95 THERE IS NO PLACE LIKE HOME



We can fill all of your bedding needs.



12 different breakfast room suits from which to choose. Prices begin at

\$19.75



Wood Circulating Heaters, 20 Inch all porcelain

\$34.50



Lounge Chairs at all prices and in all styles.

\$19.50

LOW PRICES AND LONG EASY TERMS MAKE IT EASY FOR YOU TO COMPLETELY FURNISH YOUR HOME OR GET THE PIECES YOU HAVE ALWAYS WANTED

MATHER FURNITURE CO.



A NEW TWIN BED SUITE

Simple in design, yet very effective because of its frank simplicity. Richly grained walnut veneering—trim styling—sturdy construction. A Great Value! \$69.50



A DINING SUITE SENSATION!

Comprising ten-legged extension top table, two chairs, and four side chairs. Has an air of simplicity—reflects warmth and hospitality. Perfect or close to—just \$57.50

ENJOY A WELL FURNISHED HOME YOU SPEND MOST OF YOUR TIME THERE

City Of Tazang Reported Held By Jap Troops

Key To Chinese Defense Positions Is Occupied After Bitter 5-Day Battle

Line Of Retreat For Chinese Cut

Shanghai's International Area Is Hit By Shell Fragments

SHANGHAI, Oct. 23.—(AP)—Japanese forces today occupied Tazang, the key to the Chinese defense position five miles north of Shanghai, and fought their way to several points on the Shanghai-Nanking railroad.

Severing the railway made the Chinese withdrawal from Chapel and Kiangwan impossible along that route. Chapel on the northern border of the International Settlement and Kiangwan, north of Shanghai, have been the chief centers of Chinese resistance.

Japanese advances followed air and artillery bombardments which ploughed up acres of barbed wire entanglements and leveled the battery emplacements. Tazang and other villages were destroyed.

Despite the obvious threat that the defenders of Chapel and Kiangwan would be surrounded, Chinese spokesmen declared that "for the time being" no withdrawal orders would be issued.

The city's international areas rocked to the bomb explosions while new heavy anti-aircraft guns recently installed in Hongkong by the Japanese searched the moonlit heavens for the raiders.

Five miles northwest of the city Chinese and Japanese were fighting hand to hand in the streets of Tazang, key to the back door of the Chinese position at Kiangwan and Chapel, where the Chinese flank is protected by the neutrality of the International Settlement.

Hawaiian Scion Held In Slaying



DAVID—Kalakau Kawanakoa (above) was held in jail while Honolulu authorities investigated the death of his pretty asserted common-law wife, Arvilla Kinalea. Kawanakoa is a grand-nephew of King David Kalakaua, last male monarch of Hawaii.

Lipsev Does Not See Germany And Italy Aiming War

The possibility of war breaking out in Europe and another world conflagration due to either Germany and Italy, does not seem probable, according to Dr. P. J. Lipsey, Jr., professor of Political Science at Stetson University, who was the guest speaker at the Presbyterian Men's club supper held at the Presbyterian Church last night.

Meet To Be Held In Lake Mary Hall By Teachers' Club

The Seminole County Teachers' Club will meet in regular session Thursday evening at 7:45 o'clock in the Lake Mary School auditorium, according to an announcement made today by Prof. R. Earl Kipp.

Stock Market Sags, Then Recovers Ground

NEW YORK, Oct. 23.—(AP)—The stock market tumbled \$1 to around 95 today after a slow start in which losses of about as much were suffered. In extending Monday's rally of \$1 1/2 to \$1 3/4 the market had a burst of buying which left the tape about four minutes behind trading in the second hour.

Theft Charge Is Repudiated By Montague

Admits Fleeing New York State Because Clothes Were Found In Hold Up Auto

ELIZABETHTOWN, New York.—(AP)—The "mysterious" John Montague, who puzzled his Hollywood golfing pals by his reticence, told a jury today he was innocent of the robbery charge and fled New York State because his clothing was found in a holdup man's automobile.

Denying participation in the seven-year old \$700 robbery of Kin Hama Jay, New York roadhouse, Montague, known in Syracuse, New York as Laverne Moore, said he was "ashamed" of his connection with the case.

Carnival Sponsored By Southside P. T. A.

The Southside Parent Teachers' Association will sponsor a Halloween carnival at the school building at 7:00 o'clock at the Southside Primary School and the proceeds of the carnival will be used for welfare work in the school.

Dealers Ask Judge To Dismiss Suits

TAMPA, Oct. 23.—Attorneys for nine tire dealers charged with doing business without a license asked Judge Himes yesterday to throw the case out of criminal court because the license law has been repealed.

Ross Ransom Bill Found In Chicago

CHICAGO, Oct. 23.—(AP)—The Chicago Evening American said today a second Ross ransom note had been found. It said a \$10 bill—identified as part of the \$50,000 in currency paid to the kidnapers of Charles S. Ross in a vain attempt to obtain his release—was reported by Frank H. Strimmel, an employee of the Association of American Railroads.

New Licenses Are Approved By City Board

Merchandise Vending Machines And Skill Machines Must Pay Regular Licenses

A new license of \$2.50 for the operation of merchandise vending machines will be charged during the coming year, the City Commissioners voted in their regular meeting in the City Hall last night.

Since none of the City's present ordinances specifically require a license fee for the operation of cigarette vending machines and other instruments of this type, City Attorney Fred R. Wilson was instructed to draw up a new ordinance which will be acted on in the next session of the Commissioners.

City Board Okeys Erection Of Line To Transfer Power

Declaring that it would be an economical move for the city to lease the power line, belonging to the Florida Power and Light Company, running from the City's water plant to the City's pump at the wells than it would be to construct a new line, H. H. Coleman, local manager of the Florida Power and Light Company, and D. F. Caldwell, another official of the Company, appeared before the Commissioners last night and requested that the Board reconsider leasing the Company's lines on a rental basis of \$47 per month.

King George Prays For World Peace

LONDON, Oct. 23.—(AP)—King George VI, in a earnest figure in the splendid trappings of Britain's ancient majesty, pledged his government today to attempt to restore peace to China and Spain.

American Red Cross Begins Fight To Reduce Accidents In The Home

In order to combat the sharp rise in the home and farm work accident rate, the American Red Cross has launched its third annual campaign in Seminole County in an effort to cut the death and injury toll resulting from injuries in the home and in agricultural pursuits, according to T. W. Lawton, chairman of the Home and Farm Accident Prevention Campaign in Seminole County.

MOM AND SISTERS TESTIFY FOR MYSTERY GOLFER



"He came in at midnight on August 4 and went to bed..." This quotation was part of the testimony of Mrs. Mary Moore (second from right) showing that her Hollywood golf-playing son, John Montague, could not have participated in the roadhouse holdup with which he is charged. Her story was corroborated by her daughters, shown here with their mother and brother in Elizabeth Town, N. Y., scene of the trial. Left to right: Mrs. Madeline McGrath, Montague, Mrs. Moore and Mrs. Mary Allen. They all come from Syracuse.

City Authorizes Police To Collect Fees From Trucks

Dispute Between City And Wholesalers Results From New Act

Operators of wholesale trucks in Sanford must either pay a license fee of \$25 or go to jail, were the instructions given Chief of Police Roy G. Williams by the members of the City Commission at their meeting in the City Hall last night.

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CITY NEWS BRIEFS

Merlin Mitchell Talks On Fishing At Episcopal Club

Merlin Mitchell, of Orlando, president of the Florida Sportsman Association, was the principal speaker at the first monthly supper of the Fall season held by the Men's Club of the Episcopal Church at the Parish House last night. Harry McDonald, a member of the State Game and Fish Commission, was also present and spoke a few words on the importance of conservation.

Mrs. Fred Myers Plans Program For School P.T.A. Meet

The second meeting of the Sanford Grammar School Parent Teachers Association will be held in the school auditorium Thursday afternoon at 2:30 o'clock, according to an announcement made this morning by Professor R. Earl Kipp, principal of the institution.

U. S. Seen As Pagan Nation By Editor

COLUMBUS, Ohio, Oct. 23.—(AP)—"America is a pagan nation and is growing more pagan yearly," Guy D. Leavitt, Cincinnati church publication editor, declared yesterday before more than 500 delegates to the National Evangelistic Association convention.

English Ambassador Returns To His Post

SOUTHAMPTON, Eng., Oct. 23.—(AP)—Ambassador Robert W. Bingham returned from the United States yesterday, describing his trip as routine, but added that "I naturally discussed world affairs with the President."

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C.I.O. Proposes Lewis Control Of Federation

New CIO Department Within A.F. Of L. Is Planned For Mass Production Groups

Federation Seen As On The Spot

CIO Says Federation Cannot Afford To Accept Or Reject

WASHINGTON, Oct. 23.—(AP)—The Committee for Industrial Organization proposed today a reconciliation with the American Federation of Labor on a basis which a CIO leader said probably would give John L. Lewis control of the Federation.

The Lewis 10-man delegation negotiating for peace with the Federation suggested the creation of a new CIO department within the Federation which would be authorized to organize workers in the mass production, marine, public utilities, service, and basic fabricating industries.

On the basis of membership claimed for the rival organizations the CIO would have 3,718,000 members in the Federation compared with the approximately 3,200,000 workers the Federation now claims.

This seems to us to be a "game where we would control the Federation by sheer strength of numbers," said Lee Pressman, CIO general counsel. "We think this proposal puts the final settlement of the issue up to the other side. The Federation conferees can not afford to accept or reject any offer immediately."

William Green, Federation president, could not be reached immediately for comment. His associates said he probably would make no statement until after he had discussed the matter with the Federation's three-man delegation to the conference.

Since the C. I. O. left the ranks of the Federation with 10 unions in 1935, Phillip Murray, leader of the C. I. O. group pointed out, it has grown to include 32 unions with 605 chartered industrial units.

Jaycees Decide To Beautify Plot At Park And Geneva

The Sanford Junior Chamber of Commerce decided to complete the beautification of the small park located at the intersection of Park and Geneva Avenues, at its regular weekly luncheon today in the grill room of the Valdez Hotel.

The Junior civic group heard a report from the beautification committee that the City has agreed to plow up the land and also furnish the necessary water supply in order to beautify the grounds.

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LOCAL WEATHER

Forecast
Partly cloudy, probably scattered showers Wednesday and in extreme north portion and near extreme south coast tonight slightly warmer. Cooler in north portion Wednesday night and in extreme northwest portion Wednesday afternoon. Extreme northwest Florida—partly cloudy tonight and Wednesday, warmer tonight, cooler Wednesday.