

## BUSINESS MEN OF CITY HOLD TO OPTIMISM

### Statements On Eve Of New Year Are Full Of Predictions For Brightness In 1931

That Sanford business men are not discouraged over the present depression which is affecting the country but instead view with optimism the new year, was disclosed today in interviews, which without exception were filled with predictions of a bright future.

Following are expressions of some of Sanford's business executives on the eve of the new year:

City Commissioner-elect T. L. Dunn, of the Atlantic Coast Line Railroad.—"We may sum up 1930 without envying discouragement and approach 1931 cheerfully and in a spirit of constructive hopefulness."

Our people have suffered a long period of deflation, two devastating hurricanes, great financial losses and discouragement due to the Mediterranean fruit fly with the attendant quarantine restrictions, but they are now prepared to grid their loins with determination and intelligent forethought for a triumphant march through the 12 months of 1931, with the full knowledge that the troubles of the past have not detracted from Florida's incomparable climate, unexcelled fertility of soil, its proximity to the world's markets and last but not least, its most splendid citizenship which has always shown courage and determination to surmount difficulties and look forward to a better and better Florida.

W. T. Manning, Episcopal bishop of New York.—"Thinking people in great numbers all over our land are realizing afresh that a true religious faith is the one and only foundation for character, personal responsibility, moral ideals and standards. It is my hope and belief that we are about to see a great re-awakening of that great faith."

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## American Public Leaders Tell Of Their Greatest Hopes For The New Year

### U. S. BRIEF FILED AGAINST DECISION OF JERSEY JUDGE

### Motion Made To Court For Advancement Of Date Of Hearing

WASHINGTON, Dec. 31.—The federal government yesterday lodged with the supreme court a brief of its argument against the ruling of Judge Clark in New Jersey, holding the Eighteenth Amendment invalid.

The department of justice required less than a dozen short lines to summarize the contention he had erred.

Solicitor General Thatcher at the time filed with the high court a motion to advance the case "for hearing at an early day."

"The decision," said Thatcher, "has received wide publicity and has produced uncertainty regarding the validity of the prohibition laws, which, unless promptly reticulated to encourage disregard for those laws and will hamper the government in their enforcement."

The government's brief, written by the solicitor general and Assistant Attorney General Youngquist, in charge of prohibition, with the aid of four other attorneys, filled in its entirety only 18 pages. Its summary of the case said:

"Article five of the Constitution provides that amendments shall be valid when ratified by the legislatures of three-fourths of the states, or by conventions in three-fourths of the states, 'as the one or the other mode of ratification may be proposed by Congress.'"

## HOOVER TELLS OF PLANS FOR GIANT MERGER

### All Eastern Railroads Except New England To Be Consolidated Into 4 New Systems

WASHINGTON, Dec. 31.—(AP)—Called together by President Hoover, rail executives have agreed upon a plan for the consolidation of all eastern railroads except New England into four systems.

The president, in making this known yesterday, said he had initiated negotiations to speed the policy, culminated by congress in 1920 and to contribute to the recovery of business by enlarging opportunity for employment.

Details of the plans were not made public. It is now up to the Interstate Commerce Commission to determine if it is in the public interest.

The agreement was reached by executives of the New York, New York Central, Pennsylvania and Baltimore & Ohio railroads and only a "minor point" was left to stand between them now. The president said, was left to arbitration. What this point is was not made known.

The president added that many improvements had been retarded by uncertainty as to the position particular roads were to occupy in the permanent grouping as outlined a year ago by the Interstate Commerce Commission.

In endorsing the plan and making known his connection with it the president said:

"As a result of meetings of General Atterbury, Mr. Crowley, Mr. Willard, Messrs. Van Swearingen and other representatives of the Pennsylvania, New York Central, New York and Baltimore & Ohio railroads, a plan for consolidation of the different railroads in the eastern section of the country was agreed upon."

## NOBEL PRIZE WINNERS FOR 1930



STOCKHOLM.—The winners of the coveted Nobel prizes for 1930 after receiving their "diplomas" from King Gustaf here. Left to right: Sir Venkatesh Raman of India, physicist; Hans Fischer of Germany, chemist; Dr. Karl Landsteiner of the United States, medicine; and Siméon Denis Laplace of the United States, literature.

## CHICAGO'S BOARD OF TRADE MAY BE ABANDONED SOON

### Federal Restrictions On Grain Speculation Seen As Cause

CHICAGO, Dec. 31.—(AP)—Further federal restrictions on grain speculation may cause the Chicago board of trade to close its doors, an eventuality which, according to Peter B. Carey, a vice president of the board of directors has contemplated.

"We might as well, few traders are doing any business; the government agencies are doing most of the trading," Carey observed yesterday. Outside his door had stood the day's tumult and the "pit," unheeded in three-quarters of a century.

During the World War free trading was suspended but the operations to export wheat for beleaguered Europe. The board of trade determined to close its doors during the depression of 1921 but Marshall Field and Levi Z. Leiter dramatically shouted against it from the trading floor, and the doors remained open.

The present home of the board of trade, a \$12,000,000 skyscraper of 11 stories, has been open only a year.

"It's time we tight back at those who tried to make the board of trade the great in this farm relief business," Carey said.

## Frost Damage Over State Is Negligible

### MIAMI, Dec. 31.—(AP)—Clouds over the Florida Peninsula last night prevented a possible frost in the south part of the state, Richard W. Gray, meteorologist, said today.

Gray said there was no frost damage in the state other than in the vicinity of Jacksonville where it was light. A low temperature of 49 degrees was recorded here during the night but a bright sun this morning sent the thermometer to 67 by noon. The city trucking bureau had reports of slight frost south of Vero Beach.

Work on the road is practically completed and only a few miles of it to be finished, he said, and this should be applied within a day or two, weather conditions permitting. Delay in finishing the road has been due to weather alone, he said.

The detour at present is about eight miles long. The route is considered an important link of the state highway system, as it affords access to the Florida west coast.

New Monday that the highway detour near Valdosta, Ga., soon will be closed will be welcome news in Florida, tourists, who have been falling in here for the past week with their cars coated with mud.

Travel to and from Florida by way of Atlanta has been forced to use the detour for several months, and even last summer it was a dreadful stretch, especially after rains.

## SANFORD PLANS OBSERVANCE OF NEW YEARS DAY

### Business Houses And Offices To Remain Closed On Occasion

For the last time in "monthly" Sanford's business houses and offices will be closed tomorrow for the observance of the holiday which comes with the celebration of New Year's Day each year. All city and county offices will remain closed tonight until Friday morning, while at the post office all windows with the exception of the general delivery window which will be open from 9:00 o'clock until 10:00 in the morning, will be closed. Carriers will make the morning delivery only.

While there are no outstanding events scheduled for the observance of New Year's Day in Sanford, it is expected that every form of amusement will be indulged in by the idle employees and employer. Many persons will no doubt seek the fortune upon landing expeditions while others will be expected to spend the day watching the Sanford Country Club, with the newly seeded greens presenting an inviting spot, will probably be crowded from morning until night, and several of the men golfers of Sanford, who have as yet not entered the Popworth Cup tournament, will be seen at the course.

The shuttle board courts at the corner of Palmto Avenue and Second Street will be open all day, under the direction of Herman Moore, and several match games will be played yesterday.

The review contains the final government cotton estimate for 1930 and shows Georgia with a larger crop production than last year despite a decrease for the district as a whole. Other states in the district showing increases in cotton crop were Alabama and Florida, while declines were reported in Louisiana, Mississippi and Tennessee.

"Retail trade," the report continues, "was not bright in November, although the rate of stock turnover was higher for the first 11 months of the present year than for the same period last year, and November checks of merchandise on hand were not as heavy as last year." The wholesale trade did not show improvement.

## FIRST CELERY OF SEASON CUT IN FIELD TODAY

### Operation Marks Beginning Of Shipping Which Will Continue Until Late Spring

Sanford's most productive industry officially began today when the first celery of the season was cut in the field. The celery, said to be of very fine quality and texture, was packed in various sizes from three to ten. It bears the label of the Blue Goose, and will be marketed through that organization.

Following quickly upon the heels of the American Fruit Growers, Inc., the firm of Chase and Co., another of Sanford's large marketing agencies will, either Friday or Monday begin cutting celery from several farms of the Oxnard section. The Sanford-Oxnard Truck Growers Association reports that it will, either Friday or Monday, start cutting in the W. W. Miller farm, Beadall Avenue.

Building In South Shows Jump, Says Financial Report

ATLANTA, Dec. 31.—(AP)—The monthly statement of the sixth federal reserve district, issued yesterday by the federal reserve bank of Atlanta, shows construction contracts awarded, as a whole, were 27 percent better in November than in October and 25 percent greater than in November 1929.

The report, covering conditions of November in finance, agriculture, trade and industry, has revealed that production by cotton and oil mills was shown as greater for this season than in any year.

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## New Death House To Be Built At Raiford

### TALLAHASSEE, Dec. 31.—(AP)—Asserting that condemned prisoners should not be subjected to a "torture chamber" while awaiting execution, the Board of Commissioners for state institutions yesterday approved construction of an \$18,000 death and confinement house at the state penitentiary.

In discussing the project with C. H. Hammett, Jacksonville, state electrician-engineer, the board members insisted that the six death cells should be placed in fool-proof steel but that plenty of light, heat and ventilation must be provided.

The complete one-story building, containing 42 cells, 28 to be used for solitary confinement, will be located some distance from the hospital where the death and cell chamber is now placed. An operating court also will be included in the plan.

## Hyde And Senator Caraway Row Over Christmas Cards

### WASHINGTON, Dec. 31.—(AP)—Secretary Hyde and Senator Caraway of Arkansas came to words yesterday about Christmas cards.

The senator said he had informed the secretary that his greetings under the free mailing privilege given cabinet members for official business.

The secretary replied that they were not personal cards but the official holiday greetings customarily sent by the department to the various officials of organizations and agencies that co-operate with the department.

Caraway said he understood the Post Office Department had required Hyde to pay postage on some personal greeting cards.

## Anti-Saloon Group Sees Prospects As Good For Dry Law

### WASHINGTON, Dec. 31.—(AP)—An optimistic review of conditions under the prohibition law during the last year with a forecast that 1931 will see "no material change in the situation except in improved enforcement" was issued last night by the Anti-Saloon league.

"By the end of 1931," the league statement said, "the nation will be nearer to the ultimate decision as to whether America is to have liquor and pay the price, or prohibit intoxicants and derive the benefit."

Meanwhile, the law enforcement commission was thrashing out its own final views on the prohibition situation. Only a bare majority was present, however, and the forecast within the commission ranks continued to be that a report by next Tuesday was unlikely.

In its review of the past year, the league noted as one of the outstanding developments "the abandonment of the beer and wine program and the definite centering upon outright repeal of the eighteenth amendment as a part of the wet strategy."

## Detour In Georgia Road On Main Line South Is No More

### ATLANTA, Dec. 31.—(AP)—Florida tourists and others who travel by route 11, which strikes the Florida state line a few miles south of Valdosta, will soon be free from the annoyance of a detour made necessary by the re-routing of that section of the road.

W. H. Barnett, chairman of the state highway commission announced yesterday.

Work on the road is practically completed and only a few miles of it to be finished, he said, and this should be applied within a day or two, weather conditions permitting. Delay in finishing the road has been due to weather alone, he said.

The detour at present is about eight miles long. The route is considered an important link of the state highway system, as it affords access to the Florida west coast.

## Mrs. H. R. Stevens Is Winner Of Gold Prize For Lighted Christmas Tree

### Mrs. H. R. Stevens, 621 Park Avenue, was the winner of the \$25 in gold offered by the Sanford Garden Club and the First-Grade Power and Light Company for the Sanford resident entering the most beautifully decorated living tree in the Christmas tree contest which began early in December.

Mrs. Stevens was awarded first prize by a jury composed of three sister visitors to Sanford, Mrs. D. A. Ross, of Union Point, Ind., Mrs. E. W. Vinton, of Chicago, and Mr. Hartung, of Three Rivers, Michigan. Mrs. Ross, a guest at the Yaldec Hotel, who is spending her seventh winter in Sanford, is said to be a great lover of gardens and foliage of every description, and according to Mrs. J. W. Snow, chairman of the Sanford Garden Club's committee, the members of the committee feel that they were most fortunate in securing Mrs. Ross, as well as Mr. Hartung, a prominent nurseryman of Michigan, and Mrs. Vinton, a well-known club woman of Chicago, on the judges' staff.

## Plans Being Rushed For Dog Race Opening

### With the arrival today of all the officials who will participate in the coming dog racing meet at the Longwood Kennel Club's track near Longwood, the already busy workers who have for the past 10 days been making ready for the opening night of racing, Jan. 10, renewed their efforts in order that everything will be in readiness for the first race.

A large number of dogs are already on the scene and may be observed by motorists who pass near the Kennel Club in the early morning and late afternoon hours, when the dogs are exercised. Interested patrons of the club are invited to visit the track at any time. Racing will be run several nights next week to which the second public is invited.

## Fall Of Airplane Is Not Act Of God Rules Court In New York

### NEW YORK, Dec. 31.—(AP)—It is not an act of God when an airplane falls, the appellate division of the Supreme Court ruled yesterday.

The ruling set aside the verdict of a jury which found the pilot of a plane, which crashed into the water off the coast of New York, liable for the death of his wife, Mrs. Mabel, in April, 1927, when a plane in which she was a passenger fell 280 feet.

The suit, against the Curtiss Flying Service, Inc., must be retried.

## Forty-Three Entries Join State Air Tour

### MIAMI, Dec. 31.—(AP)—Forty-three entries have been received for a state-wide aerial tour in celebration of the All-American air meet here early in January, Law Stiver, chairman of the contest committee, announced yesterday.

The tour will be an 11-day affair, similar to one held at the end of last year's air meet. The itinerary includes stops at Port Lauderdale, West Palm Beach, Fort Pierce, Vero Beach, Sebring, Wauchula, Bradenton, Bartow, Lake Wales, Winter Haven, Lakeland, Tampa, St. Petersburg, Melbourne, Titusville, Sanford, Orlando, Deland, Daytona Beach, Ocala, Gainesville, Palatka, Ft. Augustine, Jacksonville, Tallahassee and Madison.

The tour entries will participate in air meets at Sebring, Bartow, Wauchula, Arcadia, Sarasota, Lakeland, Winter Haven, Ft. Pierce, Tampa, Titusville, Ocala, Daytona Beach, St. Augustine and Jacksonville.

## Frost In California Aids Unemployment

### LOS ANGELES, Dec. 31.—(AP)—A frost, dropping out of the sky for a visit to Southern California, came this year as an agent of relief to the unemployed. For nights frost kept news that a normal year busy in citrus and leading orange production were expected to treat the unemployed.

REURD BANK CALL  
TALLAHASSEE, FL., Dec. 31.—(AP)—Comptroller Ernest Ames issued a call for the condition of all state banks in Florida at the close of business.



# OUR JANUARY CLEARANCE

OFFERS VALUES THAT PERMIT NO COMPARISON

By far and wide, this Store-wide Annual Clearance Sale sets a standard for values and economy that is truly amazing! We want to reduce our stocks immediately—and ruthless slashing of prices is the most effective way we know of! Everything for yourself, for your family, can now be bought at tremendous savings. The Sale starts 8 o'clock Wednesday morning—come early and obtain first choice!

**SALE STARTS WEDNESDAY DECEMBER 31st. 8 A. M.**

36 inch regular 25 cent <b>Dress Gingham</b> <b>14¢</b> Per Yard	17 x 34 cotton <b>Bath TOWELS</b> <b>8¢</b> Each	9-1 unbleached <b>SHEETING</b> <b>24¢</b> Per Yard	<b>SHOE</b> Here's A Thrift APPEAL 	80 x 10% "Lady Jane" reversible <b>Bed SPREADS</b> <b>\$1.29</b> \$1.69 value	Full fashion <b>SILK HOSE</b> <b>79¢</b> Pair Ladies rayon	One lot men's <b>All Wool Suits</b> some with two pants <b>\$15.95</b> Men's ribbed
66 x 80 double <b>BLANKETS</b> \$3.50 Value <b>\$2.19</b>	23 x 46 heavy <b>Bath TOWELS</b> Each <b>33¢</b>	36 inch free of starch <b>BLEACHING</b> Good value <b>10¢</b>		 Many of our finer shoes have been regrouped and repriced to insure quick disposal. New style Black and Brown Lizard trim.	Ladies Pajamas Outing <b>\$1.34</b>	<b>BLOOMERS</b> \$1.00 Grade <b>78¢</b>



## Final Clearance New Winter CLOTH COATS

All new fabrics and colors are included in this special sale. Never before have we been able to give you such beautiful coats, at these unusual values.



These Coats are  
Luxuriously Furred

Your Winter Coat is the very basis of your wardrobe and when you can secure an ultra fashionable one at such a low price... it's time to buy. You'll note the higher fitted waistline, the belted coat, the very fashionable blouse backs, new sleeve treatments. All sizes for misses and women.

Regular \$27.50  
value on sale for

**\$19.95**

Regular \$18.95  
value on sale for

**\$14.95**

Regular \$12.50  
value on sale for

**\$8.45**

## Ladies' Shoes

Regular \$6.00 & \$7.00 for ..... \$4.95  
 Regular \$5.00 for ..... \$3.95  
 Regular \$4.00 for ..... \$2.95  
 Regular \$3.00 for ..... \$2.69

## Men's Shoes

Extra quality brown and black oxfords.  
 Regular \$3.00 for ..... \$2.45  
 Regular \$4.00 for ..... \$2.95  
 Regular \$5.00 & \$6.00 for ..... \$3.95  
 Solid leather Men's work shoes, Regular \$3.00 value for ..... \$2.45

## SWEATERS

For All The Family

Children's \$1.25 Sweaters ..... 75c  
 Boy's slip-over regular \$1.50 sweaters 99c  
 Men's coat style sweaters ..... 99c  
 Ladies' or Men's \$5.00 wool sweaters \$3.79

## Final Clearance SILK DRESSES

## New Fall and Winter DRESSES Reduced



Regular \$17.95 value on sale for

**\$13.95**

Regular \$12.50 value on sale for

**\$8.45**

Regular \$5.95 value on sale for

**\$4.19**

The very smartest dresses of the season, for sports or for daytime.

New Fashion details such as novel sleeve treatment, one-sided interest, belts, buckles and bows.

# CHURCHWELL'S



The Sanford Herald... A New Year... Even an Egyptian soothsayer or an East Indian crystal-gazer would find impossible an accurate prediction as to what the year of 1931 holds in store for us.

While we are waiting for this readjustment of business conditions to make itself felt, we can materially help the situation and relieve ourselves of considerable mental strain by philosophically taking things as they come and laughing them off.

You have seen people with a slight attack of liver trouble make themselves and others about them actually sick by talking about it all the time.

Well, after that story his listener began to think things over. He had come in there with the intention of making a special food list for the year.

One benefit of hard times is that it teaches people how to shop wisely thereby forcing the merchant to meet the increasing sales difficulty with efficient and progressive methods.

"Good retailers understand the inclination to shop. In order to stimulate buying, they make price inducements that good shoppers will readily appreciate values and variations as an index to what may be obtained at the store.

"Sentiment among experienced merchandisers at the present time is for price inducements even more encouraging than anything we have yet had.

"Rehabilitating of industry depends upon the market for products of farm and factory. Neither can prosper on surplus stocks.

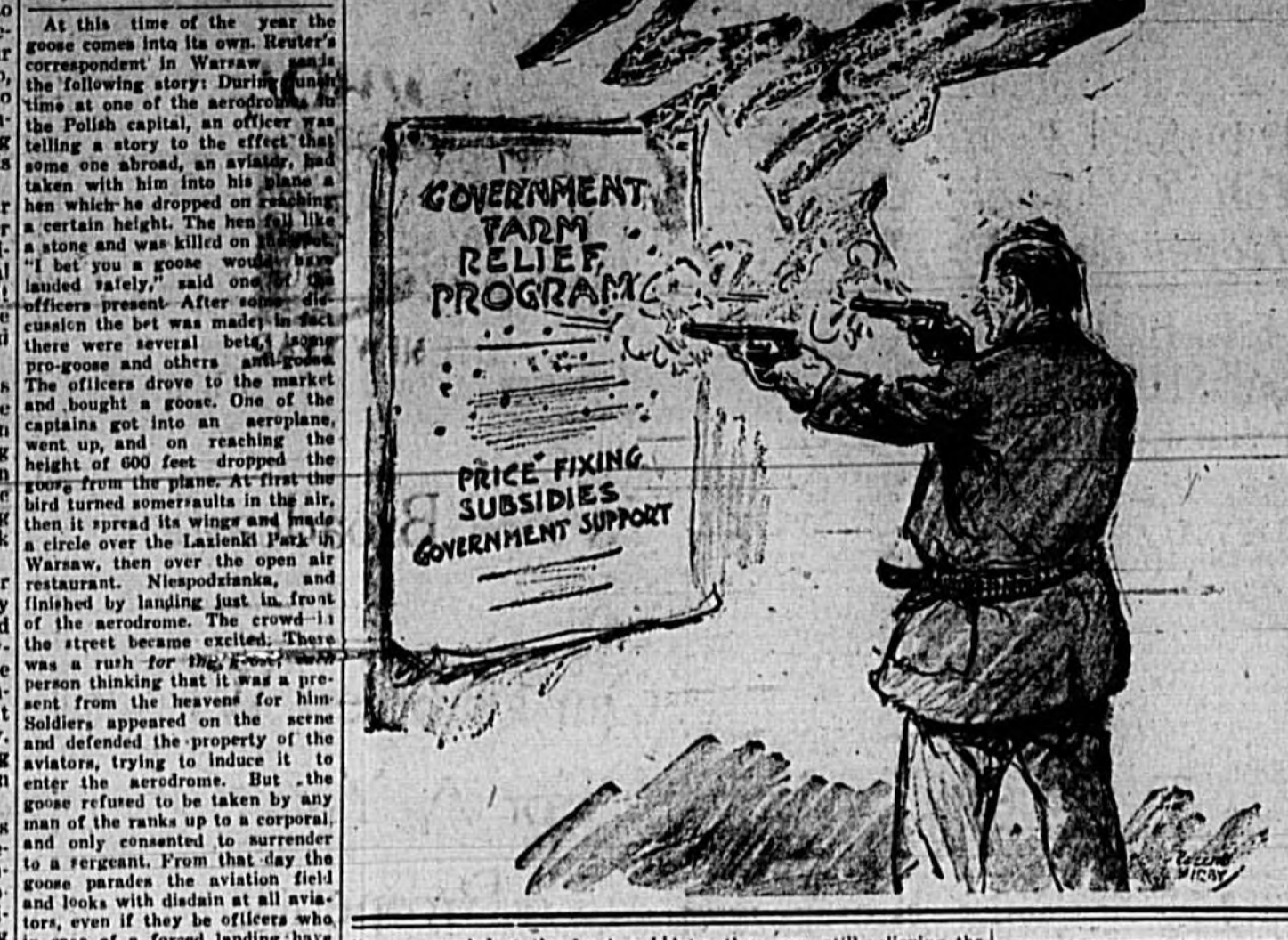
JUST ANOTHER COUPLE... We suppose it's the same with the Santa Clause as anyone else.

SANTA (calling upstairs)—I got all the toys packed in the sleigh and the reindeer are ready.

MRS. SANTA (from her boudoir)—For heaven sake gimme a chance to powder my nose.

SANTA—Gosh, nearly an hour late! You do this every year, Giddy!

WORLD'S WINDOW BY FIBBER VAN PAABSEN



At this time of the year the scene comes into our minds. The following story: During some of the times at the academy in the Polish capital, an officer was telling a story to the effect that some one abroad, an aviator, had taken with him into his plane a hen which he dropped on reaching a certain height.

There used to be a little park in the neighborhood of the Millitary School in Paris, Napoleon I. had a garden in the middle of the garden.

SANTA—Say if you don't like the way I'm driving, you can take the reins yourself.

MRS.—You big bully! You know well it drives me to drive.

MRS.—Did you remember to apply for new license plates for the sleigh? You can't drive it after Jan. 1, if you didn't.

MRS.—I attended to that three weeks ago. Got any other complaints?

MRS.—(grabbing his arm)—Oh, look out for that noise straight ahead!

MRS.—I saw him! I saw him! I was waiting.

THIS AND THAT

Senator Smoot urges everyone to give up one meal a week and feed the poor. A letter plan would be to eat three meals a day in restaurants and give them a chance at your overcoat.

New York Harbor is to have radio telephone service to get touch with tugboats. It will be perfect when you can call up a ferry and tell it to meet you at the slip.

Government experts government Santa Claus tips for the kiddies and recommended cloths to build with.

It things get any tougher they'll be selling postage stamps on the installment plan.

THRIFT SHOP... 601 Historic 5th Street... BEST OAK... \$8.00 per cord, Delivered.

What is considered one of the best equipped pavilions of its kind in Central Florida... Pentland, Gray and Moore... Accountants and Auditors.

L. E. ALFORD COMPANY... Auditors... Accountants... 610 1-2 Florida Avenue... Phone 3139... Tampa, Fla.

Bolz Home Is Scene Of Auxiliary Meet... The home of the counsellor, Mrs. Francis E. Bolz, 1101 Park Avenue, was the scene of the regular meeting of the Bolz Home Auxiliary of the First Baptist Church.

Mr. and Mrs. Adams Give Party Tuesday... In honor of their house guests, Mr. and Mrs. Joseph Jay Stout, New Orleans, La., who were married recently, Mr. and Mrs. W. A. Adams entertained informally last night at their home in Rose Court for a number of the young set.

Sanford Elks' Lodge Has Dance On Monday... With over 400 guests in attendance, the members of the local Elks' Lodge entertained with a dance on Monday evening at their new home in the Bishop building.

UPSALA LUTHERAN CHURCH... Upsala Lutheran Church will observe the New Year's Eve service. The ladies of the church will serve light refreshments at 9:20 P. M. after which a small contribution will be asked.

THE SALVATION ARMY... "On T. Pentecost" revival campaign will commence today with the special public night service which will be held at 10:30 P. M.

WASHINGTON, Dec. 31.—(AP)—The Federal Reserve Board has filed a report with the Federal Reserve Board which was filed yesterday by the Board.

FRANK AT HOME... French Avenue at Broad Street... Open Day and Night.

Social And Personal Activities

MISS MARGARET PETERS, Society Editor... Telephone 148... Residence Telephone 443.

MISS MEISCH HOSTESS AT PARTY ON TUESDAY... Complimenting the members of her bridge club and the members of the "Little Lake" club, Miss Constance Meisch entertained with a luncheon party on Tuesday afternoon at her home on West First Street.

PERSONALS... Miss Edna Chittenden left today for Tampa where she will visit friends for the next few days.

TRIANON NIGHT CLUB IS READY FOR OPENING... What is considered one of the best equipped pavilions of its kind in Central Florida.

U. D. C. Chapter Lays Plans For Its Dance... At the meeting of the N. D. U. D. C. Chapter of the U. D. C. held Friday afternoon at the home of Mrs. W. A. Adams.

Mr. and Mrs. Adams Give Party Tuesday... In honor of their house guests, Mr. and Mrs. Joseph Jay Stout, New Orleans, La., who were married recently, Mr. and Mrs. W. A. Adams entertained informally last night at their home in Rose Court for a number of the young set.

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SHOOTING IT FULL OF HOLES

The designs for the new capitol of the Vatican City have been presented to the Pope for his approval.

The 100-lire pieces bear the image of "Christ the King" on one side, and on the other the effigy of the Virgin Mary.

The dance floor is 40 by 120 feet in size, and is surrounded by tables and chairs where sandwiches, salads, and soft drinks will be served.

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Greetings for 1931

May the New Year bring you joy, good health and happiness.

We stand on the threshold of a new year with high hopes that her opportunities may find us waiting and that her bounties may leave us grateful.

To you, who have contributed toward our success in the past year we offer our sincere thanks.

National Shoe Store... Dickson-Ives Co. Orlando

White-Higleyman Co. Best Wishes for the New Year.

Laney Dry Cleaning Company... Laney Drug Store

ANNOUNCING THE OPENING OF THE Trianon Dance Club... "Sanford's Exclusive Night Club" BEST AND LARGEST FLOOR IN CENTRAL FLORIDA Specialists in Good Music and Good Service TWO ORCHESTRAS

We're Broadcasting Our Happiest Wishes For A Year Of Prosperity

Season's Greetings Seminole Dry Cleaners

White-Higleyman Co. It is with deep and abiding appreciation that we greet you at the beginning of a new year and extend our thanks to you who have made possible the success we have enjoyed in the past.

Happy New Year Greetings For 1931

Let's make 1931 the best year ever. Here's every wish that 1931 will bring you prosperity.

Laney Dry Cleaning Company

Laney Drug Store



## BUSINESS MEN OF CITY HOLD TO OPTIMISM

(Continued From Page One)

doubt in my mind, bring to Sanford and its residents a wide and well-deserved measure of prosperity and well-being which is certain to follow close upon the heels of the already apparent united efforts of a majority of our citizens to make Sanford the city it should be. We in Sanford need only look about us to realize that our position is, with all its uncertainties, far better than any number of cities of similar size throughout the nation. The full co-operation of every citizen in even the smallest matters pertaining to civic affairs is all that is needed to bring Sanford to the front May your New Year be a bright, happy and prosperous one.

O. R. Mason, of the Stokes Seed Co.—Because of my experience with the business community who to a great measure contribute to the prosperity of business in Sanford, I am led to believe that 1931 has in store for us a most promising development, all of which will have a direct bearing upon the morale, confidence and trust of all our citizens. Our business has been unusually good during the past few months, and there is no reason to feel uneasy about the future of Sanford. It has too many angles of development any of which may bring a shower of wealth and good fortune upon us at any time. My firm joins me in wishing all our customers and friends a happy New Year.

W. E. Watson, of the Woodruff and Watson firm—it seems to me that we are entering upon a new year which holds more promise than any of recent years to our Sanford residents. Every indication points to a celery crop which will bring in rich returns. I have noticed an increase of winter visitors with much satisfaction also, for I believe that through them another source of revenue is opened and that through our associations with them we may be able to arrive at a solution for many of our rather exaggerated worries. Sanford's future looks good to me.

Chief of Police Roy Williams—In offering sincere wishes for a happy new year to all our residents, the members of the Sanford Police Department also wish to express their appreciation for the many instances of assistance which citizens have rendered us during the past year in making law and order the watchword. We are striving at all times to be vigilant and speedy in the prosecution of every offense, and we ask the continued support of all our residents in order that Sanford may be the best policed and most orderly city in the state.

J. B. Forrest, manager of the Churchwell Department Store—It is my sincere belief that Sanford at the end of 1931 will be a city far removed from the city we now know and that its residents will at that time be presenting a united front to every activity which confronts the city in a business, social, religious, and political manner. This section, known far and wide as the richest in the state, appears to be once again on the eve of a rich harvest, and "business depression" will soon become a thing of the past as far as we in Sanford are concerned. I can see nothing but a rosy future for us all as I wish our customers and friends their share of prosperity during the new year.

B. D. Higleyman, of White-Higleyman, Inc., Sanford Chevrolet dealers—We look for a prosperous year, basing our opinion on the crops that will be taken from the ground, and a new crop of money born from our vegeta-

bles and citrus fruits. Ralph Wight, of the Wight Brothers Co.—While our 1930 sales were exceedingly steady and gave us one of our best years since our organization, we are confidently led to believe that 1931 will not only set a new high business record for us, but will see our city well on the road to the prosperity and stability which its background offers.

S. O. Shinholser, manufacturer of crate materials—Sanford's future for 1931, lying as it does in the hands of its citizens, appears to me to be unusually bright. I believe our financial difficulties will be set in satisfactory order early in the year, and that our people will move forward as one to make this coming year a prosperous one.

Joe L. Marcotte, theater manager—There is no doubt in my mind but that the new year as far as Sanford is concerned, is opening in a most auspicious manner, and that our citizens will soon be released from many of the troubles which seemed to pile up on them during 1930. Business generally, locally and nationally, is bound to continue on its already apparent upward trend, and we here in Sanford, on the eve of what may be a record celery season, have much to be thankful for. My hearty wishes for a year of prosperity is extended to all.

Arthur Yowell, department store owner—I can see for our city in 1931 a year of progress, which will bring a return of confidence in self and city, a steady increase in business, and an old time spirit of co-operation which was one of

the distinguishing features of the Sanford of old. My employees join me in wishing our many customers and friends a happy, prosperous New Year.

A. D. Zachary, crate manufacturer—As I extend a cordial New Year wish to our many friends and customers, I do so with a sincere feeling that 1931 has in store for us all blessings and better times which will be upon us almost at once. There is every reason to say with confidence that Sanford will take its rightful place among the solid, substantial cities which comprise our great state, and that prosperity and success will crown our every effort.

B. L. Perkins, haberdasher—I predict an early return of the hustle and bustle which not so long ago was in evidence in our stores and offices, and a business revival of great extent. Our outlook on New Year's Eve is one of optimism and confidence, and to every resident of this section we extend our wishes for a bright and successful year.

Ned Smith, of the Sanford Furniture Co.—If business in Sanford during 1931 will maintain the fast pace which characterized the closing months of 1930 as far as our own business was concerned, Sanford will certainly be one of the most prosperous communities in the state. We expect nothing but the best in every way for Sanford and its citizens during 1931.

Edward Higgins, of the Sanford Motor Co., Ford dealers—My close association with the business, professional and civic leaders of Sanford lead me to believe that only

one answer can be given to the question "What of 1931?"—Sanford will grow and prosper beyond even the fondest expectations of some of its most ardent boosters. I can see an early settlement of the bond debt question, and with it a return of confidence and pride in our city to every resident.

E. D. Mobley, druggist—We have unquestionably crossed the most trying times of our business troubles, and many difficult problems have been settled in the past year. The year 1931 certainly looks better for the future than the past year did. We firmly believe that the return of much better business conditions will come with the new year of 1931.

OKECHOBEE — Everglades Mill and Elevator Co. opened for business.

LAKE WORTH—Through co-operation of city and county, house leveling road in front of movie casino has been repaired.

### GREETINGS



of the Season

May You Live Long And Prosper

Randall Electric Co.



## Extending

Our heartiest New Year's Greetings to the citizens of Sanford and Seminole County.

# Kilgore Seed Company

### GREETINGS



of the Season

## BEST WISHES

May the year of Nineteen Hundred and Thirty-One bring you joy, good health and happiness.

May every day throughout the year be filled with prosperity—

# Yowell-Drew Co.

Orlando



## New Year's Greetings

May Success Attend Your Every Effort During The New Year.

# S. J. Nix



## Greetings

Another year—and it will be a year of achievement. Another year and science and culture will have moved our city a step further toward ultimate perfection. May it be a year of success and prosperity for you— for us!

# 1931

# San Juan Garage Co.

## We Greet You

At the beginning of a new year we pause long enough to greet you and to wish for you all of the good things of life.

Our sincere thanks we extend to those of you who have aided materially in the success we now enjoy.

# Sanford Motor Co.

## Sadye's Annual JANUARY CLEARANCE SALE STARTS FRIDAY JAN. 2nd

Start The New Year Right BUY NOW — EVERYTHING REDUCED





# CLASSIFIED SECTION

## BUY AND SELL HERE



### THE RADIO TOWER

TONIGHT'S PROGRAMS

**WEDNESDAY, DEC. 31**  
(By the Associated Press)  
Programs in eastern standard time, P. M. unless otherwise indicated.

**WJAP New York—650**  
(NBC Chain)  
6:45, Dinner music; 7:15, Uncle Abe and David; 7:45, El Tango; 8:15, Science talk; 8:30, Bonnie Ladies; 9:15, Back of the News; 9:30, Radio's News; 9:45, National News; 10:00, Nathaniel Shkret orchestra; 10:15, Old Counselor; 10:30, Olive Palmer; 10:45, Sports interview; 11:00, Lopez orchestra; 11:30, New Year's Eve Party (4 hrs.).

**WABC New York—860**  
(CBS Chain)  
6:45, Heywood Brown; 7:00, Scrap Book; 7:30, Big Ben Broadcast; 7:52, Musical Aviators; 8:15, Scriabin; 8:30, Frank Sinatra; 8:45, Guy Lombardo orchestra; 9:00, Guy Lombardo orchestra; 9:15, Guy Lombardo orchestra; 9:30, Guy Lombardo orchestra; 9:45, Guy Lombardo orchestra; 10:00, Guy Lombardo orchestra; 10:15, Guy Lombardo orchestra; 10:30, Guy Lombardo orchestra; 10:45, Guy Lombardo orchestra; 11:00, Guy Lombardo orchestra; 11:15, Guy Lombardo orchestra; 11:30, Guy Lombardo orchestra; 11:45, Guy Lombardo orchestra; 12:00, Guy Lombardo orchestra.

**WJZ New York—760**  
(NBC Chain)  
6:45, Raising Junior; 7:15, Ballew orchestra; 7:30, John B. Kennedy; 7:45, Gloria Gay's Affairs; 8:15, Topics in brief; 8:30, Amos 'n' Andy; 8:45, The Knights; 9:00, Kogen's orchestra; 9:15, Halalika orchestra; 9:30, Muriel & Veer; 9:45, Two Tromps; 10:00, Pleasure hour; 10:15, Wayide Inn; 11:00, Slumber hour; 11:30, Amos 'n' Andy (repeat).

**KDKA—890**  
6:15, Troubadours; 6:45, Same as WJZ; 7:15, Sweetness; 7:30, Same as WJZ; 7:45, Scrap Book; 8:00, Same as WJZ; 8:15, Feature, singing; 8:30, Same as WJZ; 8:45, World tour; 9:00, Sports, orchestra; 9:15, Variety (1-2 hrs.).

**WJH—750**  
6:15, Best Story; 6:30, Television Institute; 6:45, Cecil & Sally; 7:00, Same as WJZ; 7:15, Entertainment; 7:30, Same as WJZ; 7:45, Song Minute; 8:00, International; 8:15, Same as WJZ; 8:30, Portraits; 8:45, Variety (2 hrs.).

**WSD—740**  
7:30, Mac & Al, studio; 7:45, Sponsored program; 8:15, Same as WEAF; 8:30, Frank & Herman; 9:00, WEAF (2 hrs.); 9:15, Same as WJZ; 9:30, C. of C. program; 11:30, WEAF (4 hrs.).

**WBT—1080**  
6:45, Same as WABC; 7:00, News finance; 7:15, Same as WABC; 8:00, Sponsored program; 8:15, WABC

Morning Melodies; 10:45, Reverend T. V. McCaul, Pastor, First Baptist Church of Gainesville; 11:00, Variety Musical Program; 11:30, Health Talk—The Nature of Whooping Cough; 11:40, Popular Program; 11:58, Time Signal; 12:00, Today's News Feature; 12:10, Weather Report; 12:15, Some New Year Jobs on Florida Farms—J. F. Cooper; Value of Poultry Shows to Lake County—Clifford Hester; 12:45, Organ Program; 1:00, Florida Facts; 1:45, Prof. John De Bruyn; 2:00, Educational Program; 2:55, The World Book Man; 3:00, Hour With the Music Masters; 4:00, John Huber, pianist; 4:15, Radio Scrap Book; 5:00, Time Signal; 5:05, Claude Murphy and Ruth Dolans; Piano Duo; 5:15, Street Dandy, baritone; Mrs. Helen G. Bodford, accompanying; 6:00, Studio Trio; 7:00, Weather Forecast; 7:02, Sign Off.

**WDBO Orlando—1120**  
**THURSDAY, JAN. 1, 1931**  
6:45, A. M., Morning Cheer; 7:00, Bob Jones Hour; 7:30, Breakfast Melodies; 8:30, Children's Boosters Hour; 11:00, Housewives' Exchange; 11:30, Dance music; 12:00, Correct time; 12:01, Musical Gems; 12:15, Military Band Program; 12:30, Weather Forecast; 12:31, K. C. Moore; 12:45, Dance program; 1:00, Old Time tunes; 1:15, Hawaiian Music; 1:30, Dance Rhythms; 2:00, Myster's Union time; 5:30, Musical Mood; 5:45, Louie's Hungry Five; 6:00, Time signal; 6:01, News Gazer; 6:15, Children's Corner; 6:45, Classical Program; 7:00, Correct time; 7:01, Sports and amusement news; 7:15, The Style Observer; 7:30, The Old Stager and the Philco Orchestra; 8:00, Hollins College Program; 9:00, Male Quartet; 9:30, Automotive Hour; 10:00, "Heat"; 10:30, Bob Jones Hour.

**No Mercy Is Shown Unruly College Boys**  
NEW YORK, Dec. 31.—(AP)—A plan that boys will be boys, failed yesterday to free 47 City College sophomores arrested for "crashing" the Rivoli theatre and raiding a subway station as the climax of a class dinner.

"Perhaps youth must have its thing," said Magistrate Burke, after the youths pleaded guilty to disorderly conduct, "but there should be a limit to that thing." Then, before remanding them to jail for sentence, he answered their expressions of regret:

"Yes, you are always sorry; you always apologize, but it doesn't mean anything. The collegiate student of today is too smart."

Two spokesmen among the students explained their captors as "mob psychology," and the "herd instinct," but the magistrate was not appeased.

**HOOVER TELLS OF PLANS FOR GIANT MERGER**  
(Continued from Page 1)  
official classification territory (except New England) into four independent systems was agreed upon for presentation to the Interstate Commerce Commission.

"The four new systems embrace the territory east of the Mississippi River, including the Virginia railway on the south, the New York Central on the north.

"These negotiations have been in progress for some time, and were under way as my suggestions in the hope of effecting the consolidation of policies was before Congress in 1920, and especially at this time as a contribution to the recovery of business by enlarging opportunity for employment and by increasing the financial stability of all the railways, and particularly some of the weaker roads.

"The transportation act passed by Congress in 1920 provides for a consolidation of railways into a limited number of strong systems in order to maintain broader competition, more adequate service, simplification of rates structure, lower operating costs and in the long run lower rates to the public.

"During the past 10 years a possible grouping of the roads as to carry out the law has been under constant discussion. The Interstate Commerce Commission has no power to compel such consolidations. They can only be effected upon initiation of the carriers. During this period a number of negotiations have been undertaken in respect to these railways, with a view to carrying out the wishes of Congress, but they have proved abortive. A year ago the Interstate Commerce Commission issued a suggested plan for consolidating these roads into five systems. This plan, like others, has met with objections.

"The uncertainties and delays over nearly 10 years have seriously retarded development of the railways and have prevented a desirable growth in many directions and have diminished their ability to compete with other forms of transportation. Such questions as electrification, linking up of different railroads, development of terminals and many other major improvements have been retarded because of uncertainty with respect to the position which particular roads are to occupy in the permanent grouping.

"It is my understanding that the plan provides for the protection of the interests of employees and full consideration of the interests of the various communities and carries out the requirements of the law in protection of public interest generally. The presidents of the major systems have agreed upon the many details

**Body Of Missing Boy Washed Upon Beach**  
KEY WEST, Dec. 31.—(AP)—The body of Overton Albury, 16, one of three youths missing since they started a fishing trip Saturday, was recovered yesterday after it was washed ashore near the old Navy Air Station here.

Search for Carl Nelson and Gilbert Thompson, the other two boys, was continued by local fishermen.

Officials at the Naval station here yesterday requested the Navy Department to order an airplane from Pensacola to aid in the search for the missing boys.

The body came ashore a short distance from the place the sail-rigged dinghy used by the trio was found by search parties.

"The plan with the exception of a minor point, which is left to arbitration.

"The plan, of course, must be submitted to the Interstate Commerce Commission, who have the independent duty to determine if it meets with every requirement of public interest."

The probable fate of the plan when it reaches the Interstate Commerce Commission was something non-wool-guess at yesterday. The commissioners declined to comment.

**One Killed And 2 Are Wounded In Holdup**  
NEW ORLEANS, Dec. 31.—(AP)—One man was killed, and two others seriously wounded today by bandits who robbed the third district branch of the Whitney Trust and Savings Bank.

Three bandits, armed with shotguns, entered the bank shooting while the fourth sat at the wheel of an automobile outside.

Pierre Rivard, bank watchman, was killed. Albert Brinson, teller, was shot in the side and an employee named Dietrich also was wounded by a shot from a bandit gun which ricocheted from the wall. One of the bandits ran behind the teller's counter and scooped up all the money in sight. All escaped. They wore white hoods and long coats.

**WANT AD RATES**  
Sanford Daily Herald  
Terms: Cash in Advance

Telephone ads, will be received for patrons and collector sent immediately for payment.

1 Time ——— 10c a line  
2 Times ——— 8c a line  
3 Times ——— 7c a line  
Time rates on request.

The reduced rates are for consecutive insertions.

Five words of average length are counted as a line.

No ad under 5 lines accepted.

All advertising is restricted to proper classification.

If an error is made The Sanford Herald will be responsible for only one incorrect insertion, the advertiser for subsequent insertions. The office should be notified immediately in case of error.

**TO ADVERTISERS**  
A Herald representative thoroughly familiar with rates, rules and classification will give you complete information. And if you wish they will assist you in wording your want ad to make it more effective.

ORANGES—75c and \$1.00 per 100 Delivered. Phone 886-W.  
FOR SALE—Four mules in good condition. Used for grove and farm work only. Write Box 151, Orlando.

**666**  
Is a doctor's Prescription for COLDS and BRONCHITIS. It is the most speedily remedy known. Also in Tablets.

**J. G. SHARON**  
Attorney-at-Law

Examination of Abstracts of Land Titles, etc., special attention.

**Rub-My-Tism Salve**  
is a Doctor's Prescription for treating Children's Colds Externally.  
The Most Speedy Remedy Known

**W.H. LONG**  
MEAT MARKET  
First St. Opp. Post Office

TEL. 634  
**SEMINOLE CREAMERY**  
Superior Milk  
Distributors  
**CO.**  
Outstate Cheese  
515 E. First St.

**BUY YOUR ICE**  
from the wagon or truck with the Orange Oval Emblem.  
PHONE 202

**CLASSIFIED BUSINESS DIRECTORY**

Put Out For Handy References  
**FURNITURE**  
Trade in Your Used Furniture at WAGONER'S.  
**CAFE**  
**OASIS CAFE**  
Open 24 hours—112 S. Park.

**LUMBER**  
**HILL LUMBER CO.** Zip Service. Phone 135.  
**SHOE REPAIRING**  
**A. E. DOBINS**  
210 E. 5th St.  
**SECOND HAND STORE**  
We buy old shoes and clothing, 215 Sanford Ave.

**OASIS CAFE**  
Open 24 hours—112 S. Park.

**LOOY DOT DOPE**

ELEVEN FIFTY NINE ON NEW YEAR'S EVE AND ME IN BED—IM GONNA SEE THIS NEW YEAR IN WITH ME HEAD ON A PILLOW INSTEAD OF A CABARET TABLE!!

HOW WHO'S THAT? PROBABLY SOME DUMB BUNNY EXPECTIN' ME TO GO GALLOPPIN' AROUND WITH HIM ALL NIGHT BLOWIN' HORNS AN' GETTIN' MOUTHFULS OF CONFETTI!

HEY YING PALOOKA. HOW ABOUT A LITTLE GREETING? AND SAY I'LL BET YOU FOGT TWISH TH' FOLKS THAT ARE LOOKING AT US A HAPPY NEW YEAR!

**TOE JINKS**

ARRIVED AT THE CLUB, JOE'S TWO MILLIONAIRE ACQUAINTANCES DECIDE TO KEEP JOE AND DYNAMITE IN THE BACKGROUND AND HANDLE THE BOMB THEMSELVES ACCORDINGLY THEY APPROACH THE FRIENDS OF THE BIG MINER AND PREPARE TO ENJOY A LOVELY EVENING!

YOU THINK SO? WELL I'VE GOT A BOY HERE TONIGHT AND I THINK HE'S THE BEST FIGHTER IN ALBUQUERQUE! I'LL BET \$100 HE CAN NOT ONLY STAY A ROUND, BUT THAT HE BEATS YOUR MAN!

YEAH! ALL RIGHT, HE'S GONNA LICK A GUY FROM LAS VEGAS, AN' YOU KIN' BET YER MAN OUT FER TH' NEXT LICKIN'!

AN' I'LL TAKE ONE O' THOSE BETS!

ME! TOO!

Oh boy! That's all set and ready to go! They now fix us to the arena to see what the big miner does to the "guy from Las Vegas" This ought to be one large night!

**BY VIC**

WHAT DID THEY SAY—HAVE THEY SEEN HIM—DO THEY KNOW IT'S DYNAMITE WE'VE GOT WITH US?

NOBODY RECOGNIZED HIM—THEY FELL FOR IT—HOOK, LINE AND SINKER—IT'S ALL SET!

**BY VIC**

"You're There with a CROSLEY"  
"BUDDY" complete with tubes only \$59.50  
13 Plate guaranteed BATTERY only \$6.65  
Let us Align your wheels or Equalize your BRAKES we have the equipment.  
FREE INSPECTION  
**SAN JUAN GARAGE CO.**  
"You're there with a CROSLEY"



### OF RADICAL CHANGES IS POSSIBLE, SAYS HALL

However, He Sees Perfecting Changes As Possible For 1931

NEW YORK, Dec. 31.—(AP)—Although some "perfecting changes" may be necessary in the football rules for the 1931 season, the "period of real changes is, for the time being at least, at an end," Edward K. Hall, chairman of the National Football Rules Committee, declared yesterday in his annual report to the National Collegiate Athletic Association, in convention here.

Hall's report traced the three-year process through which the football code has passed, namely, the 1927-29 period of fundamental changes, the 1929-30 period of perfecting changes and the 1930-31 period of recodification, as a result of which he asserted the rules now seem satisfactorily standardized.

"I am sure I represent the opinion of the members of the committee when I state that it is their belief the period of real changes of the rules, and by that I mean changes that materially affect the style or nature of play, is for the time being at least at an end," the chairman's report stated.

The rules should be standardized substantially as they are and future changes should be restricted to those which make for greater safety to the players, better sportsmanship or further improvement of the text and to changes that seem clearly to be necessary to maintain the balance and the integrity of the game substantially as it stands today.

Explaining the recodification of the rules, effective for 1930, Hall's report added:

"In working out this rearrangement of the rules, your committee made various minor changes solely in the interest of simplicity and consistency. It is possible that when the committee come together at its next meeting they will find that the experience of last season calls for a few further similar perfecting changes. It would be quite remarkable I think if this were not the case."

The recodification committee, whose work won widespread approval in the ranks of football players, coaches, writers and spectators, consisted of Hall, W. S. Edgerton, secretary of the rules committee; Walter Oakeson, commissioner of the Eastern Association for the Selection of Football Officials; A. W. Palmer, director of athletics at Haverford (Pa.) College; F. A. Lambert, well known Ohio official.

Delving into the history of the rules making, the Hall report explained:

"By the year 1920 your committee felt that practically all of the necessary fundamental changes had been made. Many momentum plays had been eliminated, the premium on men's weight had been largely removed, injuries had been greatly reduced, the forward pass had been developed to a point where it held the secondary defense in check sufficiently to make a running attack possible, infractions of the rules were the exception rather than the rule, and the general sportsmanship of the game and the players had been raised to a much higher level. The game had become a distinctly open one and the strategy of the attack had been greatly broadened.

"Meanwhile, however, the general structure of the rules book remained unaltered. The result was inevitable; the rules became complicated and cumbersome. This condition became even worse during the following seven years (1920-27). For during this period, your committee undertook to work out the various minor changes and amendments which seemed necessary to round out the open game developed through earlier fundamental changes.

"In 1927 your committee felt that the task set the committee for remodeling the game had been essentially completed and that the time had come for a standardization of the game and for an entire rewriting of the rules."

The process of recodification, the report explained, was spread over more than three years, included many meetings and an analysis of the rules before they were considered satisfactory for publication.

The rules themselves never will be complete," the report concluded. "The game is a complicated game and will never be possible to make in a mere primer even, conceivable combination of facts that arise on the playing field.

"It is no reason, however, why we will not have a reasonable familiarity with the text and a fair comprehension of the rudiments of the game, not only should understand the rules but be able readily to apply the provisions governing any given play."

### SCHMELING IS ON VERGE OF LOSING HIS BOXING TITLE

Ultimatum Gives Him Seven Days To Accept Sharkey Fight

By EDWARD J. NEIL  
NEW YORK, Dec. 31.—(AP)—The blast that may blow Max Schmeling right out from under the heavyweight championship crown was touched off yesterday in the offices of the New York State Athletic Commission.

Joe Jacobs, spokesman for the Teuton clouter, strolled into the den of the solons and the charged atmosphere flashed lightning. Jacobs wandered out dizzily a few minutes later, faced with the ultimatum of the commission that Schmeling must fight Jack Sharkey here in January for the title at the heavyweight king.

In no uncertain terms James A. Farley, chairman of the commission, told Jacobs that the commission must keep the promise he made the commission shortly after he won recognition by the simple process of claiming foul in his match with Sharkey here last June. That promise was for an immediate return bout with the Boston sailor, a promise that was not kept and later was amended to read "next June."

Going even farther, the commission let Jacobs know that it was rather eager to take Schmeling's title away and on second thought had come to the conclusion that Der Maxie could have risen with little effort and continued after Sharkey struck him low in the fourth round in the Yankee Stadium. Almost since his arrival here three years ago, the German heavyweight has been embroiled at the commission in either managerial or personal difficulties, and the fathers seem determined to bring him to heel now once and for all.

The stand of the commission, opposed by prompters who would have to stage a match without popular support and by critics who believe that Young Stribling, the sensational Southerner, deserves consideration as the challenger, may wipe out definitely all plans for an elimination tournament with the winner fighting Schmeling in the Spring.

Bill Carey, president of Madison Square Garden, sought approval for a bout between Stribling and Sharkey for Miami, Fla., this winter, but this was frowned down, although Sharkey would like one major battle under his belt before tackling Schmeling again. Neither he nor the German has fought since last June.

The developments of the day increased the probability that Sharkey will not get another title chance at all. Schmeling has a \$500,000 offer for a championship defense against Stribling in Chicago next June and his refusal to kneel to the dictates of the local commission probably would be accompanied by acceptance of the bid from the Mid-West. Stribling already has agreed to terms for the Chicago match.

Commissioner Farley, talking the matter over after the meeting, left no doubt that the commission, right or wrong in its conception of the situation, was determined to force Schmeling to battle Sharkey or lose his title standing here.

"We've been good to Schmeling," Farley said. "Although he was under suspension here last June we permitted him to fight Sharkey for the championship because, the bout was for charity. Otherwise he would never have been permitted in the ring until he had fulfilled other contracts, particularly the one to box Phil Scott, and had straightened out his managerial troubles with Arthur Bue-low.

"At Schmeling's request we removed the clause calling for payment on a round basis in case of a foul from the contracts made for that match. We promised that the winner would be recognized by us as the heavyweight champion and even though the bouts ended in a foul we were good sports and kept our promise.

"Not until after we recognized him as champion did we suggest to Schmeling that his bout with Sharkey was an unfinished contract and unsatisfactory to vary one concerned. We asked him to meet Sharkey again and settle the question once and for all. He agreed to do it within 90 days, then contracted an injured hand promised to meet Sharkey in September, and went home to Germany. We are holding him now to that promise."

### FACES HAD CHECK CHARGE

JACKSONVILLE, Dec. 31.—(AP)—Mrs. Helen M. Weimer of Miami was arrested here Monday night as she alighted from a bus on warrants sworn out at Miami. She was held for authorities from there. Officers said her husband, Eddie Weimer, also was sought. Both face had check charges, officers said.

## A NEW YEAR'S DREAM! - - By Burriss Jenkins Jr.



### Chicago's Board Of Trade May Be Abandoned Soon

(Continued from page one)

keep still any longer; nor do most of the traders."

His utterances were significant because the board of trade has refused to be drawn into any controversy over farm board policies. While Minneapolis, Kansas City and lesser boards of trade criticized stabilization and other farm board practices, Chicago board officials remained silent.

"Now they talk about further restrictions on grain trading; virtually turning the business over to the secretary of agriculture," said Casey. "As if restrictions will help the farmer. He is better off when trading is unrestricted. The more active the bidding for his grain the better the market for him. And the more money the farmer receives the more money the trader gets. What's good or bad for one is good or bad for the other."

Casey scoffed at Legge's suggested embargo on Canadian wheat, declaring "none to speak of" entered, only a "few fancy kinds not grown in the United States."

"Why there is a 42-cent tariff on wheat, and it can be run up to 63 cents by executive order. How can grain hurdle such a tariff wall?" Casey asked.

The board of trade executives believed reducing the wheat production to domestic consumption would give the farmer a better market.

"But" he continued, "the farm board has spent a year preaching reduced acreage and the latest report shows a cut of only 1.1 percent for next year. The reason is that farmers, realizing the stabilization corporation is bound to 'peg' the price, will continue to grow as much wheat as they can. Their market is assured.

"What's the outcome? Well the stabilization corporation will go into the next wheat year, about May, loaded down with 100,000,000 to 200,000,000 bushels of wheat and no place to market it. Unless some world catastrophe comes to drastically cut the world grain supply there'll be a repetition of this year's market."

Casey has been a grain trader 18 years.

MAYO — Highway No. 5-A from Taylor County line to this city to be built at cost of \$169,820 by McDonald Construction Co. of Lakeland.

LEESBURG — M. D. Bassman purchased barber shop in Wiley-Coulson building from R. B. Peffer and will operate.

### Woman Publisher Of Many Papers Is Dead

COLUMBUS, Ga., Dec. 31.—(AP)—Mrs. Maggie E. Page, vice president and treasurer of the R. W. Page corporation and widow of Rinaldo W. Page, died yesterday of pneumonia.

Mrs. Page was born Oct. 13, 1862, and was a member of one of the oldest families of western Georgia.

The R. W. Page Corporation publishes the Columbus Ledger and the Columbus Enquirer-Sun, Columbus, Ga.; the Wilmington Star and the Wilmington News, Wilmington, N. C.; and the Bradenton Herald, Bradenton, Fla.

The corporation is owned by members of her immediate family—W. E. Page and Rinaldo Page, sons; A. H. Chapman and Maynard R. Ashworth, sons-in-law. W. E. Page is president.

Mrs. Page was active in church and patriotic organizations. Funeral arrangements had not been announced last night.

### Soviets Begin Razing Catholic Cathedral

BUCHAREST, Dec. 31.—(AP)—Soviet soldiers began wrecking Tiraspol Cathedral on the Russian bank of the Dniester today disregarding groups of the faithful who knelt in the snow chanting prayers until the believers rushed to the bonfire where the sacraments and holy pictures were being burned. Then the cavalry, held in reserve for such

an outbreak, galloped into the crowd lying about with the flat sides of their sabres. The objects dispersed.

Rumanians watched from the other side of the river raising a great cry as soldiers laid sacred articles on the fire and almost breaking into a panic themselves as fighting between the cavalry and bystanders reached its height. The Soviet intends to erect government buildings on the site.

Chicago's Board Of Trade May Be Abandoned Soon

Woman Publisher Of Many Papers Is Dead

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Industry Upheavals Face England In '31

2 Gibson Boys Still Dodge Efforts Of Posse After Them

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### Industry Upheavals Face England In '31

LONDON, Dec. 31.—(AP)—The prospect that 1931 would be a year of great upheavals in Great Britain with great upheavals in two leading industries, coal and cotton, involving approximately 353,000 men, loomed large last night.

South Wales, where the agreement under which miners have been working expires today, is the center of the coal crisis as it has been often before. Failing some last minute developments on lines which one could foresee today, stoppage of work, with 153,000 men thrown idle on New Year's Day, seemed inevitable.

At Manchester, spokesmen for 200,000 workers in the cotton weaving industry threatened a general strike in the industry for Jan. 5, unless employers abandon their plan for doubling the number of looms for each worker. The ultimatum came after long and fruitless negotiations during which the employers stood their ground firmly for the "more loom per worker" plan.

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### BLESSING IS SEEN IN DEPRESSION BY CARROLL VARNER

Methodist Pastor Is Enthusiastic Over Possibilities In '31

"Who knows but that the great blessing which is going to come to us out of this present business depression about which we are hearing so much will be the setting in order of our houses?" asks the Rev. Carroll Varner, pastor of the First Methodist Church in a short New Year's Eve sermon.

The Rev. Varner believes that all the disappointments and worries which seem to be pressing upon us from all sides will be made up for a great measure by "some gracious blessing which God could not otherwise bestow" and that our earnest wish for the New Year should be that "we be the first to set our house in order."

Rev. Varner says:

"I am greatly impressed by a recent statement by a distinguished churchman to the American people the other day in which he said the best thing that could happen in 1931 would be for us as a people to look the present situation fairly in the face and to resolve, God helping us, to set our house in order. And who knows but that that great blessing which is going to come to us out of this present business depression about which we are hearing so much.

"I have all the while believed that out of it God would bring to us some gracious blessing which He could not otherwise bestow, and if it means that we are going to set our house in order, then it will be worth all it has cost and more. I am one who believes thoroughly in the adage, 'every cloud has a silver lining', and as a consequence, the clouds never get so dark but that I begin to look for the lining.

"Being a new-comer to Florida and never having seen this wonder state before until this year, I am still in a position to speak somewhat as an outsider. I more and more marvel at the lavish way in which a gracious Providence has bestowed her blessings upon Florida. For beauty and charm and climate, and for advantageous location also, where is there another state which can boast so much? True, she has been hard hit, but other states are beginning now to have to go through somewhat of the same experience, and we are all rejoicing at what the Comptroller of the Currency said the other day regarding the present condition of our banks. We will be the first to stage a 'come back'.

"I believe, however, that with all our blessings and favors, the free gift of a loving God, there goes a corresponding obligation; and if we do not hasten to learn that man cannot live by bread alone, then some worse thing will befall us. May we be the first to set our house in order."

SALEM, Ind., Dec. 31.—(AP)—The two Gibson boys, Dan and Alonzo, were successful again yesterday in dodging posses that have been searching for them in the wilds of Washington County. Officers said they are certain, however, that the pair is in the vicinity of Abbot daybreak today a raid was planned on the hamlet of Little York where it is believed the brothers may be hiding.

Dan, Alonzo and two other Gibson boys attacked the jail here last Saturday seeking to inflame their own brand of punishment on two men held for the murder of their father, Patton Gibson. Odie Gibson one of the brothers, was killed. Elmer Gerardo, town marshal, was seriously wounded and three others persons were less seriously injured. Gilfred Gibson, one of the brothers, was captured Sunday but Dan and Alonzo have evaded the possemen who have ranged the hills three days.

Marshal Gerardo is in a critical condition in a New Albany hospital. He was shot by Odie Gibson, who was fatally wounded by the

marshal.

Odie, the youngest of the Gibsons, carried his father's .45 calibre, single action pistol during the jail attack. The weapon contains six notches. One of these notches was said to have been carved for the slaying of the father of John and Pleas Spurlock.

It was the Spurlock boys who were held in jail for the killing of the elder Gibson.

GAINESVILLE — \$18,000 refrigeration plant installed at Florida Experiment Station here.

### JONES STANDS PINNACLE IN GOLFING WORLD

Atlanta Wizard Won 4 Outstanding National Competitions

By H. H. RAMBAY  
NEW YORK, Dec. 31.—(AP)—Golf in 1930 can be summarized in three words: Robert Tyro Jones.

When the major competitions of the year were over, this supreme golfer had won the four outstanding national competitions, a record that has never before been approached in the history of the game. The announcement of his withdrawal from further competition was not a great surprise to those who have watched his progress through the years. Like Alexander, he had no more world to conquer. The news of his withdrawal was the signal for criticism from the press of the world, such as no other figure in the world of sport had ever received.

Mr. Tyro Jones, who has won the supreme master leaves golf in 1931 in a most interesting condition and we look forward to the competitive season with interest. The remark of a man who might be called a "making figure in the game" is that all the other competitors are going to outdo themselves in the coming year.

The first of the major events in 1931 will be the British amateur championship, to be held at Westward Ho beginning May 14. There will probably be but few entries from this country. This will be followed by the British open championship to be held at Carnoustie, Scotland, early in June.

My information is that among the American professionals to be entered are MacDonal Smith, Horton Smith and Walter Hagen. It is likely that each of these three players will give a good account of himself, and one of them might well win the championship.

In the latter part of June, the Ryder cup matches will be played at the Seoto Country Club, Columbus, O., by teams of professional golfers representing the United States and Great Britain. This will be one of the most interesting competitions of the year.

In July, the United States open championship will be played at Toledo, Ohio. This event will be preceded in June by sectional qualifying rounds for the contestants in this championship, and we expect to have about 1400 entries this year.

In September the national amateur championship will be played at the Beverly Country Club, Chicago. With Jones absent this will be a keen competition and will certainly bring out all of the amateur stars of the country.

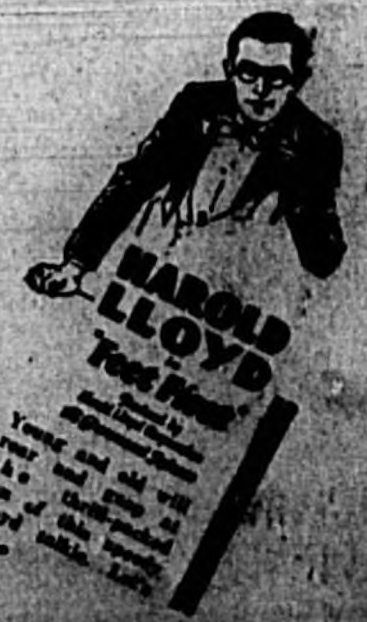
Then comes the national women's championship, to be held at the Buffalo Country Club, where Glennis Collett will have an opportunity to exceed her world's record for this competition."

It is impossible to list all the highgrade competitions throughout the year, such as the P. G. A. championship, the national public links championship and the various State, sectional and district competitions. In 1930 many of these competitions suffered from bad weather conditions and the severe drought. With these conditions absent in 1931, all tournaments should do better.

There are more than 500 golf clubs in the United States and more than two million players. May there be more and better golf in 1931.

### One Grand and Glorious Joy Jubilee. "Thrillaughter Thrill For You"

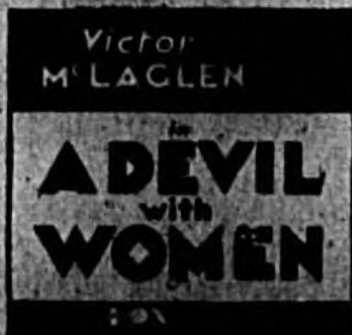
To-Night Thursday



Extra News Current Comedy

A riot of wit, war and women, with that rollicking riot-er, Victor McLaglen, in full chase of the dames and the bold, bad bandits.

New Year's Day



PRINCESS



### Scott Sees Brighter Future For Celery Season After California Freeze

#### Change in Marketing Conditions Augurs Well For Farmers

Wishing the growers of the Sanford district a happy and a prosperous New Year may be done now not only with sincerity and good intent, but with substantial assurance that the "prosperous" wish has an excellent chance of coming true, according to W. M. Scott, manager of the American Fruit Growers, Inc., Sanford.

For during the past 10 days there has come about a change in marketing conditions affecting celery which is reflected in present prices, and promises much during the Sanford shipping season, he declared.

As a result of the recent cold snap in California, according to Mr. Scott, celery shipments from that state during January and February will be far less than was anticipated. He says the unshipped portion of the Sacramento Delta Crop is practically ruined. The Chulavista Section there of about 1200 cars to be shipped over a period of 75 days with no heavy movement at anytime.

Storage stocks of New York State celery, Mr. Scott says, have now been reduced to a point where competition from that source will be negligible.

The total Florida celery crop, according to Mr. Scott, promises to be about the same as last year. Sarasota is estimated to have a production of about 600 carloads of early celery. Some of this already has gone to market, with the prospect that Sarasota will be through shipping or practically so by the first of February.

All of these things are favorable factors, Mr. Scott points out, which will tend to offset, at least in good part, the market situation which arises from diminished buying power of the consuming public in all markets. He does not expect anything big in the way of prices, but believes there is now an excellent prospect that the country market will be able to absorb the Florida celery crop in a measure of profit to the growers.

Therefore, in expressing a happy and prosperous New Year to the growers of the Sanford area, I am not only hoping for their happiness and a reasonable share of prosperity; but in my own mind am certain that their chances for a fairly prosperous shipping season are very good indeed. Certainly they have improved very greatly within a comparatively short period," is the way he puts it.

### NEW PASTOR OF CATHOLIC CHURCH GIVES MESSAGE

#### Sees Friendly, Hospitable Qualities in People Of Sanford

By J. J. McINERNEY  
With much pleasure I hasten to avail myself of the opportunity which The Sanford Herald gives me to contribute a few paragraphs appropriate to its special New Year issue. In their kindly invitation I was assured that I was to choose my own material when they suggested that since I was a newcomer to Sanford, I could give my contribution a personal color or character. In this last I discern what I have already many reasons to believe, namely, the friendship and hospitable qualities of the citizens of Sanford—characteristics so typical of truly American cities.

As a pastor of a happy and prosperous New Year, I automatically become more acquainted with them, and secure in part the secret of success. This latter secret was casually divulged to me a little while ago, but for a moment I regarded the good advice as an intangible something which my companion wanted me to get hold of out—I could not grasp. Later it occurred to me that the all important factor in becoming acquainted or making acquaintances was to win their confidence and esteem, and surely the multiplying of friends makes for real success.

Nothing more gladdens the human heart than the assurance that one is welcome and friends are never more quickly made than when friendly overtures are exchanged and appreciated.

To address you, gentle reader, in an old fashioned style: We have travelled the days, weeks and months of the past year together but along very different parallels. But, now the lines converge and we stand together beneath the brilliant archway of the New Year with its veiled promises. All about us are elderly men and women, and exuberant youth. The former, although they will be passing another very eloquent milestone. The latter, in the exuberance of their lives, await the coming dawn with impatient activity, and never tire of New Year greetings. A mildly sarcastic old lady remarks, "Will they ever get enough of 1931?"

To invent a mythology, the inexorable goddess Dame Time, continually speaks to us of the ring and the setting, the hour glass, that ubiquitous time piece, and will have us obey those alarm signals of her imperious will. To recover the paint-brush that is giving these lives a personal color, I am invited to thrust some impression on you, and you are invited to listen. Not wishing in any way to be a damper to the fire of enthusiasm for better or brighter days in the immediate future even in mentioning an economic crisis, I merely remark that adversity has its uses. Remember the old saying "Sweet are the uses of adversity". This latter word puts us in mind of the extraordinary wholesome illustrations or figures we take from nature when we wish to inspire a poor afflicted mortal with courage and hope we mention such figurative language as the metal to be tried, and salutary operations of the pruning knife.

Adversity, duly profited by, is very often a blessing in disguise, and the apparent evil becomes a real good. After all, the surmounting of the trials, difficulties and disappointments of life necessarily contributes to a purer and superior manhood, and a cleaner and superior race. What more salutary admission to a material age than the warning of Christ Jesus to the materialists of his time, "Not on bread alone doth man live but in every word that cometh out of the mouth of God," could be heeded at this time?

The Great Incomparable Champion of Truth, who amply satisfies every longing of the noblest aspirations of the human heart again reminds us that we are first to "Seek God's will, the kingdom of God and of His Justice and all things else will be added unto you".

We are not like the pagan, Omar Khayyam, who deemed life a hopeless problem for us, in the armor of truth, have cleft in twain the Gordian knot with the sword of belief, faith. To the just man all things worketh together unto good. His every action in the honest pursuit of God's will has a sublime significance knowing which he does, "That life is real, life is earnest, and the grave is not its goal. Dost thou art, to dust returned, was not speaking of the soul".

PORT ST. JENNIE—Citizens vote to sell municipal electric plant to Florida Power Corporation.



### A YEAR OF PROMISE AWAITS YOU—

Despite many pessimistic voicings, 1931 promises to be a banner year for Sanford—greater things will be accomplished by those who really put forth the effort than in any other period of Sanford's history.

We urge you as an individual and as a firm to put your shoulder to the wheel, to give your wholehearted, unreserved cooperation towards making Sanford a better, bigger City and by so doing you cannot help but reap the profit.

We wish you a New Year filled with all the good things of life—Health, Wealth and Happiness.

### Three Die When Car Plunges Into Pool

CHARLESTON, S. C., Dec. 31—(AP)—Mr. and Mrs. Frank J. Johnson and their son, Allan, 12, were drowned yesterday when their automobile left the coastal highway 12 miles north of here and plunged into a deep pool of water.

The bodies are being held here pending word from Jacksonville. The tragedy occurred at a culvert on the highway, the automobile sinking up to its top. Indications were the three persons could not extricate themselves from the surken machine.

### MME. SEMBRICH IMPROVED

NEW YORK, Dec. 31—(AP)—Mrs. Marcella Sembrich, former prima donna, who has been seriously ill, was reported slightly better last night. Madame Sembrich is internationally famous for her interpretation of Wagnerian roles. She is 72 years old.

### POTATO CROP DROPS

LONDON, Dec. 31—(AP)—A reduction of 1,906,000 tons, or 35 percent, in the potato crop of England and Wales for 1930 is reported by the ministry of agriculture. The total crop is estimated at 2,582,000 tons, compared with last year's 3,588,000 tons.

### Big Sum Paid On Tax Of Flager Estate

TOPEKA, Kan., Dec. 31—(AP)—Collection of \$77,750 inheritance tax from the estate of the late Mrs. Ida Flager of New York, a member of the family of Florida railroad builders, was announced yesterday by S. W. Tompkins, chief clerk of the state tax commission inheritance department.

### Joffre Still Hangs To Thread Of Life As French Marvel

PARIS, Dec. 31—(AP)—A shivering knot of Frenchmen stood in the rain outside the hospital of St. Jean de Dieu last night marveling that "Papa" Joffre was still alive. He had baffled his doctors and amazed the nation by his vitality, and when a medical bulletin disclosed that his pulse was faint and that he was holding his own many went home telling themselves the marshal had won another victory.

His five doctors, gratified as they were at their patient's stamina, were not too optimistic. They still shook their heads and warned that the battle was still far from over.

Throughout the day distinguished persons came to offer their sympathy, among them the papal nuncio Magliano, who brought a telegram from the Holy See transmitting the pope's special benediction.

Last night, Dr. Fontaine said the marshal might continue in his present state for days.

### SACHEM AGAIN ON BOARD

NEW YORK, Dec. 31—(AP)—John R. Voorhis, grand sachein of Tammany Hall, who on July 27 observed his 101st birthday anniversary, yesterday was sworn in for his eighth term as president of the New York board of elections.

### THEATRICAL AGENT DIES

WILMINGTON, Del., Dec. 31—(AP)—Lester W. Murray, manager of the Shubert Playhouse here and for 35 years associated with the theatrical and circus profession, died yesterday in a hospital.

### PANAMA CITY

—Pulp wood being hauled to site of new paper mill which will open in February or March.

### BANK PRESIDENT OPTIMISTIC OVER PROSPECTS IN '31

#### Declares Depression Is Only Incident In March Of Progress

"The depression of 1930 is only an incident in the march of progress," said Linton E. Allen, president of the Sanford Atlantic National Bank in an interview with a Herald reporter this morning concerning the business outlook for 1931. Mr. Allen predicted that 1931 would be a year of recovery, and that Sanford residents are particularly fortunate in living in a community which is blessed with a many natural resources.

Speaking upon local conditions Mr. Allen said that our taxes will probably be higher in 1931, but not so high as to throttle industry nor to discourage initiative. He added that it was his belief that we can pay our taxes, live and prosper, and that our property will not be confiscated.

Mr. Allen's statement is as follows: "1931 should be a year of business recovery. By energy in producing and prudence in spending we can help make times better in the new year. More hard work and more careful planning will bring rich rewards in 1931.

"Florida's crops, the largest in its history, have started moving to northern markets. This is one of the 10 states in the nation which has had sufficient rainfall to supply adequate moisture for growing crops. No serious damage has been done to our fruits and vegetables by the recent cold spell, but on the contrary, the outlook for our products has been materially brightened. This community is blessed with abundant natural resources, the opportunity to develop these resources is ours.

"We have no bread lines, our unemployment situation is not serious. While other sections of the nation are facing readjustment problems, we, in Florida, have come through the worst period of our depression, and will probably lead the country in the gradual return to normalcy.

"Our taxes will probably be higher in 1931, but not so high as to throttle industry nor to discourage initiative. We can pay our taxes, live and prosper. Our property will not be confiscated. Energy, prudence and thrift form a sure foundation on which to build permanent prosperity. The depression of 1930 is only an incident in the march of progress."

### COURT AFFIRMS CASE

WASHINGTON, Dec. 31—(AP)—The supreme court yesterday affirmed a chancellor's decree in the mortgage foreclosure case of John P. Little & Son versus P. D. Bryan et al, appealed from Polk county, Florida.

### MAYOR LEHMAN FORESEES BRIGHT FUTURE IN OFFING

#### Asks For Confidence In Community And In 'Our Fellow-Man'

By H. J. LEHMAN  
Again we come to the beginning of a new year. At this time many of us stop long enough to consider some of the past, and try to think what the new year 1931 may have in store for us. We must admit that many of Sanford's citizens have had disappointments, and hardships, indeed with in the past few years, but let us hope that the coming year will have better things in store for us.

We have all made mistakes, and we now are in a position to benefit by our mistakes. We should serve as object lessons to guide us in the years to come. The people of Sanford have every reason to feel optimistic, regardless of what the pessimists say, for we are located in one of the best sections of the state, and the state of Florida is the best state in the union. The Comptroller of Currency has said that our banks are in better condition than any in the United States. We have had our bank failures some time ago, and we are now a year or two ahead of all other states in the business of coming back to normal.

Out of all our mistakes—failures, fruit fly and storms—there is sure to come a better order of things, and finally greater prosperity than we now enjoy. Sanford is particularly fortunate in its geographical location and natural resources. It is bound to advance. It now has one of the best chambers of commerce organizations in the state. At the head of it we have a man, Mr. Papworth, who is devoting much of his time, energy, and money in keeping it going. We have hopes of getting the Lake-shore State Road No. 3 started in 1931. We also expect outside capital to buy the Mayfair Hotel, as we have a number of inquiries from which we feel sure something will develop.

We are now receiving more freight than ever before over the St. Johns River. Our bonded indebtedness will no doubt be settled satisfactorily to a large majority of the tax-payers, and much outside money will be brought into Sanford. Sanford will come back to normal conditions even though the calamity-howler says no. So let us be cheerful, and proceed with caution, and I am sure at the end of the year 1931 we shall realize that Sanford has made wonderful progress, and the people of this city will be thankful that they live in Sanford. All we need is confidence in the community and in our fellow-man.

### GREETINGS



of the Season

May the star of happiness shine brightly on you and yours throughout the year.

### Hathaway Awning Shop



Joy be yours for 1931 and years and years after is our wish for you.

### Burg's Jewelry Store



### Greetings of the Season

First, last, and always we wish you the choicest blessings of Providence. May this New Year and many others see you in health and wealth.

### Sanford Buick Co



A Wish

May all your Castles in the Air become realities during 1931. May the New Year bring prosperity and happiness to you all.

### L. P. Hagan



May the New Year bring a full quota of happiness and prosperity for you and yours.

### Modern Shoe Store



**CELERY OUTLOOK  
NOW BRIGHTER,  
STATES MARKELL**

**Recent Freeze in California Is Seen As Benefit To Sanford**

By E. L. MARKELL.  
In the farming game it is often truly stated that the prosperity of one section depends upon the misfortune of another. This was never more strikingly illustrated than at present. Ten days ago the prospect of receiving profitable prices for the Sanford celery crop seemed very remote and many growers were expressing the hope that they might be able to break even. Now, almost overnight, the situation has changed.

Central and Northern California, the most formidable competitor for January celery suffered a severe setback last week in the form of a damaging freeze. Just how seriously the celery crop is affected is uncertain but well confirmed rumors indicate that the damage is very considerable. We understand that much over half of the 1500 cars or more of celery remaining in Northern and Central California will not be shipped and those that are shipped will be of inferior quality.

This by no means eliminates competition from California as there are about 1500 cars in the Delta Vista section and about 500 cars in other southern districts, but these will be spread over a long period and should not seriously hinder the movement of the Sanford crop.

The damage in California together with the discovery that the celery averages in Sanford, Ocala, and Sarasota are considerably below those of last season has had a very stimulating effect upon the demand for celery. The celery deal has suddenly changed from a buyers to a sellers market. The trade has suddenly discovered that there is only a limited supply of first class celery available for shipment in the new year, and they are turning a very dismal prospect for Sanford growers into one that is full of encouragement.

Just what we should expect in the way of prices is largely speculative. Judging from past experience with celery and more recent experience with lettuce, escarole, spinach and other crops we should not look for extremely high prices. There does not seem to be sufficient buying power in the North to support high prices for any considerable period, especially if shipments are fairly heavy. With moderate shipments during January we should have strong celery market and our real danger lies in the possibilities of prices getting high enough seriously to curtail consumption. We must keep in mind the fact that the bulk of our crop is to be mov-

**BROWNLEE URGES  
PEOPLE TO TAKE  
STOCK OF SELVES**

**Calls On Citizens To Plan The Next Year For Better Things**

By E. D. BROWNLEE.  
What kind of a year have you had? Has it been good or bad? Have you succeeded or failed? How are things with you?

There will be much stock taking this week. Let me suppose a case: consider the merchant who takes stock, and he lists and considers as assets only his 25-cent glass rings and overlooks his diamonds— who lists his vacant lots in subdivisions and overlooks his celery land.

But wait a minute, do you remember that long ago Nathan stood before David and said, "Thou art the man." Are you the man?

What have been the most important possessions with which you have dealt the past year? Surely these most valuable things ought to be considered first. Consider: FRIENDSHIP.

What progress have you made in the wonderful world of friendship. Have you heeded that man of long ago who said: "What friends thou hast and their adoption tried, grapple them to thy soul with hoops of steel." Is your life enriched by friends this year?

What about your loved ones at home? Have you succeeded this year the priceless privilege of showing your love with constant unselfish ministrations? Have you been worthy of the privilege of children, or mothers?

**SPIRITUAL PRIVILEGES** "Is it well with thy soul?" The most important, and the permanent phase of your life is the spiritual. Have you maintained your integrity? Have you so served the town is better because you have lived here? Have you developed your own character so that you are better than you were a year ago?

By listing most valuable and precious possessions, take stock of yourself. And if the result is discouraging, so plan the next year that your most valuable possessions may be conserved and increased.

ed during February and March and it is to be hoped that the growers, shippers, and receivers alike will be far-sighted enough to remember that high prices reduce consumption and that whether the 1931 celery deal is a success or a failure depends much more upon what celery brings in February and March than in January.

**WALSH IN HAVANA**

HAVANA, Dec. 31— (AP)— Senator Thomas J. Walsh of Montana arrived yesterday afternoon from Miami by airplane.



**WISHING YOU GOOD SAILING  
IN THE NEW YEAR**

May the good ship 1931 weather all the storms and reach port with a cargo of good things for you and yours.

**J. C. Penney Company**



**Season's Greetings  
To  
Our Many Friends**

May the Treasure chest 1931 be full to overflowing with gems of good Fortune for you and your's.

**Forrest Gatchel's Cash  
Grocery**

**GREETINGS**



We Wish You—  
Health  
Wealth  
And  
Happiness  
Throught The New Year!

The Sanford  
**Atlantic National Bank**  
Sanford, Fla.



**SEASON'S  
GREETINGS**

May the blessings of prosperity attend our friends. This is our earnest wish for the New Year.

**1931**

**Red Star Grocery  
and Feed Co.**



May 1931 shed its blessings on all of us, bringing greater joy and greater prosperity. New Cheer with the New Year.

**Piggly Wiggly Markets**



1931

we wish you the choicest of the blessings of prosperity, buoyant health and lasting success. We hope and believe the coming year will be a better era.

**Sanford Chamber of Commerce**



### MINISTER URGES PEOPLE TO TAKE NEW GRIP ON LIFE

#### (Renewal) In Confidence Is Seen As Big Aid In Facing New Year

Using as his subject the bible verse beginning with the words "Behold, now is the accepted time," the Rev. H. Irving Louttit, pastor of Holy Cross Episcopal Church, urges that each person calmly and critically examine the truth and reasonableness of that text, and, during 1931, go forward with renewed confidence, with a new lease on life, with a more happy and kindly spirit, toward new, fresh goals.

The Rev. Louttit's New Year's message follows:

"Behold, now is the accepted time" II Corinthians 6:2.

At the vicar's threshold of a fresh, new year. But yesterday was Christmas, to-morrow, in a few brief months, will be the golden summer time. The years of our lives fly by. Times flies, a platitude a commonplace, and yet of the gripping, demanding nature of eternal truth. But this time which passes all so quickly is the fabric from which this mortal life is made. With time alone we work, from its fast fleeting seconds we must build the structure which will last us through eternity.

Truly we stand this night at the two faced God of old, one Gaucus, for whom the first of our calendar months is named. Like him we gaze back over the past, dwelling in its memories; and like him also we look forward to the future, living in its vision and its expectations. Looking backward is a world before our eyes? In the past what have we built? Does it show forth to us love or hate? Selfishness or kindly acts and generous? Happy memories or bitter regrets?

"And what does the future mean? A fresh start? A happy venture? Tasks to be done well and joyfully? Or does it mean so much time to be endured, so many hours to be wasted, dragging along in a hateful existence? We are all too apt to let the darkness of the past cast its shadow over the future. We men of Florida, who wandered all that we possess, do not so much on the future of our state as on the inflated values of its real-estate, look back to the pretty house of cards all tumbled about our ears but as we turn the other way to take up the journey once again we must not whine like fretful children. We must not be swamped by desolation. Another chapter of our lives is closed that never can be rewritten—but by the grace of God our faithful work may mould the future more in accord with our desires.

Our pagan ancestors in the cold, dark forests of Northern Europe rejoiced as the days grew long and as the warming sun returned from its yearly pilgrimage to the south. They saw each year a new day break and beckon, and hence, they celebrated those first New Year's. So we modern folk, whose hearts have just been cheered by the joyful message of Christmas Day, "God loves the world," must face the future undismayed, must seize upon this new day dawning as a cheerful opportunity. Each and every morning of the coming year we must will awaken to greet the dawn and say, "here's today—not even touched, as yet," remembering always that it is our touch that shall mar its freshness or create its beauty.

We never have gone this way before, but it is a way we know. For friends will be there and loved ones also to journey with us. God still loves and reigns in spite of pain, in spite of sorrow, in spite of the frustration of desire. And friends, and those we love, and God make for the future its untold certainties.

Let us wait for some auspicious time to make our fresh start in 1931. And now is such a time. The excitement of New Year's Eve is hard upon us with its music and noise and confusion. The impression of Christmas with its herald of love and hope and peace and purification, with us yet. Now is the accepted time. Turning away from the darkened past with its turmoils and its failures—its misery, its weakness; let us go forward with confidence renewed, with a new lease on life, with a more happy and kindly spirit, toward fresh goals. "Forgetting things which are behind, reaching forth unto those things which are before, let us press toward the mark for the prize of the high calling of God in Christ Jesus." Phil 3:13-14.

### EAST SANFORD

(By Mrs. J. C. Ellsworth)

Mrs. E. L. Ayers, of Woodburn, Ga., and Sarasota, Fla., was here over the week end as the guest of her parents, Mr. and Mrs. R. L. Garrison, of Richmond Avenue. Mrs. Ayers will be remembered as Miss Elizabeth Garrison.

Mrs. R. L. Garrison has had as guests recently her mother and sister, Mrs. Boyd, and Miss Emily Boyd, of Charlotte, North Carolina. The ladies are visiting relatives in Tavares at present.

A. H. Cameron, and Miss Maud Cameron had as Christmas dinner guests, Mr. and Mrs. G. D. Hanson, and Mr. and Mrs. Hanson, Sr., of Ocala; and Mr. and Mrs. Argal Cameron, and child, here.

Mr. and Mrs. John Peters, of Richmond Avenue had as guests last week, Mr. and Mrs. Theodore Matchett, and party of Detroit, Michigan. The entire party toured the East Coast before departing for their Northern home.

Mrs. W. A. Raynor was taken to the Fernald-Laughton hospital Sunday morning for treatment and possibly a gall-stone operation.

A card was received by Sanford friends from Doctor E. R. C. Tracy who resides in Rose Court when at home. He is now touring California, having been away several months.

Mr. and Mrs. Boston Steele will entertain at a New Years dinner at their home on Beardall Avenue. Their son, and family Mr. and Mrs. Herman Steele and son, Alton of Orlando, and other members about Sanford will be in attendance.

Mr. and Mrs. A. D. Shoemaker entertained at a family dinner Christmas at their home on Beardall Avenue. Besides those residing here, Mr. and Mrs. Paul Shoemaker of Longwood were here.

Mr. and Mrs. D. I. Long had a large family gathering at their home Christmas day with a big turkey that came from Charlotte, North Carolina for dinner.

Mr. and Mrs. J. C. Ellsworth were dinner guests Christmas at the home of Mr. and Mrs. C. C. Briggs on Magnolia Avenue. Other guests were the Misses Charlotte and Margaret Tiffney, George Triggan, and John Jennings, of Vicksburg, Michigan.

Mr. and Mrs. M. M. Lord had their daughter, Miss Lillie May, and son, M. M. Jr., at home for Christmas. Miss Lord is in training for a nurse at the Orlando hospital and Sanitarium at Fort Meade. M. M. Lord Jr. is taking a teachers' course at Gainesville on a scholarship won while a student at Seminole High at Sanford.

Mrs. Edith Nelson Royce is at home from the Fernald-Laughton hospital where she had an operation. The cause was from an automobile accident some time ago.

Mrs. Arnold Klese is at home in Rutledge after several months spent in the north.

Mrs. J. A. Bailey of Beuna Vista, is recovering nicely from an operation for gall stones at the Fernald-Laughton hospital, Dec. 15.

Miss Kathleen Long will return to the College for Women at Tallahassee Sunday, after two weeks at home.

### MORAL FAILURES SAID WORSE THAN BUSINESS SLUMP

#### Rev. Root Stresses Importance Of Sunday School To Aid Youth

By J. BERNARD ROOT  
In 1930 there have been 1,000 bank failures in the United States involving 750 million dollars. In many instances the life savings of hard working people have been swept away. Some of the victims are in the poor-house. Others are in jail. What may we expect from 1931?

Bank failures touch only our material resources and should not cause us as much anxiety as the widespread failures in keeping the great commandments: To Love God with the whole heart, To Love one's neighbor with deep loyalty; and to remember the Sabbath Day and keep it holy. These moral failures are far more fundamental and consequential than those of the business world.

A few months ago Justice Lewis L. Fawcett of the Supreme Court of New York said: "My experience during 23 years on the bench, in which time over 4,000 boys under the age of twenty-one years were convicted of crimes before me, of whom but three were members of a Sunday school, has satisfied me of the value of Sunday schools to the community, in helping safeguard it from the growth of criminals. My experience satisfies me of their value to the individual. In 1902 cases of suspended criminal sentences in each of which a minister, priest or rabbi, which a minister, priest or rabbi only 82 of the boys were brought back for violation of the conditions of parole, I believe the reform in the remaining cases was prompt and permanent. I regard the Sunday schools, including those of all faiths, as the only effective means to stem the rising tide of vice and crime among our youth. Society carried the heavy burden of criminality chiefly because of the lack of religious training of the youth. If all the children could be kept under the influence of the Sunday school and the grown-ups were active in some church we could close our prisons and jails, instead of being compelled to enlarge and increase their number. The problem of youth is the problem of humanity. There are over 17 million boys and girls in this country growing up without moral training from any source, Protestant, Catholic or Jewish."

Shall 1931 be different? It will be different and much more happy only as we walk in closer partnership with the Eternal Father.

an operation for gall stones at the Fernald-Laughton hospital, Dec. 15.  
Miss Kathleen Long will return to the College for Women at Tallahassee Sunday, after two weeks at home.



### A Sail

Now 1931 comes to port with a cargo of fresh hopes for the future. We hail with joy this welcome landfall.

Wight Bros. Co.

### Wishing

### You A

### Happy And Prosperous New Year

### R. W. Ware



### The Book Of 1931

What is written in the Book of Future for 1931? Prosperity, you say? Success? Good news! It WILL be a Happy New Year.

### Hill Hardware Co.



### Happy New Year

May your efforts for prosperity and security throughout the year meet with fruition on this New Year's day. Success attend your striving!

### Florida Power and Light Company



### New Year's Greetings

We Extend The Glad Hand For A Year Of Happiness.

### Dreka's Dept. Store

Defand



To our many friends, who have contributed materially toward our success, we extend the season's greetings. May the year 1931 be one of happiness and prosperity for you all.



### The Style Shop



**DISTRIBUTION OF  
CHURCH REGIED  
BY W. P. BROOKS**

**Baptist Pastor Sees  
Service Well Done  
By Local Branches**

Declaring that in his opinion the people of the world will learn to appreciate their churches more, and learn that the public worship of God is important and that the church, if consistently attended will give a return in dividends of real Christian character and happiness, the Rev. W. P. Brooks, Jr., pastor of the First Baptist Church of Sanford, in his New Year's message to Sanford expressed the confidence that 1931 would see a great return of things spiritual in all walks of life and that Sanford and its many Christian people would be in the vanguard.

The Rev. Brooks' message at the beginning of the New Year is as follows:

The churches of the city of Sanford are grateful at the close of another year for the degree of accomplishment and progress that has come their way during the past 12 months.

Indeed it is not an easy matter at all to measure the results of our church activities; the profit and loss sheet in our church life can not always be set forth in terms of statistics. Often when the church may feel that it is almost marking time it is really doing its best work, laying foundations possibly for achievements even better.

At a time of financial depression when the finances of the churches reflect very keenly the financial conditions of the membership, when we barely have money enough to meet our current expenses; when our reports show but small amounts given to missions and benevolences; when our members are apt to be somewhat discouraged, then we are likely to feel that our churches are making poor progress and accomplishing but little. But on the other hand the life of a church can never be absolutely measured by figures either of membership or of finances.

The thing about a church most worthwhile is its spirit; indeed its purpose primarily is to deal in spiritual things, and who can really measure the accomplishments of the church in this respect. At the very time when people may be discouraged, when their own finances may be a bit short—that often is the very time when the church can render its larger service in keeping up the esprit de corps, the moral tone, and spiritual outlook of its people.

Somewhat we feel that the churches of Sanford have contributed in a good measure along this line during the last year. The church makes a vital touch with the social life of its membership. There are quite a few people who have no other social life whatsoever except what they receive through their church relationships. This contribution alone would be worthwhile for surely the making and appreciating friends is one large value in life.

Also the churches through their Sunday schools have contributed to the mental life of its people, especially to the young people. The simple cultural knowledge of the Bible is worthwhile from a mental development point of view.

Then surely there has been some contribution made to the moral and spiritual life of the people who attend our churches. The Master said of His disciples that they are the salt of the earth, and we are grateful at this close of the year for the good men and women, faithful and true who compose our churches. Many of them are far from what they ought to be, but taken in the large the ones who compose the membership of our various churches represent that element among us that can be counted upon to do the right thing. And if our churches in the past year have done nothing but touch the lives of a few and bring to them the idealism that helps along the pathway of life, they have made a worthwhile accomplishment.

As we look forward into the coming year we look with confidence that the people will appreciate our churches more, realize that the public worship of God is important, and that will give a return in dividends of real Christian character and happiness.

**BUY WEST** — Rise Fish Co. —  
Specialty to catch and buy fish for  
the purpose.

**KIWANIS CLUB IS  
ENDING ITS MOST  
FAVORABLE YEAR**

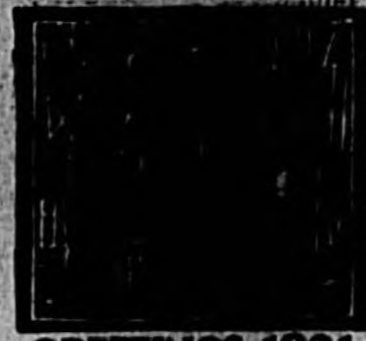
**Plans Bigger Program  
Of Expansion In Ac-  
tivities In New Year**

By S. J. NIX  
The Sanford Kiwanis Club is closing the most successful year in its history. We have lost none in membership and the club has pursued its various objectives, emphasizing most the underprivileged child, Boy Scouts, agriculture and public affairs.

Our average attendance has approximated 90 percent for the entire year. Of course, the fellowship has been fine and the splendid attendance has insured uniformity of purpose and concert of action. The spirit of the club has never been better. Its enthusiasm marked and energized the best business interests of the city, men who are always hopeful, having an abiding faith in men and in Sanford, men who are willing to work and wait. Though altruistic in purpose and a distinct asset to the city, the Kiwanis Club gave its members a brighter outlook on life and portrays to them those high ideals which have made Kiwanis International one of the largest and most influential civic organizations of the country.

Our members have encouraged and advised with those in authority, city and state, and have contributed largely to the common welfare. We have done most in work affecting the youth, realizing that in their development we are providing for the future.

During the new year the club will follow a larger program of expansion in activities, extension of its benefits, an intensifying of its efforts. Next May Florida will be host to Kiwanis International when approximately 6000 Kiwanians from all sections of the United States and Canada will meet in annual convention in Miami. That Florida will prove itself an ideal host is unquestioned. The Sanford club will do its utmost to merit the approval of the organization in general, majoring in all the objectives Kiwanis idealism has proposed, seeking to make real and operative the purposes for which Kiwanis was founded.



**GREETINGS 1931**

*Blessings On Your Home*

May the Blessings of Providence for all your household be permanent prosperity, good health and happiness. This is our New Year's wish to all our friends... for 1931 and every other year.

**Sanford FURNITURE Co.**



**The Birth of New Hopes**

And 1930 with all its heartaches and failures is gone, vanished forever. 1931 has dawned—like the good fairy that vanquishes the wicked witch... We hope for great things this year. We hope for renewed prosperity, for harmony, for success. And have them we shall. The finger of destiny points clearly. We give thanks for this omen of fairer times, and face the future with confidence and joy in the impending good fortune of our friends and ourselves. Our country shall rise like the fabled Phoenix from the ashes of depression to new flights of golden success.

**Seminole County**



**Season's Greetings**

Today we express our gratitude and friendship to those patrons to whom we owe success.

*SADY'S*  
SANFORD



**Greetings  
of the  
Season**

May 1931 shed its blessings on all of us, bringing greater joy and greater prosperity. New Cheer with the New Year.

**1931**

**Rockey's Tire Shop**



IMPROVEMENT IS SEEN FOR BUSINESS BY NEW YORK BANK

Immediate-Improvement, However, Can Be Predicted Now

WINTER PARK, Fla., Dec. 30.—The step towards a solution of the question whether branch banks should be permitted outside of general restrictions now established will be taken at the Third Annual Institute of Statesmanship to be held here from January 5 to 10 under the auspices of Rollins College.

At the general session "Our Changing Economic Life," an inquiry into "Bank Mergers and Chain Banking" will be conducted at round table and general conference sessions. According to plans devised by Professor Ralph Reed Lounsbury, director of the Institute, the round table will discuss the subject from the standpoint of the consolidated bank, the small independent bank, the general public and the large and small depositor.

It is evident from the interest already indicated, Professor Lounsbury announced today, "that the question of chain and branch banking is one of the most engaging of present day economic problems."

Recent bank failures in sections heretofore considered reasonably secure against such economic disaster have served to emphasize the importance of making careful studies of the banking system in this country. It is obvious that we are facing a banking weakness and it is logical to inquire what relation this weakness has to the tendency towards unification of the banking system by chain and group banking, thus circumventing the restrictions on branch banking.

Some economists and bankers Professor Lounsbury pointed out, are protesting against the expansion of branch and chain banking and predicting that branch banks if legalized outside of present restrictions, will eliminate the local banks. Other economists and students of banking are insistent that federal and state restrictions of branch banks should be retained as a safeguard to the existing banking system.

Professor Lounsbury said "and it is likely that legislation will be made along this line in either the present or the next regular session. In the meantime the issue needs to be cleared. The coming Institute of Statesmanship is an opportunity for bankers and economists representing both sides of the controversy to state their views in open forum."

Dr. Luther Harr, professor of banking, University of Pennsylvania, will lead the round table discussion on "Bank Mergers and Branch and Chain Banking," and the general conference on "Chain and Branch Banking. Prominent speakers who will participate in these discussions include Professor John M. Chapman of Columbia University, Hon. Edmund Platt, vice president of the Marine Midland Group, Inc., and formerly vice governor of the Federal Reserve Board; George B. Robinson, New York banker; and Chester D. Conroy, vice chairman of the Westchester County National Bank, Peekskill, N. Y.

In addition to branch and chain banking as an aspect of "Our Changing Economic Life," as revealed in the progressive integration of American business and its apparently declining individualism, the Institute will study such topics as "Causes of the Communist Movement," "Public Policy Towards the Control of Business," "Chain Stores," "Combinations and the Individual," "Consolidations of Public Utilities," "Radio Chains," and "Newspaper Chains."

William E. Humphrey, Federal Trade Commissioner, Professor William E. Ripley, Harvard, and Bernard Kruger and J. C. Penney, chain store magnates, and Ralph E. Holman, North Carolina University, are prominent among the speakers engaged for the week's session.

ECONOMIC ISSUE WILL BE PROBED AT ROLLINS MEET

Chain Store Question Is Slated For Discussion By Experts

WINTER PARK, Fla., Dec. 30.—Whether the chain store is a development that should be fostered, or a menace that should be curbed is a question that will be attacked at the Third Annual Institute of Statesmanship to be held here under the auspices of Rollins College from Jan. 5 to 10.

Ralph Reed Lounsbury, director of the Institute, announced today that the problem of the chain store will occupy an important place in the discussions of "Our Changing Economic Life," the general subject of the coming session.

At round table meetings on "Chain Stores," according to Professor Lounsbury, the subject "will be considered primarily in its vital relations to the independent merchant, the small store-keeper and the consuming public." In addition to the round table discussions, a general conference will discuss "What of the Chain Store?" as the topic for the day.

"The revolt of the corner grocery store against the march of the chains," President Hamilton Holt of Rollins pointed out in discussing plans for the Institute, "is one of the most significant developments in our changing economic life as revealed in the progressive integration of American business and its apparently declining individualism."

"Two factions are carrying on a controversy as to the justification for the existence of the chain stores. One side maintains that the chain store is a response to consumer demand, is a blessing in disguise and is an economic factor in lowering the cost of living. The other faction insists that the chain store is a menace because it distributes only standardized food products, is inhuman and over-systemized, and is economically unsound because it is usually operated by establishments that take money from a community and spend it 'outside' of the community. This school decries the decline of the independent store-keeper on the theory that his presence is undermining the economic structure upon which the country, so far, has prospered. Right in our own community or Orlando and Winter Park an energetic organization of independent store-keepers is now fighting the chain stores and, I understand, similar struggles are going on throughout the country."

"Now who is right and who is wrong? At the coming Institute we are trying to set the stage for a thorough airing of this controversy and to this end we have invited the leading exponents of both sides of this engrossing problem."

According to program plans, President Holt revealed, the chain stores will be represented at the sessions by Bernard Kroger, founder of the Kroger Grocery and Baking Company; J. C. Penney, founder of the J. C. Penney Stores and R. W. Lyons, executive vice president of the National Chain Stores Association. Other speakers, several of whom will be in opposition to the chains, include Freeman Tilden, Warner, N. H., writer and economist; Mrs. Henry W. Peabody, chairman of the Woman's National Committee for Law Enforcement, who recently gave up her home in Massachusetts in protest against the heavy vote recently recorded in that state; Mrs. Florence Kelley, general secretary of the National Consumers League; and Professor Clyde William Phelps, University of Chattanooga. Professor Ray B. Yesterfield of Yale will be chairman of the Chain Store round table.

The Third Institute will not confine its studies to chain stores, however, President Holt pointed out. Round table and general conferences will also take up such topics as "Causes of the Communist Movement," "Public Policy Towards the Central of Business," "Bank Merger and Branch and Chain Banking," "Combinations and the Individual," "The Future of Individualism in Business," "Consolidations of Public Utilities," "Radio Chains," "Newspaper Chains," etc.

William E. Humphrey, Federal Trade Commissioner, Professor William E. Ripley, Harvard, and Bernard Kruger and J. C. Penney, chain store magnates, and Ralph E. Holman, North Carolina University, are prominent among the speakers engaged for the week's session.

WINTER PARK, Fla., Dec. 30.—EUSTIS — Fire-damaged Grand View Hotel repaired and opened.

Happiness Be Yours
May the coming year bring all the best things of life—health, wealth and lasting contentment. That's my sincere wish for you and you and you.
H. M. Watson

We Hail...
Thee, O fair year, with faith and hope. Faith in thy bounty, hope for prosperity and happiness beyond what we have known before.
A. P. Coranally & Sons

To All Our Friends—
We wish the gayest, merriest, most delightful New Year of their lives. 1931 Ahoj!
W. L. Stoudenmire Cash Store

A PROSPEROUS 1931
We take pleasure in extending sincere and hearty greetings to our many friends and patrons with best wishes for a successful New Year.
B. L. Perkins

January First bursts upon us as the dawn of new hopes and happiness as the first day of a year of abundance and joy.
W. E. White

GREETINGS of the Season
We extend greetings to our many friends and patrons with wishes for a successful New Year.
Briggs The Jeweler

Happy New Year!
Our season's wish for you is that the New Year coming in will bring a multitude of good things.
ABC Bakery
Daytona Beach

Happy New Year!
Joy be yours for 1931 and years and years to come. If our wishes come true you'll find it a happy year.
Automotive Electric Co.

WELCOME 1931!
We greet you as an Omen of better times, as the messenger of golden opportunity.
S. A. B. Wilkinson

GREETINGS
Old Father Time presents us with a new year. We hope and confidently believe it will be a year of prosperity for all.
Red Cross Pharmacy

Happy New Year!
In the next twelve months lies promise of greater success, of reawakened prosperity.
Sanford Drug Co.

HAPPINESS TO YOU IN THE NEW YEAR
Extending —
Heartiest Greetings and best wishes for the New Year.
Maxwell Stewart

A Happy New Year!
We wish the jolliest, richest of years, to you and yours for 1931 and long after—prosperity, joy and unending good luck.
Chase & Co.



**BRANCH BANKING TO BE DISCUSSED AT ROLLINS MEET**

**Institute Of State-manship Will Probe Interesting Topic**

NEW YORK, Dec. 31.— At the end of the year, current developments contain little or nothing on which to base a prediction for an early recovery of trade, states the Guaranty Trust Company of New York in the current issue of The Guaranty Survey, published recently.

Present indications in the business situation show signs of promise, but are without any definite assurance of a nearby change in trend. The Survey continues. "Commodity prices have continued to recede gradually, and stock prices, with some bulges, have reacted to low levels. Bonds have moved discouragingly, but their outlook seems to be improving somewhat. Under the influence of seasonal conditions, retail trade has increased in volume, although industrial activity and employment have declined further.

The continuing ease of money and the strength of the credit situation, together with the certainty that a considerable shortage of goods is accruing, are facts that support the conclusion reached by many that a quickening of general business activity may, perhaps, be expected by late spring. It seems reasonable to assume that, with the harvesting of the 1931 and the furthramore of trade adjustments, the last half of next year will show mere progress and that 1932 should witness substantial recovery from the depression. Economic precedent and business history seem to support such views.

The process of financial liquidation has involved numerous additional bank failures, including the suspension of payments by two of the smaller banks in New York City. But taken as a group, the banks of the United States, and particularly those in the financial centers, are in a strong and thoroughly liquid condition. During the period of rapid expansion, too many inadequately capitalized and inefficiently directed banks were established the country over, and it was inevitable that many of them must go out of business in a time of low earnings and falling values. The general banking situation, however, not only is strong from the standpoint of safety, but will be found favorable to business expansion as soon as conditions in other lines are such as to permit that development.

The reduction of the rediscount of the Federal Reserve Bank of New York to 2 per cent., the lowest in the history of the Federal Reserve system and the lowest central bank rate in the world today, emphasizes the ease of the present situation and will probably effect on business sentiment. However, its immediate influence will be mainly psychological, since there is no occasion at present for member banks to increase their borrowings from the reserve institution.

In spite of the disappointment occasioned by recent reports, business opinion clings to the view that 1931 will witness marked improvement. Although definite predictions are unusually scarce, there seems to be a fairly general tendency to place the probable date of recovery some-

**PAPWORTH SAYS CITIZENS SHOULD RETURN THANKS**

**Declares People Here Are Living In Best Section Of Country**

Declaring that the people of Sanford and Seminole County should be thankful that they live in this section, when the rest of the country appears to be in such dire straits, and sounding a plea for more diversified farming, Harry M. Papworth, president of the Sanford Chamber of Commerce, today gave a New Year's message that with optimism

Mr. Papworth was elected president of the local trade body at its last reorganization meeting and since that time has been active in every effort looking towards civic advancement. He is the administrator of the M. F. Robinson estate and is active in the citrus industry. His enthusiasm and energy are seen as important factors in the progressive spirit manifested by the Chamber of Commerce.

"In his New Year's message Mr. Papworth says: "Every man, woman, and child, should thank God that they are living in Sanford and Seminole County. They should thank the City Commission, County Commissioners, Welfare League, and Salvation Army that we have no necessity for bread lines. Compare our wonderful, green farm fields with the balance of the state and country, all burnt brown with cold. For this wonderful blessing we should be sincerely thankful.

"Millions of dollars leave the state every year for purchasing our food. Consider how much could be raised around Sanford. My New Year's wish is that every farmer will make his home self supporting, by owning a cow, chickens, poultry and at least raising all the vegetables he and his family consume.

"To every citizen of Sanford and Seminole County our Chamber of Commerce wishes you a happy and prosperous new year."

where in the first half of the year. The only point on which, there is a virtual unanimity of opinion is that the revival will be a slow and irregular process, particularly in its early stages. This is in line with past experience. It is only after such irregularity has persisted for some time that confidence becomes general and the upward proceeds at a fairly steady pace.

The past year has been a difficult one, but it has demonstrated certain truths that can be used to advantage in the future. One of these is that neither our industrial nor our financial organization has been developed to a point where it provides any assurance against the major economic depressions with which students of business history have long been familiar. Now that the depression has come, it is easy to see the fallacies of the 'new era' philosophy that had such a wide vogue in business circles in 1928 and 1929. It must be remembered, however, that the preceding twenty years had brought numerous changes of a far-reaching and fundamental nature, which lent a certain degree of plausibility to such theories.

GRACEVILLE — City will remodel brick building used as power house, for city hall and jail.



**HAPPINESS TO YOU IN THE NEW YEAR**

1931

May New Year's Day be just the first of a long, long era of happy and prosperous contentment for you and for your dear ones. Our good wishes pursue you always during 1931 and after . . .

**CHURCHWELL'S**



**Greetings**

May your treasure Chest of 1931 be full to overflowing with the richest gems of life . . . health, wealth and happiness, may their beams shed a radiance of promise auguring a richer, happier era for you and yours.

*Milane & Princess Theatres*



1931

Sincerely we wish you the choicest of the blessings of Providence—prosperity, buoyant health and lasting happiness. We hope and believe the coming year will be a red-letter era.

**A & P Stores**



*For Big And Small*

May 1931 shed its blessings on all of us, bringing greater joy and greater prosperity. New Cheer with the New Year.

*Piggly Wiggly Stores*

**HO/HO/**



**THE NEW YEAR**

**HAPPY NEW YEAR!**

To our many friends and customers in Sanford and Seminole County. May the New Year bring you health and prosper-

**Security Lumber Co.**



### New Year's Resolutions Are Read At Novel Meet Of Rotarians Yesterday

#### Optimism, Good Cheer and Merriment At Novel Weekly Meet

Optimism, good cheer, and merriment were the marked characteristics of the regular weekly meeting of the Rotary Club held at the Montezuma Hotel yesterday noon with Rotarian A. T. White in charge of a New Year's program.

... matters were temporarily side-tracked, and the hour's program passed quickly. Rotarian Walter M. White, who said that Mr. White's program was so entertaining that time literally flew by. Several members were present at the luncheon, including Rotarians Wm. C. ... of Newark, N. J.; Wm. ... of Cambridge, Mass.; C. Howard, of Buffalo, N. Y.; Fred T. Chase, of Belfast, Me.; St. John, of Greene, N. Y.; Joshua C. Chase, of Orlando, Fla.; Hilde, of Altamonte Springs, Fla. was also a guest of the program.

The program presented by Rotarian White was entirely in a humorous vein, and was well received by each member and the guests. Various members of the club read New Year's resolutions which purported to have been written by other Rotarians.

President H. L. Malbie's resolution read: RESOLVED: "In 1931 I seek to find 100 more ailments of body or mind, that CALIBRE, or kindred drope, will cure or bring new hope".

Rotarian H. M. Papworth's resolution read: RESOLVED: "During 1931 to exercise extreme vigilance to the end that the Sanford Chamber of Commerce shall not slide into that ignominious category of 'A political organization', and that if necessary I will appeal to the constituted authority of the State of Florida to command the attendance of the National Guard at future meetings of the Chamber of Commerce to put down and keep down all semblance of GAO-RULE POLITICS".

RESOLVED: That as a tribute to the natural optimism and as a sign of good business, I will during 1931 to maintain my active membership in the underwriter's auxiliary." read Dr. S. ... resolution.

Rotarian W. L. Cooper's resolution read: RESOLVED: "That the legal rate of interest, seven per cent, is a great injustice. I shall endeavor during 1931 to increase it to 10 per cent".

Rotarian W. M. Haynes' resolution read: RESOLVED: "That during 1931, and as soon as possible after Jan. 1, I shall petition the Judge of the 23rd Judicial Circuit of the State of Florida that should it become necessary for me to serve on another murder jury and be locked up over night that I be not sentenced to be the bed fellow of S. O. Shinholser because my service in itself, is bad enough".

Rotarian H. M. Watson's resolution read: RESOLVED: "That I will make a real struggle during 1931 to gain supremacy in all the departments of service and happiness, knowing all the while, how that I am a married man".

RESOLVED: "by the well known Hutchinson Bill, who handles freight rates with uncommon skill, that during 1931 he will make no effort, leave nothing undone, to reduce expense on long haul forest all demurrage and place upon call efficient for the heavenly pilgrims of both-bound mates", were the words read as Rotarian W. C. ... resolution.

Rotarian B. G. Gray's resolution read by Randall Chase and ... as follows: RESOLVED: "That during the coming year I will do my best to comfort and cheer the butcher, the baker, the candle maker, the merchant, the tax collector, the home tax fakir, and the man who is always complaining to all and several, I will try to realize that grotesque vision, the ... of red ink".

Rotarian F. C. MacMahon's resolution read: RESOLVED: "In 1931, 231 cubic inches of ... continue to be the standard of ... service".

RESOLVED: "That during the coming year, I'll seek to scatter ... and cheer, among all ... member or prisoner, anything ... is fruitful", read ... W. A. ... resolution.

Rotarian H. E. Steven's resolution read: RESOLVED: "That in ... years of labor will have ... to be honest by service and ... the standard rail ...".

Rotarian ... resolution read: "The ... and ... of a ... by ...".

ponents of the game, Dabble Spencer and Henry Watson". RESOLVED "In 1931, shippa da celery, getta de mon", read Rotarian E. L. Markell's resolution.

Rotarian Art Milles' resolution read: RESOLVED: "That I will not answer any more of Leon LeRoy's letters over the radio unless I get a letter from Leon LeRoy". Rotarian Paul Stine's resolution read, RESOLVED: "That in 1931, I'll sell you a high speed centrifugal pump and render you service right on the jump. I'll make every effort, exhaust my wits to attend Rotary meetings, if I have to throw Pitts".

Rotarian B. F. Haines' resolution read, RESOLVED: "That in 1931 I'll grow ferns fit for fair Ramona, or to decorate the bosom of your wooden kimona".

Rotarian S. O. Shinholser's resolution read, RESOLVED: "That in 1931 I'll continue to sell boxes and crates constructed so well that loads of good shall come in decanters to the head of the firm making Shinholser's hampers". Rotarians A. T. White, and D. C. Howard's resolutions read, RESOLVED: "That we will learn how to dance in 1931 if we can find a real concave lady for a teacher".

The bachelor Rotarians of the club, G. W. Spencer, Jr., Randall Chase, and the Rev. H. Irving Louttit's resolution read, RESOLVED: "That we will do our utmost to combat during 1931 any enactment of a tax on bachelorhood and shall continue to give due thanks for splendid eyesight".

#### Chrysler Looks For Gradual Betterment

NEW YORK, Dec. 31—(AP)—Walter P. Chrysler, chairman of the board of the Chrysler Corporation, estimates the immediate outlook for the automobile industry, in terms of possible production of passenger and commercial cars during 1931, is 4,000,000, compared with an actual production of approximately 3,500,000 this year.

Production of automobiles in 1929 amounted to more than 5,600,000 units.

Insofar as general business is concerned, Chrysler said the corporation "looks forward to a gradual improvement in 1931, largely determined, however, by the degree in which people resume their normal purchasing."

#### AIR EXPLORERS AT TAMPICO

MEXICO CITY, Dec. 31—(AP)—Information from Tampico said last night that Capt. W. F. Long and Al Hargrave, Dallas, who intend to explore the jungles of Yucatan, landed yesterday on Reeder's ranch, 100 miles north of Tampico.



Wishing you the choicest blessings of providence. May the new year see you in health and wealth.

F. C. MacMahon



... for this year and many years after.

Maffett's Auto Repair Shop



WISHING YOU GOOD SAILING IN THE NEW YEAR

... may your ship of happiness and prosperity arrive safe in port at the beginning of this new year.

Sanford-Oviedo Truck Growers

## We Enter A New Year

With a determination to make it a year better in every respect than the year we are leaving behind. Prosperity and Happiness await those who are willing to put forth the effort to obtain them—put your efforts behind your city and make it a bigger, better Sanford and reap a profit.

Sincere greetings for a successful New Year.

Southern Bell  
TELEPHONE Co.



Greetings  
And Sincere Good Wishes  
For The New Year

To  
Sanford And  
Seminole County

Judge James G. Sharon



With Kindest  
Thoughts And All  
Good Wishes For The  
New Year.

Karl Schultz



... for this year and many years after is our wish for you.

Garner's Cash Grocery



Happy New Year

We sincerely hope that the year 1931 may have in store for you innumerable joyous and happy days.

McLaulin's

Sincere  
Good Wishes  
For 1931  
And The  
Years  
To Follow

Hill Lumber  
Company

Season's Greetings



We are extending to all our patrons and friends—

Best wishes for a bright and prosperous New Year.

Zachary Veneer Co.



# Happy NEW YEAR

Coleman's Office Equipment Co.

Ring, ye bells! Ring! Sound your note of new cheer for the New Year. As your mellow tone cuts across the midnight air

good wishes follow swiftly like a sort of soft echo. Here on this page are some good wishes, expressed by your neighbors and friends.

A. H. Moses

							
Flo-Pure Water Co.	Sinclair Service Station	Thrift Shop	Bauman Bros	The Smoke House	J. D.'s Shoe Store	Mobley Drug Store	Oasis Cafe
							
Sanford Printing Co.	A. D. Rosier	Page Photo Service	Dr. W. E. MacDougal	Myrtle's Doughnut Shop	Leonardy & Leonardy	L. B. Hodgins	Parrish Feed Stores
							
Smith Barber Shop	Bell Cafe	W.L. Harvey	Service Shoe Shop	Lee Bros.	Sanford Electric Contracting Co.	Seminole Feed Co.	S. W. Bradford
							
Senator J. J. Parrish	Spencer Auto Top Shop	Nehi Bottling Company	Security Feed Company	Seminole Motor Company	A.K. Rossetter	E. E. Brady	Pentland, Gray & Moore
							
Marshall Motor Co.	Sanford Paint & Wall Paper Company	Kent Motor Co.	Arcade Barber Shop	Marshall Motor Co.	Wagon Furniture	B-T Tiler	Dr. C.



# SILVER LINING IS SEEN BY MARLER IN NEAR FUTURE

## Calls Upon People To Stop Their Worship Of Material Things

By REV. F. M. MARLER

Another span of time that we call a year, has passed by and gone beyond our calling. Many of the things the year 1930 brought us were not to our liking. Now in the closing days of 1930 pass on, we find in its pathway much distress, need, hunger, sorrow and even heartbreak. For there have been those who, when they found that their material possessions were gone, turned the vial of poison or the gun for relief, because they had made the great mistake of not providing themselves with the realities of life, the spiritual things.

In this past year we have been divorced from prosperity and now we find the very best minds of our community, yes the whole nation, exerting every energy to woo back our departed loved one. But so cloud is the dark that there is a silver lining somewhere, because when dark clouds come people begin a search for God, and men search for God they find him, and with the finding of him, dark clouds pass away.

So it is with depressions, when they come men begin a search for their causes and generally they find them, in a widespread departure from the great truth that Jesus of Nazareth taught 2000 years ago, "That men do not live by bread alone." When men come to a realization of their mistake and stop the worship of the material things that pass away, like the fog before a Florida sunshine, then it is that depressions come to an end. Depressions not only bring bad but some of good, for it is by affliction chiefly that the heart of man is purified, and that his thoughts are fixed on a better state. Prosperity, unalloyed and imperfect as it is, has power to intoxicate the imagination, to fix the mind upon the present scene, to produce confidence and elation and to make him who enjoys affluence and honors forget the hand by which they were bestowed.

It is seldom that we are other than by affliction awakened to a sense of our imbecility, or taught to know how little all our qualifications can conduce to safety or quiet, and how justly we may ascribe to the superintendence of a higher power those blessings which in the wantonness of success we considered as the attainments of our policy and courage.

Gilkie says, in his book, "Entering on Life," "Some things God gives often some he gives but once. The flowers of spring return again and again, but youth comes twice to none." No part of the year 1930 can be lived over. If its opportunities were wisely and faithfully improved, let us be glad and grateful, if otherwise, let us learn from the past to improve the future. As we stand at the opening gates of the New Year with hope in our hearts, let us have faith, courage and good will for the coming year.

Some of the things we may well do are:

1—To forget our doubts regarding the mysteries of God's word and providence. Because we cannot understand a thing is no evidence whatever that it is not true.

2—Let us forget our sorrows, the most sheltered life storms and disappointments will come, but they should be accepted so as to become wings and not weights.

3—Let us forget our successes. If we have been more fortunate than others, let us be grateful, but not conceited nor unsympathetic.


4—Let us forget our sins. Forget them not in the sense that we are indifferent and unrepentant, but in the sense that we wish our friends and our loved ones to forget any disappointments we may have caused. One of the secrets of right living is letting that go which absorbs our energies and retards our progress. Do not allow the shadows of the past to darken your present or rob your future of its possibilities. Shall we not as a people in Sanford profit by the lessons 1930 has taught. But let us not morbidly brood over them. Why should we suffer our minds to be clouded with fear or anxiety?

5—Why let doubt or worry destroy our happiness? Why allow them, like ghosts, to glide through our minds unbidden, day after day, year after year, when we have the power to expel them, to expunge them as if they had never existed?

6—Those things which mock our success, which fill our lives with terror, which chill our blood with fear, and crush our happiness, have no tangible existence. If we hold ourselves receptive to the influence of the all-creating mind which guides the universe, if we open our minds to the universal plan, we learn to rise above our passions, fears and doubts, as a child into the consciousness of the

unreality of ghosts which once seemed so real to him. We need to be more persistent in doing right, living right and working right. Standing at the opening gates of the New Year, we should remember that no lasting joy or permanent benefit to ourselves can be purchased at the expense of others.


DADE CITY — Reports from State Board of Health indicates this city's water supply exceptionally pure.



**A Happy New Year!**

We wish the jolliest, richest of years to you and yours for 1931 and long after—prosperity, joy and unending good luck.


P. Paul Beauty Shop



**A JOYFUL HAPPY NEW YEAR**

**Happy New Year to You and Yours During 1931 and the Years to come**

**W. H. Long**



**HAPPINESS TO YOU IN THE NEW YEAR**

**TO OUR FRIENDS:**

With the coming of another year, we want to pause long enough to extend to you a Happy New Year. And, too, may we say a word of thanks for the business you have so kindly sent our way during the year now drawing to a close? The business has been, and is, sincerely appreciated—and we hope to have you as a Friend and Customer throughout the years to come. So with a feeling of gratitude, we wish you a most joyous New Year, and hope that 1931 in its entirety, may be full of Happiness and prosperity for you.


**Woodruff & Watson**



**Season's Greetings**

Out of the land built by our hopes and promises he comes, this child 1931. For a short time he is to rule—to lead—to strive with a world to attain its goal. That he may leave you happier and with your own goal yet nearer is the sincere wish of

**T. W. Lawton**



**greetings**

**May Peace And Prosperity And Plentitude Pursue You And Yours In 1931**

**Sanford Gas Co.**



**Happy New Year**

We hope that 1931 will bring you a full measure of health, wealth and happiness and that all through the year life's best things will be your portion.

It is with deep appreciation that we offer our thanks to those customers who have contributed so materially to our success during the past year.

**Roberts' Gro.**



**We Greet The New Year**

As the old year moves grandly into eternity from which it came, we show no false regret but welcome its successor, the infant 1931.

May this year hold for you the fulfillment of your brightest dreams.

**Stokes Seed Co.**



Best Wishes  
To The  
Sanford Celery Growers'  
For A  
Most Prosperous 1931

Independent Growers Association  
Arcade Building  
Sanford, Florida



Greetings  
of the  
Season  
Stokes  
Meat Market



It is our sincere wish that the New Year will be one  
of health and prosperity.

Colclough Realty Co.

GREETINGS



of the Season

Best Wishes  
For A Prosperous And Happy  
New Year

Yon Furniture Co.  
Orlando



Season's  
Greetings

May Success Attend You During The  
New Year And All The Years To Follow.

Wishing  
You A  
Happy  
New Year

We hope that 1931 brings you a full measure of  
health, wealth and prosperity and that all thru the year  
life's best things will be your portion.

American Fruit  
Growers

Greetings  
of  
The Season

May the year hold a full quota of good things for you  
and yours.

Jas. G. Sharon Jr.



Greetings

We're Broadcasting  
Our Happiest Wishes  
For A Year  
Of Prosperity.

1931

Hof-Mac  
Battery Co.

Ceely's  
Smart Shoppe



Greetings of the  
Season

May New Year's Day be just the first of a long, long  
era of happy and prosperous contentment for you and  
for your dear ones. Our good wishes pursue you always  
during 1931 and after...

The Texas Co.



Greetings  
of the Season

May New Year's Day be just the first of  
a long, long era of happy and prosperous  
contentment for you and your dear ones.  
Our good wishes pursue you always dur-  
ing 1931 and after...

Hodgkins & Fiske  
Orlando



May Peace  
Prosperity And  
Plentitude Pursue  
You And Yours

In  
1931

Red Front Store



Extending  
The  
Glad Hand  
for a Year  
of Happiness  
1931

J. F. McClelland





**A Happy New Year!**

We wish the jolliest, richest of years to you and yours for 1931 and long after—prosperity, joy and unending good luck.

Lossing's Transfer & Storage Co.

**To All My Friends—**

I wish the gayest, merriest, most delightful New Year of their lives, 1931 Ahoy!

John D. Jinkins



**To All Our Friends—**

We wish the gayest, merriest, most delightful New Year of their lives, 1931 Ahoy!

Milady's Shoppe



**Greetings**

We wish our friends everywhere a year of unalloyed happiness and prosperity. Better times are in the offing; may you have a full share of them!

Baker Bros. Shoe Store.



**Greetings**

We wish our friends everywhere a year of unalloyed happiness and prosperity. Better times are in the offing; may you have a full share of them!

Bryan's Sporting Goods Store



May the coming year bring all the best things of life—health, wealth and lasting contentment. That's our sincere wish for you and you—and you.

Dave's Department Store

**We Hail . . .**

Thee, a fair year, with faith and hope. Faith in thy bounty, hope for prosperity and happiness beyond what we have known before.

Jno. F. Pearson



**Happiness Be Yours**

May the coming year bring all the best things of life—health, wealth and lasting contentment. That's our sincere wish for you and you and you.

Roumillat & Anderson



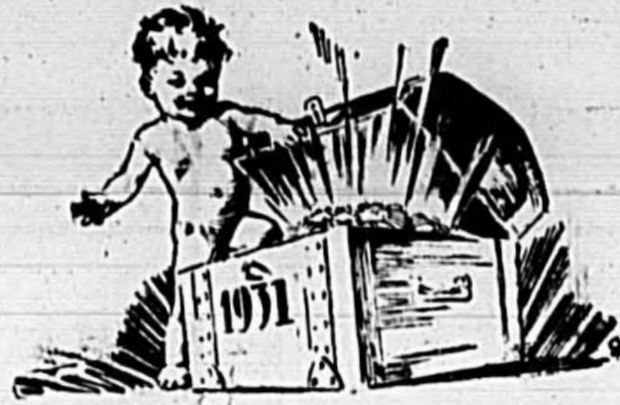
GREETINGS 1931

**We Hail 1931**

. . . with faith and hope. Faith in her bounty, hope for prosperity and happiness beyond what we have known before.

**Season's Greetings**

**Wilson & Boyle**



**Sincere Greetings**

For A

**Successful New Year**

May 1931 be for us all a year better in every respect than the year we are leaving behind.

**The YOWELL CO.**

Sanford



**Greetings**

And Sincere

Good Wishes

For The

New Year

**1931**

Seminole County

Credit Association



**Season's Greetings**

May the joy of good health, the satisfaction of attainment and the comfort of prosperity be yours throughout the New Year and all the years to follow.

**Orien D. Farrell**



**Season's Greetings**

It is with deep appreciation that we greet you at this happy time and offer you our sincere thanks for the part you have had in making our business successful during the past year.

**Seminole Laundry Co.**

**Happy New Year to Every Citizen of Seminole County**

and especially to our farmers, in whose industry we recognize the backbone of our County's stability, we extend our best wishes for a happy and prosperous New Year.

**S. O. Shinholser**



### U.S. Public Leaders Relate Their Hopes For The New Year

(Continued From Page One)  
sonal faith in Almighty God and reverence for his law upon which quality of our citizenship, the future of our Nation and the existence of all civilized life depend.

Walter Dill Scott, president of Northwestern University — economic depression is to be overcome by brains, not brawn. My hope for 1931 is that university-trained men may justify their training by their contributions to the restoration of prosperity. This prosperity is psychological, ethical, political and social quite as much as economic.

Henry H. Curran of the Association Against Prohibition — that there will be willingness on the part of Congress to allow the American people to vote on retention or repeal of the Eighteenth Amendment.

John N. Garner, Democratic leader of the House of Representatives — my greatest hope is to see establishment of prosperity upon a normal basis; elimination of suffering and distress so far as is humanly possible; and enactment of legislation that will tend to prevent recurrence of such conditions as people of this country are experiencing.

George Jean Nathan, drama critic — my optimism with regard to the theatre is based on three grounds. Increasing intelligence of audiences as indicated by the quality of successful plays, increasing intelligence of a number of producers as indicated by the quality of plays they are willing to gamble on, and increasing intelligence of a number of our newspaper reviewers as indicated by the plays they are now reviewing.

Joan Lowell, author — I hope I

never write a masterpiece because a masterpiece sells only after you're dead. My paramount hope is that someone will discover in 1931 a true line of demarcation between fact and fiction so I can do the right thing by critics. If I were telling all the truth now I'd have to add my real hope that some guy falls in love with me in 1931.

Henry M. Robinson, Los Angeles banker, member Dawes reparation and Hoover unemployment commission — I hope that within the United States the fashion in thinking will change from the fear complex to that of courage, and that throughout the world quarrels and fighting will be lessened.

MARIANNA — W. B. Pender will open general merchandise store in Masonic Temple building now under construction.

BOCA GRANDE — Inter-County Telephone & Telegraph Co. building new wire preparatory to installing new telephone system here.

### U. S. Brief Filed Against Decision Of Jersey Judge Sanford Plans Observance Of New Years Day

(Continued From Page 1)  
to the Constitution was "invalid and that the national prohibition act . . . is therefore, unconstitutional and void."

Judge Clark handed down his decision at Newark earlier this month. Two defendants were charged with transporting and possessing beer.

Judge Clark's decision brought an immediate decision by the department of justice to appeal the case directly to the supreme court rather than a court of appeals.

The tribunal will end its present recess on Jan. 5, and government officials believe the court may set a date for argument at its next opinion day, Jan. 11. However, should the case not be argued before the week of Jan. 10 it must be postponed at least a month, since the court will recess again from Jan. 26 to Feb. 24.

coast-to-coast radio network beginning about 5 o'clock, Sanford time. Both the theatres will be open from one o'clock until 11 o'clock in the evening, offering special programs. To complete a day's amusements, two dances, one at Lake Mary Casino, the other at the new Trianon Club on the Sanford-Orlando highway, will afford an evening's entertainment to the dance lover.

The Sanford Herald will not be issued tomorrow, allowing the employees a holiday.

#### Greetings

We wish our friends everywhere a year of unalloyed happiness and prosperity. Better times are in the offing, may you have a full share of them!



George G. Herring

## May the New Year

bring you unlimited prosperity, health and happiness. In 1931 we should all pull together for the common welfare of all. Let's make that our New Year's Resolution.



### Greetings

May health, wealth and prosperity attend you and may the joys of the new year be yours in the fullest measure.

# 1931

## Seminole Creamery Co.

## It Is My Wish That 1931

Will see Sanford and its citizens enjoying greater prosperity and happiness.

May the New Year mark Sanford's entrance into an unparalleled period of growth that will make Sanford a bigger and better city.

### V. E. Douglass



### A YEAR OF BETTER BUSINESS



Well, here is 1931, a New Year, symbol of the fresh, pristine vigor that will again set industry teeming and bustling. Old Father Time points the way. There have been other periods of depression followed by strong rallies, and history repeats itself. This City pledges itself to the support of sound business—always.

## City of Sanford



## Sincere Wishes For A Prosperous New Year

### Tyree-Persons Co.



Wishing You—  
A New Year  
Full Of Cheer  
And Hope  
And Happiness.

R. J. Reel and Son



Wishing You—  
a New Year  
That's Filled With Gladness  
From Day to Day  
And From Season To Season.

Roy Schmidt



JAN 2, —  
MAR 31, 1931







Shoulder of Lamb lb.	22¢
Irish Home Dressed lb.	33¢
Pig Spare Ribs lb.	20¢
Pot Roast of Beef 18, 22 lb.	
Fresh Pork Shoulders lb.	18¢
Loin & Round Steak lb.	25¢
Pig Hams Trimmed lb.	25¢
Pork Chops Trimmed lb.	22¢
Pork Chops or Roast lb.	25¢
Lamb Chops lb.	40¢
Sausage meat 2 lbs.	25¢ lb. 15¢
Stew Beef lb.	10¢
Hamburger lb.	15¢
Pig Heads, Feet, Livers, Jowls, Souse	

(From page one)

...and a member of the ... county after the ... by telephone ... They found ... the roadside ... the country home ... August ... at Grant's farm, once occupied by the ...

... was the boy's ... Trolly said ... He was in good spirits but tired, and apparently, had suffered, no ill effects. He had not washed since he left home and his face was dirty. His new long trousers suit, which he put on for the first time Wednesday night, was wrinkled. He was put to bed at his grandfather's home. He was not permitted to talk to anyone but the members of the family.

The attorney said the boy corroborated the story of the kidnaping told by Thomas Leroy Yowell, 23-year-old family chauffeur. Trolly said his theory was that the kidnaping had not been plotted but was "accident" upon suddenly after Yowell had been held up and robbed.

Yowell said the boy was taken from him by a negro who forced him at the point of a revolver to stop a sedan in which he was leaving the grounds of the boy's parents, Mr. and Mrs. Percy J. Orthwein, in exclusive Huntleigh village, St. Louis county. He was taking the boy to Grant's farm to have a New Year's eve dinner with his grandfather.

Yowell said he gave the negro the few dollars he had in his pocket. When told by the robber to "get out" he told the boy to come along. Yowell said, but the robber said to "leave him here," then slammed the doors and drove away.

In the presence of his father

...and how ...

...and how ...

...and how ...

...and how ...

...and how ...

...and how ...

...and how ...

...and how ...

...and how ...

**START THE NEW YEAR RIGHT!**

With **STOKES PROVEN SEEDS**

California Wonder Pepper  
World Beater Pepper  
Ruby King Pepper  
Cocozelle Squash  
Nebraska Certified Red Bliss Potatoes

AND OTHER EXCELLENT STRAIGHT

**STOKES SEEDS**

201-203 West First St.

Audits Systems Taxes

**PENTLAND, GRAY and MOORE**

Accountants and Auditors  
First National Bank Building

Sanford Florida

**Piggly Wiggly**

Shop at Piggly-Wiggly and save—only one more day left at these amazing low prices—stock up now.

Pillsbury or Gold Medal	
<b>FLOUR</b> 24 Pounds	<b>89¢</b>
Fancy No. 1	
<b>POTATOES</b> 10 lbs.	<b>27¢</b>
Sunset Gold	
<b>BUTTER</b> Pound	<b>35¢</b>
Velvo	
<b>COFFEE</b> Pound	<b>25¢</b>
Table Size	
<b>Log Cabin SYRUP</b>	<b>25¢</b>
Newport Brand	
<b>CORN</b> No. 2 Can	<b>10¢</b>
No. 2 Can	
<b>TOMATOES</b> 4 Cans	<b>25¢</b>
Small Octagon	
<b>SOAP</b> 3 Bars	<b>10¢</b>
Good 4 String	
<b>BROOMS</b>	<b>29¢</b>
Tall Can Pink	
<b>SALMON</b> Can	<b>10¢</b>
Puritan MALT Can	<b>25¢</b>
Libby's	
<b>Chile Con Carne</b> Can	<b>10¢</b>
Warsaw Brand Cut	
<b>String BEANS</b> 2 Cans	<b>25¢</b>
Libby's	
<b>MILK</b> 3 Tall Cans	<b>23¢</b>
Fancy Calif. Head	
<b>LETTUCE</b>	<b>10¢</b>
Fancy Yellow	
<b>ONIONS</b> 3 Pounds	<b>10¢</b>
Fancy	
<b>CRANBERRIES</b> Lb.	<b>19¢</b>
Secco	
<b>LARD</b> 47, 89	
Prima	
<b>COFFEE</b> Pound	<b>33¢</b>

**CRITICISM!**

There is a sure way to avoid criticism; be nothing! That however, is not A&P's idea of serving the public. If the offering of a service which we strive to perfect, the selling of the highest quality goods at consistently low prices and A&P's policy of weight and square dealing to every one, draws criticism, we are happy in the knowledge that it is a sign of progress. The more criticism we receive, the more we are able to improve our service. A&P makes daily.

Fancy, Sugar Cured PICNIC	
<b>HAMS</b>	
Per Pound	
<b>15¢</b>	
<b>Potatoes</b>	
10 lbs.	
<b>27¢</b>	
IONA—Plain or Self-Rising	6-lb Bag 12-lb Bag
<b>FLOUR</b>	<b>21c 37c</b>
IONA BRAND—Tender, Cut	
<b>STRING BEANS</b> 3 No. 2 Cans	<b>25¢</b>
Extra Fancy, Whole Grain, BLUE ROSE	
<b>RICE</b> 5 Pounds	<b>25¢</b>
Brockport, Golden Bantam, No. 2 cans	Whitehouse Brand—EVAP.
<b>CORN</b> 2 cans	<b>25¢</b>
<b>MILK</b> 4 tall cans	<b>30¢</b>
IONA Brand—Tender, Garden	8 O'clock—Mellow Flavored
<b>PEAS</b> no. 2 can	<b>10¢</b>
<b>COFFEE</b> Lb.	<b>27¢</b>
Quaker Maid, Oven Baked, 16-oz can	Our Own Blend—India Coffee
<b>Beans</b> 3 cans	<b>22¢</b>
<b>TEA</b> 1/2 lb. pkg.	<b>25¢</b>
IONA Brand, Red Ripe, Full Pack	1-lb can 5-lb can
3 No. 2 cans	<b>KLIM</b> 59c \$1.49
<b>Tomatoes</b> 25¢	
Alaska's Finest Pink—2 Tall cans	3 PKGS.
<b>SALMON</b> 25¢	<b>Lux Flakes</b> 25¢
Old Virginia—Brunswick	SCOTT
<b>STEW</b> no. 2 can	<b>30¢</b>
<b>TISSUE</b> 3 rolls	
PAF-MOLIVE	
<b>SOAP</b> 4 Cakes	<b>25¢</b>
WALDORF TOILET	
<b>PAPER</b> 4 rolls	<b>19¢</b>
OLD DUTCH	
<b>CLEANSER</b> 3 Cans	<b>20¢</b>
5 BARS	
<b>Good Luck Soap</b>	<b>10¢</b>

**FORREST GATCHEL'S CASH GROCERY, INC.**

406—SANFORD AVENUE—408

BUY FROM AN INDEPENDENT

WITH PRICES LIKE THESE WHAT MORE INDUCEMENT DO YOU WANT TO TRADE WITH A SANFORD MERCHANT HELPING SANFORD AND YOURSELF AND COSTING YOU LESS IN THE END?

**MAXWELL** House Coffee **POUND 34c**

**PILLSBURY'S FLOUR** 24 Lbs. **87c**

ARMOURS—1 TO 6 POUNDS

**PICNIC HAMS** pound **19¢**

CRESTA—FIRST GRADE CREAMERY

**BUTTER** pound **35¢**

WISCONSIN FULL CREAM

**CHEESE** pound **25¢**

PURE CANE—HALF GALLON

**GEORGIA SYRUP** **39¢**

P&G Soap	Octagon Soap	SELOX
7 Bars 25¢	3 bars small 10¢	2 Pkgs. 21¢

FANCY NO. 1—10 POUNDS

**IRISH POTATOES** **27¢**

YELLOW

**ONIONS—3 pounds—11¢**

BOTH FOR

24 lb. bag best grade S. R. Flour **1.63** 6 pound pail Swifts jewel lard

Navy Beans	Baby Lima Beans	Black Eye Peas
1 Pound 25c	3 Pounds 25c	3 Pounds 25c

RED WINE

**Turnips** 12¢

205 MAG. — A & P MARKETS

Stew Beef Lb. 16¢

SPRING LEG LAMB

Pork Roast Lb.



