

## SANFORD HAS MANY CHARMS FOR CITIZENS

### Agricultural, Commercial, Recreational Features Of Town Are Of High Class

The Sanford of today, with all its advantages, its possibilities, and its aims and ideals, is a thing well known to the 10,100 citizens who reside within its borders, but to the outsider, the potential Sanford citizen seeking information which may aid him in arriving at the decision which will bring him here, Sanford is possibly only a vague thought which finds itself classified as a small Central Florida city where celery is grown.

Briefly, here are numerous facts and figures of the modern, progressive city located on the shores of beautiful Lake Monroe, and surrounded for miles by the most productive farming section in the state of Florida.

Sanford is located midway between Jacksonville and Tampa, on the main line of the Atlantic Coast Line railroad and at the mouth of the St. Johns River which flows north to empty into the sea east of Jacksonville. Miles of asphalt pavement and sidewalks; an extensive white-way and street-lighting system; large and modern schools and churches; a bulkheaded lake front where municipal buildings, a bank, a post office, a large and other attractions continually draw the visitor; and hundreds of large and small homes, typical of Florida in their architecture, all compare favorably with cities of much larger population.

Sanford is governed under the Commission system, with five commissioners, elected by the people, and a mayor, chosen from the commissioners. This Commission, aided by a group of efficient department heads, handles the many municipal matters in a thorough, business-like manner. Police and fire protection is adequate in every way.

The Sanford school system is under County supervision, with six splendid buildings for white pupils, including a new and modern high school, a Junior High Grammar, and three Primary buildings. The school system is on the accredited list of Southern Schools and Colleges, and has been so well managed during the past few years that this county is one of the few in Florida guaranteeing pupils eight months school each year, and 1 1/2 teachers prompt payment of salaries.

Five parks, covering entire squares, add to the beauty of the residential section, as well as afford additional recreational facilities. At one of these parks, on the Lakefront, is one of the finest pools in Florida, filled with a variety of birds and animals, truly representative of Florida. This zoo is visited by thousands weekly.

All leading denominations are represented in Sanford churches, and the pulpits are filled by able men who are known throughout the State for their spiritual capabilities. Among the civic organizations are the Rotary, Kiwanis, and Lions Clubs, the most active Chamber of Commerce in the State, and a Woman's Club. All patriotic and fraternal organizations have strong chapters and lodges here.

Sanford, being in the heart of the vegetable and fruit growing section of the state, takes pardonable pride in its reasonable living costs. Excellent hotels whose tariff does not exceed 75c per day on the European plan, and numerous fine restaurants, are features. Purchased apartments may be had at \$15 to \$20 per month; furnished homes, from \$25 to \$300 per month. Luggage may be secured at the trade box, offices at any time.

Central location and splendid transportation facilities, by rail, water and highway make Sanford the ideal location for industries. The main line of the Atlantic Coast Line railroad, and the Florida Gulf coast, with the immediate territory, and daily freight service by automobile is furnished from Jacksonville by independent transportation companies.

The Atlantic Coast Line railroad has recently been extended to Sanford, and the immediate territory, and daily freight service by automobile is furnished from Jacksonville by independent transportation companies.

## SANFORD CELEBRATES PROGRESS DAY



President C. H. Eckerson, Production Manager Joseph H. Kenney, Treasurer T. H. Eckerson and a part of the 225 employees of the Eckerson Fruit Canneries Inc., new canning plant at Sanford, which this season is canning grapefruit hearts and juice. A flag was presented to this plant by Governor Carlton.



One of the Atlantic Coast Line "1907" locomotives on display in Sanford, where a scroll of Recognition was presented in honor of 46 years of service to the railroad has rendered the City of Sanford.



John Meisch, Chairman of Seminole County Board of Commissioners.



Honorable Doyle E. Carlton, Governor of Florida, guest and speaker of the day.



Hon. T. L. Dumas, Mayor of Sanford.



H. M. Papworth, President Seminole County Chamber of Commerce.



The new freight boat "City of Sanford," which was christened and presented with a flag. This boat typifies the new day in water transportation on the St. Johns River.



Entrance to Sanford's new 175-acre Airport, and some of the Sanford owned planes. Mayor T. L. Dumas, City Commissioners Vivian Speer and Clyde Byrd, President H. M. Papworth, Seminole County Chamber of Commerce, and John Meisch, Chairman of the Seminole County Board of Commissioners, in front of Airport. A wind-cone was presented to City Commissioner Vivian Speer by Governor Carlton.

## INDUSTRIES OF SANFORD ARE MANY, VARIED

### Many Persons Are Employed In Industrial Phases Playing Large Part In City

As a whole Seminole County is considered an agricultural section and it is generally conceded to be one of the most fertile areas in the state, but Sanford, the county seat, containing nearly two-thirds of the county's total population while being the gateway into the extensive farming area has within its bounds other industries which afford employment for hundreds of citizens and play a big part in the makeup of the city.

Among the chief industries of the "Celery City" should be listed electrical, shops, crate mills, public utilities, sawing shops, boat works, a creamery, river boat lines, a canning factory, packing plants, three bottling plants, and several dairies.

Exclusive of the passenger station, freight station and other miscellaneous properties, the Atlantic Coast Line Railroad Company owns property here consisting of car shops and round houses, valued at approximately \$750,000. Close to 200 men are employed in these shops. The 200 employees receive around \$30,000 per month in wages and in addition between \$75,000 and \$100,000 is paid to engineers and other train employees who live in the city.

The railroad has approximately 40 miles of industrial tracks which supply railroad facilities for the farming section near this city. Besides using on the main line between Tampa and Jacksonville, Sanford has been connected by several branch roads with Trilby, Oviedo, Rutledge, Mount Dora, Leesburg, Astor and Apopka.

The great manufacturing plant of A. J. Zachary, which has been seen immediately west of Sanford, is known as the Zachary Veneer Company and consumes over ten million feet of raw material each year, having a daily output of over 10,000 crates. This company employs 150 men and women, and receives shipments of timber from a surrounding area of approximately 100 miles.

Besides the local crate manufacturing plant, Mr. Zachary also has under his management a similar plant, with modern electrical equipment, at East Palatka. He is (Continued on Page Seven)

## OVIEDO IS NOTED FOR FINE CELERY AND GREAT SPIRIT

### Second Largest City In County Is Showing Way To Progress

Oviedo, second largest town in Seminole County, and rapidly becoming a celery center which may one day contest Sanford's long established claim as "The Celery City of The World," has recently concluded a municipal election which brought out the unique fact that each of the 10 candidates seeking office based his platform on progress alone. There were no hints or suggestions in any of the many campaign speeches heard of a return to other days, of a retrenchment or any other pessimistic trends. Progress was the keynote.

Oviedo, located 14 southeast of Sanford, as the growing center of a hub from which fine roads extend to every section of the county, has an election which brought out a record vote and brought to light dozens of new evidences of town and county-wide co-operation in talks and comments raised by every voter. Oviedo citizens were given their most thorough baptism as thinkers and advocates of new and progressive ideas, and when the election was over and the results announced, Oviedo found that there is but little rancor in the minds of the defeated, and only a desire to move forward in the minds of the victors. Oviedo quickly announced the best of the campaign, collected the ideas brought out, and announced itself ready to join the county's march to the front.

Oviedo has a population of well over 1000. A majority of the population are engaged in the celery business, and the city is noted for its fine celery and great spirit.

## Economic Welfare Of Farmer Seen Tied Up In Marketing, Distribution

CHICAGO, Dec. 15.—Something more than legislation is needed to handle farm surpluses, and the farmers are taking hold of this fundamental fact in their problem, it has developed at the American Farm Bureau Federation's convention here. Economic planning for the farm, a factor not heard of during the great battles over farm relief, is now elbowing its way to a front seat.

Experiences of the federal government in wrestling with the wheat and cotton surpluses during the past year have opened new doors for the farmer, according to the evidence laid before the farm bureau. He begins to see that rural prosperity depends in part on just how each farm fits into the whole of agriculture.

This new economic standpoint was signified by the big farm organization by Mr. Sam H. Thompson, its former president, who led it in the big drive on Congress for the equalization fee. This year Mr. Thompson resigned the farm bureau leadership to go on the Federal Farm Board. He came back to his old friends to tell them that economic planning on a national scale will have to be harnessed to whatever else is done to help the farmer.

Economic planning, Mr. Thompson said, is more than mere mapping out a program of marketing distribution and production of farm commodities. "We have never had a land policy in America that has been constructive," he said. "Millions of acres are being farmed today which are not fitted for general farming purposes. The primary purpose in land planning is to get families away from that land which will not, however used, yield a good living and to shift land to other uses or combination of uses which will more nearly approach the economic solution."

50 HITLERITES ARRESTED  
AURICH, Germany, Dec. 15.—(A.P.)—Fifty followers of Adolf Hitler German Fascist leader, were arrested in a police raid on a meeting here yesterday. They were wearing their "nazi" brown shirt uniforms, which are banned in public.

MARRIAGE ANNULLED  
EL PASO, Texas, Dec. 15.—(A.P.)—Mrs. Concepcion Goeldner De Escobar, of El Paso, has verified reports that she had obtained an annulment of her marriage to Gen. Jose Gonzalo Escobar, leader of the ill-fated Mexican revolution in 1925.

## TRANSPORT LINE OF AIRWAYS HAS MADE PROGRESS


### Fifteen Cities Have Been Added To Service Of E.A.T. Group

JACKSONVILLE, Dec. 15.—During 1931 fifteen cities were added to the Eastern Air Transport passenger system, 1,321 miles of new airway were joined to this company's routes, and mail and passenger volumes grew to new high records. It was announced in the annual summary of progress released today. Air transportation made the greatest advancement of its history in the East during the year now ending, it was said.

Eastern Air Transport operates between New York, Philadelphia, Baltimore, Washington, Atlantic City, Richmond, Norfolk, Raleigh, Florence, Charleston, Savannah, Greenboro, Charlotte, Spartanburg, Greenville, Atlanta, Macon, Jacksonville, Daytona Beach, Orlando, Tampa, St. Petersburg and Miami, connecting at New York with the New England and Canadian services and at Miami with the Latin American services. Other connections to all parts of the country are made at New York, Philadelphia, Washington and Atlanta.

The passenger system in the East was extended over a total of 2,000 miles, of which, 1,324 miles were entirely new and the balance of which had previously been served for airmail only. All of it is operated by Eastern Air Transport. With the closing of the year this company is flying a total of 12,549 scheduled miles daily with passengers and U. S. airmail and its route is a total of 12,549 miles.

(Continued from Page Four)



THE  
**SANFORD-OVIEDO TRUCK GROWERS, Inc.**

A Farmer Owned  
Co-operative Association  
Organized For The Protection Of Farmers' Interest

Offices First National Bank Building

**T. F. Adams**  
President and Business Manager

**R. A. Cobb**  
Secretary and Assistant Manager

**J. C. Hutchison**  
Sales Manager

**R. W. Deane**  
Treasurer



"the home of supreme entertainment"

Welcome to PROGRESS DAY visitors See and hear the worlds foremost entertainers

**MIGHTY!**  
A GIRL—hounded, helpless, heartick.  
A MAN—relentless, ruthless, rapacious.



Two great stars—Barrymore and Landi in an outstanding drama

**THE YELLOW TICKET**  
with **BARRYMORE** and **LANDI**

No "smart" adjectives are needed when a truly great picture comes to the screen. The public always senses an outstanding hit. That is why this picture is on everyone's lips. Barrymore and Landi at their best.

MILANE TUESDAY-WEDNESDAY

MOVIE NEWS

**TWO BARRYMORES AT WORK**  
Samuel Barrymore Colt, son of Ethel Barrymore, who makes his screen debut in Paramount's "Working Girls," worked on a sound stage adjoining one where Uncle Lionel was playing in Ernst Lubitsch's production, "The Man I Killed."

**DIRECTORS ON VACATION**  
Two Paramount directors have arrived in New York on vacations. On completion of "Working Girls," Dorothy Arzner is in Manhattan to see new plays, and Stuart Walker is reading following "The False Madonna," which he has just made.

**TOYS FOR KIDS**  
An elaborate set of toys for the Christmas scenes in Paramount's "Husband's Holiday" was available for the two children in the cast to play with during the production. Clive Brook heads the cast.

**SEES FILM 48 TIMES**  
Eda Warren, film editor of Paramount's "The False Madonna," featuring Kay Francis and William Boyd, viewed the picture forty times, in making the separate scenes into a polished production.

**THREE JOIN CAST**  
Theodore von Eltz, Noel Francis and Richard's Followers have been signed by Paramount for "Ladies of the Night" in which Sylvia Sydney and Gene Raymond are featured.

**STUDIO BECOMES DEPOT**  
A Pullman car was purchased by Paramount and installed on a stage for use in "The False Madonna," featuring Kay Francis, William Boyd and Conway Tearle.

**CLIVE BROOK WARRIOR**  
Clive Brook, Paramount featured player, as a British officer, fought in some of the biggest battles of the World War.

**STUDIED UNDER REINHARDT**  
Mariene Dietrich, Paramount star of "Shanghai Express," was once a pupil of Max Reinhardt.

**DIRECTS FORMER "BOSS"**  
Josef von Sternberg, now directing Mariene Dietrich in "Shanghai Express" for Paramount, has in his cast Emil Chauvard, a director for World films when von Sternberg was learning the business.

**FILMED FAIRBANKS' TOUR**  
Henry Sharp, cameraman on Paramount's "The False Madonna," featuring Kay Francis and William Boyd, recently completed a world tour with Douglas Fairbanks, photographing the star's travels.

**OLD RIVALS UNITED**  
Several months ago, Irving Pichel prosecuted Phillips Holmes in "An American Tragedy." Today, Pichel is Holmes' defense counsel in "Two Kings of Women," which Paramount is filming.

**COVERS IN EGYPT**  
Gary Cooper, being co-starred with Claudette Colbert in "His Woman," is en route to Nairoby, Egypt, 3000 miles up the Nile, according to word received at the Paramount studio.

**ONLY ACTRESS IN FAMILY**  
"I am the only member of my family ever to be on the stage and the first actress my mother ever knew," explains Miriam Hopkins, Paramount player now in "Dr. Jekyll and Mr. Hyde."

**LANDAU IN PART**  
David Landau, Sylvia Sydney's husband, who in "Sweet Home" has been chosen by Paramount for a role with Charles Rogers and Richard Bennett.

Hopks were his knowledge. Co-eds were his college!



**THE RAVING SENSATION!**  
any way you look at him!

**Joe E. BROWN**  
whirlwind cameos come in!

**LOCAL BOY MAKES GOOD**  
**DOROTHY LEE**  
**SAVITA LANGE**

MILANE THURSDAY AND FRIDAY

RKO PICTURES presents

**SUICIDE FLEET**

**THE NAVY'S BIG PARADE!**

A blasting saga of thrills that takes its place beside "All Quiet," "What Price Glory" and "Hell's Angels!"

MILANE SATURDAY

MILANE SUNDAY

**THE RKO RADIO PICTURE**

**BRING ALL THE FOLKS**

We don't want a single soul to miss the biggest screenful of entertainment to hit the old home town in many a day.

Let Caphis and all the delightful folks of the radio broadcast added to the cast of screen favorites.

RKO Radio Picture

A Show For The Millions

Coming

Richard Barthelmess, "The Last Flight" "The Sin of Madelon Claudy" Will Rogers, "Ambassador Bill" Tallulah Bankhead, "The Queen" Gloria Swanson, "The Sign of the Cross" Norma Talmadge, "The Sign of the Cross"

Dr. Jekyll and Mr. Hyde

Richard Bennett, "The Sign of the Cross" Richard Bennett, "The Sign of the Cross"

### LAKE MONROE IS THRESHOLD OF BUILDING BOOM

Construction of New Bridge Will Bring Activity To Town

Monroe is the geographical center of the Seminole county citrus groves and is about five miles west of Sanford. It may soon see a minor building boom as a result of the construction of a new, modern concrete bridge across the St. Johns River near that town. The bridge, which is now manifested in Lake Monroe with the approach of a concrete, steel, and masonry structure, will be built by the second of the coming year and the carpenter's hammer.

Lake Monroe is essentially a farming community, for its rich, black soil is among the finest in the entire county. Situated partly on the southwest shore of Lake Monroe where that lake enters the St. Johns River, Lake Monroe is one of the most fertile of the soil in the county. It is the center of the citrus groves of the county, and the citrus groves are the main source of the county's wealth.

At that same southwest corner of the lake, a new bridge is being built. It will be a concrete, steel, and masonry structure, and will be the longest bridge of its kind in the county. It will be a landmark in the county, and will bring activity to the town.

### LAKE MARY HAS MUCH TO OFFER HOME SEEKERS

Health, Happiness, Opportunity - Inducements To Citizens

Health, happiness, and opportunity are the inducements which the citizens of Lake Mary, five miles southwest of Sanford, offer to the tourist and home-seeker from other states.

Lake Mary is a beautiful place. It is a health resort, a pleasure resort, and a home for the future. It is a place where the citizen can find the best of everything. It is a place where the citizen can find the best of everything.

### Forest City Gains Distinction From Excellent Groves

Are Big Features Of Paola, Markham

Paola and Markham, small settlements nestled in rolling hills upon which are located dozens of citrus groves and dense stands of pine and oak forests, are among the oldest in the county from a historical point of view. It is in the southwestern part of the county, and between Altamonte Springs and Apopka.

This location finds Forest City enjoying the same type of land as Paola and Markham. It is a place where the citizen can find the best of everything. It is a place where the citizen can find the best of everything.

### FISHING BEATS HUNTING

AMERY, Wis., Dec. 15.-(A.P.)—As long as frogs, gobbers, turtles and chains abound, William Hunter has no fear of hard times. Hunter, known as the "frog man," supplies nearby fishermen with bait and metropolitan eating houses with frog-legs, and his equipment consists merely of a wicker net.

Armed with the net, he takes a train some nine miles up the line and walks the tracks back, snaring frogs right and left.

An expert trapper, Hunter nets goodly income from bounties on gophers, cottontails and other pests, often being commissioned to rid farms of these noxious.

Fishing with Capt. Phillip Bylaska and Paul Bylaska, guides.

LAKE MONROE IS THRESHOLD OF BUILDING BOOM

Construction of New Bridge Will Bring Activity To Town

Monroe is the geographical center of the Seminole county citrus groves and is about five miles west of Sanford. It may soon see a minor building boom as a result of the construction of a new, modern concrete bridge across the St. Johns River near that town. The bridge, which is now manifested in Lake Monroe with the approach of a concrete, steel, and masonry structure, will be built by the second of the coming year and the carpenter's hammer.

LAKE MARY HAS MUCH TO OFFER HOME SEEKERS

Health, Happiness, Opportunity - Inducements To Citizens

Health, happiness, and opportunity are the inducements which the citizens of Lake Mary, five miles southwest of Sanford, offer to the tourist and home-seeker from other states.

Forest City Gains Distinction From Excellent Groves

Are Big Features Of Paola, Markham

Paola and Markham, small settlements nestled in rolling hills upon which are located dozens of citrus groves and dense stands of pine and oak forests, are among the oldest in the county from a historical point of view. It is in the southwestern part of the county, and between Altamonte Springs and Apopka.

FISHING BEATS HUNTING

AMERY, Wis., Dec. 15.-(A.P.)—As long as frogs, gobbers, turtles and chains abound, William Hunter has no fear of hard times. Hunter, known as the "frog man," supplies nearby fishermen with bait and metropolitan eating houses with frog-legs, and his equipment consists merely of a wicker net.

For Christmas Gifts SELECT —

Something unusual—something which will make the person to whom you send the gift realize that you considered his or her desires and wants before purchasing.

Come into our store during your leisure time at once and see our new collection of IDEAL CHRISTMAS GIFTS which are on display.

ROUNDELAT AND ANDERSON

LAKE MONROE IS THRESHOLD OF BUILDING BOOM

Construction of New Bridge Will Bring Activity To Town

Monroe is the geographical center of the Seminole county citrus groves and is about five miles west of Sanford. It may soon see a minor building boom as a result of the construction of a new, modern concrete bridge across the St. Johns River near that town. The bridge, which is now manifested in Lake Monroe with the approach of a concrete, steel, and masonry structure, will be built by the second of the coming year and the carpenter's hammer.

LAKE MARY HAS MUCH TO OFFER HOME SEEKERS

Health, Happiness, Opportunity - Inducements To Citizens

Health, happiness, and opportunity are the inducements which the citizens of Lake Mary, five miles southwest of Sanford, offer to the tourist and home-seeker from other states.

Forest City Gains Distinction From Excellent Groves

Are Big Features Of Paola, Markham

Paola and Markham, small settlements nestled in rolling hills upon which are located dozens of citrus groves and dense stands of pine and oak forests, are among the oldest in the county from a historical point of view. It is in the southwestern part of the county, and between Altamonte Springs and Apopka.

For Christmas Gifts SELECT —

Something unusual—something which will make the person to whom you send the gift realize that you considered his or her desires and wants before purchasing.

Come into our store during your leisure time at once and see our new collection of IDEAL CHRISTMAS GIFTS which are on display.

ROUNDELAT AND ANDERSON

LAKE MONROE IS THRESHOLD OF BUILDING BOOM

Construction of New Bridge Will Bring Activity To Town

Monroe is the geographical center of the Seminole county citrus groves and is about five miles west of Sanford. It may soon see a minor building boom as a result of the construction of a new, modern concrete bridge across the St. Johns River near that town. The bridge, which is now manifested in Lake Monroe with the approach of a concrete, steel, and masonry structure, will be built by the second of the coming year and the carpenter's hammer.

LAKE MARY HAS MUCH TO OFFER HOME SEEKERS

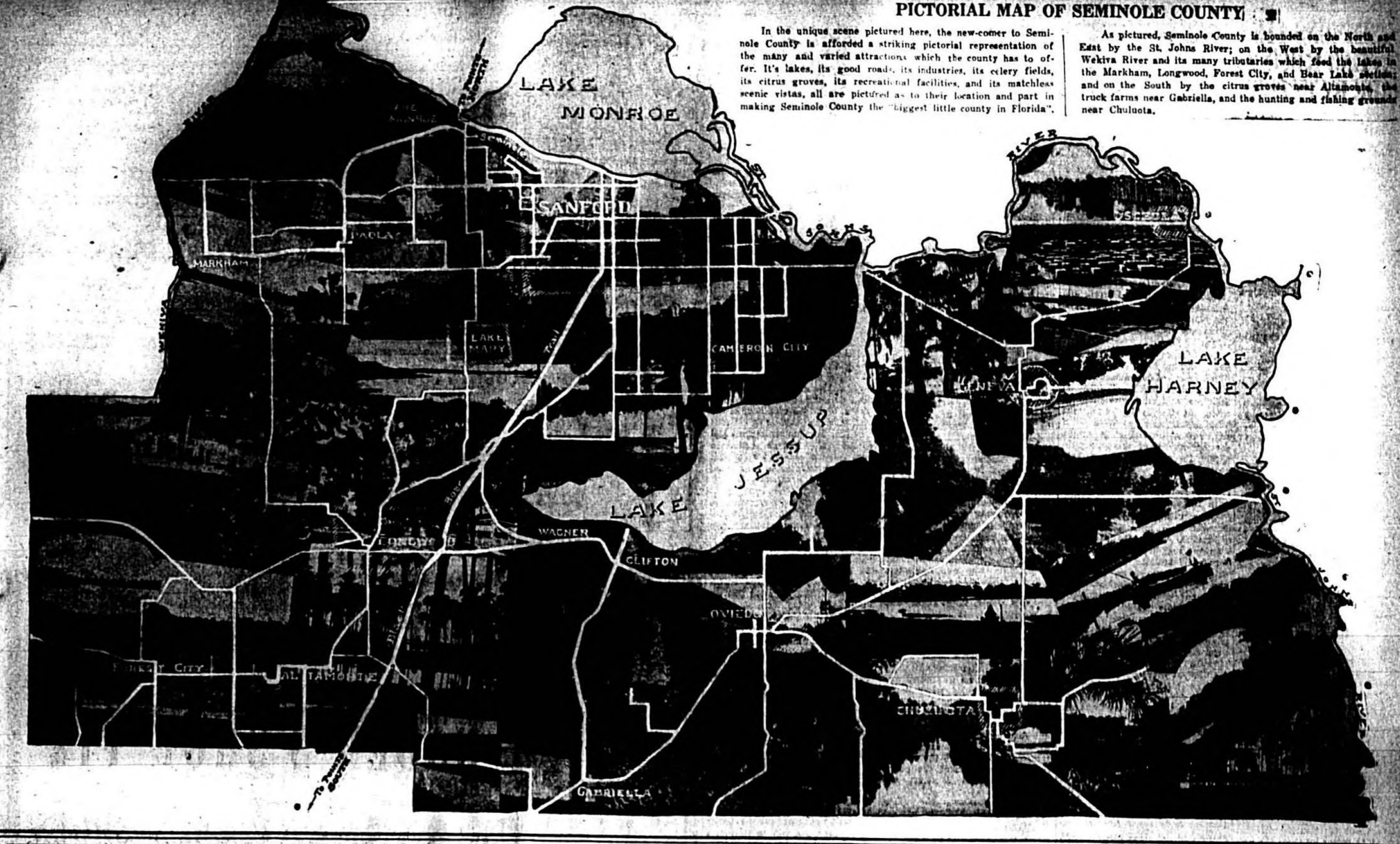
Health, Happiness, Opportunity - Inducements To Citizens

Health, happiness, and opportunity are the inducements which the citizens of Lake Mary, five miles southwest of Sanford, offer to the tourist and home-seeker from other states.

Forest City Gains Distinction From Excellent Groves

Are Big Features Of Paola, Markham

Paola and Markham, small settlements nestled in rolling hills upon which are located dozens of citrus groves and dense stands of pine and oak forests, are among the oldest in the county from a historical point of view. It is in the southwestern part of the county, and between Altamonte Springs and Apopka.



# JOIN THE SEMINOLE COUNTY CHAMBER OF COMMERCE

## THE LIVELIEST COMMERCIAL ORGANIZATION IN FLORIDA

### —AND HELP—

# "The Biggest Little County In Florida"

SEMINOLE COUNTY CHAMBER OF COMMERCE  
CITY HALL  
H. M. Papworth, President  
SANFORD

## PROTECT YOUR CREDIT

# PAY YOUR BILLS PROMPTLY

The world acclaim men and women of principle—men and women who have earned a reputation for paying fair—men and women who treat their CREDIT as a SACRED TRUST.

A CREDIT BUREAU RECORDS the paying habits of the public through the cooperation of the merchants.

We will be glad to help you straighten out your credit standing with the local merchants—Contact us.

Seminole County  
**Credit Association Inc.**  
Connections in all important cities in the United States and foreign countries.

DAILY BULLETIN SERVICE  
CREDIT REPORTS  
CHECKS PRINTING

## CHURCHWELL'S Christmas Sale

... is now running FULL BLAST. Be progressive. Buy useful gifts and do your Christmas shopping at Churchwell's.

<b>BLANKETS</b>	<b>LADIE'S SHOES</b>
At new low prices. All colors, full size. Cotton, part wool or all wool.	Special lot for mother or grandmother. Black kid - medium and rubber heels.
<b>49¢ TO \$5.57</b>	<b>STRAP or LACE \$1.00</b>
<b>RAYON SPREADS</b>	<b>Sweaters</b>
The gift of gifts. Be progressive and buy one for your home.	Sport and work sweaters for men.
<b>80x105 \$1.39</b>	<b>74¢ AND UP</b>
<b>Krinkle Spreads</b>	<b>Underwear</b>
Progressive people buy them. Get yours during this sale.	Men's ribbed shirts and drawers. Note this special price.
<b>80x105 84¢</b>	<b>EACH 44¢</b>
<b>DRESSES</b>	<b>Work Shoes</b>
Don't forget our dream for Christmas. Priced in groups.	Men's Scout work shoes. Black or tan.
<b>\$3.95 TO \$7.45</b>	<b>ONLY \$1.25</b>
<b>COATS</b>	<b>SHIRTS</b>
Original \$10 to \$18 values at new low prices.	For Men Dress shirts for men. Progress Day price.
<b>\$5.95 TO \$12.50</b>	<b>84¢</b>
<b>MILLINERY</b>	<b>HOSIERY</b>
<b>49¢ TO \$1.00</b>	

**COBB TIES RECORD BY TY COBB**

**Mark Of During Participation In 121 Games**

TY COBB, Dec. 15.—(A.P.)—The first time since Ty Cobb completed the feat in 1917-18, the American League has a runner as its individual batting champion—Al Simmons of the Philadelphia Athletics.

The official averages of the runner for the 1931 campaign, Simmons, give Simmons a batting average of .390 for 121 games, better by 17 points than the average that gave him the 1930 title and the best average since 1909 when Harry Hillman of Detroit had .388. The record of the American League championship's batting average includes an even 200 hits, 138 runs, 329 total bases, 37 doubles, 13 triples, and 22 home runs.

While Simmons repeated as the individual leader, a great share of the batting glory went to the New York Yankees pair. Babe Ruth and Lou Gehrig. Ruth, in his eighth season under the big top, collected his greatest season. He finished second to Simmons in the individual list with an average of .373, tied with Gehrig in some runs with 45, scored 146 runs for second place in that department, and hit safely 199 times for 370 total bases. It was the tenth season during which his total bases exceeded 300, the tenth in which he scored 125 or more runs, and the ninth in which he hit 40 or more homers.

Gehrig landed fifth in batting with a mark of .341, and set a new American League record of 184 home runs, along with leading the scorers with 163 runs, tying for the home run title, and collecting the most total bases, 410. He of the Yankee first baseman's home runs in consecutive days, set the record set by Ken Coggins in 1923.

Bobo, Boston outfielder, a National League, also set a new record for both major leagues in two base hits. He collected 87 doubles in 151 games, a letter by three the previous mark established by George Burns of the Cleveland Indians in 1922.

Another Yankee star, outfielder Lou Chapman, crowned into the list of select performers by stealing 41 bases, the best mark since Cobb collected 98 in 1915. Chapman also scored 120 runs and drove in the same number. Rhy Johnson of the Detroit Tigers, led in three base hits with 19, and George (Mule) Haas of the Athletics topped the league in assists with 19.

The leading regulars in the individual list: Simmons, Philadelphia, .390; Ruth, New York, .373; Ed Morgan, Cleveland, .361; George (Mickey) Cochrane, Philadelphia, .349; Gehrig, New York, .341; Earl Averill, Cleveland, .333; Wally Piatek, Boston, .333; Sam West, Washington, .333; Leon (Goose) Goslin, St. Louis, .325; Jonathan Blanton, Detroit, .327; William Dickson, New York, .327.

The Yankees won the team batting title with an average of .297, just one point better than the mark of the Cleveland Indians. The Yankees also created new records in times at bat with 6606, besting Detroit's 6564 made in 1925, and in scoring with 1067 runs, to beat their own previous record of 1,062.

Following the Yankees in team batting were: Philadelphia, .287; Washington, .285; St. Louis, .271; Detroit, .268; Boston, .262, and Chicago, .250.

**Transport Line Airways Has Made Progress**

(Continued From Page One)

of 2,376 miles.

The closing months of the year show an increase of approximately 50% in passenger volume over the first few months and the annual volume will total approximately 1,000,000 for the year, will be 1930, by about 200,000. It was declared that the growth of volume is an indication of the value of the service to passengers and shippers.

The new schedule of flights for the year was announced by the company.

**Oviedo Is Noted For Fine Celery And Great Spirit**

(Continued From Page One)

in preparing what appears to be another profitable crop. Most of these farms are located in the remarkably productive soil known as Black Hammock, a tract of more than 6000 acres, said to be richer than the Nile valley of Egypt. Most of their orange groves are located in soils which have no equal as citrus producers and require less care and attention from artificial sources than any others of similar nature in the county.

Oviedo's citizens will always stop and talk with the visitor for they see in every visitor a prospective resident of the county, another valuable addition to an already interesting and progressive community. They will tell you that Oviedo stores are among the finest in the county; that Oviedo churches are well-attended; that Oviedo schools are well-manned with teachers who earnestly seek to awaken the talents of every pupil; that Oviedo clubs and societies are enlarging daily and are confining their activities to means of bettering their members; that Oviedo packing houses will supply a considerable amount of employment for the next few months; that Oviedo's financial condition is in better shape than any town of like size in the South, and that Oviedo is the most progressive community in the county, barring none.

Oviedo's recently elected town government rests in the hands of Mayor and County Commissioner L. P. Mills, who was re-elected, and the following councilmen: N. J. Tanner, E. A. Farnell, Postmaster J. B. Jones, C. R. Clark, and L. H. Gore.

**KILLED IN CRASH**

HAMBURG, Germany, Dec. 15. (A.P.)—One person was killed and four were wounded when police fired into a communist demonstration at the famous "Dop" Christmas fair yesterday. Panic broke out among thousands of persons at the fair. The communists attempted to harrange the crowds. Sympathizers attacked the police as they attempted to arrest the speakers.

**PALMETTO—Atwood Grapefruit Co. opened large packing house, two miles east of city.**

The Eastern territory has given remarkable support to air transport facilities, the company declared, and with the greatest year in its history drawing to a close there is declared to be every reason for optimism for 1932, with a number of highly important developments scheduled to occur soon after the beginning of the New Year.

RIO DE JANEIRO—In accordance with a decree of Sept. 8, all customs duties henceforth will be payable in gold, the government ordered today.

**SANFORD HAS MANY CHARMS FOR CITIZENS**

(Continued From Page One)

manufacturing payroll of over \$2,500,000, and for agricultural labor, nearly \$1,000,000. Ample banking facilities are available.

Sites for new industries are available on both railway lines and waterfront, and the attitude of the City Commission and the citizenry is one of welcome and helpfulness to new industries.

Sanford is the county seat of Seminole County, which leads all Florida in agriculture, although it is the second smallest county in area in the state. Here is the world's largest celery producing center. The Sanford celery grower has been called the nearest grower in the South, with his row on row, acres and whole farms, all in perfect alignment in planting, a beautiful sight even to those who view the fields year after year. During the past farming season, 1929-30, a total of 8,879 carloads of vegetables and fruits were produced and shipped from Seminole County, a carload each hour in the year! This included 7,374 carloads of celery. This immense fruit and vegetable crop had an estimated gross value in excess of \$9,000,000, and was grown on a very small percentage of Seminole County's available agricultural land. Most of this gross figure remained in Sanford, distributed among farmers, laborers, crate manufacturers, ice manufacturers and other sources.

Golf, tennis, hunting, fishing, and water sports are among the available means of recreation offered in Sanford. The Sanford Municipal Country Club has one of the outstanding golf courses of Florida, with 18 holes, a total of 6,164 yards, par 70. Fees are unusually low, and visitors' membership always solicited. Several ocean beaches are within one hour's ride of Sanford.

To return to the Seminole County's trucking districts at Sanford and Oviedo, they are among the most intensively cultivated in the nation. From this land comes one-third of America's celery crop, and in addition, a large percentage of Florida's other vegetables. The 8,879 carloads of produce which left here during 1929-30, included 7,374 cars of celery; 307 cars of carolee; 23 cars of beans; 151 cars of cabbage; six cars of lettuce; 1 car of eggplant; 1 car of tomatoes;

**BE PROGRESSIVE — BUILD NOW! WE PLEDGE OUR SUPPORT UNITED LUMBER CO.**

The farms of Seminole County provided with sub-irrigation and drainage systems unlike anything else in the world, with irrigation coming from deep artesian wells. Sanford has sunshine and an equable climate, with yearly average of 71.9 degrees, the average for July being 82.1, and for December 66.4.

Sanford has a population of 10,107, and a trading population of 20,000; is located within 25 hours by train of the important Eastern and Western cities, and is within 125 miles of more than 80 per cent of Florida's population.

Sanford and Seminole County of

8th and French Sanford Phone 713

**ON YOUR WAY**

- TO THE COUNTY COURT HOUSE
- TO THE CITY HALL
- TO THE MUNICIPAL BAND SHELL
- TO SANFORD'S CITY ZOO
- TO THE LAKE FRONT
- TO THE CELERY CLUB
- TO THE VALDEZ HOTEL
- TO THE MASONIC TEMPLE
- TO THE SANFORD CLINIC

**AT NADER'S SHOE FIX**  
DYEING AND HAT CLEANING SHOP  
114 N. PARK AVE.

COMMISION MERCHANTS  
DEALERS IN ALL KINDS OF FRUITS AND VEGETABLES  
**FLEISCHER Bros. & DANZIGER, Inc.**  
NEW YORK OFFICE—204 FRANKLIN ST.

**—STRENGTH —SERVICE —RELIABILITY**

Greetings To The Progressive Citizens Of A Progressive County

FLORIDA REPRESENTATIVES:

**A GIFT IS ALWAYS APPRECIATED**

**of Quality**

SO SELECT ONE AT UNUSUALLY LOW PRICES

ONLY FOUR LEFT  
\$25 TOILET SETS AT **\$10 and \$12**

JEWELRY—WATCHES—CLOCKS  
GLASSWARE—CHINA

25% OFF ON ELGIN WATCHES

**WEINBERG'S**  
JEWELRY STORE  
150 NORTH PARK

**CELERY . . . WASHED AND PRECOOLED**

**CITRUS FRUITS . . . BOUGHT - PACKED AND SHIPPED By The**

**LAKE-CHARM-FRUIT-CO.**

Oviedo, Florida

REFRIGERATION ICE

WE SPECIALIZE . . .

### SPEAKER GARNER IS STILL HUMBLE CITIZEN OF OLD

#### Wealth, Fame, Power Mean But Little To Rich Texas Solon

UVALDE, Texas, Dec. 15.—Townsperson of Mr. John N. Garner, newly elected Speaker of the House, who have helped send him to Congress for the last 25 years and who still call him "Jack" know him and his family as democratic folks who "haven't changed a bit" for all their long association at the nation's capital.

Although Mr. Garner owns stock in a score of banks over his district, he still drives around his home town in a Ford. When he's back from Washington he likes to get into old clothes and take to the woods or go fishing. On the sleeping porch at Fair Oak, his six-acre town estate here, the writer saw a "battered satchel" and a pair of old shoes, his "equipment" for "roughing it" in the woods. His reputation as "the best camp cook in Congress" was won by long experience.

Mr. Garner's neighbors are glad when he comes home. His daughter-in-law, Mrs. Tully Garner, tells how her maid called her one day if she had called on a new neighbor. Young Mrs. Garner was obliged to admit she hadn't got around to it. The maid looked at her reprovingly. "If Mr. John Garner was here he sure would have been over there and he would have taken them something, too," she would probably have been a pound of homemade butter, or some fresh game, his home folks explain.

The butting would have been of Mrs. Garner's own make. At Uvalde she grows at 4 to 5 the creaming, she says, before she starts preparing her husband's o'clock breakfast.

A tireless worker, Mrs. Garner has a home-town reputation for simple habits no less notable than Mr. Garner's. She studied shorthand after her marriage in order to help her husband. The signature "E. L. Garner, Secretary," is known in Washington. She alone did her husband's secretarial work until his Ways and Means Committee minority leadership some eight years ago demanded an official help.

Although she still keeps up her official duties at Washington and at home, she finds time to be a good old-fashioned housewife. Much to her includes the art of needlework with some painting on the side. Her daughter-in-law tells Mrs. Garner copied an ancestral quilt owned by Mr. Garner's mother, who resides at Detroit, Texas, and pieced it as a gift to her little granddaughter, Genevieve.

Dinner is still a meal you eat at home, at the Garper's comfortable

house among the oak trees. The table is head-on, as if to show there's always room for an extra plate. Last summer Mrs. Garner did the cooking rather than "bother with help." The preserves, too, were of her own making. As for the vegetables, Mr. Garner didn't hesitate to tell guests, if the conversation turned that way, that they came from his own patch.

Informality is the rule in this household. If the weather is warm, the men folks are invited to "shuck their coats" when they gather for dinner. Both Mr. and Mrs. Garner prefer the companionship of little groups to formal functions.

Mr. and Mrs. Garner, about 10 years ago, considered quitting Washington. It was then that they built their present two-story brick dwelling among the oak trees. They intended to settle down. But party associates didn't like the idea and the Garners continued their Washington career.

But the home and Mr. Garner's pecan trees in the back of his house; his 300-acre farm and ranch operated on shares; his son's family with little Genevieve, who is "the Captain" to her grandparents, still call to Mr. John Nance Garner, congressman, and Mrs. E. R. Garner, secretary. Raising pecans, by the way, is a hobby of Mr. Garner. On one of his trees he has budded a dozen varieties.

How does Mr. Garner maintain such a hold on the district that it has sent him to Congress continuously since 1902? The writer asked this question of many of his fellow townsmen. He found that Mr. Garner's district generally considers he has, with the indispensable aid of his wife, given good service. He learned also that the home folks credit him with an unusual amount of persistence.

He is called "the hair-trigger Congressman" because he is known to take advantage of the "breaks" in Congress. But the "breaks" have always been in his favor. Once or twice his own county went against him politically.

One friend of 35 years' standing

Judge E. L. Martin, at a recent informal farewell party, gave another key to his success. "John Garner is a man who can say 'no' as well as 'yes.' He's no straddler." A story is told of Mr. Garner that he made his own congressional district. He did help make it. The country was young when he entered politics. Three decades ago, when he was a beginner, one could travel 70 miles south of Uvalde and strike only two fences, ranch dividing lines. While Mr. Garner was serving one of his two terms in the Texas Legislature, the state was redistricted. The Uvalde legislature wanted Mr. Garner to run for Congress—and he did—becoming the first representative from the new district, which he has served ever since with some changes in it.

### OVIEDO

The monthly meeting of the Oviedo P. T. A. was held on Tuesday night at the school auditorium. A large number was present. The meeting was in charge of the president, Mrs. P. E. Bond.

After the business in which it was voted to place a float in the parade on Progress Day, Dec. 15 in Sanford the Committee took charge. A most interesting program was used composed of the smaller children under the direction of Miss Pauline Moran and Mrs. Helen Leibart.

One of the most enjoyable numbers on the program was the solo by the small daughter of Mr. and Mrs. Earl Kowitz, Miriam Kowitz. The new furniture, a wicker suite, was on display. This was placed in the school since the last meeting in November.

The regular meeting of the Oviedo Woman's Club was held Friday afternoon. The program was in charge of the young people.

Hostesses for the afternoon were Mrs. F. L. Link, Mrs. W. J. Lawton and Mrs. E. A. Farnell.

The 65th annual Stunt Night of the Oviedo High School was held in

the school auditorium Friday, Dec. 4. Unusual interest was manifested in the affair by both students and community. The stunts were presented by all the classes from the seventh to the twelfth inclusive. All were received with such appreciation. The eleventh grade received the greatest ovation and was therefore declared the winner. They will receive a half holiday as the prize for winning.

Rev. and Mrs. J. Max Cook of Auburndale, Mrs. Hartman of Tampa, and Mrs. Glover of Williston, were visiting in Oviedo Tuesday evening.

Rev. and Mrs. J. Max Cook were guests of Dr. and Mrs. Martin Tuesday night and of Mr. and Mrs. C. R. Clonts Wednesday night.

Miss Maxine Young, of Station University, spent the week end

with her parents, Mr. and Mrs. W. B. Young, of Oviedo.

Mrs. J. N. Thompson entertained her Sunday School class at dinner Sunday. Her class consists of: Misses Minnie King, Agnes Herring, Nellie Agnes Stine, Elizabeth Gore, who had as their guest Curtis Mitchem, of the Methodist Sunday school.

Mrs. C. L. West and daughter, of Winter Park, were visiting friends in Oviedo Friday.

Mrs. N. F. Lesette and Mrs. Wainright, of Oviedo, spent Thursday in Orlando.

VERA CRUZ, Mexico—Antonio Revuelta, 83, a multi-millionaire and reputedly the wealthiest man in Vera Cruz, died today. He came here from Spain when a youth and amassed a fortune in various local business enterprises.

### 10 DEER KILLED

BROOKSVILLE, Dec. 15.—Ten deer have been killed by hunters of this county this season. Malcolm Smith got the largest, a nine-point buck, near Croom, on Thursday. Walter C. Hope, druggist, bagged a six-point buck, and others who have killed deer in this section are Stanley Gores, Lenton Daniels, Ed Mimms, Short Bassett, LeRoy McKeown, Lester Crum of Trilby and Will Main.

Game Warden W. F. Nevitt is on the trail of hunters without licenses. R. W. Leavine, P. H. Frank, A. A. Leavine and P. E. Young, all of Tampa, were arrested recently by Nevitt and arraigned before County Judge Whitehurst, who sentenced them to buy the necessary licenses and pay the costs.



SMILE — LAUGH AND BE HAPPY WITH MERO'S SYNCOPATORS THE BEST 5 PIECE ORCHESTRA IN THE STATE AT THE TRIANON ON THE ORLANDO HIGHWAY EVERY TUESDAY and FRIDAY NIGHT

# 1914.. 1931..

## Seventeen Years of Progress

For Seventeen Years The Zachary Veneer Company Has Been In Business In Sanford. The Firm Was Organized One Year After The Creation Of Seminole County. During These Seventeen Years, The Zachary Veneer Company Has Had A Steady, Consistent Growth. As The County And State Have Grown, The Zachary Veneer Company Has Expanded.

### A National Crate Business

The Crates Manufacture By The Zachary Veneer Company Have Attained National Recognition As Being On A Par With The Best Manufactured.

### Fruit And Vegetable Containers

The Zachary Veneer Company Manufactures All Kinds Of Fruit And Vegetable Containers - "The Kind That Will Be A Credit To Your Product" - Well Constructed And Low In Cost.

Quality..... Durability.....

# ZACHARY VENEER CO.

Sanford---Florida

**SPECIAL OFFER**  
Dec. 14 Through Dec. 19  
**A Beautiful String of \$2.50**  
**JAPANESE PEARLS**  
3 Different Shades—15 Inches Long  
With Purchase Of  
**25¢ Bottle Of Lane's Pills**  
See our Line of Christmas Gifts  
**LANEY'S DRUG STORE**  
Meisch Bldg. Phone 103

**GA. PRODUCE CO.**  
417-419 Sanford Ave. Phone 735-J

Just Arrived: **TURKEYS**  
Nice Fat  
Peanut Fed

**GA. PORK** All Fresh  
Ribs-Backbones  
Hams-Pork  
Sausages

All Sizes  
Special Prices  
In 5 Lb. Lots **PECANS**

**GA. CANE SYRUP**

**PLENTY GA. YAMS**

Water Ground **MEAL** Fresh from Ga.

## GABRIELLA LAND GIVES MUCH TO THE BUILDERS

### Rolling Terrain Lends Itself To Ar- chitectural Genius

There is, in the most southern part of this county, a community which boasts as one of its greatest assets, 26 miles of water front property within its boundaries, property which, because of the high-rolling nature of the land, lends itself admirably to the creative genius of the architect who visualizes large and beautiful homes along its shores.

Gabriella is the community referred to, a community which receives much of its inspiration from the close association with residents of Winter Park and Rollins College, but whose residents are loyal to the county in which they reside.

Progressively inclined residents there are, as attested by more than 1000 acres of citrus groves within a few miles of the heart of the town, groves which yearly produce thousands of boxes of the golden fruit for which Florida is famous.

Most of these groves cluster about eight large lakes, including Lake Howell and Bear Gully, which unite in making up the 30 miles of water-front property already pictured. All of these groves are peopled daily by industrious workers who, when their day's work is completed, return to their homes to plan further developments to property already classed as among the finest in all Seminole County, developments which consistently indicate the nature of its progressive citizens.

The Gabriella has hard roads leading to Sanford, Oviedo, Maitland and Winter Park over which it travels for his food, clothing, amusement and recreation. Winter Park, whose confines extend to the edge of Gabriella, naturally occupies the largest trading portion of the community, for it is here a few moments drive. Gabriella is a staunch and loyal supporter of home county business houses, also, as Oviedo and Sanford merchants will testify, while there is never an important political, social or civic-meeting which does not find a Gabriella representation taking an active part.

The angler seeking large and elusive fish is especially interested in Gabriella and its lakes, for from them have often been taken catches of record size and proportion. Lake Howell is known for miles as one of the finest fishing grounds in Central Florida, and there is hardly a day passes which does not find boats crowded with fishermen on its surface.

Gabriella is well represented in Sanford today, Seminole County Progress Day, for its residents are anxious to indicate their entire approval of the many progressive steps already taken and they, co-ordinate desire of being a vital part of any contemplated moves toward growth and prosperity.

## Lumber Interests Operate Mills In Town Of Osceola

Sixteen miles east of Sanford on the St. Johns River where that broad stream joins Lake Harney, fishermen's paradise, is the tiny community of Osceola, built about the vast lumber interests of the Osceola Cypress Company.

Peopled by citizens who are primarily employed by the mill from which is produced thousands of feet of cypress yearly, Osceola is the typical mill town but it is justly proud of improvements and modern methods which make it unique in towns of that type.

Indicating the progressive spirit of the mill operators and owners is the panoramic view of the town from atop one of the largest buildings comprising the mill proper, rows of bungalows, wide and well kept streets, and sidewalks are seen in several directions. A closer inspection reveals that the bungalows are equipped with modern conveniences, electric lights, running water, and other evidences of progress, and that street intersections contain fire hydrants and sewer lines.

Typical of Seminole County, the cypress wells are Osceola's main asset as well as other towns' wells contribute to the fertility of the country surrounding them. The soil is well adapted to the production of the famous cypress and the irrigation system is one of the most progressive in the county, and as it is in Lake Harney, the St. Johns River is open to the Gulf of Mexico.

## LONGWOOD

At the Chamber of Commerce meeting on Thursday night there was a large and interested audience. J. L. Anderson, president, presided. Longwood Bird Sanctuary signs made by manual training students at Lyman school were exhibited, these will be placed on all important points on incoming highways as protection against shooting of birds in the town.

It was voted to form a troop of local Boy Scouts among boys above the age of 12 years. Speeches on this topic were made by Scout Executive of Central Florida, G. M. Wakelin, T. J. Stine, scout master of Sanford, and Andy Hill, assistant Scout Master spoke on the benefits of scout training. Three scouts from Sanford gave examples of first aid treatment. It was voted to hold election of C. of C. officers on January 7.

The W. M. S. of the Baptist Church met Tuesday at Miss Dole's with 12 members present. Mrs. J. P. Hearst presided. The topic for the day was on China and Japan.

Attending the Baptist Church Convention in Orlando this week from Longwood were: Mrs. J. Fred Scholfield, Mrs. Hearst, Mrs. R. S. Entzinger, Mrs. W. Billingsley, Mrs. Isler, Mrs. Louis Entzinger, Mrs. B. R. Grey, Mrs. Alma Parker, J. Fred Scholfield, evangelist singer led the music during the convention.

The Christmas entertainment for Lyman school will be put on Thursday the 17 at the school auditorium.

Mrs. J. Henry Menick attended the meeting of the Sallie Harrison Chapter D. A. R. in Sanford on Friday afternoon.

The Bible class of Mrs. J. Fred Scholfield and other guests were entertained at her home with a most delicious fish fry on Friday noon and in the afternoon the 50 present spent the time sewing for children in the county.

Commissioner C. B. Searcy attended the meeting of Seminole County Commissioners at Sanford on Tuesday morning.

Mrs. Mary Holden Langenhach, who has spent the past few months with her daughter, Mrs. Charles

toward progressive measures at all times. Its leaders are always placed on important county-wide committees whose purposes demand action and serious consideration. Action, wisdom, and progressive view points are among the qualities Osceola citizens seek in the new-comer to their community, and to him who possesses these qualities open arms are extended.

## TRUCK GROWERS HAS PLAYED BIG PART IN FARMING

### Co-Operative Market- ing Organization Is Run Without Profit

It would be like shooting without aim if each of the Seminole County celery growers attempted to market their crops independently of each other. The result, as more than one expert on the marketing situation has explained on numerous occasions, would seriously jeopardize the celery industry or any other industry for that matter, if co-operative marketing in some form or other were not practiced.

With its hundreds of acres of growing celery, Seminole County could easily flood any three, four, or perhaps ten markets at the same time and consequently cause each farmer to realize nothing from his crop.

Such was the situation facing this county when the celery industry was scarcely past its infancy stage, 14 years ago. It was then, on July 3, 1918 to be exact, when a group of Sanford farmers who apparently had the foresight to realize that co-operative marketing must be carried on in an extensive scale if this county should supply its share of the growing demand for celery, organized an association of growers from which the Sanford-Oviedo Truck Growers, Inc. of today grew.

During the first year of the new concern's existence approximately 800 cars of celery were handled through its channels of marketing. The number of cars per year has increased steadily and during a recent season over 1900 cars of celery, lettuce and other varieties of produce were handled by this organization.

The policy of the Sanford-Oviedo Truck Growers, Inc., has been to co-operate with Seminole County growers as much as possible and to handle their products at low costs.

Handling charges to growers on all produce sold F. O. B. have averaged less than 10 per cent per package during the past few years. The surplus funds have been used to build up the corporation's credit, pay cash for materials furnished growers, and to buy warehouses, celery washing plants, and other equipment.

The association has always done its own marketing, mostly of F. O. B. sales and an average of better than 75 per cent F. O. B. sales has been established during the past few years.

All applications for membership must be passed on by the Board of Directors, and only those farmers who have made moderate successes of their farms are admitted. Any farmer accepted is required to sign an agreement to live up to the requirements of the charter and by-laws, but he is not required to sign a contract to ship through the association for a specified time unless he is financed through the association.

## St. Petersburg Sun Bathers Object To Flying Sightseers

ST. PETERSBURG, Dec. 16.—(A.P.)—The annual dispute between aeronauts and nude sun bathers here is on again, and nobody seems to have found anything special to do about it.

Complaints were filed with city officials Friday demanding that operators of the dirigible "Reliance" flying from Albert Whitted Airport be prohibited from flying over the municipal solarium. The petitions alleged that men and women sun bathers were exposed to the gaze of passengers.

Pilot S. H. Sheppard denied that he made a practice of deliberately flying over the solarium. He added that passengers usually make specific request to be taken over the recreation pier "and it is impossible to take them clear of the solarium."

Besides, he said, the ship flies so high sun bathers cannot be told from the wooden benches on which they lie. Police Chief R. H. Noel made a flight with him Saturday and concurred in the latter observation.

The city attorney said there was no law against an airship flying anywhere the pilot pleased over St. Petersburg. No violation of Department of Commerce regulations was found.


# THINK—OF—IT O—N—L—Y 9 MORE DAYS —UNTIL— CHRISTMAS

THEN  
ANOTHER NEW YEAR'S  
But Remember—  
THROUGHOUT THE YEAR—  
REGARDLESS OF SEASON—  
GOOD PRINTING  
IS ESSENTIAL


THE  
**HERALD PRINTING CO.**  
PHONE 148



## TO THE Forward Movement IN Seminole County



SENATOR  
**J. J. PARRISH**  
EXTENDS  
HIS FULL  
CO-OPERATION  
AND  
CONGRATULATES  
THE  
SEMINOLE COUNTY  
CHAMBER OF COMMERCE  
FOR MAKING POSSIBLE THE  
"DODD PLAN"



## Progress Is Progressive

A realization that true progress is made, not by stepping upon the heads of others, but by growing with and helping others to advance, promotes greater efficiency all around the circle. To demonstrate the value of service is to help in creating a better order of things and to meet the challenge of the changing times.

The following are some of the direct contributions of this organization toward the progress of Sanford and Seminole County within the past twelve months:

1. Installed individual celery washer on the East Side at Sanford.
2. Enlarged and remodeled celery washing plant on the West Side at Sanford.
3. Installed fertilizer mixing plant at Sanford on the West Side.
4. Leased and reopened the modern celery washing and packing plant at Oviedo.

To a reawakened and revived Seminole County we extend congratulations; and pledge our best efforts toward whatever enterprise assures the advancement of the common good of this truly progressive community.

## American Fruit Growers Inc.

### TOWN OF GENEVA IS IN CENTER OF CITRUS SECTION

#### Community Is Seen As Always Working For Continued Progress

That the word progress is closely related to the recent activities of citizens of Geneva, Seminole County's highly cultivated orange growing section, is found in recalling the amazing gathering of persons who only a few weeks ago celebrated Seminole County and Geneva Citrus Day, a decided success.

Geneva, one of those homely, happy communities free of all factional disturbances, was on that day the focal point for some 250 persons bent upon not only learning the latest methods of citrus culture, but also of becoming better acquainted with the citizenry. Geneva persons who lent an earnest hand in staging the affair were amazed at the response made to their invitation, extended to all the people in the county.

On that day Geneva crystallized its forces which make toward progress and learned the important lesson that by co-operation and concentration, notable and far-reaching strides can be made. On that day, Geneva met its neighbors from larger and smaller communities, learned that they too had visions of making this county Florida's most progressive, and Geneva responded to that kindred spirit by declaring a firm intention of becoming Seminole County's leading community.

On the success of Citrus Day, Geneva residents may take a well merited vacation. Talk to a resident of that community though, and suggest a holiday and the answer will be a firm "Never." Geneva moves for a bigger and better town and county, he will say.

What has Geneva to offer as it takes its place in the ranks of county builders? Acres of orange groves, many of them among the first set out in this county. Dozens of large farms where every variety of vegetable known to Florida grows in abundance. Mile after mile of tropical and semi-tropical lands to inspire the imagination.

Modern, up-to-date business houses, whose owners are ever solicitous of the customers' welfare. Well-established church and social organizations. Many beautiful estates with attractive lawns and gardens. Railroad facilities to the north and south. Hard roads leading to Sanford and every other town. Close proximity to the fish grounds along the St. Johns River and Lake Harney, and the hunting grounds of eastern Seminole County. Ample school facilities staffed with accredited teachers. Best of all, that hardy, industrious, spirited Floridian who has done so much to place Florida in its high position as an agricultural state.

Industries have been attracted to Geneva, industries which provide employment for many. Fruit packing houses are common sights, most of them now in operation, one of them planning a record season in the handling of fruit from the vast groves which surround Geneva. This same plant only recently added large and modern equipment to take care of the increase in business brought about by the installation of progressive measures.

Depend upon Geneva to at all times lend itself to progress. It demonstrates how well it can by staging one of the first successful events under the new regime now being up representatives from every section to give Seminole County across "Come To Geneva and Work With Us," is Geneva's latest adopted slogan.

### INDUSTRIES OF SANFORD ARE MANY, VARIED

also president of the Southern Potato Products Company which maintains a potato canning factory in Dunell, having a daily capacity of 4,000 cans.

The most recent of the larger industries of Sanford is the Eckersley Fruit Cannery, Inc., located on The South Street. This plant has been equipped with the very latest machinery and has a reserve capacity that is hoped to fulfill every demand for at least several years. Through this plant citrus growers of this county hope to dispose of much of their fruit annual-

The Southern Bell Telephone Company operates an up-to-date exchange here with improvements already made and many contemplated in the near future. The least of these being a new building that will embody the best of modern telephone exchange necessary for their growing business.

The Western Union Telegraph Company and the Postal Telegraph Company have up-to-date exchange equipment. Sanford has long recognized many of the advantages which the telephone and tele-

outstanding establishment since its erection in 1917, and modern electrical machinery, which is constantly added to make it the last word in mechanical perfection. Besides celery crates, the mill turns out containers for packing lettuce, tomatoes, and peaches, not only in Florida, but in the vegetable producing areas of other states.

The feature crate in the Shiholzer line is the Slimax crate. This type of four-strip ventilated head for celery crates has proved widely popular, its strength and practicability being recognized by all leading growers. Over 80 per cent of the crates manufactured at the plant are equipped with the four-strip ventilated head.

Electrically equipped with the latest type of machinery, the Seminole Creamery, owned and operated by Heyward Walker, and located in the business district of Sanford, manufactures an average of 600 gallons of ice cream and between 80 and 100 gallons of butter milk and sweet milk daily.

The plant has a storage capacity of over 1500 gallons of manufactured cream, and supplies dealers throughout Seminole and parts of Volusia counties. The milk is brought daily from local dairies to the creamery where it is pasteurized.

The Florida Tower & Light Co. has the super power plant near this city and the super power plant at Ft. Lauderdale and many auxiliary plants in between, can at any time of the day or night take on the load regardless of a break in one place and give every community in this large territory an uninterrupted service 24 hours every day. The only interruption in service today would be a wind storm blowing live wires down across a street or road that would be dangerous to the public and the current would be cut for a short time for repairs.

Daily a fresh supply of milk is furnished Sanford homes primarily through Biggers' Dairy, Spencer's Dairy or Dr. C. W. Baker's Dairy. There are several other smaller dairy farms also supplying this essential food product to residents of this city.

There are three bottling plants in the Sanford section. They are the Coca Cola Bottling Co., The Ne-El Bottling Co., and the Florence Cola Bottling Co. The first two named have been located here for a number of years while the Cola plant, operated by local residents is the youngest. This plant uses only spring water and has aided generally in advertising celery.

By placing modern facilities on a scheduled run between this city and Jacksonville the St. Johns River Transportation Co. has definitely established itself in the

### Oxford Debaters In Reimbursement Of Verbal Battle At Let Purchasers Is Rollins Tonight Sought From U.S.

WINTER PARK, Fla., Dec. 15.—"The Press Is Democracy's Greatest Danger." This "resolution" was defended by two of England's most eloquent university debaters Tuesday evening, Dec. 14, when the press will be defended by Rollins College's stars debating tonight in a three-day inter-collegiate debate, the opponents including Purdue University, Furman University, University of Florida, Miami University, St. Petersburg State College and Bowling Green. The debate will take place in Winter Park.

England's debaters, who recently engaged in an international debate with Harvard, both are Oxford graduates and both supporters of the resolution. Maurice Rolles, Rollins No. 1, foreman, is a law school freshman here in a debating series by the hour. Charles M. Hoopes, was named also member of the North Carolina State Teachers' Guild, and brought daily from local dairies to the creamery where it is pasteurized.

The Florida Tower & Light Co. has the super power plant near this city and the super power plant at Ft. Lauderdale and many auxiliary plants in between, can at any time of the day or night take on the load regardless of a break in one place and give every community in this large territory an uninterrupted service 24 hours every day. The only interruption in service today would be a wind storm blowing live wires down across a street or road that would be dangerous to the public and the current would be cut for a short time for repairs.

Daily a fresh supply of milk is furnished Sanford homes primarily through Biggers' Dairy, Spencer's Dairy or Dr. C. W. Baker's Dairy. There are several other smaller dairy farms also supplying this essential food product to residents of this city.

There are three bottling plants in the Sanford section. They are the Coca Cola Bottling Co., The Ne-El Bottling Co., and the Florence Cola Bottling Co. The first two named have been located here for a number of years while the Cola plant, operated by local residents is the youngest. This plant uses only spring water and has aided generally in advertising celery.

By placing modern facilities on a scheduled run between this city and Jacksonville the St. Johns River Transportation Co. has definitely established itself in the

WASHINGTON, Dec. 15.—Purchasers of let at Harding Towers near Miami Beach from the state department at the time the property was sold at auction several years ago, would be given title to their holdings under a bill introduced in the Senate yesterday by Senator Duncan U. Fletcher of Florida.

The bill, similar to one sponsored by Senator Fletcher in the House of Representatives during the last session, provides that the title to the original parcels of land should be paid as much as possible to the persons who have paid for the land. Those who have paid less than 50 per cent would be required to pay the balance.

The bill, similar to one sponsored by Senator Fletcher in the House of Representatives during the last session, provides that the title to the original parcels of land should be paid as much as possible to the persons who have paid for the land. Those who have paid less than 50 per cent would be required to pay the balance.

The bill, similar to one sponsored by Senator Fletcher in the House of Representatives during the last session, provides that the title to the original parcels of land should be paid as much as possible to the persons who have paid for the land. Those who have paid less than 50 per cent would be required to pay the balance.

The bill, similar to one sponsored by Senator Fletcher in the House of Representatives during the last session, provides that the title to the original parcels of land should be paid as much as possible to the persons who have paid for the land. Those who have paid less than 50 per cent would be required to pay the balance.

## LOCATED In SEMINOLE COUNTY THE LEADING AGRICULTURAL COUNTY OF THE STATE

### ASSISTING IN THE FINANCING OF THE LARGE CITRUS AND VEGETABLE INDUSTRY OF CENTRAL FLORIDA

THIS BANK OFFERS TO ITS CUSTOMERS AND FRIENDS STRENGTH AND ABILITY PLUS A WILLINGNESS TO SERVE

## THE SANFORD ATLANTIC NATIONAL BANK

SANFORD, FLORIDA

AFFILIATED WITH THE ATLANTIC NATIONAL BANK OF JACKSONVILLE

# ROBERTS'

## GROCERY AND MEAT MARKET

THE STORE OF SERVICE AND QUALITY

OPPOSITE POST OFFICE PHONE 39

SPECIAL PRICES FOR

### PROGRESS WEEK

MONARCH COFFEE	Lb. Cans	29¢
SHIVAR GINGER ALE	Dozen Bottle	\$1.00 10¢

Just In A Shipment Of "Royal Scarlet" Products

ANTIPASTO	STUFFED ANCHOVIES
SARDONY PASTE	FANCY MUSHROOMS
ANCHOVY BUTTER	BUTTON MUSHROOMS
RED CAVIAR	JAPANESE CRAB MEAT

1 LB. BOXES COD FISH	HOLLAND MILCHER HERRING (IN KEGS)
BONELESS HERRING	FANCY EVAPORATED FRUITS (IN BULK)
PERSIAN DATES	

CLUSTER RAISINS IN POUND PACKAGES

AFTER DINNER MINTS AND MINT PARFAITS	POUND BOXES PEANUT BRITTLE
ASSORTED COLOR MARSHMALLOWS	FANCY CHOCOLATE CANDIES AND CHRISTMAS CANDIES IN BULK

SHELLED ALMONDS—FRUITS FOR FRUIT CAKES NUTS AND FRESH FRUITS

WE DELIVER AND WILL APPRECIATE YOUR ORDER

## GIFTS

### MEN APPRECIATE KUPPENHEIMER SUITS

\$35.00

STETSON HATS	\$7.00
BOSTONIAN SHOES	\$7.00 to \$10.00
WILSON BROS. SHIRTS	\$1.95 to \$3.00
Cheney & Wilson Bros. Pajamas	\$1.95 to \$5.00
Cheney & Wilson Bros. Neckware	\$1.00 to \$2.00
WILSON BROS. HOSIERY	35¢ to \$1.00
SWEATERS	\$1.95 to \$8.00
LEATHER JACKETS	\$8.50 to \$15.00

ALSO LARGE ASSORTMENT OF

BELTS	SCARFS
GARTERS	GLOVES
SUSPENDERS	HANDKERCHIEFS

"THE STORE OF QUALITY"

# WOODRUFF & WATSON CO.

208 East First Street Phone 42

