

## Operations of Celery Industry

### By Ed Markell

## BULB INDUSTRY IN THIS SECTION HAS HAD BIG GROWTH

### History of Business in This Section, One of Leaders

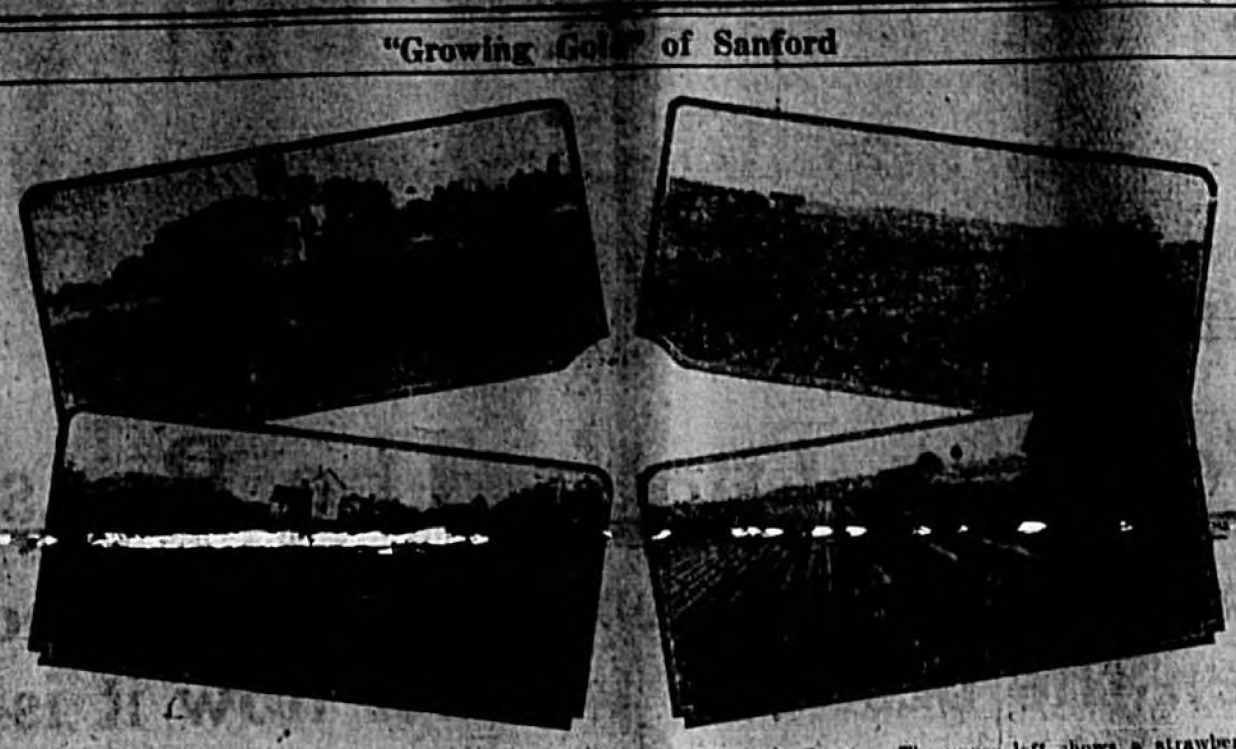
While the bulb growing industry in Seminole County is not aligned in anyway with celery growing, it, nevertheless, is in a measure inter-aligned for the reason that practically all of the bulb growing in the county is done by persons who are also growing some celery and also a majority of the bulbs grown are grown in areas that would otherwise be used for the production of celery and vegetable crops.

According to statistics prepared by the Plant Board at Gainesville Seminole county stands third in the production of bulbs in Florida. Growers are now producing commercially Paper Whites, Narcissus, Chinese Sacred Lillys, Calla Lillys, Gladiolus, Amaryllis, Cannas and Easter Lillys. However, the growing of Narcissus and Amaryllis bulbs may well be set out as the two particular bulbs engaged in the interest of the Seminole county growers.

It is estimated there are approximately 200 acres engaged in the production of Narcissus, Amaryllis and other bulbs; from which about two million commercial bulbs go to market each year and from one to one and a half million Amaryllis buds either goes to market or is planted for Amaryllis production in this county.

During the past two or three years the bulb growing business has been divided into two groups, one group making a business of growing bulbs for commercial market and the other group growing bulbs for the purpose of marketing blooms in northern markets. It is estimated that there are practically one and one-half million bulbs of all kinds grown in Seminole County that are utilized entirely for the production of bloom which is shipped into the North. This is not inclusive of Narcissus bloom. At one time hundreds of thousands of Narcissus bloom were shipped out of Seminole County into northern markets, but of late years the growers have deemed it unprofitable to ship Narcissus bloom and list year very few if any Narcissus.

(Continued On Page Three)



The scenes depicted above reveal typical farm operations in Sanford and Seminole County. The upper left shows a strawberry field under cultivation while the other photographs represent views of this city's chief industry, celery growing.

## WORK OF MARKET NEWS IS SEEN AS IMPORTANT ONE

### Daily Report Reveals Existing Conditions Relating to Celery

For many years the Market News Service of the Bureau of Agricultural Economics of the United States Dept. of Agriculture has maintained a local field station at Sanford during the main movement of the celery crop. Daily mimeograph reports are mailed free to all parties who show that they have a legitimate interest in receiving them. These daily reports give a picture of the actual prevailing conditions which are vitally important in the successful marketing of the crop.

Some of the statistics carried in these reports are: the rate of movement, which consists of the daily shipments of celery in the United States; the destinations of shipments of Florida celery; the available supplies in 12 large markets; the jobbing prices at which Florida celery is selling in the markets; the comparative shipments from competing areas; Z. & B. information as to price; and conditions in Sanford and other competing points; the relative progress of the season as compared with former years; the prospects for greater or less volume out of competing territories; and the effects of weather both on market demand and on the production.

(Continued On Page 4)

## American Fruit Growers' Traffic Manager Relates Duties Of His Department

### By J. E. Wathen

The success of business in general is dependent to a great extent upon the efficiency of various means of transportation and in no business does this hold true to a greater extent than in the perishable industry. The fact that the efficient distribution of perishable commodities is dependent upon their delivery in a fresh, crisp, merchantable condition, makes it readily apparent that the functions of the traffic department of a sales organization engaged in the handling of such commodities are not only numerous, but of considerable importance in the successful distribution of these commodities, because upon the traffic department rests the obligation of laying these shipments down in the consuming markets in the quickest possible time at the lowest transportation cost. With this thought in mind, a brief description of the duties of a traffic department of a sales organization handling the celery crop and other perishable commodities shipped from Seminole County, written by the traffic manager of the Sanford division of the American Fruit Growers, Inc., may be of interest to the readers of the Sanford Herald.

The duties of the traffic department commence at the time the vegetables are cut in the field and do not end until the shipment is delivered at destination. As the containers used have an important bearing on the cost of transportation and the condition of the product upon arrival at destination, the traffic department must be properly informed as to the best type of container to be used for each vegetable in order to make sure that the products being shipped receive the lowest legal rate and are delivered into the markets in the best possible condition.

This is especially true from a rate standpoint, because the rates published for each commodity are

(Continued On Page Six)

## WOMAN'S CLUB IS LARGE FACTOR IN LIFE OF SANFORD

### Part It Plays in Life Of This Community Told by President

By Mrs. W. Theodore Lanxley

The history of the Woman's Club is most creditable. All the splendid achievements so successfully begun and carried out, certainly means a great deal to Sanford and the surrounding community.

For a number of years it was the only Woman's organization in Sanford, but now that there are

(Continued On Page Four)

## School System Of City Is Called One Of Most Efficient

### MUNICIPAL ZOO IS HOME OF VARIOUS KINDS OF ANIMALS

### Menagerie Is Object Of Interest To Tourists, Home People

By JAMES MOUGHTON

What is known today as the Municipal Zoo really received its beginning in 1924 when in the old City Hall, on Palmatto Ave. in a friendly rivalry between the fire and police departments as to whom should own the most animals.

The fire department started off with that celebrated monkey, known as "Jack", at one time owned by the Elks' Club. Jack was allowed to roam at large and was the idol of the children, but finally became a nuisance and Jack developed into a notorious thief, robbing and destroying food-stuffs in cans parked near the City Hall. This finally ended with his incarceration in the new Municipal Zoo.

The little zoo, maintained at that time by the police department, was the real foundation of the present municipal zoo which is located at the corner of Park Ave. and the Boulevard.

Today, while this Municipal Zoo is not a large affair, it undoubtedly is contributing to some extent, to the education of hundreds of people here, and to the thousands of northern visitors - some useful knowledge of the wild life

(Continued On Page 2)

### Superintendent Tells Of Various Phases Which Go to Make For High Standing

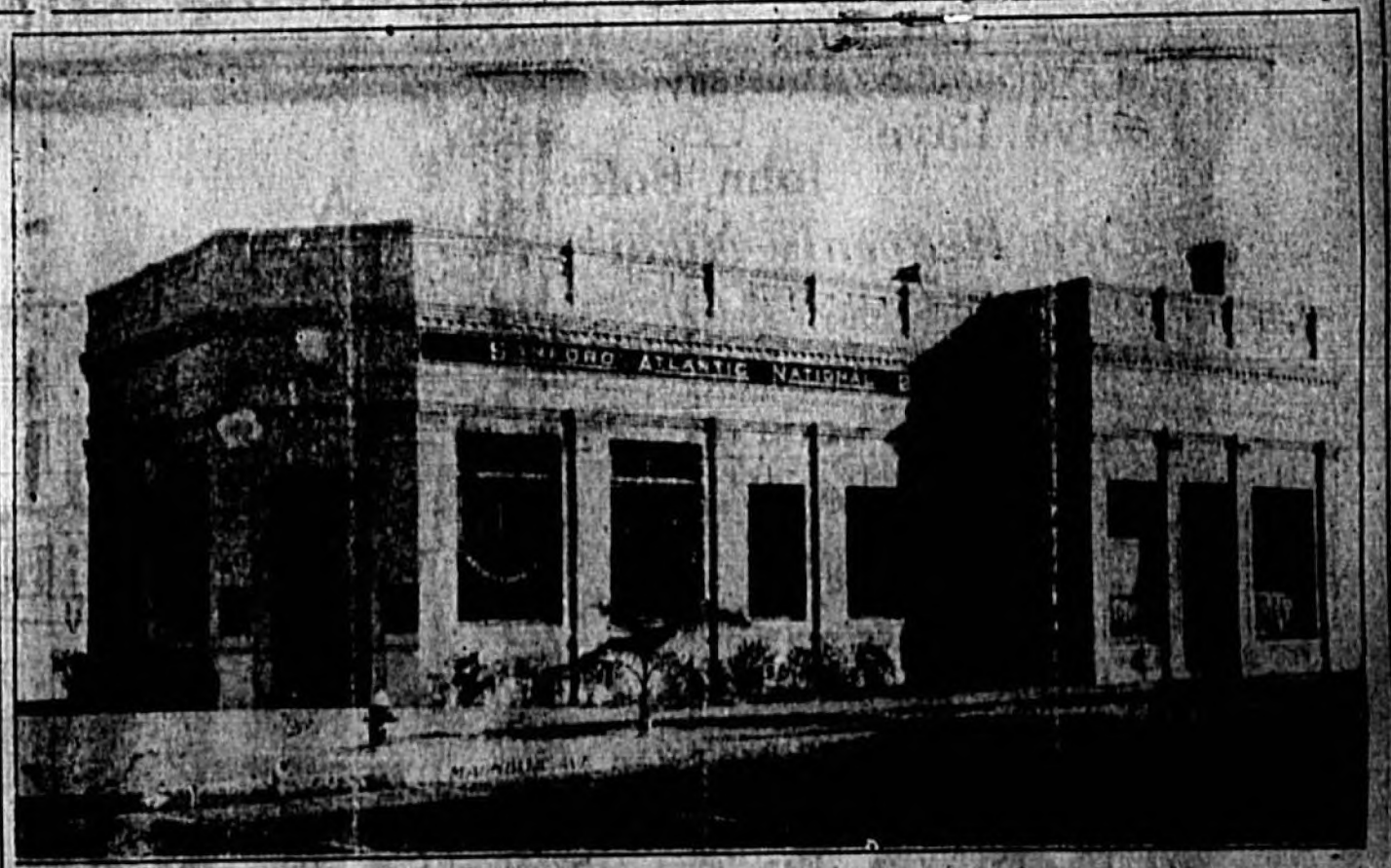
### By T. W. LAWTON, Supt.

Sanford boasts of one of the most efficient school systems in the state and property are valued at \$300,000, or something over \$350 per pupil for an enrollment of 2500. There are nine school buildings, six for white and three for colored, in which there are employed 60 white and 22 colored teachers. Sanford is spending about \$625 per day, or 27 cents per pupil each day of the school term. Approximately \$110,000, or \$11 per capita of the population of the city, will be expended on schools this year. Of this amount the county and district pay two-thirds and the state one-third. The assessed valuation of this special school district is something over \$4,000,000 on which a special tax of 10 mills has been levied by each biennial vote since this maximum was fixed by the legislature. The terms are nine months for the senior high school and eight months for elementary schools.

The Board of Trustees should be commended for so carefully handling the finances of the system that it has never been necessary to shorten the school term nor defer the payment of teachers' salaries.

The senior high school is now, and has been for a number of years, recognized by the state as belonging to Class A, or the highest grade of school. In addition

(Continued On Page Four)



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**This Week**  
**Wednesday Thursday**  
 Evelyn Laye      John Boles  
*"One Heavenly Night"*  
**Friday**  
 Edmund Lowe      Leila Hyams  
*"Part Time Wife"*  
 added  
 one appearance only 8 P. M.  
 Betty Ball Brown's  
 Dance Revue  
**Saturday**  
 'Bebe' Daniels      Ben Lyon  
*"My Past"*



**Next Week**  
**Sunday Monday**  
 Joan Crawford  
*"Dance Fools Dance"*  
**Tuesday Wednesday**  
 Conrad Nagel &  
 Selected Cast  
*"Free Love"*  
**Thursday**  
*"Parlor Bedroom & Bath"*  
**Friday**  
 3rd Annual Black Minstrels  
**Saturday**  
*"See America Thirst"*

Sunday—Monday—Tuesday  
 March 29-30-31

## "CIMARRON"

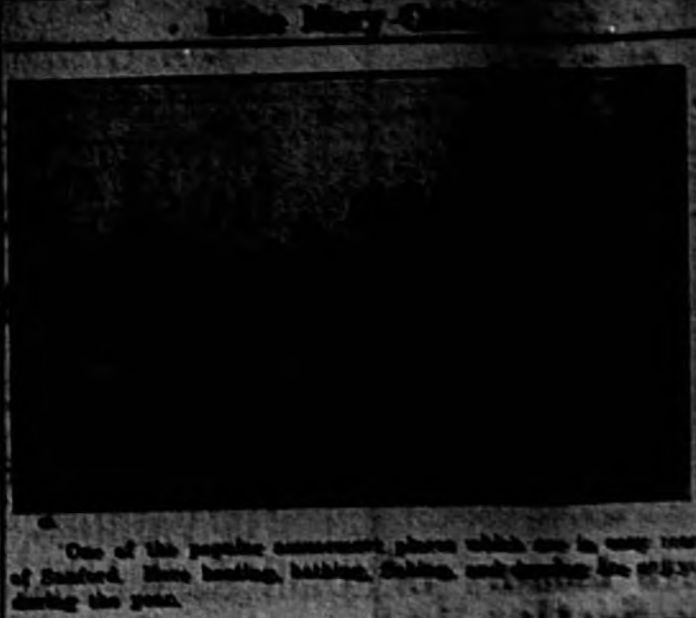
—Then Follow—

*"Dracula"*  
 Ronald Colman—*"Devil to Pay"*  
 Chas. Farrell—*"Body and Soul"*  
 Will Rogers—*"Connecticut Yankee"*  
 Wm. Haines—*"Tailor Made Man"*

Nancy Carroll—*"Sinner Heaven"*  
*"Coburn and Kelly in Africa"*  
 Richard Barthelmess—*"Stage Prints"*  
 John Gilbert—*"Southern Boy"*

*"Fifty Million Frenchmen"*  
*"The Sign of the Cross"*  
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The production of celery in the Sanford district has been a matter of steady development. It is one of the staple crops of the district and has been the mainstay of many farmers and gardeners for many years. The production of celery in the Sanford district has been a matter of steady development. It is one of the staple crops of the district and has been the mainstay of many farmers and gardeners for many years. The production of celery in the Sanford district has been a matter of steady development. It is one of the staple crops of the district and has been the mainstay of many farmers and gardeners for many years.



One of the popular commodities of Sanford, this leading, hitherto, celery-growing district during the year. It is very particular in its other requirements. It is produced in the Sanford district. The production of celery in the Sanford district has been a matter of steady development. It is one of the staple crops of the district and has been the mainstay of many farmers and gardeners for many years.

Sanford's celery industry represents a well-established business, one that has all business has long been a staple of Sanford, and the district's mainstay. The production of celery in the Sanford district has been a matter of steady development. It is one of the staple crops of the district and has been the mainstay of many farmers and gardeners for many years.

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...of radio telephony with such, or more, accuracy and speed as with the greatest organized telegraph system and are performing their organization with the in view.

The local Army Amateur Radio station, W4GS, is located in the 10th Infantry Armory, opposite the Forest Lake Hotel, and is part of the equipment provided for the instruction of our local Florida National Guard troops, as well as are during emergency periods. The station is operated by Lt. W. Hoffman, Headquarters Company, 1st Battalion, and Staff Sergeant George Schaal, Medical Detachment, and has also a large number of student operators who are qualifying for Amateur operator licenses, which are obtained from the Federal Radio Commission and must be held before operating as Amateur Station. The local station is also one station of another local State Radio Net and holds regular communication periods with other National Guard units in Florida at which similar apparatus has been installed. This Florida National Guard, much more flexible and effective during times of emergency than has formerly been the case, as each unit which has been equipped with the radio apparatus will be in direct contact with the Adjutant General of Florida at St. Augustine and with the State Capital, Tallahassee, for the purpose of receiving orders and instructions direct from these sources. The present stations of this Florida National Guard Net are located as follows: W4NF, Net Control Station, St. Augustine; W4SC, Tallahassee; W4SY, Tampa; W4JL, Sanford; W4ANJ, Ft. Myers; W4B, Jacksonville and a seventh station which is now being installed.

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The McKinley Arcade, scene of much activity as busy shoppers, take advantage of the popular prices offered by many energetic merchants who are located in what has often been termed "one of Sanford's most attractive store buildings." It is located on East First Street.

Radio communication system is a decided asset to the State and the Country is a recognized fact, and is especially valuable during times of emergency. Often the Amateur Radio operators located in an area of emergency, in cooperation with other Amateurs in other parts of the Country, have been the only means of communication to the outside and have been called on to handle urgent and important traffic dealing with the direction of relief measures, prompt repairs, and reports concerning the safety of persons and property in the stricken area. Such was actually the case during the recent Vermont floods and the Porto Rico hurricanes and several other major disasters during the past few years, in all of which the Amateur played a vital part in restoring order and summoning aid by the use of his low power radio transmitter in handling the important traffic required to clear up a situation so that regular means of communication could be used again.

In fact, such potential Public Service has been rendered by the Amateur operators during such times that the Signal Corps of the United States Army has since 1923 been developing a nationwide system of volunteer Amateur radio stations, known as the "Army Amateur Radio System", of which the newly organized Florida A. A. Radiophone Net is a part. During the time since steps were first taken to bring about the formation of the Army Amateur Radio System, the organization has grown from a mere handful to more than 700 well regulated and well operated stations, with more joining the ranks each day.

The main objective of the Army Amateur Radio System is to provide additional channels of communication throughout the continental limits of the United States that can, in time of emergency, be used to augment or replace the land lines, both telegraph and telephone, that may be seriously damaged or entirely destroyed by flood, fire, tornado, earthquakes, ice, riots and insurrections, or other means, and to place at the disposal of all Military Commanders of the Army of the United States (Regular Army, National Guard and Organized Reserves), and of the Red Cross, such Amateur radio communication channels as may be developed.

It is along these lines the Florida Army Amateur Radio phone net is being developed by the interested volunteer Amateur operators. While the original plans formulated by the Signal Corps ordinarily provides for communication by radio telegraph, the group of Amateurs behind the microphones of these Florida stations are of the firm opinion that the work can be carried out as effectively

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A compilation of reports by subscribers and from

(Continued From Page One)

bloom were shipped north.

The Ameryllis growers each year hold an exhibition on the Southern Bulb Association farm across from the Country Club and when the bulbs are in bloom thousands of people from all over the state visit the exhibition. This year the exhibition will be handled under the direction of the Sanford Garden Club and while no definite date has been set for the exhibition, it is expected to take place sometime around Apr. 1 to Apr. 15. The date of the exhibition is always dependent upon the weather.

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**Quality :: Durability**

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Our fruit and vegetable containers are widely used not only by Florida growers but by vegetable and fruit growers in many parts of the United States.

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**—And Has Given It—**

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The huge structure used at the Great Falls of East River, where the washing, packing, and pre-cooling of much of this section's celery is accomplished.

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