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Public Utilifies FloridaHávéBure Oflnformation H
SUPREME COURT News of AI $P$ DECISION HELPS florida lands Disseminated Office in 8 Former Publis Director 0 I Of Horton Versus Former
Governor Hardee Clears
Severnal Mllion Acres Land Several Million Acres Lan
TalidAhassef, Fia.. Oct. 30

FLETCHER IS TO RETURN HOME IN TIME FOR VOTE

FARM LLECTIICS Florida Gains And Also BEING USED IN LosesIn InsuranceFigures RURAL DISTRICTS IssuedByResearchBureau


Facts About The New Power Plant
Cost $\$ 3,500,000$
88,000 cuble yards of earth handed
6,000 woud
10,000 Cubices yard: of ostary.
concte used.
900,000 bricks in the building.
1,500 tons of seructural steel used.
Kilowatt Capacity of Turlyo-Generator, 10,000 Kwo Boilers, capacity each 1,018
Two Boilers, capacity fach 1,018
Crude oll used for fuel.
65,000 barrel tank for oil storage.
30,000 barrel tank for fuel oil storage.
80,000 gallon water tghle for drinking and service.
Bulit to eventually hopita 25,009 kllowatt generato
'Size of building 200900 e100.
Oper ting torce of lathon.


## 4. Wrathinced <br> HheElection Outcome Cf PoposedAmendments

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 by the f
culture.


## One More

 BoostFor Sanford

The completion of the power plant on Lake Monroe is another important step loward a bigger industrial Sanford.
The Florida
Power $\mathcal{G}$
Light Co.
Are to be congratulated and we appreciate the confidence they have shown by their invesment in this community.

## 

Holly Avenue at 11th, 12 th, 13 th Streets bond grade ZIP SERVICE

Phones 135 and 136

## Better Lighted Streets

And Better Communities Go Hand-In-Hand These Days


A ditch in 1922-a boulevard today


T is hard to believe, but true encourages trade and enhancen The ugly ditch shown in the the value of homes. picture marked $1922^{*}$ and the And yet, with all its benefits, and
brood, well lighted boulevard with the increase in property val. shown in the upper picture are uations which it brings, good street
one and the same. Do, such improvements cost money-or do they
actually seve it? actually save it? - 0 The answor is most en-
couraging. Good street
lighting reduces accilighting reduces acci4 $\$ 1.50$ to $\$ 2.50$ per capita per annum. What an impressive
lesson is here for all forward looking townsil People and traffic and
'proftes all follow tho profts all follow
pathway of light

## Sanford Takes Great Pride In Her Fine White Way

Sanford also takes.great pride in the fact that the Florida Power and Light Company has such a wonderful plant just afew miles from the heart of this city and Sanford also takes pride in the fact that with such a plant this city is destined to become one of the industrial centers of the state. We are proud of our plants in the state of Florida--the one at Lake Monroe is only one of them-and proud of the fact that in developing Florida the utility plants spending millions of dollar's in improvements are doing more along this line than any other single factor. The utility companies with millions invested are telling the world of their faith in the future of the state. Millions already invested and millions more to invest in a state means that other big industries are bound to follow. Sanford intends to take advantage of this power and light not only by lighting this eity and making it one of the most attiractive from a standpoint of civic mide but Sanford intends to attrach hig industries as well and in this endeavor sanford and every other city in Florida can tell the industrial world that lights and power are available in every nook and corner of the state.

We wish to congratulate the Florida Light \& Power Company and the City of Sanford alike on the completion of this plant

## Florida Public Utilities Information Rureau <br> R. J. HOLLY, Dirertor, sanford, Florida

 To Medical Meet 0n
November 15 to 18

## MARKING A NEW ERA in <br> <br> CENTRAL FLORIDA <br> <br> CENTRAL FLORIDA <br> The New Super-Power Plant Will Make Central Florida's Industrial Developmen t Much Greater and More Rapid.

Power, and plenty of it, at low rates will bring the establishment of many great industrial enterprises in our part of the state. This, in turn, will bring thousands of homeseekers and homebuilders all of which will react to make Central Florida even more stable and more substantial.
We take this method of extending our heartiest congratulations and best wishes to the Florida Power and Light Company on the completion of their plant on the St. Johns River. We also feel that the people of both Seminole and Volusia counties are to be congratulated because of the locating of this enormous plant in a section where it will play a big part in the industrial development which we all hope to have.

G. A. Dreka \& Co.<br>the A. \& P. Stores.<br>where Eanonny Rulem<br> \%<br>Levy's Jewely Store. 130 Notrh Boukerart, DeLenend<br>Rite Way Shoe Shop.<br>141 North Boulevard, DeLand<br>J. F. Allen Furniture Ca Inc<br>"Home of DTependable Goods" DoLand, Florita<br>Watts Hardware \& Fumiture.Co. 185-187 N. Bowlevard, Dotand<br>Mell D. Smith, Realor:

## Electric <br> 'Appliances

 for the forenight and energy displayed in erecting their new plant and we wish to thke this means to heartly congratulate them upon this enterprise.
We too, are proud that we are well equiphed and prepared to furnish Efectrical applianees and fixtures of every amd and denceription tor the he the oflice and the plant. Electricity is the easy, chesp modern monod of doing thinge and we earry $\downarrow$ fult atock of Electrical Equipment and wift wotenae a chance to serve you.



Since 1913 Labor Costs went up 94 per cent, Fuel Costs went up 94 per cent and Living Costs went up 90 per cent, while Electricity went down 10 per cent.

You can huy for $\$ 1.00$ today, s00 per cent more electricity thau you could purchase for a dollar 20 years ago.
Private initiative and enterprise in the electric industry is constantly striving loward the development of greater effeciency and usefulness of electricity and at the same time secking it still lower cost level line to the consumer.


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Dependable Power is the vital factor of industrial and individual progress and prosperity.

## Florida Power \& Light Company



# Florida's Greatest 

## Industrial City . . . .

【Sanford is already known as the world's greatest celery producing section. It enjoys an enviable reputation for its farming, done on a scale more intensive than that to be found at any other place. Sanford is the recognized leader of the farming industry, and that fact is what has made it the sound substantial municipality that it is known to be. Without our celery farms we would not be the prosperous community we now are.
(With that in mind, the City Commissioners of Sanford believe that another opportunity for the right kind of development is presenting itself to the people of this district. With the completion of the large power plant by

## The Florida Power \& Light Co.

II Sanford can easily make itself Florida's greatest industrial city. The new plant will make more power available for manufacturing purposes. With all the power needed, with no better location to be found in Florida, with transportation facilities in all directions, just what industry wants, nothing can keep Sanford from becoming a great inductrial city.

The City Commissioners wish to extend congratulations to the Florida Power and Light Company on the completion of its beautiful plant and hope that it will be but the beginning of another great class of industry in Sanford.

## THE CITY OF SANFORD

FORREST LAKE, Mayor
E. F. HOUSHOLDER. Commissioner
S. O. CHASE, Commissioner




