

## WHAT IT MEANS

By JORDAN M. BRADY

**WASHINGTON,** Feb. 11.—The holding companies, and the holding companies are taking back what they are talking about financial markets, and what not, without anybody really knowing what things are, and, what's a holding company.

Technically, it is a corporation which is controlled or influenced through ownership of shares in other structures. The primary object of a holding company is to pump capital efficiently into the smaller, failing units in control. Operationally, it can prevent unscrupulous control because financial groups can and do sell the public a notion that never could be maintained by an isolated company. It was that the holding company, like Topy, just growing into a peculiar American financial device to put emphasis to market natural resources and services.

**Just A Service Fee**  
At the same time the parent holding corporation can its children to adopt efficient methods and put out a product.

The holding company devices have been popular that have been tampered with the possibility of pyramiding.

Some holding companies have swapped water into their notes as they piled one company on another and have forced operating corporations to pay enormous fees "services" or have even borrowed money from them.

The number of financial times possible to play on the company game, in fact, is as great as the flood coming from Tim Pan Alley.

The holding company made possible such top-heavy financial empires as the "Insull" utility group, which crashed in 1929, with losses to thousands of investors, many of whom did not even understand what kind of securities they had bought.

**Under Test Now.**

Abuses have led to some congressional interference with the holding company device. The present law provides that utilities must form their holding companies only in "regulated" areas, that is, in adjoining states. They can't scatter themselves all over the map. That law is being tested in the supreme court.

Although the utility holding company is more familiar to the newspaper reader than other types of holding operations, the device is in common use throughout industry and banking.

United States Steel aims to assure smooth, powerful management in its subsidiaries, as well as to keep its financial structure trim. American Telephone and Telegraph is a holding company that harmonizes the management of its state and regional companies, at the same time giving local companies a wide measure of control in local matters. But even A.T. & T. has run into complaints from the Federal Communications Commission.

**Device Is Defended**  
An officer of one of the nation's most efficient corporation holding groups tells me he thinks the device can be efficient, legitimate and convenient. However, he believes it has been abused widely by people who are after quick profits rather than sound business progress.

This executive says the test of a holding company is its ability to finance subsidiaries and to increase their efficiency in producing a cheaper, and better product for the consumer.

## SANFORD MARKET REPORT

Daily report of sales of fruits and vegetables at the Sanford Farmers' Wholesale Market. Prices quoted are those of the latest sales for a 50-lb. bushel box.

**CHERRIES:** Priced, bus. box, comb. coding, 25¢ to 35¢. In moderate supply, good quality, 25¢ to 30¢. US 1½-lb. 25¢ to 35¢; US 1-lb. 35¢ to 45¢; US 1½-lb. 45¢ to 55¢; US 1-lb. 55¢ to 65¢; US 1-lb. 65¢ to 75¢.

**GRAPEFRUIT:** Priced, bus. box, 35¢; US 1-lb. 45¢ to 55¢; US 1-lb. 55¢ to 65¢; US 1-lb. 65¢ to 75¢.

**MARSHMELLOWS:** Priced, 4-5 bus. box, 15¢ to 18¢; US 1-lb. 10¢ to 12¢. Supply liberal, demand moderate.

**LEMONS:** (Green) US 1-lb. 15¢ to 20¢; (Yellow) US 1-lb. 20¢ to 25¢; (White) US 1-lb. 25¢ to 30¢.

**PINEAPPLE:** Priced, 4-5 bus. box, 30¢ to 40¢; US 1-lb. 15¢ to 20¢.

**STRAWBERRIES:** Priced, 10-lb. box, 50¢ to 60¢.

**SWEET POTATOES:** Southern, Porto Rico, fair to good quality, CWT bags, \$1.00-\$1.25; Kiln Dried North Carolina, fair to good, \$1.25.

**POTATOES:** (Northern) Idaho Gr. Mountains CWT bags, \$1.25.

**tomatoes:** Supplies moderate, demand moderate, market steady. Pineapple tops, 15¢ to 20¢, good net, wide range in quality & condition. Greens & turnings, good quality, small sizes, mostly 12.5¢-15¢; few fine quality, 15¢-17.5¢. Hips are in condition.

**CUCUMBERS:** Large, good quality, 12.5¢-22.5¢. LUGGAGE cases & large fruit, 12.5¢-15¢; 17.5¢-20¢. Poorer, 11.5¢ to 15¢.

**TURNIPS:** Supplies liberal, demand moderate, market steady. Priced, Purple tops, per doz., bus. box, 10¢. SALAD, per bus. hpr. 15¢-17.5¢.

**CORN:** (Shelled) Southern White CWT bags, \$1.00-\$1.75.

**Broccoli:** Priced, per lb. Steamed, 8-10¢.

**BRUSSELS SPROUTS:** Supplies moderate, demand light, market steady.

**CAULIFLOWER:** Supplies moderate demand light, market steady.

**CELERY:** (Green) Priced, per doz., 15¢-25¢.

**CHARD:** Priced, per doz., 15¢-25¢.

**CHICORY:** Priced, per doz., 15¢-25¢.

**ONIONS:** (Green) Priced, per doz., 15¢-25¢; Bunch 15¢-25¢.

**ONION:** Priced, per doz., 15¢-25¢.

**PARSNIPS:** Priced, per doz., 15¢-25¢.

**POTATOES:** Supplies liberal, demand light, market steady.

**SPINACH:** Priced, per doz., 15¢-25¢.

**WATERCRESS:** Priced, per doz., 15¢-25¢.

**WEDGES:** Priced, per doz., 15¢-25¢.

**WEDGES:** Priced, per doz., 15¢-25¢.

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## Saint Augustine's Restoration Plans Carried Forward

**ST. AUGUSTINE,** Feb. 11.—Architects working on the restoration of historic St. Augustine have reported more than 100,000 objects here.

The object of the project is to reconstruct many of the scenes connected with the history of this city, the oldest town in the United States.

The project is under the direction of the Carnegie Institution of Washington, D. C., and the city of St. Augustine.

Excavations have uncovered broken and whole pottery, bone shells, pipes, arrowheads, bone hairpins, oil, wine, sand, water jars, hinged chairs, coins, rum bottles, candle snuffers, glasses, pointed spoons, big iron, brass, buttons, bullets, pairs of guns of various types, baskets, pots and many other objects.

St. Augustine was founded in 1565 and was the first permanent white settlement on the strait seaboard of North America. The historical restoration, however, is

estimated to cover the 250 years since that date. The research work will determine the history of the area before the date.

**GREY HOUND ENTREES TONIGHT**

Tomato's Roasted 8-10 Miles, Priced, Priced

French Fries, Traffic Shells

Vietnam Roastie

French Roastie

Spicy Kari

Any French Fries

Lady's Choice

Side Traffic

Assorted

Dirty Onion

Lala Rose

Polyuria

## TRAFFIC POSTCARDS

**MIAMI,** Fla.—(UPI)—The police plan to join the tourists in mailing postcards here.

"But the officers won't say 'Having a fine time.' They will inform motorists their cars have been seen violating traffic regulations, and caution them to be more careful in the future."

## Robert's Gro.

We Are Ready—

With all the good things you want,  
With Surprises For All Occasions,  
With The Lowest Possible Prices  
Companied with good Restaurants

222 E. FIRST

PHONE 22

Grocery Fresh As You Like It	25¢
Like It—Pars	19¢
Banana Coffee Bx.	19¢
No. 2 Can Co.	25¢
Turkey	25¢
Greens 8 cans	25¢
Dressed Chickens	25¢
Fresh Vegetables & Fruits	25¢
Piney Woods Liver B.	19¢

## Complete Line

## of Whitman's Valentine Candies

From 5¢ up

Try Our Delicious Home-Cooked Meals  
**LANEY'S DRUG STORE**  
WE FILL ALL PRESCRIPTIONS — PHONE 164

## THE QUEST

**Indy**  
De Soto

**STORIES** of gold nuggets traded to first explorers by Florida Indians fired the hopes of Hernando de Soto. Seeking gold he set out from Spain and landed on the West Coast of Florida in 1539. His daughter, Sena, died in the New World—was buried—legend says—in the bay that now bears her name.

## A GREATER WEALTH TODAY

Many in quest of happy things discovered a real aid in their search. A kind of mellow light of great beauty, useful for evening illumination, eliminates overstrain—and costs very low cost. See the glowing glow of incandescent lamps at your electrical dealer.

## ROMANTIC STORY OF FLORIDA



## Boy Scout Week

Boy Scout Week, a memorable occasion in the life of every Boy Scout, commemorative as it does the 25th anniversary of the founding of the Boy Scouts of America, comes to a close today. Throughout the week there have been fitting ceremonies marking the occasion in every part of the country, including a personal greeting from the President of the United States.

The beginning of the new year finds the Boy Scout movement fortified with a new all time record of 1,120,827 active members and with more than 7,500,000 former boys and men who have at one time or another since its organization in 1910 been enrolled among its numerous troops.

Pointing out that there are now more than 10,000 troops, packs, ships, neighboring councils and cities throughout the United States, the national headquarters reveals that the growth of the organization for the year of 1937 was 5.5 percent over that for the previous twelve months and was "as a matter of fact the greatest in the history of the Boy Scout movement."

"The past year has been one of the greatest in the history of the Scouting movement," declares Dr. James E. West Chief Scout Executive. "It has been a year of great achievement and greater inspiration, influencing as we did, 27,228 Scouts and leaders from every state and many foreign countries into a great Jamboree camp upon the shores of the historic Potomac River in the heart of the Nation's Capital. With this inspiration, we are certain that all America appreciates the fundamental values which Scouting offers boys, and that every man and woman will do all in his power to make Scouting available to more boys in every community."

The Boy Scouts are accomplishing a fine thing in the training and development of the boys of America and deserve the whole-hearted support of every adult. May the coming year see for them even greater success than they have realized in the past.

## The Best Of All

We who are so close to the picture many times fail to appreciate its real beauty. One of the biggest problems this country has is immigration. But no one ever heard of Americans leaving the United States in large numbers to seek new homes on foreign shores. Yet among us are those who think we should imitate the policies and practices of certain European nations.

It takes a foreigner who knows what life is like in other countries to appreciate fully the wealth and greatness, the freedom and opportunity of the United States. Such a one is the editor of the Sphere published in London, England, who writes as follows:

"The United States contains 6 percent of the world's area and 7 percent of its population. It normally consumes 48 percent of the world's coffee, 58 percent of its tin, 56 percent of its rubber, 21 percent of its sugar, 72 percent of its silk, 86 percent of its coal, 42 percent of its pig iron, 47 percent of its copper, and 69 percent of its crude petroleum.

"The United States operates 60 percent of the world's telephone and telegraph facilities, owns 80 percent of the motor cars in use, operates 85 percent of the railroads. It produces 70 percent of the oil, 60 percent of the wheat and cotton, 50 percent of the copper and pig iron, and 40 percent of the lead and coal output of the globe."

"The United States possesses almost \$11,000,000,000 in gold, or nearly half of the world's monetary metal. It has two-thirds of civilization's banking resources. The purchasing power of the population is greater than that of the 600,000,000 people in Europe, and much larger than that of the more than a billion Asiatics."

The London editor goes on to say that in such a country there should be abundant prosperity for all. It blames "pompous statesmen" and bungling politicians who solemnly declare that the methods by which American wealth was created are all wrong, ought to be abandoned, must be discarded, that the time has come to substitute political management for individual initiative and supervision, for a condition which finds many millions of people unemployed.

GAYLOR CRAIG, of Lincoln, Neb., accidentally swallowed a half dollar. When they prepared to operate, Craig started a dime-a-chance pool on guesses at the date on the coin. Harry Martin, correctly guessing '1898,' won the pot.—Baltimore Sun (AP)

A SYNDICATE of San Franciscans is negotiating for a booth at the 1938 Golden Gate International Exposition. They are going to charge public a dime per head for the privilege of touching \$1,000,000 in cash.—Baltimore Sun (AP).

## OVIEDO

Capt. and Mrs. Grimes visited in Lakewood Sunday. Prof. and Mrs. J. Tidwell Jacobs and Mrs. Theo. Hillis Sunday. Dr. and Mrs. J. W. Martin were shopping in Orlando Saturday. Mr. and Mrs. Fred Cooper of Sanford were visiting Mrs. Cooper's parents Sunday. Mr. and Mrs. G. C. Wilson of St. Augustine, Fla., were guests of the Rev. and Mrs. J. H. Thompson Sunday.

Prof. R. P. Cooper went to Gainesville Saturday. Mrs. R. M. Murphy and Mrs. W. T. Clancy with a party of ladies of Oviedo took a tour of North Fla., spent a few days in the Oviedo Vacation Inn, and a number of interesting trips.

Dr. and Mrs. W. E. Thompson of Oviedo were in Lakeland Saturday. Dr. and Mrs. W. E. Thompson of Oviedo were in Lakeland Saturday.

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## CANDLES

By MINA OLIVER DAVIS

Central Florida is a woman. She's wearing flowing robes in her hair, green vines on her shoulders, and pink carnations at her wrists and ankles on her cheeks.

In Winter Park, where she resides for the winter, she wears a "crown" for the Christmas season. Her crown is a wreath of holly berries and ivy, and the red velvet posy wall as an inviting backdrop for snap shots.

Along Lake Monroe, the central Florida woman is a hostess of butterflies, the pink and yellow ones having survived the cold winds of the day.

On the beaches, she wears a "hat" of shells, and the white sand of Crystal Beach, and the pink flowers of the beach rose.

In Winter Park, the woman is dressed to greet the winter visitors, and the private gardens carry a fresh flower vase and bouquet of wild violets. Winter Park is a new, fragrant lady who has set the stage of the tropical sun, a New England boy who wears a Christmas tree in her hair.

In Sanford, the colony girls are wearing flowery borders on their wide green shirts, borders of reddish gold calicoes and pale gold ribbons. It's a happy union of femininity and gaiety.

It's a preview of spring and it's worth going a long way to see. If you still yearn for the black branches of a pine tree lit by a white fire of blossoms, the cloudy pink of peach trees in bloom, or for sweet gum leaves, fresh, and young, and pointed drive around the countryside and you will find them too.

Evelyn King, young Florida poet, says April's set a month, it's a state of mind. In Florida, this heady maple starts early, and you can feel "as mad as April" and "as sweet as May," in February.

There is something about the spirit of mankind, the things that happened before we came along "to strut and fret" our hour up on the stage. That is as literally appealing as a piece of old silver, mellowed with age and use, a bit of lace yellowed by time, or an old rosewood table made more like earth by the years. We have remembrance days for the people who have gone before, in order that we may be inspired, not to sit down comfortably and doze upon their laurels, but to "strive, to seek, to find" laurels of our own.

Rolling has her Founder's Walk when she commemorates the vision of that little band of Congregationalists who started the oldest college in Florida. A few years ago, Sanford took a walk from the note book of her distinguished neighbor, Rolling, and celebrated its own Founder's Day on February eighth, the anniversary of the day that Captain Charles Mellon fell in battle with the Indians on the banks of Lake Monroe.

The first Founder's Day in Sanford was sponsored by the Delta Sorority Chapter of the D. A. R., but now it is a civic affair in which all the groups in the city take part. This year Sanford had additional reason to celebrate, for Founder's Day this week saw the dedication of Fort Mellon Park on the shore of Lake Monroe in Sanford's hundredth anniversary.

A tree was planted in honor of Mrs. J. W. Walker, present president of Seminole County, sometime Matron of the Delta Sorority Chapter, an even longer time matron and beloved matron of this school section. In this neighborhood, anybody who wanted to drive into the park from Rollins professor is the smaller whether he is not to go to the Delta Sorority or the D. A. R. in the fort. Who wants to know? They never do. The Delta Sorority has a good name, and you can tell it with a smile, for she still speaks with the gentle chime of Delta matron.

For Rollins, there is a tradition of the Delta Sorority, and the Delta Sorority is a tradition of Rollins. The Delta Sorority is a tradition of the Delta Sorority.

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WINTER IS COMING  
ONCE UPON A TIME

THE ROMANTIC MAN OF WAR

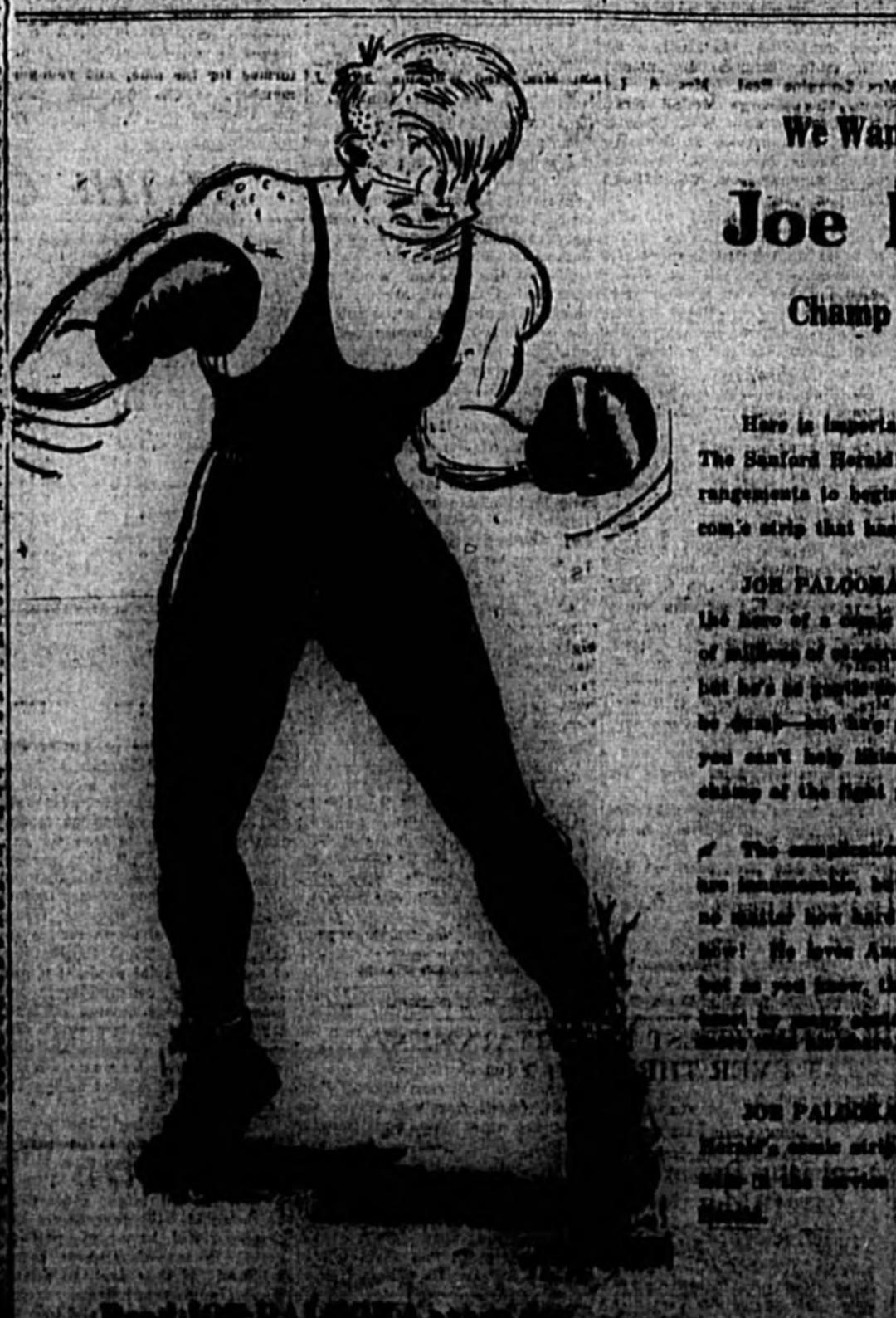
CUMMING MARTIN ODORITY

monies went for scholarships at the University of Florida and Florida State College for Women.

The PORTUGUESE MAN OF WAR found by the thousands off the coast of Florida is a very strange marine formation. It is not really one single animal but is actually composed of hundreds of minute inter-dependent living forms. Hanging beneath its bladdered mass portion are long stinging threads that are highly poisonous. Numerous small fishes often hide among these threads which sometimes drift out 50 feet behind the arrest.

CRABES ACTION  
LONDON — Ninety-six-year-old General Sir Bindon Blood shied of the Royal Engineers' scope, is disgusted with the wet war office where he has to climb a flight of stairs to reach his desk.

Spain has banned the sale of lead except by government permit.



## We Want You To Meet

## Joe Palooka

## Champ of the Comics

Here is important news for every reader of The Sanford Herald! We have just completed arrangements to begin publication next week of the comic strip that has taken the world by storm.

JOE PALOOKA, drawn by Max Fisher, is the hero of a comic strip that has won the hearts of millions of readers. JOE PALOOKA is a fighter, but he's as gentle as a lamb. JOE PALOOKA may be tough—but he's good. He's the kind of fellow you can't help liking. He's the most popular champ of the fight game ever known.

The adventures of JOE PALOOKA's life are unpredictable, but he always comes up smiling, no matter how hard the blow. He's in love—and now! He loves Ann Moore, and she's a beauty—she's the girl for him. The path of true love is always rocky, but Joe's a fighter, and Joe means to have his love.

JOE PALOOKA is the latest member of the nation's comic strip family—no more important comic strip has ever been in The Sanford

## THE SANFORD HERALD

## SANFORD, FLA.

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**DR. MILLER**





## SEVEN LEAGUE BOOTS



Seven League Boots in the form of airplanes have been provided by the Ministry of War for the strategic point. Here is one of the Festival Vega Gulls, destined by the air ministry to the Argentine embassy.

Committees are at

work for the meet-

Holly is in charge of

the music with a

both young people and

adults each night.

decorations will be in

circles of the Auxiliary.

meetings will be under the

of Dr. Elizabeth Tracy

B. Smith.

Wills speak at the

Club Monday, at the High

Wednesday morning and

Wednesday evenings.

arrangements

made for him.

### LONGWOOD

February session of P. E. was held at the LYMAFF Auditorium Thursday night. The speakers were Rev. Sam F. T. and Singers under direction of Mrs. Emma LY-

very enjoyable event on Saturday night was the reception given the new Baptist Pastor, Rev. H. C. Meader and Mrs. Meader. Nearly one-hundred were present at Library Hall. The pastor and wife were presented with gifts to which Mr. Meader responded. On the program were Mrs. J. H. Avant who sang Frances Avant in solo, Doris Entzminger in solo, and the Misses North singing guitar and vocal solo. Refreshments were served.

Tuesday L. R. Payne, local boy, was elected Town Councilman to succeed J. H. Avant resigned.

Members of Lyman Senior Class part in their play this week are Marjorie Blankenship, Mrs. Walker, Betty Howell, Mrs. Hills, Alice Cruse, Elizabeth Weston, Glenn Payne, Harriet Lyman, Norman North, Leon Jones and R. B. Plunket. Miss Weston is director of the play "Husband For Sale".

The Tourist Club had an attendance of twenty-six for the Wednesday dinner at Sunnyside Inn. A delightful program was presented by several members. The South Side Club were entertained Saturday night at Sanibel Golf Club by Mrs. Edward Martin. The West Side Club played at library when hosts were Mrs. Frances Pinch, Mrs. Lester Brown and Harper Yarnell. London may have a Crooners club.

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Repairing  
Diamond Setting  
AND  
Engraving  
Gold, Silver, Jewelry

10

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## HERALD CLASSIFIED DEPT.

### LEGAL NOTICE

NOTICE OF PETITION TO VENICE COURTHOUSE

You are hereby summoned and appear in the Circuit Court of Seminole County, State of Florida, on the 11th day of March, 1938, at 10 o'clock A.M., to make your written appearance, personally, or by attorney, and answer words plead in the cause above mentioned, or give cause to do so. You will be held in contempt against you for absence.

Let this order be published in the "Seminole Journal", newspaper at "Seminole City" in Seminole County, Florida, and witness my hand and seal at Fort Pierce, this the 10th day of February, A. D. 1938.

Clark of the Clerk's Office  
By J. M. WILSON

LAW OFFICE OF J. M. WILSON  
Orlando, Florida  
(N.Y.A.)

### FOR DELICIOUS SNACKS



### SKYRIDER

SHOES FOR BOYS  
\$1.85

3.15 top  
Size 1 to 6

B. L. Perkins  
CORRECT MEASURE WEAR

WHY DON'T THEY TELL ME these things? Boy I really went down for the count. Don't feel much like a trip. Better call the whole thing off.



LOOKS LIKE A SOFTY to me. Funny I never saw one of these before. Think I'll hit him a clip to see if he can "take it".

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The West Side Club played at library when hosts were Mrs. Frances Pinch, Mrs. Lester Brown and Harper Yarnell.

London may have a Crooners club.

## A WANT AD DID IT

BRIGHT little workers, these Want-Ads! They buy for less, sell for more, get results faster --- and they're consistently good as well as inexpensive and easy to use!

We suggest you try a Want-Ad Today.

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## The Housewife...

### "Research Professor of Economy"

SHE'S not a Ph.D. or an LL.D. She hasn't a diploma or a cap and gown. Her research is not done in a library or the library.

She reads the advertisements in this paper with care and consideration. They form her research data. By means of them she makes her purchases so that she well deserves the title of "Research Professor of Economy." She discovers item after item, as the year rolls on, combining her spending with low prices.

It is often the case that she finds a better value in the same article.

She is a woman of the world, and she has the world at her command.

