



## OUR HISTORY

Sixty Years' Land  
and

Railroad

Bryan's Hwy. And Sporting Goods

the town was established. The trail, leading through Cross Church, was followed by the settlers from Mrs. Bradford. In 1874 Judge W. H. Phillips came to the community with his wife and family. With these additions the community could offer settlers religion and education. The settlement had now increased so much that in 1877 Milnerville and Bradford united and were incorporated as Bradford. The same year witnessed a great step in the progress of the town when work was begun on the South Florida Railroad. Merchandise goods had been shipped by boat to Bradford and then by horse and wagon to points south. Now came the railroad which connected Bradford with the north and south. The town has since become a center of the citrus industry.

Henry Bryant, who was in Florida at the time, turned the first shovel of dirt on the right-of-way. In 1880 came the first of a series of hurricanes which, though disastrous, did not break the spirit of the growing city. A hurricane of great intensity struck and demolished many houses and stores and took away from the Holy Cross church.

Reconstruction took place, and four years later Lyman Bank was established. Bradford's first bank building. In 1887 the name was changed to the Lyman Bank and First National Bank. The town had a firm foundation, and solution of financial difficulties was assured.

In that year also came another devastation in the form of the big fire. When the blaze was extinguished only 16 out of 125 buildings remained standing.

Again the city built back its stores and homes, and business prospered. Then, like a thunderbolt, came the greatest of all disasters, "The Big Freeze." On the night of February 6, 1895, inclement weather caused the settlers to shake their heads and begin work to keep their trees from freezing. Their labor was in vain, and that night's disaster proved to be the finish of Bradford's citrus industry.

Immediate need of a new industry brought forth experiments. An attempt was made to grow pineapples, and cotton, but without success. Then, in 1898, celery and lettuce were successfully cultivated. The new industry flourished and Bradford became the celery center. Farmers seeking a successful crop came to Bradford to grow celery. The city continued to prosper. In 1905 a street car line was established, and in 1910 the streets were paved. Meanwhile, celery growing had increased to such an extent that in 1911, eight hundred fifty cars were shipped. The last few years have seen

City Hall

CONGRATULATIONS --

To The

Bradford - Neighbor

Farmers

Mr. & Mrs. William

W. H. Phillips

On The Birth

of Their Son

William

W. H. Phillips

On The Birth

of Their Son

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# FEATURE - NEWS - PICTURES

**Baseball Queen Hits One**



PORT MYERS, Florida—Mrs. Jim Dykes, wife of the Philadelphia Athletics' star third baseman, takes a swing at the bat here, where the A's are training.

**The Most Primitive Railroad**



Probably the most primitive railroad in the world, built in the early 1800's to transport logs from the lumber camps of the Sierra Nevada's to a sawmill near Truckee, Calif. Note the unique cogwheel wheels, especially made to run on log "rails."

**Model of Noted Power Plant**



A realistic model of the famous Conowingo hydro-electric generating station, one of the best in the East, has been presented to the Smithsonian Museum at Washington. Ned Parrish and Clifton Keyes, who made the model, are assembling it.

**Prepared for Birth of Child**



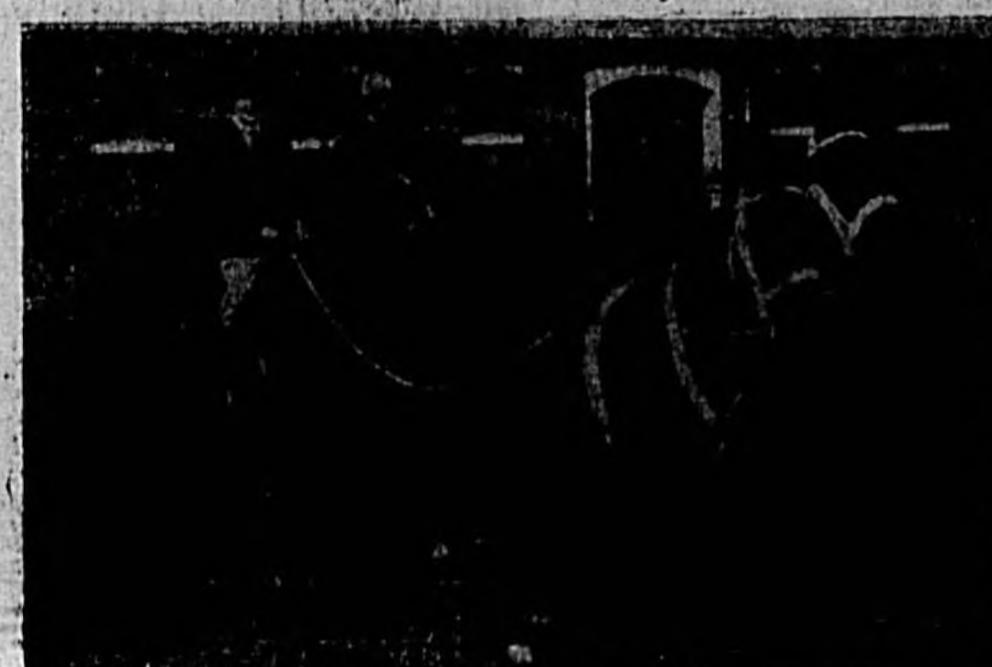
TOKYO, Japan—Mrs. Tei-Kitano, wet nurse selected for the baby girl just born to the Empress of Japan. Empresses of Japan never name their children. The box, bearing the imperial chrysanthemum crest, carried by a court chamberlain, contains the maternity belt which was put on by the Empress of Japan a few days before she gave birth to a baby girl (a disappointment to all Japan as there is as yet no heir to their Emperor).

**Result of Government Half Day Program**



The huge crowd and regular traffic jam which filled the streets of Washington shortly after noon, as 65,000 Federal employees were released from their duties by the recently enacted Saturday half day law, which will be effective every Saturday afternoon in the future.

**Debutantes to Ride in Society Circus**



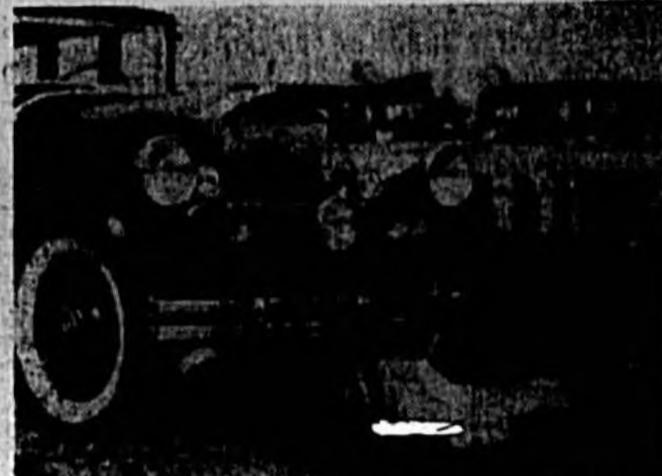
Mr. West and Miss Sophie Snyder, both prominent in the younger set of the Capital City, perform the tandem act which they will perform in the annual Society Circus at Fort Myers, near the Capital City.

**From Trucking to Tractoring**



In the old days, dressed up like this, they went gadding for "spale faces." Nowadays, perched on a tractor, he tilts the horn and sings. He is Chief West Wind, a Siwash Indian grouch from Oregon.

**Lefty Gets Out and Under**



PORT MYERS, Florida—"Lefty" Grove of the Philadelphia Athletics got out and got under to see why the pecky thing stopped. The A's are doing their spring training here.

**Enters "Best Set Table" Contest**



CHICAGO, Ill.—Vilma Banks, arranging the table she has entered in the contest for the best set table which is held in connection with the Home and Garden Show here.

**Rocket Iceboat Successful**



SYRACUSE, N. Y.—The rocket motor which Harry W. Hall successfully applied to an iceboat (see Harry W. Hall photo, twenty-one-year-old Syracuse University student, sent across the frozen surface of Onondaga Lake in two-and-a-half seconds). It was the first rocket boat run on record.

**Japan's Acting Premier Apologizes**



TOKYO, Japan—One of the most extraordinary photos ever taken in the Japanese Diet, showing the Emperor's acting premier and foreign minister (right) gathered around a table covered with a white cloth. The Emperor has ratified it. Next to the Emperor is Mr. Saito, Finance Minister. Fourth from the baron (to the left) is Mr. Kenzo Adachi, Home Minister. Altogether 10 cabinet members may be seen in the two rows of seats.

## THE RADIO TOWER

TONIGHT'S PROGRAMS

THURSDAY, MARCH 19  
(By the Association Press)  
Programs in eastern standard time, P. M.; unless otherwise indicated.

444.3—WABC New York—660  
(NBC Chain)

8:45, Uncle Abe & David; 7, Jim sing; 7:30, Sketch; 8, Rudy Vallee's orchestra; 9, The Birth Party; 9:30, Melody moments; 10, B. A. Rolfe orchestra; Rapid Transit; 11:15, Calliope orchestra.

348.5—WABC New York—660  
(CBS Chain)

8:45, Crime club; 7, Morton Downey; 7, Novelty dance; 7:15, Hotel orchestra; 7:30, Sponsored program; 7:45, Daddy and Rollo; 8, Art Gillham; 8, Arthur Pryor's band; 8, Topics; 8:30, H. Kaltenborn; news; 8:45, Story Time; 9:15, Morty; 9:15, Character readings; 10, Detective mystery; 10, The Lutheran period; 10:30, Toscha Seidel concert; 11:30, Radio Roundup.

391.5—WJZ New York—760  
(NBC Chain)

8:45, Crime club; 7, Morton Downey; 7, Novelty dance; 7:15, Hotel orchestra; 7:30, Sponsored program; 7:45, Daddy and Rollo; 8, Art Gillham; 8, Arthur Pryor's band; 8, Topics; 8:30, Slumber hour (NBC); 11:30, Slumber hour (NBC); 11:30, Studio music.

428.8—WMR Tampa—1370

6:30, Trio; 7:00, Dinner music; 7:30, Marion Douglas and Irene Reynolds; 9:00, Music of the Masters; 9:30, WMBR cigar program; 10:00, Entertainers; 11:00, Isla Liles Garcia, organ recital.

242.8—WDIA, Tampa—7220

6:30, Dinner music; 6:45, Twilight Trio; 6:45, Music; 7, Town crier; 7:45, Specials; 8, Arthur Pryor's band (CBS); 8:15, Dance hits; 8:30, Barrett Arcadians; 9, Lee Morse (CBS); 9:15, Character readings (CBS); 9:30, Dick Cox and orchestra; 10:30, Dance music.

WJAX—Jacksonville

5:00, Florida State, Burcau; 5:15, Eight Deuces Dallas Orchestra; 5:45, Billy Williams; 6:00, Jacksonville College of Music; 6:30, H. E. Cummings; 6:45, Literary Digest's Topics in brief by Lowell Thomas (NBC); 7:00, Amos 'n' Andy (NBC); 7:15, Tasty Yeast Jesters (NBC); 7:30, Phil Cook—The Quaker Man (NBC); 7:45, Friendly Five Foot Notes (NBC); 8:00, Fleischmann substance Hour (NBC); 9:00, American Radiator Company Program (NBC); 9:30, Maxwell House Coffee program (NBC); 10:00, B. A. Rolfe and his Lucky Strike Orchestra (NBC); 11:00, Crystal Slipper.

WPMO—Orlando

5:30, Musical moods; 6:15, Children's Hour; 6:45, Strickland Transportation Co. dance program; 7:00, Time signal and sports announcements; 7:15, St. Morris Orchestra—CBS; 7:45, Louis' Style Observer; 8:00, Arthur Pryor's Band—CBS; 8:15, Purcell Quartet; 8:45, Hawaiian Shadows; 9:00, Lee Morse—CBS 9:15, Old Gold Character Readings—CBS; 9:30, Orlando Gear and Parts automotive program; 10:45, Emerson Radio Service program; 10:00, Rollins College program.

405.2—WJR—740

7, Studio program; 7:30, Same as WJZ; 8, Same as WJZ; 10, WEAF (1's hours); 10, Same as WJZ; 10, WEAF (1's hours); 11:15, Peaches & Cream; 12, The Samoans; 11:45, Rhythms; 12, Ned & Red.

277.6—WBT—1080

6, Orchestra; 6:45, News; 7:30, Same as WABC; 7:30, Studio minstrels; 8:15, Same as WABC; 8:30, Marion Shirley; 9, WABC (1 hour); 10, Memories; 11, Amos 'n' Andy (repeat).

## FORD, FIRESTONE, AND EDISON END ANNUAL REUNION

### Auto Magnate Leaves For North Aboard His Private Coach

10:30, Same as WABC.  
365.6—WHAS—820  
7, Singers; 7:30, Same as WJZ; 8, Same as WEAF; 9, Chronicles; 9:30, Same as WJZ; 10, Same as WEAF; 11, Same as WJZ; 11:15, Jesters; 11:30, Orchestras.

461.3—WSM—650

7, Pianist, news; 7:30, Same as WJZ; 7:45, Same as WJZ; 8, WEAF (1's hours); 9:30, Same as WJZ; 10, Same as WEAF; 11, Same as WJZ; 11:15, The Jesters; 11:30, Orchestras, pianist.

463—WSUN St. Petersburg—620

Evening melodies; 6:45, Topics in Brief (NBC); 7:00, Amos 'n' Andy (NBC); 7:30, Phil Cook—The Quaker Man (NBC); 8:00, Rudy Vallee and his orchestra at the Seminole Lodge estate of the Edisons, Mr. Ford left at 7 o'clock tonight in his private car for the North. Before departing he predicted a second term of office for President Hoover and asserted that America is enjoying good times but can't appreciate them.

He was accompanied by Mrs. Ford and his secretary, Frank Campbell.

Firestone, who has been here with his son, Roger, and his secretary, James Newton, to enjoy the only winter meeting this year of the famed trio, bade the Fords and the Edisons goodbye after a five-day visit.

The departure of the latter for his New Jersey home is indefinite. During their days together here, the three figures of American business and creative worlds relaxed like school boys. Photographers were denied the privilege of snapping the athletic automobile manufacturer as he "chinned himself" several times on a bar during an afternoon confab between the trio.

Further to show his good spirits, Mr. Ford put the muscular force of a well-conditioned right arm behind Florida grapefruit on several occasions as he threw them across the lawn of his estate. This also was denied photographers.

The cronies spent some time visiting in the aged inventor's favorite haunt—the laboratory in which he is seeking to develop methods for the commercial production of rubber. Both Firestone and Ford, who argue or agree in friendly fashion, as they discuss present day questions and problems, expressed their surprise at the amount of rubber produced in a special run for their benefit of Edison's maze of paraphernalia with gigantica golden rod as the source.

The highest speed ever attained by a steam locomotive was recorded by a Plant System special train between Savannah and Jacksonville in March 1901. The train ran five miles in two and one half minutes at a speed of 120 miles an hour.

Palatka at one time was the southernmost railroad terminal in the State, and Florida's most popular winter resort.

EUSTIS—Plans being considered for construction of gas plant in this city.

DADE CITY — Williams Department Store being remodeled and improved.

JOE JINKS

LOOY DOT DOPE

I HEAR YOU'RE LOOKIN' FOR  
A SALESMAN—WELL HERE I AM.  
...I CAN SELL SHOESHES TO  
ZULUS!

HUM—YOUNG  
MAN HOW LONG  
HAVE YOU BEEN  
OUT OF WORK?

HOW LONG HAVE I BEEN  
OUT OF WORK?

WELL DO YOU KNOW  
THAT I HAVE BEEN SELF  
SUPPORTING SINCE  
I WAS SEVEN YEARS  
OLD?

BY JOHN DEVILIN

JOE JINKS

CAREFUL DYNAMITE!  
THIS COUNTRY NEEDS  
GOOD MANO MOVERS AN'  
YOU'RE RUINING ONE!

TIME!

HAW—HAW—HAW! THAT'S  
FUNNY! HOW YA KNOCK ME  
DOWN LIKE THAT WITHOUT  
HURTIN' ME? I NEVER  
SAW THEM PUNCHES  
COMIN'!

SAY! HAVE  
YOU GOT AN  
IRON JAW?

D'YOU MEAN TO STAND  
THERE AH! TELL ME—  
DYNAMITE'S WALLS  
DON'T HURT YOU?  
HE SOOK ME WITH?

MAN THEY DON'T!  
BUT WHAT I WOULD  
KNOW IS WHAT DID  
HE SOOK ME WITH?

YOU BOYS  
TAKE OFF THOSE  
PILLADS AND  
PUT ON THE  
FIGHTING  
GLOVES!

## Want Ads

### WANT AD RATES

#### Help Wanted (Male)

Sanford Daily Herald

Terms:

Cash in Advance

Telephone ads. will be received  
for patrons and collectors and  
immediately for payment.

1 Time

10¢ a Line

2 Times

8¢ a Line

6 Times

7¢ a Line

Time rates on request.

The reduced rates are for  
consecutive insertions.

Five words of average length  
are counted a line.

No ad under 5 lines accepted.

All advertising is restricted  
to proper classification.

10—Livestock

FOR SALE: One hundred head of  
mules, all kinds, and sizes. If you  
need mules see us before buying.

Will deliver anywhere. Don-  
aldson & Jalliette, 646 Myrtle Ave.,  
Jacksonville, Fla. Phone 5-372-2.

10A—Poultry

"BABY CHICKS Low prices 15  
breeds ready now. Send for  
catalog. SYLVIA HATCHERY,  
Tampa, Fla."

21—Acreage

CELESTY LANDS FOR SALE:  
Ready for celery crops. Perfectly  
drained, 5, 10, or more acres.

No cash required from responsible  
buyers. Frank L. Ferguson,  
Hotel Atlantic.

1—Announcements

HAVE YOUR WATCH repaired  
by one who really knows, how!  
Briggs, Jeweler, Mag. Ave.

Dr. W. E. MacDOUGALL, CHI-  
ROPRACTOR is now located at  
his residence in Floral Heights,  
S. Sanford. Phone 568-M.

2—Lost and Found

LOST: Diamond brooch breast pin  
on 1st lot, between P. & N.  
Roumillet's Drug Store. Reward  
if found will communicate with  
P. O. Box 376.

LOST: Lemon and white pointer  
puppy. About 3 1/2 months old.  
Liberal reward if returned to H.  
M. Rumbley.

LOST: Headed shoe buckle at  
Trianon Club Tuesday night.  
Finder please phone 189.

3—Automobile

MODEL T FORD truck. Good  
running condition. \$50. Reel and  
Son.

FOI SALE—Good Chrysler 70  
Sedan, cheap. Kent Motor Co.,  
Phone 17.

4—Business Service

LANEY'S DRUG STORE—Prescription  
service, magazine, fountain service,  
PROMPT delivery, Phone 103.

BUILDING BLOCKS—Irrigation  
boxes and general cement work.  
Miracle Concrete Co., J. E. Ter-  
williger, Prop. 3rd and Elm.

5—Automobile

Officials explained that 50,000  
persons worked to prepare the  
spectacle in the years it took to  
put it on, including development  
of the many species. Twenty-nine  
thousand birds were nipped that  
1000 roses might display their  
greatest splendor.

Boxwood trees from Marion, Va.,  
planted nearly 300 years ago, were  
shown. They are worth \$500 each.

There were 175 varieties of azaleas  
and 50 kinds of rhododendrons.  
An outdoor hardy pony made its  
cow indoors in full bloom.

6—Business Service

MIRACLE CONCRETE CO.—  
GENERAL CONTRACTORS  
J. E. Terwilliger, Prop.

7—Business Service

WILLIAMSON'S DRUG STORE—  
Prescription service, magazine,  
fountain service, PROMPT delivery,  
Phone 103.

8—Business Service

WILLIAMSON'S DRUG STORE—  
Prescription service, magazine,  
fountain service, PROMPT delivery,  
Phone 103.

9—Business Service

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12—Business Service

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13—Business Service

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14—Business Service

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Phone 103.

15—Business Service

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Prescription service, magazine,  
fountain service, PROMPT delivery,  
Phone 103.

16—Business Service

WILLIAMSON'S DRUG STORE—  
Prescription service, magazine,  
fountain service, PROMPT delivery,  
Phone 103.

17—Business Service

WILLIAMSON'S DRUG STORE—  
Prescription service, magazine,  
fountain service, PROMPT delivery,  
Phone 103.

18—Business Service

WILLIAMSON'S DRUG STORE—  
Prescription service, magazine,  
fountain service, PROMPT delivery,  
Phone 103.