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**SEMINOLE COUNTY**  
**CHAMBER of COMMERCE**

P. O. Box 1501—Sanford, Florida

## SANFORD CIVIC ORGANIZATIONS



SANFORD MERCHANTS ASSOCIATION



SEMINOLE COUNTY CHAMBER OF COMMERCE



JUNIOR CHAMBER OF COMMERCE



ROTARY CLUB



KIWANIS CLUB



LIONS CLUB



AMERICAN LEGION

The Sanford Merchants Association is a progressive group with a program designed to benefit local business. Officers and directors, front row, left to right are C. L. Redding; Jack Hall; Earl Faust, vice-president; Miss Dorothy Powell, secretary; Andrew Stine, immediate past president; M. L. Raborn, president; Ned Smith; W. A. Morrison. Second row, left to right, E. L. Harper, John Kader, David Gatchel, John Pope, William Peacock, John Senharik and B. L. Perkins, Jr.

Seminole County has a live wire Chamber of Commerce composed of aggressive and far-sighted business men. Left to right are, Miss J. L. Ingley, treasurer; Forrest Breckenridge, manager; Jack Hall, president; and G. W. Spencer, vice-president. Directors and committee chairmen in back row are Henry Simpson, industrial; R. L. Dean, publicity; Gus Schmah, agriculture; C. L. Redding, commercial; Al W. Lee, waterways; L. F. Boyle, legislation and national affairs, and Andrew Carraway, membership.

The Seminole County Junior Chamber of Commerce was in-

fused with new vitality, enthusiasm and ambition by the return of many veterans from World War II, and has promoted many civic projects. Front, left to right, James B. Gut, treasurer; Richard Farrell, second vice-president; Tim Crawford, president; W. H. Stemper, immediate past president; Robert Rohl and Carl Prisco, standing, are directors.

Sanford's Rotary Club is an active unit of Rotary International, combines good fellowship with ideals of accomplishment and civic betterment, and meets Mondays at noon at the Yacht Club. Its leaders, front, left to right, are: G. W. Spencer, director; Walter Haynes, treasurer; Jack Ratigan, president; Dr. R. W. Ruprecht, secretary; H. H. Coleman, director. Directors in the back row are Dr. A. W. Epps, Jr.; B. L. Perkins, Jr.; R. L. Dean; J. W. Powell, J. L. Ingley and Orville Touchton, immediate past president.

Kiwanis, with its slogan, "We Build" and an active membership of nearly 80, has a program strongly slanted toward youth betterment and sponsors the Key Club of the Seminole High School

and a Boy Scout troop. It meets Wednesdays at noon at the Yacht Club, and is highly rated for its singing and appetite for Mrs. M. D. Gatchel's fine cooking. Officers, front, left to right, are: J. Martin Stineciper, president; P. P. Campbell, treasurer; and Ralph A. Smith, secretary. In the rear are Oscar Harrison, financial secretary; Earl Higginbotham, vice-president; Douglas Stenstrom, second vice-president and Joel Field, immediate past president.

The roar of the Lions Club every Wednesday noon at the Yacht Club can be heard above the growls of lions in the nearby Zoo. Aid to the blind and sponsorship of the blood bank program are among their activities. In front, left to right, are: Edward S. McCall, vice-president; Ben Wade, Lion tamer; Jack Stemper, tail twister; Clarence Welsh, vice-president. In back are Henry Witte, deputy district governor; Cecil Carlton, president; Malcolm MacNeill; Harry Robson, past president; Joe Barnes, vice-president; Clyde Ramsey, and James N. Robson, Jr., treasurer.

United in fellowship by the memory of two world wars,

the Sanford Post 53 of the American Legion with membership of more than 500 is a powerful force for combatting subversive isms, sponsoring aid to veterans and promoting an annual county fair. At front, left to right, are George Maybury, vice-commander; E. A. Monforton, chaplain; J. Denver Godell, commander; Karlyle Housholder, immediate past commander; James Singletary, adjutant and James Q. Galloway, past commander and fair chairman. In rear row are James F. Benton, first vice-commander; L. F. Boyle, service officer; Capt. Earle T. Loucks, historian; Joel Field, past post and district commander; Harry Russell, sergeant at arms and R. Z. Johnson.

Sanford also has a number of active fraternal organizations including Lodge No. 1241 of the Benevolent and Protective Order of Elks, on East Second Street, with its aid to crippled children program, donation of a public playground, and annual Christmas party for underprivileged children. At the Masonic Temple Sanford

(Continued On Page Two)

## Improvements In Ox Fibre's Plant Made During Year

Company Has Payroll Of \$200,000.00 And Over 115 Employees

Major improvements to its physical properties by Ox Fibre Brush Company, Benson Junction, new defense contracts for its products and an overall increase in business of 25 per cent above the previous year gave a big boost to the economy of the Sanford area, according to James A. Wright, Sanford, general manager of the company.

During the year the company's payroll was hiked to \$200,000 annually and the list now contains the total of 115 names. The company manufactures all-purpose brushes and uses as its source of material the common cabbage palmetto, which grows in abundance from one end of Florida to the other. The palmetto fibre, when processed, is a far tougher material for brushes than any other product and is far superior for use than the broom straw which has been a staple of the brush industry for many years.

The new whisk brush division of the Ox Fibre Company has been increased in size during the past year and 10 new machines are added. Over 600 feet of new overhead fluorescent lighting was installed last year and has greatly added to efficiency of operations.

Thousands of dollars were spent in repairing and reformulating 22 company owned homes on the property, all of which are occupied by employees.

Wright, a veteran of World War 2, says that the whisk broom division of the business takes about 50 per cent of the fibre now processed at the plant, with about 400 gross of brushes being made each month.

These brushes have nationwide sales, in addition to a defense contract, and are backed by advertising of wide scope.

"Results of our national advertising are astounding," Wright says. The company uses such publications as the Saturday Evening Post and Good Housekeeping as well as many trade journals.

The Benson Junction plant is located on a large tract and includes 12 one-story metal covered buildings, entirely surrounded by high wire fencing. The office building and homes for white employees are outside the fence, but near the main gate. Near the Florida East Coast spur line are 17 company-owned cottages which house Negro workers. Nearby is another spur of the Atlantic Coast Line Railroad.

Approach to the plant has been beautiful recently and a new surfaced road has been completed within the past two weeks. On property near entrance to the plant is a large citrus grove, from which oranges and grapefruit are distributed to the local employees and also shipped to the workers in the company's northern plant, at Frederick, Md.

A. B. McEwan is president of the company and lives in Frederick. F. W. Witzel, former manager of the local plant, is vice-president of the firm and manager at Benson Junction and Miss Effie Northrup is secretary. Ralph Spotts, L. O. Myers and

## OX FIBRE COMPANY PLANT



Hundreds of thousands of brushes and whisk brooms are made annually at the Ox Fibre Brush Co. plant in Volusia county a mile and a half north of Monroe. These brushes are made of the fibre of

E. L. Cunningham are company foremen.

The plant was moved from Jacksonville, to its present location near Highway 17-92 in 1927. Mr. Wright, who has been with the company for 23 years, has been manager since 1933 and is responsible for much of the modernization program during 1951. He has aided in design of many of the machines now on the production line.

Many modern features have been installed at the plant, both for the safety of workmen and as protection against fire.

Chains are fastened to stout leather harness on the backs of workers to keep them from leaning or falling too far forward while they operate the hackling machines which separate the fibre of the palmetto buds. Hands and arms must be protected as those workers feed strips of palmetto into the maws of sharply rotating drums which separate the strips into bundles of fibre. Devices automatically shut off the machinery in case of a slip by a worker.

Storage bundles of dry fibre also creates a fire hazard and company officials have provided facilities for instantly combatting any blaze which might start. Four small firehouses are conveniently located on the property, each containing hose and water connection. High pressure is provided by a 60,000 gallon water tank erected on an elevation of 108 feet and fed by a deep well which can supply 600 gallons of water per minute.

Long fibres of the cabbage palmetto plant are extremely tough, flexible and durable and provide the only domestic source of brush fibre, according to Mr. Wright. It takes a lot of soaking, beating and shredding to separate the fibres, after which they are wrapped in twine tied in bundles and stored either for immediate use here or for shipment to the Frederick plant.

Cuttings of the palmetto buds are from the top of trees and are about three feet long. First treatment at the plant is a 72-hour cooking process in large shallow vats filled with water. The processed fibre has a clean, straw-like odor.

A modern steam plant, with two huge oil fueled boilers, furnish heat for the cooking process.

From the cooking vats the

buds fall to conveyor belts which feed them into machines with revolving drums where in turn they are broken into strips for more processing in the crushing and mashing machines. They are graded for length and quality before passing to workers at the hackling machinery for separation of the softened material into fibres.

Emerging from the hackling machines as workers alternately feed each end of the segment into the grinders, the fibres 12 to 20 inches long, have a well-combed appearance and are medium brown in color. They are then raked for drying and placed in long, well heated chambers.

From the drying chambers the bundles of fibre are sealed and weighed and next day are fed to combing machines which remove waste and short fibres. The bundles then are carried along to a new type machine which circles them with heavy twine of four lengths.

In another building they are dipped in paraffin oil to preserve and protect the fibres. Some of the bundles are stored in original length prior to shipment. Others, including the bundles for the whisk broom factory, are processed on a chain conveyor type of machine where the material is cut and trimmed to required lengths.

In the final phases of manufacture for whisk brooms, the bundles are deftly twisted around short wooden handles, secured in place by a wire winding device and the handle is sawed off. Other workers on the production line remove surplus fibres, check the units for quality and shape, attach the whisk broom with red linen thread in automatic machines, lacquer it around the shoulders and nail on the nickel handle caps.

In final operation the brush ends are evenly trimmed and the brushes wrapped in labels and packed in cartons for shipment.

The spectacular growth in the processing of fruit juices is documented by the fact that over 65 percent of the Florida citrus crop now goes into cans, whereas prior to the 1939-40 season barely 5 percent of all Florida oranges were marketed in this form, the American Can Company reports.

## Von's Peanut Bar Is Produced In Sanford

The Von's Peanut Bar, a popular confection made in Sanford and widely distributed in Florida, had its start when an enterprising housewife and former school teacher, Mrs. A. O. Von Herbulis, decided to make a little money on the side by selling home made candy.

At that time, 1929, the family lived in Sorrento, where Mr. Von Herbulis was a truck farmer. The first batch of candy weighed only three pounds. Today an average batch of the bars weighs 35 pounds, or 23 dozen bars.

The candy is made in a special kitchen at the home at 508 Myrtle Avenue where the large family moved in 1944, and the sons and daughters often assist in the wrapping of the peanut bars, which are packed in sanitary cartons for shipment.

At first the candy was distributed locally in Lake and nearby counties, but by 1937 it had become so popular that Mr. Von Herbulis quit truck farming and devoted his time to the candy making, contacted wholesalers for distribution. Coconut bars and vending

## Cement Blocks Made By Chapman Plant

The heavy demand for concrete blocks, cement, and other building supplies has stimulated the building industry in Sanford and resulted in new plants such as that of the Chapman Concrete Products Co., 106 North Elm Avenue, of which B. E. Chapman is owner.

Now nearing completion is a concrete block building located on Elm Avenue on the site of the former McCaskle Feed Co. This will provide a reception room, office, and a small store room for tools, as well as white and colored rest room facilities.

Adjoining it and by means of dirt fill built up in a floor level of 42 inches off the ground, another building is under construction and this will house cement supplies. Broad doors will give access to freight cars on the railroad siding and to trucks

machine bars are now being made in addition to the peanut bars which are sold all over Central Florida, with distribution as far north as Green Cove Springs, Perry and Gainesville, and as far south as Sarasota.

## Sanford Merchants

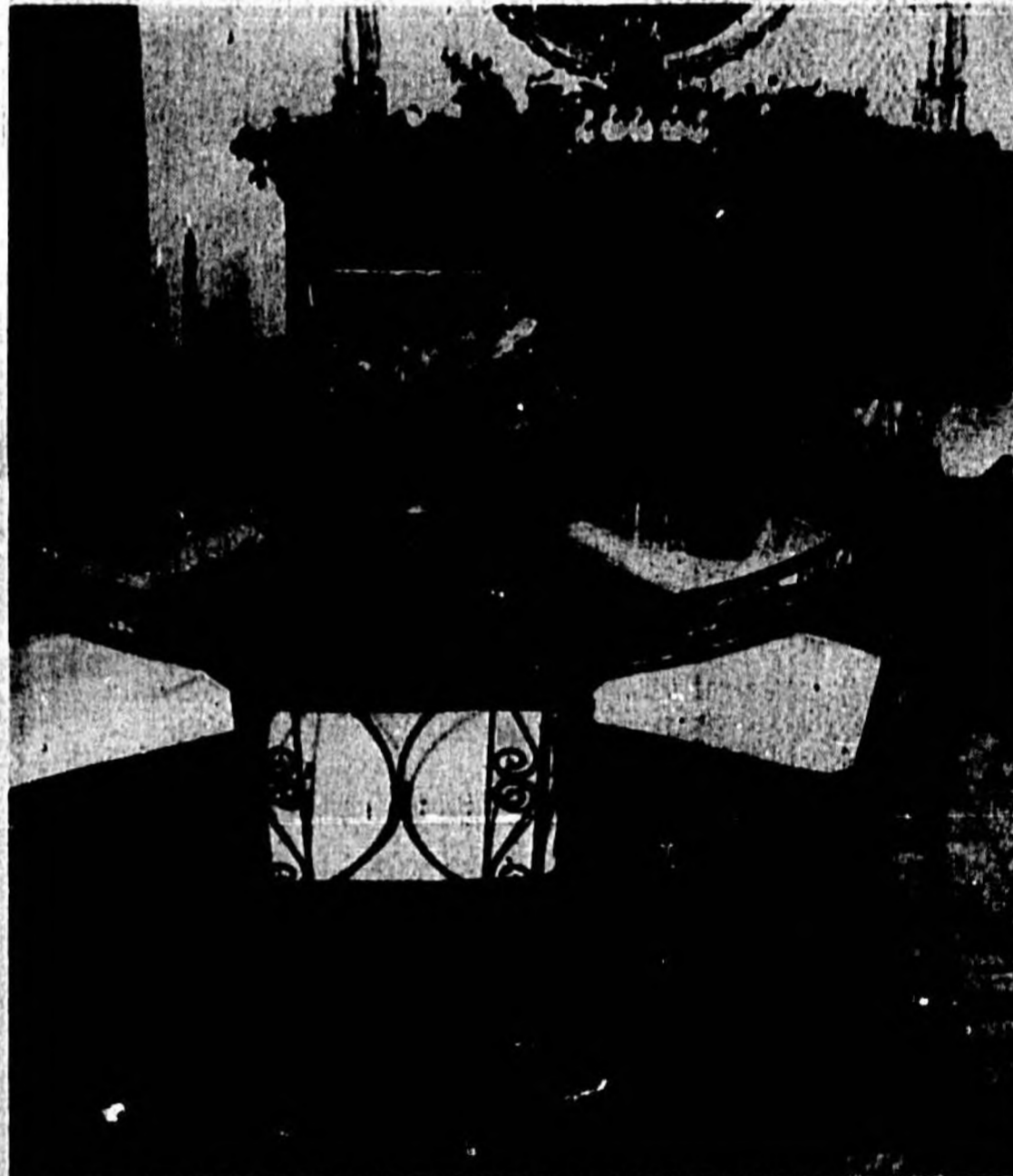
(Continued From Page One)  
Lodge No. 68, F. and A. M. and the Sanford Shrine Club, Monroe Chapter, and Taylor Commandery hold meetings and sponsor many worthy projects. Celery Branch 325 of the Woodmen of the World meet at the Hall on Park Avenue. Sanford Lodge No. 27 of the Odd Fellows meets in their own building on Magnolia Avenue.

on the street side. An inclined ramp on the rear will permit easy access to the concrete block manufacturing plant in the rear.

A new fork lifting truck of the type that has supplanted hand trucks, and which is gasoline powered, has been ordered by Mr. Chapman. It will lift and load a rack of 60 concrete blocks at a time, or 50 bags of cement.

Mr. Chapman who has farmed here, engaged in construction work since 1916, started the plant in 1945 with Paul Pasold at Commercial and Myrtle Avenue, purchasing the latter's interest in the business soon afterward. He moved to his present and larger location last July.

# DISTINCTIVE



HOME OF MR. & MRS. GEORGE STINE

## Hand Wrought Iron Furniture

INDIVIDUALLY DESIGNED, HERE IN SANFORD, BY STINE MACHINE SHOP, TO MEET YOUR REQUIREMENTS

# Stine Machine & Supply Co.

SANFORD, FLORIDA

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We're Very Glad To Have You  
Here In Central Florida. It's  
Really Nice And We Hope  
You Will Stay.

## H. B. Pope Company

200 SOUTH PARK

PHONE 1448

SANFORD, FLORIDA

## Business Upswing Is Reflected In Radio Station

### Bright Outlook Predicted By WTRR's Owner, Myron Reck

Business upswing in 1931 was reflected in an approximately 10 per cent increase in volume revenue for Radio Station WTRR, the station's owner, Myron A. Reck, revealed a few days ago. He also let it be known that sound prospects are evident for another good year for the Sanford outlet, which aired its initial program just short of five years ago.

WTRR, in addition to being happy over a successful business year, is pointing with pride to the fact that it has been the agency through which a budding starlet has received nation-wide acclaim. This young person is Miss Dorothy Holloway, 14, daughter of Mr. and Mrs. Jack Holloway, of 1221 Elliott Avenue. A freshman in Seminole High School, Dorothy has for three years emceed a youth program on Saturday mornings over WTRR and has appeared before leading civic organizations in this and other cities as a speaker on youth problems. Disc recordings of some of her programs and speeches have recently attracted attention of national personages in both the educational and entertainment worlds.

This charming girl is the youngest person ever to be accorded a listing on the speakers' agenda of Florida State Chamber of Commerce and is destined to be heard by more and larger audiences within the next few months.

She has been ably coached by J. Marion Harman, program and news director, and other members of the staff of WTRR, all of whom are proud of her achievements and of the fame she has brought to herself, the station and to the city of Sanford.

Operations at WTRR have been improved during the past year and there has been one staff addition, that of James S. Williamson, who is new chief engineer. Others on the staff in addition to Harman and the new chief are Miss Phyllis Wyatt, assistant program director; Miss Mildred Perkins, secretary and bookkeeper; James Field, sports director; Dick Aiken, sales manager; and Ralph Spotts, engineer and announcer.

A lead pony at Gulfstream Park shows a real fondness for Coca-Cola, drinking the liquid right out of the bottle. Another horse has acquired a taste for tangerines.

## STAFF OF RADIO STATION WTRR



Seated at the radio console at Station WTRR is Jim Fields, sports director and standing, left to right, are Marion Harman, program and news director; Dick Aiken, sales manager; Miss Martha Perkins, secretary to Mr. Reck; James Williamson, chief engineer; Miss Phyllis

Wyatt, secretary to Mr. Harman; Ralph Spotts, announcer and engineer and Myron A. Reck, owner and general manager.

## Paul Campbell Is Active Contractor

One of Seminole County's most progressive young contractors and builders is Paul Campbell, who maintains a cabinet and wood-working shop on the Orlando Highway within the city limits. His business was formerly located at the Municipal Airport, with the coming of the Navy he moved...

kitchens and of the wardrobe type, and does general millwork. The workers there include Elmer Esterbrook, and R. V. Thompson of Sanford and G. A. Simmons of Chuluota.

Mr. Campbell is optimistic about building prospects in this area and reports increased demand for general millwork, hardware, doors, roofing and other supplies.

Active as a contractor he recently completed the Oviedo Clinic and Hospital Building. Last year he built the Masons Temple in Oviedo. A present project is the

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8 room addition to Crooms Academy.

Mr. Campbell has also built a number of fine homes including that of C. R. Clonts, Oviedo; Mr. F. G. Yerkes, and of Mrs. Endor Curlett, Geneva.

Lichtner Museum of Hobbies in St. Augustine with its many fine and varied collections, is stimulating interest in many of the ancient crafts which are being carried on today with great skill and artistry.



## YOU'LL ENJOY LIVING IN SANFORD

And you'll enjoy eating a Von's for quick energy during the day. Wonderful for lunch while fishing, hunting or any of the many other forms of pleasant recreation here in Central Florida.

# VON'S

CANDY MANUFACTURING

"SOLD THROUGHOUT CENTRAL FLORIDA"

505 MYRTLE AVENUE SANFORD, FLORIDA PHONE 581-M

## Echols Bedding Co. Has Business Here

Two young Sanford residents, H. G. "Pete" and R. W. "Roy" Echols operate the Echols Bedding Co., the factory of which has been in Winter Park since 1946.

They maintain two warehouses and one retail store in Sanford. One of the warehouses is on the original site of the business which was started here at Celery Avenue and Sanford Avenue by the father, E. C. Echols in 1926. Another warehouse is at Fourth Street and French Avenue.

The retail store, one of the most attractive of its type in this

## Novelty Works Is Operated By Price

When Frank Price, who specializes in installations of modern kitchens and bathrooms, decided

section, is located at 118 Palmotto Avenue and is managed by John Davis. Mrs. A. W. Ansley, bookkeeper, assists in sales. The store moved into the new building in 1-49.

Other stores are operated in Gainesville, Orlando, DeLand and Daytona Beach. About 25 people are employed at Winter Park and daily production is about 40 mattresses, 40 box springs, 25 studio couches and 25 headboards.

to move his business and novelty works from Lake Monro to Sanford several years ago, he literally did that, moving a frame building about 35 by 40 feet to the rear of a lot at 10.5 west First Street.

Not wanting to give up his house, he moved that here recently, and it is now located in front of the Novelty Works. He plans to remodel the house for occupation by his family which includes his wife, three daughters and a son.

Mr. Price has been engaged in the woodworking business in this area for about 12 years. He is the son of W. S. Price, former operator of a lumber yard on West First Street. The Novelty Works has fa-

cilities for woodworking and cabinet building, including kitchen cabinets. A line of aluminum tile is carried. Boat building is a side line of the firm.

Operating 188 units in four states, Winn and Lovett Grocery Company is ranked among the 10 largest food chains in the country.

Seaboard Air Line Company reports a net income after sinking and minimum capital funds for the year 1931 of \$12,356,652.

Seventy-nine million gallons of gasoline were sold in Florida during the month of December, 1931. Comptroller C. M. Gray reported collection of \$5,500,000 in taxes on the fuel sold.

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# DRUG SAVINGS

At Our Fair Prices

## ROUMILLAT & ANDERSON

### Walgreen Agency Drug Store

You Are Always Welcome At Your Walgreen Agency Drug Store

Prompt Prescription Service

Phone 36 or 1247

100 East First Street

Serving Your Doctor and You

# WOMEN'S CIVIC ORGANIZATIONS



**BUSINESS & PROFESSIONAL WOMAN'S CLUB**



**SANFORD WOMAN'S CLUB**



**UNITED DAUGHTERS OF THE CONFEDERACY**



**GARDEN CLUB**



**PILOT CLUB**



The Sanford Business and Professional Woman's Club is a progressive group of women who meet Wednesday nights at the Yacht Club and who work for Civic betterment. In front, left to right, are Mrs. E. E. Carter, second vice-president, and Mrs. E. J. Routh, president. In rear, left to right, are the following directors: Mrs. R. E. True, Mrs. Gertrude Gilbert, Mrs. Ed Little, secretary; Miss Dorothy Von Herbulis, corresponding secretary; Mrs. V. H. Grant-ham; Mrs. O. T. Pearson and Mrs. Marguerite Graham.

The Sanford Woman's Club meets on Wednesdays at the Club House on Oak Avenue, and includes business, social, civic and fine arts departments. In front, left to right, are Mrs. Stanley Rocky, press relations; Mrs. Howard Montiel, corresponding secretary; Mrs. W. B. Ellerbe, treasurer; Mrs. B. B. Crumley, president; Mrs. George Wells, recording secretary; Mrs. Brodie Williams, house chairman. In back row, left to right: Mrs. L. L. Sill, social chairman; Mrs. Ben Wade, third vice-president; Mrs. D. B. Watkins, second vice-president; Mrs. C. E. Carlton, American Home Department; Mrs. R. A. Smith, parliamentarian; Mrs. F. T. Meriwether, first vice-president; Mrs. Henry McLaulin, Jr., fine arts. Not shown is Mrs. Miriam Russell, chairman of the Civic department.

The United Daughters of the Confederacy is a patriotic organization which meets to perpetuate Southern traditions. Left to right, in front, are Mrs. Zeb Ratliff, secretary; Mrs. R. L. Dean; Mrs. E. H. Lantry, program chairman; Mrs. W. R. Dyson, president; Mrs. F. E. Roumillat, vice-president; Mrs. Mary Strong. In rear, left to right: Mrs. J. M. Hayes, treasurer; Mrs. A. K. Rossetti; L. A.

Brumley, historian; Mrs. Marshall; Mrs. W. C. Hill, registrar; Mrs. M. R. Strickland and Mrs. C. P. Herndon.

The Sanford Garden Club includes a number of circles and has its own building at First Street and Mellonville Avenue. Business luncheons are held on the first Monday of the month. Left to right, are Mrs. Zeb Ratliff, treasurer; Mrs. Bernard Wilke, first vice-president; Mrs. L. E. Spencer, president; Mrs. B. B. Crumley, corresponding secretary and Mrs. H. C. Oaks, recording secretary.

The Pilot Club, a women's organization devoted to community service and promotion of international peace, meets on the second and fourth Tuesday nights of the month at the Yacht Club. In front row seated, left to right, are Mrs. Verne C. Messenger, president; Mrs. M. C. Stone, vice-president. Standing, left to right, are Mrs. Frank R. MacNeill, Mrs. H. A. Swanson, Mrs. O. W. Touchton and Miss Charlotte Smith, directors; Mrs. George A. Stine, recording secretary; Mrs. Ruth Scott, director; Miss Maude Ramsey, corresponding secretary; Mrs. B. E. Chapman, director and Mrs. Nancy Brock, treasurer.

The Women's Golf Association holds tournaments every Wednesday and has luncheons once a month at the Sanford Seminole Country Club. Seated, left to right, are Mrs. Andrew Marsh, treasurer; Mrs. Hugh Wheelchel, president and Mrs. John Ivey, vice-president. In the back row, left to right, are Miss Maude Wilson, Miss Dorothy Powell, Miss Cecile Heard, Mrs. Andrew Carraway, Mrs. E. B. Smith, Mrs. Price Heard, Mrs. Harry Woodruff, Mrs. E. C. Hayman and Mrs. Roy Synes.

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Get the cash from your friends, local banks. You get the lowest interest rate plus the benefit of personal contact.



118 NORTH PARK AVENUE PHONE 164

AL WALLACE - C. M. BOYD

**3. SAVE ON INSURANCE**

You can save as much as 20% by insuring your new car in Mutual Insurance Companies.

**"YOUR MUTUAL INSURANCE FRIENDS"**

## 2 New Boat Sheds Erected In 1951 At Brumley Yards

Average Of 55 Boats Are Now Housed At Sanford Boat Works

Two new boat sheds providing accommodation for several additional craft were erected during 1951 by the Sanford Boat Works, whose large plant on East Celery Avenue is providing service to an ever increasing fleet of boats now using the waterways of Central Florida.

John Brumley, owner of the Boat Works, and Archie Smith, general manager, estimate that in 1951 the business showed an increase 30 per cent over the previous year. Indications presently point to the need for additional sheds and stalls before the end of 1952.

An average of about 55 boats are now berthed at the plant. These craft are owned by water enthusiasts from all parts of Central Florida.

One of the largest inland dry-docks is in operation, providing lift for yachts up to 45 feet, and this feature of the business means much to boat owners of the area for without a service of this kind in Sanford they would be forced to take their craft to Jacksonville.

The United States Navy recently berthed three modern patrol boats at the Sanford works and a crew of 10 men are on duty at night duty at the plant in case of emergencies which may arise from the many bays of fishing from the nearby air station.

Mr. Brumley is enthusiastic over the future of Sanford as a haven for small craft and is continually adding new facilities to take care of the growing fleet in these waters.

The plant was opened in 1924 with one small shed. Today there are 45 sheds, tool house, paint shed, offices and modern dry dock.

Typical of the work performed at the plant was in evidence recently when the Mr. Dana owner of a 50-foot show boat fishing vessel brought his craft into dry dock for shaft repairs. This

## SEMINOLE COUNTY GOLF ASSOCIATION



The Seminole County Golf Association is an active group of sportsmen devoted to golf and the promotion of outstanding tournaments at the Sanford-Seminole Country Club. Left to right are Roy Sykes, president; Comdr. Gerald R. Pearson, U.S.N.; Robert S. Hill-

boat has been fishing around the Florida Keys for the past several months. Its next venture will be to reach the Sanford plant—

Photo by Kirchner, Raymond Studio. James, Col. S. G. Harriman, tournament chairman; Max O'Leary, club pro, and Hugh Whitchel, owner of the club.

Some of which has spread widely during the past five years. Boats berthed at the works

range from the smallest power boat to the largest motor yacht from this vantage point on the St. Johns their owners fan out to all parts of the state and into the deep waters of the Caribbean, Atlantic Ocean and into the Gulf of Mexico.

Located on the St. Johns River about three miles east of Sanford, the Boat Works can be reached by driving east on Celery Avenue which cuts through some of the richest farm and vegetable land of this area, and after thorough enjoyment of the

scenery the scene changes to a fine view of the St. Johns River and flats. The Boat Works is just to the left of the first bridge going east and the road continues on to New Smyrna and the Florida East Coast.

Southward from the Boat Works and providing a straight and unobstructed course to Lake Monroe is the Woodruff Creek cutoff and channel, completed in 1948, the channel was hailed with joy by yachtsmen as it not only reduced the distance from the Boat Works to the lake

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several miles, but eliminated the hazard of getting stuck on sand bars, an all too frequent occurrence during periods of low water level.

Much of the early planning of the channel is credited to the late Mayor and Chamber of Commerce Manager Edward Higgins, who with far seeing vision, not only was instrumental in its

(Continued On Page Six)

# DANCE for Health... and Fun...



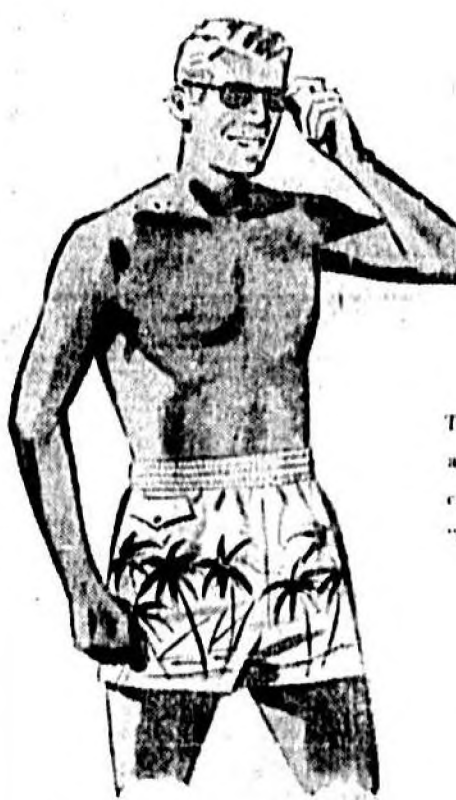
- TAP
- SPECIALTY
- BALLROOM
- BALLET
- ACROBATIC
- BATON
- CLASSES FOR CHILDREN AND ADULTS

## Duxbury School of Dancing

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# Your Trip South

... STARTS IN OUR MEN'S DEPARTMENT



SWIM TRUNKS By CATALINA

Take off in style for those sunny climes with a well-planned wardrobe of the latest in casual wear. Here are the clothes that are "counts" for correct cruise and resort attire.



SPORT SHIRTS By MANHATTAN



TROPICAL SUITS By NORTHCool



SPORT COATS By PHILIP MORRIS

STRAW HATS By MALLORY



SHOES By FLORSHEIM

**B.L. Perkins and SON**  
Correct Men's Wear



"God must have loved the plain people; He made so many of them."



... we're especially fond of this bit of Lincoln philosophy ... after all, we've built this institution of dealing with "everyday Americans." Your trust, confidence and continued friendship with this organization has helped in the growth of our community -- and this bank.

# The SANFORD ATLANTIC NATIONAL BANK

Organized 1928 (Affiliated With The Atlantic National Bank of Jacksonville)

MEMBER FDIC DEPOSITS INSURED UP TO \$10,000

**SEMINOLE COUNTY SPORTSMAN ASSOCIATION**



The Seminole County Sportsman Association is a group of many sportsmen who promote better fishing and hunting regulations and the game and fishing facilities of the county. Left to right, seated, are John Meisch, Forrest Gatchel and R. Z. Johnson, president. In the rear row, left to right are Bob Williams, J. Denver Cordell, James Q. Galloway and W. E. Jameson.

Photo By Essex Studio

**2 New Boat Sheds**

(Continued From Page Five)  
 During the government to deepen to 12 feet the channel from Sanford to Palatka, but who

envisioned the cut-off as a future link in a deep channel to the Indian River via a canal connection with the St. Johns River. Boatmen from far and near joined in the regatta celebration which marked the opening of

the 100 foot channel which cost \$50,000 and added a big new incentive to boating on the St. Johns River. Known as the Nile of America, the northward flowing St. Johns presents an alluring vista of

tropical scenery. To the boatmen entering it at Jacksonville on a first southward voyage, it is an exciting cruise of discovery, where leaping bass challenge the angler to cast for them.

Big mouthed bass also abound in the lakes formed by the river. This includes Lake Monroe, Lake Jessup, but a short distance south of the Boat Works, and Lake Harney, which boasts a fine white beach back of which are many fine homes.

A few miles north of Lake Monroe is Blue Springs, which, bubbling up from deep in the earth, sends a stream of incredibly blue water rolling down to the nearby St. Johns. Other scenic points reached by boat from Sanford are Lake Beresford, where a fine yacht club is located, the famous Silver Springs where many underwater movie scenes have been filmed, Silver Glen, Lake George and other interesting places on the St. Johns.

Only four miles from the Boat Works is Mullet Lake Park, which was set aside by the County as a recreation spot on a beautiful knoll by the river. The park has picnic benches, shelters and outdoor facilities that make it a popular place for fish fries and outings.

**COUNCIL-MANAGER PLAN**  
 NEW YORK, (AP)—Seventy-three communities and counties adopted the council-manager form of government in 1951, the National Municipal League has announced.

The plan was in effect or soon-to-be in 1,878 places. Largest city to adopt the plan last year was San Antonio, Tex., where the voters approved it by a 2-to-1 majority.

Two states have permitted their cities to adopt the council-manager plan, the league reported. Rhode Island did so by a constitutional amendment and Illinois by an enabling act of the state legislature.

**Stine Machine Co. Keeps Machinery Right For Defense**

**Repairing Farm Machinery Essential To Food Production**

In supplying parts and repairs to machinery for farmers of this area, Stine Machine and Supply Company is playing a vital part in America's defense effort. In the belief of George Stine, president of the company, who heads one of Sanford's oldest and most stable industries.

During World War II, the company did considerable small parts manufacturing for the Navy and Air Force under subcontracts, but is not engaged in work of that nature at the present time. Mr. Stine says that in order to keep this area's food production at a high peak it is necessary that farm machinery be maintained in

good working condition for that effort.

The Sanford Machine Company began operations in Sanford in 1915. In 1940 it was purchased

by George and Paul J. Stine and has, since that year, been operated as the Stine Machine and Supply Co. In merchandising mill supplies

and heavy hardware, "from scissors to bulldozers," the company has become one of Central Florida's outstanding industries. Its (Continued On Page Seven)

**HOMES**

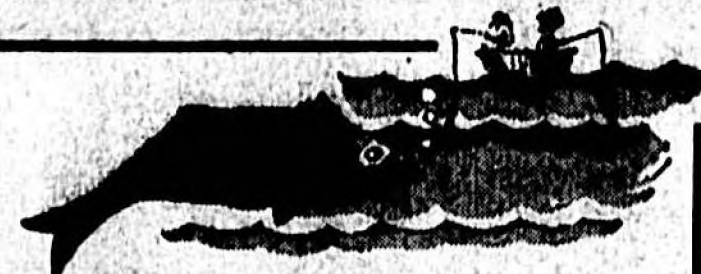
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### Florida Fashions Has 25% Jump In Production

Manufacturing Plant Here Employs 125, \$200,000 Payroll

A healthy increase of 25 per cent in production has been announced for Florida Fashions manufacturing plant in Sanford by Frank Sandler, manager.

Shipped by mail to all points of the compass, both in the United States and abroad, the almost 200,000 dresses made daily in Sanford comprise a bit less than one-fifth of the entire production.

Specializing in producing low-priced cotton dresses for women and girls for sale through mail order only, the Sanford plant during 1931 added 45 employees to the payroll, bringing to 125 the number now regularly employed and increasing the annual output for help to approximately \$200,000. And this is a year-round business.

Since the first ad appeared in the New York Sunday News on Sept. 11, 1926, scarcely more than five years have elapsed, but in that brief time Florida Fashions has become the largest dress mail order house in the world.

Largest advertiser, too, the annual budget now runs to almost \$2 million.

The sewing plant in the Smith block on First Street began operation in 1928 with a total of 48 sewing machines. It now has humming away, five days a week, the impressive total of an even 100. Over 8,000 feet of floor space is in use on first and second floors.

Although the main plant of Florida Fashions was moved to a new building on the Cheney Highway, east of Orlando, a year ago, manufacturing of a large part of its products is still carried on in Sanford. All shipping and mailing facilities are centered in the Cheney Highway factory.

The company, unique in the annals of women's wear merchandising, has flourished here since it began operations in 1926 as a dream-child of Frank Shames, owner of Hollywood Shops here.

Mr. Shames is now acting in a financial advisory capacity to the company with headquarters in New York City. He handles the advertising department of the company and directs the making up of the catalogues.

Recently the catalogue containing the new spring styles was issued. More than 2,000,000 copies of this were mailed to all parts of the country and to many countries abroad.

Florida Fashions has sold dresses to misses in every country in the world except Russia, according to company officials.

"Mike" Givson, a former merchandising manager for the firm, stepped into the executive place vacated here by Mr. Shames following the company expansion.

Mr. Sandler formerly of Boston, Mass., came here in May, 1928, as a shipping clerk, and was promoted to manager of the local plant in June, 1930. He purchased the home formerly occupied by Mr. and Mrs. Shames at 319 Elliott Avenue, and now lives there with his wife and two daughters.

Herbert Ellis, assistant manager of the local plant and a native of Winter Park, is in charge of all mechanical phases of the Sanford factory. He has

### Stine Machine Shop

(Continue From Page Six) 1931 business showed an increase of approximately 10 per cent over the preceding year.

Manufacturing clamp trucks for vegetables, power lawn mowers

been with the company for four years.

Many of the workers who started their employment when the local shop was opened in April, 1928, are still with the firm.

They work on an eight hour schedule, 8:00 a. m. to 4:30 p. m. During rush periods overtime work is done on a strictly voluntary basis.

Beginners are trained in their duties by three floor ladies, two of whom, Mrs. Donald Davis and Mrs. Margaret Ballen, have been with the plant since it was started.

Velma Dempsey joined the firm 10 months after the plant opened.

Most of the local workers live in Sanford and Seminole County; about 12 in Orange county and six in Volusia county.

The material for dresses is purchased from mills in North Carolina and Massachusetts, and arrives here in bolts of 150 to 200 yards in length. When a decision is made on a certain style, buyers know just how much material is required on the basis of how much cloth is needed for a dress, and how many dresses will be made.

Styles are changed during each of the four seasons, and at Christmas time a special catalogue is put out. The busiest period for the company is from January through August the peak months being during June and July, when cotton dresses are most in demand. The dresses are cut in Columbia, S. C. and are shipped here for manufacture.

The large upper floor area of the local plant is devoted to assembling and sewing. On the lower floor, the dresses are inspected, pressed and packed, and sent to the Orlando plant for distribution.

### Miracle Concrete Co. Makes Blocks, Pipe

The Miracle Concrete Co., 309 Elm Avenue, was founded in 1910 by the late J. E. Terwilliger, Sr., and was taken over by J. E. Terwilliger, Jr., 15 years ago.

During the three year period that the latter served with the Eighth Air Force in World War II, including participation in the first raid on Berlin, his father resumed management of the business.

The firm specializes in the manufacture of concrete block and irrigation pipe and supplies. Business has increased during the past year in spite of a shortage of cement, said Mr. Terwilliger, and he predicted that operations will continue during the coming year on an increased scale.

The State of Florida recently purchased a painting by Giovanni Battista Tiepolo which is now hanging in the Ringling Museum of Art at Sarasota.

The material for dresses is purchased from mills in North Carolina and Massachusetts, and arrives here in bolts of 150 to 200 yards in length. When a decision is made on a certain style, buyers know just how much material is required on the basis of how much cloth is needed for a dress, and how many dresses will be made.

Service to home owners also comes in for a large share of the business. Custom manufacture of wrought iron railings, columns, tables and chairs has proved profitable over the years.

The company is proud of its staff of workmen and tries to maintain a year-around crew without seasonal ups and downs. One employee has been with the outfit for 30 years; another for 29 and three men have been on the payroll for over 10 years.

Officers who guide this industry are, in addition to George Stine, president, Paul J. Stine, vice-president and O. W. Touchton, sec'y-treasurer. The latter is a 14-year man.

### Sherman Concrete Pipe Co. Is Busy

One of Sanford's fastest growing companies in the building supply line is the Sherman Concrete Pipe Co., located immediately west of the city on McCracken Road.

T. A. Vaughan has been the manager of this company for the past five years. Among its products are large sewer pipes built of concrete and ranging from four to nine and a half feet in diameter. The firm also builds concrete blocks, and stocks building supplies.

New additions include a building for paint supplies and a new garage building. Demand has been heavy this year for building supplies, officials of the firm report.

Company personnel include James Blankenship and John Sullivan in the office. Al Brunau, C. Boyd Coleman and Jack West operate the lumber department. Cement plant operations are carried on by James Brodie, W. W. Bridges and John Green.

### Furniture Center Makes Furniture, Cabinets To Order

The continuing erection of many fine homes in Sanford and nearby communities has resulted in an increased demand for custom built furniture and kitchen cabinets made to specifications of

owners and architects. H. H. Grier, owner of the Furniture Center, 110 West First Street, reveals.

This rapidly growing firm, formerly known as Ricks Woodcraft, is finding it necessary to enlarge its already large show room, and in the near future plans to move its cabinet and woodworking shop in the rear one door west on Railroad Avenue in order to provide this space.

It is pleased when an enterprising westerner, Raymond Ricks, started making cabinets and furniture at his home in Lake Mary, and with increasing business moved in 1928 in a small building on North Elm Avenue opposite the Southern Chemicals, Inc.

Mr. Grier, who had sold his market in Longwood, later became associated with him in July, 1931, the constant increase in business

and need of a sales room compelled them to move to the new location. Mr. Ricks runs the cabinet shop to which much new equipment has been recently added. Assisting him is Dan Laitner, a skilled furniture craftsman from Louisiana.

The firm makes all kinds of furniture as well as cabinets, chests, book cases and desks. A line of factory-made furniture is also on display.

Enthusiastic over the success of the business, Mr. Grier has induced his brother, T. L. Grier, Winter Park, to join the firm as an outside salesman. The latter is purchasing a home on Orange Avenue.

Mr. Grier expressed much faith in the growth of Sanford and vicinity, pointing out the large increase in trading area afforded

by the new town of DeBary. This will be increased by the proposed Spring Lake development between DeBary and Orange City, he stated.

LEG-AMBASSADOR'S SOUGHT SPANKFORG, Germany (AP)—A high intelligence rating, shapely legs and good looks are the essential requirements for a new kind of German diplomat who will soon tour foreign countries.

The selection program is now underway in 20 big cities to choose "Germany's most charming stocking wearers" who are to represent a leading Wuertemberg hosiery company as roving "leg-ambassadors."

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2 pr. Pants Suits 42.50

**Spring Fashion Opening**

**SUAVE!**  
Will Be Your Title In This Tailored Suit Of Delicate Pastel—Come In And Look Over Our Other Styles Also—  
17.98 up

**SMOOTH!**  
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Slips That Are Cut Right In Rayon, Nylon, And Silk.  
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The Most For Florida Living! See Our Wide Selection Of Swimming Trunks.  
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NEAR POST OFFICE SANFORD, FLORIDA PHONE — 103



A black and white illustration of a landscape. In the background, there are rolling hills and mountains. In the middle ground, a small town or village is visible, with several buildings and a church steeple. The foreground shows a field with some trees and a path.

# LAKE MARY

Located in the heart of Central Florida, attracts many visitors and permanent residents from all over the United States. It is a friendly community offering many advantages, with such neighboring cities of Sanford, Winter Park and Orlando close at hand.

FRANK EVANS

A black and white illustration of a large, dark structure, possibly a tent or a covered walkway, in a field. The structure has a peaked roof and is supported by several poles. In the background, there are more hills and a path. The overall scene is dark and atmospheric.

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