

The Sanford Herald

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Managing Editor
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Business Manager

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The Herald, Sanford's pioneer newspaper, has a circulation of twenty thousand words daily covering all the leading events of the state and nation. The Herald is a weekly publication of the most reliable and up-to-date news in the country.

The Herald is a member of the International Association of Publishers, Advertisers and Advertising Publishers, which requires each member to "subscribe absolutely to the principles of freedom of the press, to the right of every individual to speak his mind, and to the methods of honest business methods."

WEDNESDAY, OCTOBER 31.
The Sanford Herald is supporting the following Democratic presidential speakers:

Clyde W. Johnson,
Sarah Landrum Cawthon,
S. W. Deems, Jr.,
J. Walter Kern, Jr.,
Robert C. Parker,
S. M. Sparkman Jr.

BIBLE VERSES FOR TODAY
Job, 34:32. That which I see not, teach thou me.

It must be wonderful to be a political speaker and have both parties bidding for your services.

"Six die in grade crossing accident"—standing head. But headed auto driver had the right of way and took it.

Our Sanford Forum business is picking up. More power to it. We see men with courage enough to say what they think.

Some men achieve greatness; others have greatness thrust upon them. Smith is of the former type—Hoover the latter.

Hugh and Gallogly, who are said to have killed two young Atlanta clerks for the sake of the thrill, may find that the greatest thrill of all can be caused by an electric current.

Secretary Wilbur says that Al Smith is fighting with "victory." Wake up, Secretary, he is already engaged to it—Gainesville Sun. His record would seem to indicate he deserved to it.

Smith didn't say it, but another fellow has brought out that Gainesville Sun's name is "Cairns," that he is of Irish extraction, and that he was sent over here by the Pope for the sole purpose of stealing the "Baptist" money.

Charlie Entzinger, Democratic nominee for the legislature has come out for the Democratic ticket from head to toe. Mr. Entzinger is a loyal Democrat and is living up to the oath he took the party.

We continue to receive letters from the Forum signed in such manner as "A. Hoover, Democrat". "Smith or just plain Voter." These would be much more interesting, in fact, they would be interesting enough to print, if the men of them had the courage to use their real names.

And ministers, it seems, are getting into politics, a condition which as it should be. If a pre-achieved teacher of the church, hasn't a right to express his convictions regarding issues involved in a presidential election, we don't know what we'd like to hear from people on both sides.

Lightning of the Tampa Times left his foot in it by vanishing the opinion that Mrs. Wilson's no argument for the amendment and Mary Hayes' article, editor, came back to writing Tom Hedin and Curtis in rebuttal. Ed publisher writes under the heading "Up." He should—Tropical-News.

Mr. Householder and Frank upon a recent visit to told an old friend of ours our record here and that didn't leave a friend in the people of Sanford them the best judges of the that statement, but it may be that the estimable Mr. Householder is right.

He recently visited the city and found that the people of Sanford are still on the same level of development as when he left. He says that the city has made great progress in the last ten years.

He also said that whatever end of loyal citizenship and enlightened

Florida At Its Best

On this the last day of October, the beginning of what promises to be the greatest tourist season in the history of Florida, The Sanford Herald is issuing a special tourist edition, in which will be found numerous articles depicting the history, growth, and beauty of this section, as well as many advertisements appealing to prospective Florida visitors to make their winter residences in this vicinity.

To these inducements we can only add our own small voice in picturing the allurements of our county and in urging travelers to take advantage of them. We can truthfully say to those who live in cities far away that nowhere else in Florida, nowhere else, in fact, that a tropical sun warms the atmosphere and produces flowers and crops throughout the winter, can a more equable and delightful climate be found. There are no other places where the air is so fresh and sweet and the temperature so mild.

We have seen the sunsets of the Adirondacks and the moon rising off Narragansett, but their admitted charms pale to insignificance when compared to Florida's twilight hours. Those who have ridden into the sunset on the road to Estero and have seen there in the heavens an enchanted country, with mountains of strange exotic colors, crimson mulberry, and tawny orange, surrounding lakes as blue as the pictured water in a Chinese print, dotted with adjuncts of rose and orchid, etched about with pale gold, can witness that what we say of Sanford sunsets is true. Those who have felt the magic of the gorgeous golden moon rising slowly out of eastern Lake Monroe can substantiate it.

Hunters, who like to lie in marshes waiting for the Mallard or Canvas Back will find game to their heart's content around the shores of Lake Harney, Lake Jessup and Econlockhatchee. Abundant fish in nearly streams await the fisherman. The quiet cerulean waters of Lake Monroe are ready for the yachtsman. And scarcely two miles away is a golf course which Walter Hagan called the best in the state.

There are hotels here affording every accommodation. Houses are plentiful and comfortable and can be secured by the season at very reasonable rents. Excellent paved roads radiate from Sanford in every direction. Orlando is twenty miles away, while in the opposite direction are DeLand and Daytona less than fifty miles from here. Eustis and Leesburg lie to the north within an hour's drive, while to Jacksonville, Tampa or Miami makes just a pleasant trip for the day.

We have attempted here to enumerate only a few of the attractions which Sanford has to offer one seeking the rest and recreation of a winter's vacation in Florida. We believe that Sanford combines the assets which other cities offer singly. And we know that anyone who has not seen Sanford, has not seen Florida at its best.

Looking To Their Laurels

With the football season only half over, the year of 1928 is already being written indelibly in the annals of the great collegiate sport as one of surprising upsets, of reversals for hitherto mighty and feared teams and of the ascendancy of the underdog, as it were, to the realms where formerly only the elite dared or were able to tread.

A proof of this witness the hungry hordes of the Carolina Wolf Pack which came out of the South with the fury of an East Indian typhoon and struck the long vaunted Chicago Maroons and left them bewildered and defeated in the gloom round about the Midway. Witness thefeat of Southern Methodist, a name which tinges the flying banner of its football players, coming from the plains of Texas to the plains of West Point to fight the Cadets to a standstill although finally losing by a one-point margin.

Witness Virginia's tie with the roaring Princeton Tiger and Vanderbilt's victory over Colgate, a name suggestive of good football teams as well as good toothpaste. In short, witness the apparent rise to supremacy of onetime runts over the once greedy masters who used to knock them down and trample them under heel to the tune of lopsided scores.

Yes, the worm has turned and no longer can the mighty Juggernauts of former days view their approaching game with old Siwash with a feeling that the result will depend on how much exercise the backs care to take during that particular workout. The student body of today goes to all football games with a tinge of apprehension if not fear for the safety of its team which may meet another of these dark horses, so to speak, which have become of late the bane of so-called leading teams.

Drops of moisture may gather in the eyes of old grads

who during their days never knew the word defeat and who now hear the radio announcers proclaim an invading team as victor over their alma mater, once so invincible. For them we have only commiseration but to those who only recently are tasting the pleasure of victory over stupendous foes, we believe the felicitation of the American public is extended.

FORTY HARVARD PROFESSORS, among them the famous "Copy," have jointly signed a statement to the effect that "the best hope for a return to the liberalism of Wilson and Roosevelt lies in the election of Governor Smith." The Harvard professors say that some of them are against prohibition and that some are for it, but more important than prohibition is the manner in which some of our other problems are handled. They cite specifically friendly relations with foreign countries, relief of agriculture, and the preservation of water power rights. The Harvard professors might have set out a longer list, but the three require a treatment that cannot be given them by the Republican party, because of that party's traditional attitude.

GOVERNOR SMITH, EXECUTIVE
SAFETY TIMES

Describing Governor Smith as probably the greatest living master of the science of governmental reorganization, Jerome Davis Greene, the banker who is associated with John D. Rockefeller in the management of the vast Rockefeller business and philanthropic interests, has written in a letter to the editor of the New York Times that he will support the Democratic candidate.

Mr. Greene, a Republican and Congregationalist, is a director in many great corporations and an officer and member of many scientific organizations. In his letter, which was not collected for the Herald, he writes: "I have been asked to support the Democratic candidate, and I am doing so in the hope that he will be successful in his efforts to bring about a better understanding between the people of the South and the North."

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This Afternoon

by
JOHN
TEMPLE
GRAVES
II

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Admiral of the world,
the chief admiral of
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GRACIOUS! FOUR MORE YEARS!

By Bressler



Saws Filed
by machine. More precise
work than hand saws.
All kinds, quicker service.
Bring your saws to us.

W. W. VAN NESS
PHONE 997-3

Elton J. Moughton
Architect
First Nat'l Bank Bldg.
Sanford, Fla.

GET YOUR RADIO FROM
HO-MAC BATTERY CO.



HAVE YOU SEEN - - -

Have you seen the Blue Goose advertisements in the Saturday Evening Post? Watch for the next one in the Post for November 10th.

HAVE YOU HEARD - - -

Have you heard the Blue Goose radio broadcasting talks? These were inaugurated on October 5th and will continue throughout the winter. At 10:15 every Friday morning tune in on WEAF or any one of the sixteen important stations of the National Broadcasting chain and hear the Blue Goose educational program on the selection of fruits and vegetables for the table.

American Fruit Growers, Inc.

SANFORD, FLORIDA

HAPPINESS
OCALA BANNER

The United States is indeed a prosperous nation. It is indeed a nation where happiness exists.

So at least, might the Republican Party write the above sentence as it "points with pride" to the Coolidge era that has brought us this prosperity. And having spoken, the Republican spokesman, be he Hoover or Mellon or Coolidge or Laird (the budget man) or Dawes will proceed to give a string of figures to prove it. "The average man's wealth is \$1,000" and they will roll out statistics to prove it. Q. E. D. to this of course is vote for the Republican party.

Whether their figures are accurate and are representative, we do not know. Maybe the Democrats can come back with counter figures to prove that the bulk of the wealth is in the hands (stocks etc.) of the wealthy. That it has been a great deal to economic prosperity. But we don't care about the Republican statistics, or the Democratic counter statistics.

Is the dollar mark the measure of the happiness of the hundred million individuals in this nation? Are "Fif" Stillman, Charles Chaplin, Edith Rockefeller McCormick, Jack Dempsey, Al Johnson, John D. Rockefeller, any happier getting away more out of this life than Jim Tully, the jailbird; or One Eye Connelly, the career gate-crasher, or the man who lives your ice, or the negro who cleans your lawn? Mere statistics mean nothing.

Money, they say is the root of all evil. Grant them their contention that they bring prosperity and we have them as the greatest evil of the nation.

Is it prosperity that accounts for the increased number of divorces?

Is it prosperity that accounts for the frequent suicides among college students?

Is it prosperity that breeds the wildest, the weakest, the jazziest age that the world has known?

Is it prosperity that brings 1,155,710 gallons of whiskey from Canada to the United States in one year (1928)?

If this be prosperity, let us seek relief.

Social And Personal Activities

MISS MARGARET PETERS, Society Editor
Office Telephone 148.

Mrs. Adams Honors Children With Party

Residence Telephone 445

Personals

S. Y. Way of Orlando spent a few days in Tampa on business.

A Douglas is spending a few days in Tampa on business.

Rufus Davis of Orlando is spending a few days in business.

Miss Julia Hartson of Orlando is spending a few days here in business.

Miss Helen Chapman and Monroe H. Chapman are the present contestants in the Miss Florida competition.

Contestants consisting of six course were then served sandwiches given to each guest.

Mr. and Mrs. Ben Cantwell and Miss Allen Jones spent last week in Tallahassee, and in Hollywood with Mr. and Mrs. Louis Metzger.

Miss Dorothy Smith, Katie and Virgil Tyler, Sheila Britt, Mary Margaret Wheeler, Jane Shaw, Miss Margaret Pichot and James Bradfield, John Munick, L. M. McCall, John Talbert, Osborne H. Holden, Frank Pritchard, E. F. LeJohn, Hintermeier, Billy Ruhman, L. M. Telford, Urban Mac, Billy Brown and Herbert Douglass.

Miss Anna Messer and Mrs. B. R. B. Baggett were among those in the Miss Florida competition.

Mario Hayes, Martha McDonald, Mary Chapman, Sarah Mayo, Lou McRae, Arthur Taitt, Mary Margaret Wheeler, Jane Shaw, Miss Margaret Pichot and James Bradfield, John Munick, L. M. McCall, John Talbert, Osborne H. Holden, Frank Pritchard, E. F. LeJohn, Hintermeier, Billy Ruhman, L. M. Telford, Urban Mac, Billy Brown and Herbert Douglass.

Gordon Dean, who has been spending the week as the guest of his parents, Mr. and Mrs. S. Bobo Dean in Miami, returned to Sanford today.

Mrs. Frank Miller, Miss J. P. Ridge and Mrs. Hugh Welch returned to Orlando yesterday afternoon where they spent the afternoon.

Mrs. Townsend Patterson, Mrs. Fred Bender and Mrs. J. N. Robison attended the district meeting of the P. T. A. in Orlando yesterday.

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Circle Number Six Meets On Monday

Circle Number Six of the First Baptist Church met yesterday afternoon at the home of Mrs. W. E. Betts, 1015 Oak Avenue, for the purpose of electing officers and discussing its missionary work.

Mrs. B. C. Moore presided.

Mrs. H. W. Ware was elected secretary.

Mrs. C. W. Bush, personal service chairman, each member was given

the name of a missionary in Africa and asked to respond with his name at the next roll call.

Mrs. W. E. Betts, the entertainment chairman, then gave a talk on evangelism and Mrs. A. K. Rosister gave a lesson in the second chapter in the "Baptist Missions in Nigeria," which concluded the meeting.

Those present were: Mrs. J. V. Johnson, Mrs. W. E. Betts, Mrs. C. W. Bush, Mrs. H. C. Moore, Mrs. J. C. Mitchell, Mrs. A. K. Rosister, Mrs. Cortlander, Mrs. R. W. Ware, and Mrs. H. B. Orlan.

Refreshments were served late in the evening in the fellowship room.

R. R. Pippin, Miss Ruth Ross of Pinckard, Alia, Miss Trebilcot, Miss Sarah McBrine, Mrs. Esse Whittle, Mrs. Jeanne, Miss Mattie Mae Brainer, Mrs. Sarah Lee Branam, Miss Bea, Miss Mary Appleby, Miss Annie Louise Jawors, Miss Gladys Bridges, Mrs. H. B. McMillan, Miss Iris Britt, Miss Noreen, Miss Betty Moore, Miss Leslie Echols, Miss Jeanette Young, Miss Loraine Franklin, Miss Nell Messenger and Miss Anabelle Dyson.

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Mr. and Mrs. Herman W. Ware of Orlando entertained Mr. and Mrs. Merrill Halloway, who have been the guests of Mrs. Francis E. Holt for some time.

Mrs. R. B. Pippin has as her guests, her father, J. B. Boland, of Pinckard, Alia and sister, Miss Ruth Boland, also of Pinckard, Alia.

Miss Shirley Donnell, Miss Thelma Van Balcar, Miss Elsie Lanier, Miss Siggy McEke and Mrs. McRae of Orlando spent yesterday afternoon here shopping.

Miss Irene Gard of Daytona Beach, who has been spending the past weekend as the guest of Mr. and Mrs. J. M. Stilipher and Mr. and Mrs. Herman Morris, left today for her home.

Mr. Edna McGroarty of Orlana, S. C. returned last Friday to her home after spending several weeks here as the guest of her sister, Miss J. H. Truluck, 104 West 16th Street.

Mrs. A. P. Connally, returned Saturday from Winston-Salem, N. C., where she had been called because of the death of her mother, Mrs. M. J. Hawkins.

The many friends of Mrs. William Caulfield Hutchinson will regret to learn that she is ill at the Fernand Laughton Hospital where she underwent all operation recently.

Mr. John Leonard and Miss Irene Benjamin, visitors to Miami, Tuesday, October 23, where they spent the weekend, while Mrs. Leonard returned Monday, while Mrs. Leonard will spend some time making speeches on the East Coast.

D. A. R. GIVES SUBSCRIPTION BRIDGE PARTY ON TUESDAY AFTERNOON

A subscription bridge party was given by the Finance Committee of the D. A. R. Tuesday afternoon at the Woman's Club for the purpose of raising money to entertain during the state convention of the D. A. R. which will be held here next March. This is the first of a series of parties to be given for this purpose. Last Saturday, October 20, Mrs. E. F. Adams, chairman, Mrs. W. S. Watson, Mrs. S. R. Dugton, Mrs. J. W. McKeon, Mrs. A. H. Peacock, Mrs. John Leonard and Mrs. Roland Dean.

The decorations in the club room were quite attractive and included the other members of the club, the mother and other girls.

Refreshments consisting of coffee, tea, sandwiches, cake and fruit punch were served.

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FIELD EXPECTS AL TO POLL BIG POPULAR VOTE

Political Writer Insists Herb Will Win Electoral College

12 States Doubtful

Concedes Florida To Go For Democrats

By Carter Field

WASHINGTON, D. C., Oct. 31.—After a campaign which has stirred the country to a pitch not even rivaled in the Bryan Free Silver days, which has churned up religious bigotry, bone dry socialism and racial feeling, which has resulted in reversing the Democratic party's historic attitude on the tariff, and breaking down party ties to an extent never before known, Alfred E. Smith faces the election on November 6, with a chance for victory so slight as to seem almost impossible.

Yet there is little doubt that he will poll an enormous popular vote. He will certainly exceed the vote of any Democratic candidate in history, except Woodrow Wilson, for the increase in population plus the women's vote make sure he will surpass Cleveland, but he may even exceed the landslide given to Wilson in 1912. Despite which there is at least the possibility that he will be worse defeated in the electoral college than James M. Cox or John W. Davis. **Intense Feeling to Increase Vote**

One reason for this is that excitement and feeling have been as intense, with the people more so now, before, that there probably will be an extraordinary vote in every normally doubtful state. But in addition there is a real battle going on for the first time since reconstruction days in the ten states in the solid South which hitherto have never faltered in their allegiance to the Democratic party. So that no matter what happens to the electoral votes of these ten states, with a total of ninety-four Congressional districts to give an idea of their potential voting strength, there is going to be the biggest outpouring of voters on election day since white supremacy was established after reconstruction.

So Governor Smith should poll several hundred thousand more votes in each of the states south of the Ohio River and the Tennessee border, stretching from Virginia down to Texas, than were polled even by Woodrow Wilson in 1912. Ordinarily in these states the real test comes in the Democratic primaries, and only a corporal's guard goes out on Election Day. This year the Republicans, or more accurately for some of them, the anti-Smith Democrats, have put up a real campaign. Even in states like Louisiana and South Carolina, where the fight was recognized as hopeless in advance, there has been a campaign, and feelings are so aroused that there will be a tremendous vote.

Smith's Vote Deciding Factor

The best way to visualize the possible results is by study of a map of the votes in the Electoral College in Presidential elections decided in that manner, and not by popular vote. It is entirely possible that one candidate may win in tremendous popularity and be badly defeated. For example, Bryan was overwhelmingly defeated in the Electoral College in 1908, but it has recently been pointed out that with only 40,000 votes, if distributed strategically by states, he could have elected him.

Now, as to which Governor Smith is really sure of though he says so, however, by several thousand would surprise no one.

Kentucky	13
Maine	6
Michigan	15
Nevada	1
New Hampshire	4
New Jersey	14
Oklahoma	21
Oregon	10
Pennsylvania	25
South Dakota	5
Utah	1
Vermont	1
Washington	7
West Virginia	8
Wyoming	3
Total	250

The remaining states must come under the heading of doubtful:

Arizona	1
Maryland	8
Massachusetts	18
Missouri	18
Montana	1
Total	73

Nebraska	15
New York	12
North Carolina	9
Rhode Island	3
Tennessee	12
Wisconsin	11
Total	100

As only 266 votes are necessary to an election, the second table preceding selects Houses of Representatives chosen with a margin of one vote, to single out without counting a single one of the states less friendly to Al Smith. But there is one state member of the House which stands in that list, and which the honest judgment of the writer is that the odds might be at least 50-50 in favor of his being chosen to the House, and even exceptions like Kentucky, there should be about 100 in the House of Representatives in the state total, 1 to 2 in Nevada, 1 to 3 in New Jersey, 1 to 3 in West Virginia, 1 to 2 in

BEGGING CLUB

Unemployed men of Australia are forming begging clubs according to evidence recently in the police court of Newcastle. It has been suggested in that city that the members of the clubs have been delegated to beg about streets in the harbor and bay. The preceding elects Houses of Representatives chosen with a margin of one vote, to single out without counting a single one of the states less friendly to Al Smith. But there is one state member of the House which stands in that list, and which the honest judgment of the writer is that the odds might be at least 50-50 in favor of his being chosen to the House, and even exceptions like Kentucky, there should be about 100 in the House of Representatives in the state total, 1 to 2 in Nevada, 1 to 3 in New Jersey, 1 to 3 in West Virginia, 1 to 2 in

TAMMANY DRAWS NO COLOR LINE

Now that the "Tammanycats" have raised the negro as an issue—let's see just how White is Tammany which—recognizing no color line—is attempting to saddle itself upon the white democracy of the South. The only appeal left to the Tammany politicians is the "Bloody Shirt". They are franticly trying to cloud the issues—but they cannot hide Tammany's record which is one of social and political equality.

WE, of the MILITANT DEMOCRACY, Stand for WHITE SUPREMACY. But TAMMANY DOES NOT. Al Smith and Tammany Are One.

Among the 276 negro employees of New York City is one Ferdinand Q. Morton, Civil Service Commissioner at a salary of \$7,500.00 annually. The secretary assigned to him by the Tammany Democratic Administration is a White American Born Woman.

They cannot deny this fact. They cannot successfully refute the fact that Al Smith's Tammany Record stamps him as the greatest foe of White supremacy in the United States.

Tammany Mixes The Races

Al Smith was speaker of the New York Assembly in 1913. The Tammany Democrats were in majority in both branches of the legislature. A bill was introduced and passed making it a crime in New York for any hotel, restaurant, barber shop, theater or any other place of accommodation to make any distinction between white and blacks, or to say that Negroes were not wanted.

Al Smith and his Tammany majority voted for this bill and passed it. It is now the law in New York. Smith and Tammany passed it as Tammany's reward to the Negroes of New York for their support that Al Smith has always gotten.

AND TODAY AL SMITH AND TAMMANY ARE APPEALING TO THE NEGRO FOR HIS VOTE ON NOVEMBER 6.

Negroe White House Welcome

Jimmy Walker, Tammany Mayor of New York and protege of Al Smith, told a negro convention no later than last August that they would be as WELCOME in the WHITE HOUSE in Washington after Smith's election as they have always been welcome in New York city.

HERE IS THE PROOF AS CONTAINED IN AN EXTRACT FROM THE NEW YORK TIMES OF AUGUST 16, 1928.

"With more than 500 negro delegates from all over the country attending the twenty ninth annual convention of the National Negro Business League opened yesterday morning at the Mother Zion A. M. E. Church, 151 West 136th street.

"Major Walker welcomed the convention to the city at the evening session in the Abyssinian Baptist Church, 132 West Fifth street. The mayor's only reference to National politics came when he paused for a moment towards the end of his address and then concluded with a SMILE."

"After the first Tuesday after the first Monday in November—I won't say what is going to happen—BUT I CAN ASURE YOU NOW THAT YOU WILL BE AS WELCOME IN THE WHITE HOUSE AS YOU ARE HERE IN NEW YORK CITY."

"The mayor's remarks were CHEERED until he left to go to another engagement."

Negroes Congratulate Smith

If the White Democracy of the South needs further proof that Smith and Tammany stand for social and political equality between the races, read the following telegram of congratulations to Alfred Emanuel Smith from the Colorado Negro Voter's Advisory Association after Smith's nomination at Houston:

"The Colorado Negro Voter's Advisory Association congratulates the DEMOCRATIC PARTY upon YOUR nomination as the STANDARD BEARER for the presidency of the United States. Your nomination comes as A SECOND EMANCIPATION PROCLAMATION. The first freed them from manual bondage. The SECOND frees them of POLITICAL SLAVERY. Colorado negro voters will give you and Senator Robinson, in our judgment, at least eighty per cent of their voting strength."

AND TAMMANY'S RECORD IS REPLETE WITH PLENTY OF ADDITIONAL EVIDENCE THAT IT DRAWS NO LINE OF DISTINCTION BETWEEN WHITES AND BLACKS.

-- THE CONTRAST --

Now read what Herbert Hoover says. His acceptance speech contains this clear-cut and definite promise to the people of the South. It was reiterated in his Tennessee address.

"HE SAID: Appointive office, North and South, East and West, MUST BE BASED SOLELY ON MERIT, CHARACTER and REPUTATION in the COMMUNITY IN WHICH THE APPOINTEE IS TO SERVE; as it is ESSENTIAL for the PROPER PERFORMANCE of their duties that officials shall ENJOY THE CONFIDENCE and RESPECT of the PEOPLE with whom they SERVE".

"THEREFORE in a contest between Governor Smith who stands for the Tammany idea of SOCIAL and POLITICAL EQUALITY between the RACES, and HERBERT HOOVER, who definitely promises that Federal offices in the SOUTH shall go to WHITE APPOINTER, there is NO QUESTION where the MILITANT DEMOCRACY STANDS."

DON'T BE DECEIVED—HERBERT HOOVER STANDS FOR WHITE SUPREMACY AND 100 PER CENT AMERICANISM.

VOTE YOUR VOTE—DON'T BE COERCED

HERE ARE THE HOOVER ELECTORS

Edwin W. Abbott	Bert Leigh Acker
Robert D. Aldrich	George S. Ames
Herbert L. Anderson	Katherine E. Auscherman

LEARN THEM BY HEART—VOTE FOR ALL SIX

Hoover Democratic Publicity Bureau of Florida

(Old Political Advertisement)

When you come to Sanford this winter,
LANEY'S
will be happy to meet
your dry cleaning and dyeing requirements.
JUST PHONE 465

Laney Dry Cleaning Co.
SANFORD'S LEADING DRY CLEANERS

SANFORD BANK DEPOSITS ARE THREE MILLION

Healthy Condition Is Shown In Otherwise Dull Part Of Year

CITY BOASTS 2 BANKS

FORSTER LINKED WITH BANK FOR 45 YEARS

The First National Bank formally came into existence in Nov. 1901, with Mr. Forster as cashier. Those instrumental in its organization included men whose names have been linked prominently with the early history of Sanford and Seminole County, including Mates L. Lyman, Fred Lyman, Rev. Lyman, Dr. John Sanford, Senator Philip H. L. DeForrest, H. R. Chase, J. T. Chase, Willis McLean and H. P. Whitmer Sr., who had been associated with M. M. Forster.

At the height of the boom, the bank was first capitalized at \$100,000, and increased to \$250,000.

Five years later, Mr. Forster was elected president and has continued in that capacity ever since.

Different of the bank include Mr. Forster, T. J. Bramley and H. C. DuBoise, vice presidents; H. P. Whitmer Sr., cashier; A. L. Betts, assistant cashier. The officers together with the following men constitute the board of directors: Mr. Allen,

community for more than four months. The capital stock reduced to \$25,000 and the bank began a period of tremendous adversities. It having been opened for business, it had suffered many reverses.

Each had paid off of directors, the only one of eight banks

in Orange County to weather the depression with the distinction of being the only one of eight banks

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CUBA DESCRIBED AS DREAM ISLE BY FRANK EVANS

Local Man Sings Praises Of Havana After Veteran Re-Union

have been known a mere growing up to one end of the island is a name that was acquired after some talk giving credit to one of the sixth thousand veterans attending the reunion.

After the re-union, the Cuban government presented a

Havana itself different from any other place in the world.

At the other end of the island is the Matanzas River, which is

the largest river in Cuba, and is

the second largest in the Americas.

There are no streams flowing

out of any kind of mountains

but all the water comes from

the sea, and there are no rivers.

There are no streams flowing

out of any kind of mountains

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EXCLUSIVE CLUB OPENS DOORS TO 100TH MEMBER

Charles Lindbergh Is Foremost Member Of Peculiar Group

WASHINGTON, Oct. 31.—(INS) The Caterpillar Club, the nation's most exclusive organization, has swung wide its doors to receive its hundredth member.

The club is peculiar in that its by-laws stipulate that a member must lose his life and then regain it by swinging to safety at the bottom of a parachute.

Those accustomed to terra firma may find the initiation is rather harrowing but the club's registrar at McCook Field, Dayton, O., admits the membership would have made their recorded leaps from falling airplanes even if there were no Caterpillar Club.

Lindberg A Member

The foremost member is Col. Charles A. Lindbergh. He has four emergency leaps to his credit. Lt. Roger V. Williams, Spokane, Wash., is the latest to enter the club's fold.

Williams received his membership card by leaping to safety when his plane collided in midair with another plane piloted by Lt. W. L. Cornelius at San Diego, Cal., recently. Lieutenant Cornelius was killed when his parachute became entangled upon a wing of his fallen plane.

Lieutenant Cornelius was the second of the army's "Three Musketeers" to be killed during September. The first was Lt. J. J. Williams who crashed at Mines Field, Los Angeles, during an air meet. Lindbergh took his place in the army's plane formation so the spectators would not be disappointed.

Records of Caterpillar members show they usually remain in their planes until the last moment. Club statistics read like this:

"Accident at 2,500 feet Pilot Jumped at 500 feet."

Parachute—Record

Airmen records show that the parachutes adopted as service equipment never have failed to open. Mrs. J. A. MacFarlane is a Caterpillar, the only woman member of the club. She was taken up at Griswold Field, Cincinnati, to demonstrate a new parachute—one not sanctioned by the army. As a precaution an army parachute was strapped about her. She leaped. The test parachute failed to open. The army one did and she crashed down to the doors of the Caterpillar Club.

Col. J. L. Moore, veteran army flyer, fell asleep and got his name

TUNE IN WITH A—

Philco

ALL-ELECTRIC

RADIO

WE ADVISE THE USE OF PHILCO BATTERIES FOR NON-ELECTRIC RADIOS AND FOR MOTOR CARS

Automotive Electric Co.

227 W. FIRST ST.

PHONE 238

Elder Springs Water

208 N. Park Ave.

Best Life Insurance One Can Carry

CHIMICAL ANALYSIS

99 98 %
100

Color	Clear
Reaction	Neutral
Free Ammonia	None
Alkalimoid Ammonia	Trace
Chlorine	1.75 parts per million
Total Solids	8.80 parts per million
Hardness	2.00 parts per million
Fluoride	None

DR. THOM. R. BAKER Chemist
Elder Springs, Winter Park, Florida

Healthful Drinking This
WATER IS Worth More Than

Weather Reports

WASHINGTON, Oct. 31—(INS)

Along the South Atlantic coast the winds will be moderate to fresh northeast and east, and weather overcast tonight and Thursday with showers over extreme south portion. Over the East Gulf the winds will be fresh northeast and east, possibly with squalls over extreme south portion; the weather will be partly overcast tonight and Thursday, with occasional rain over extreme south portion.

For next till 8 P. M. Thursday, For Georgia, cloudy tonight and Friday, followed by showers Thursday. Moderate east winds.

For Alabama, cloudy, not so cold in west and north portions to night. Thursday showers, warmer.

For extreme northwest Florida, partly cloudy tonight; Thursday showers. Moderate east winds.

Police Seek Cashier Of Bank In Leesburg

RALEIGH, N. C., Oct. 31.—(INS) Police today were asked by Leesburg, Fla., authorities to be on the lookout for J. H. Hightower, former Raleigh banker, wanted in Florida on warrants charging embezzlement of funds of the Grovebank of Leesburg, of which he was cashier.

Hightower has been missing from Leesburg since Saturday, according to reports. He was acquitted of charges of violating the banking laws of North Carolina several years ago following the fall of a Raleigh bank. He was charged with having received deposits knowing the bank to be insolvent.

To PROBE FLOGGING

MUNCIE, Ind., Oct. 31.—(INS) A vigorous investigation was under way today into the flogging in the county jail last night of two Anti-Saloon League operatives who were sentenced to be whipped by a kangaroo court. The dry workers, Edwin R. Exlin, and Wayne Lucas both of Indianapolis, received 30 lashes each from prisoners in the jail. They were charged with "breaking into jail."

on the club roster. He slipped from the cockpit of his plane and was on the tail of the plane when he regained his senses fully while dropping through space beneath a parachute he had strapped about him. He pulled the release string and glided to safety.

J. L. Ingram Dies In West Palm Beach

Succumbing to a lengthy illness, J. L. Ingram, former resident of Sanford, died Monday in West Palm Beach, where he had been living for several years. The body arrived here today for interment.

Funeral services will be conducted tomorrow afternoon at 1 o'clock from the Miller Erickson funeral home, with Dr. E. D. Drawdelle of Sanford and Rev. W. O. Moon of Fort Meade in charge. Burial will follow in Lakewood Cemetery.

J. L. Ingram at one time was employed as an engineer on the Atlantic Coast Line but later he engaged in the celery farming business. He is survived by his widow, Mrs. Nettie Ingram, two sons, Earl and William of West Palm Beach, a daughter, Mrs. Joe Guerry of Sanford, and two sisters, Mrs. W. L. Guerry and Mrs. E. J. Irish, both of this city.

Wife Of Ruler Will Seek Fame In Movies

LONDON, Oct. 31.—(INS) For the first time in its history Hollywood is going to have the wife of a ruling potentate among its aspirants to film fame.

Her highness the Rani of Sambawak, queen of the ruler of the romantic independent kingdom of the faraway island of Barnev, is leaving London shortly on a trip three-quarters of the way around the world. Her final destination is Hollywood, where, in common with thousands of others, she plans to seek recognition in the land of the bright lights and cameras, offering as her stock in trade a number of scenarios and a wealth of experience concerning that quarter of the world where her husband is king.

Strangely enough, it will not be a dusky, be-jeweled, variegated rani who will seek entrance to Hollywood's gates but instead a modishly dressed English woman of middle age, the daughter of one of England's oldest and aristocratic families.

The witch broom disease has been damaging crops in Trinidad

OFFICES

FOR RENT

Centrally located, newly decorated, rent very reasonable.

Hill Hardware Co.
SANFORD, FLA.

HOUSES FOR SALE

Here Are Two Of The Biggest Values in Sanford.

Completely furnished, six room house, modern in every respect, both hot and cold water. Will sell this house at an extremely reasonable figure.

Four room house, comparatively new, newly painted, without city taxes, \$1000 takes this wonderful value.

ADDRESS

R. D. MARTIN

Box 811 Sanford, Fla.

A FLORIDA INDUSTRY

that merits your support

Florida McCracken Concrete Pipe Co.

Manufacturers of

Concrete Pipe

for

Grove Irrigation
Sub-Irrigation
Storm Sewers
Sanitary Sewers

Sizes 4 in. to 60 in. machine made

One Pipe or a Train Load

Florida Plants at

Sanford

Tampa

Miami

(TOO EXPENSIVE)

FOR RENT—5 room house available now. 804 Mellonville Ave. Apply White Rental Agency 113 1-2 Magnolia Ave.

Oasis Cafe

ALL-AMERICAN

welcomes

Sanford's winter visitors and invites them to make the Oasis their headquarters for good meals.

113 South Park Ave.

MILK ---

THAT IS PURE

We offer you milk that is pure and safe, milk that can be depended upon for its wholesomeness and purity... milk that is rich in health-building qualities.

We earnestly solicit the privilege of serving you and in return will give you a product and a service that will prove a delight.

BAKER-MERO DAIRY

PHONE 646J

S. O. SHINHOLSER

SANFORD FLORIDA

manufacturer

of

fruit and vegetable crates

in which

are packed Sanford and Seminole County's famous celery vegetable and fruit crops.

The "cream of the crop" is packed in Shinholsen crates.

Sanford Is Center Of Great Vegetable Producing Section

Celery And Numerous Other Crops Bring In \$5,000,000 Yearly

Wells Supply Water

Celery Production Is Specialized Business

By E. L. Markell
Sales Manager, American Fruit Growers Inc.

Seminole County produces about 8000 cars of vegetables annually, the value of which is approximately \$5,000,000. Over three-fourths of this output consists of celery and any discussion of Seminole County's vegetable industry must, therefore, center around the production of its celery crop. The consumption of celery in the United States has increased from a few thousand cars in 1910 to over 25,000 cars at the present time. It is to be found on the market every day and its cost is now well within the reach of practically everyone.

Florida produces considerably over one-third of the total crop, the bulk of which is grown around Sanford in Seminole County. This district shipped over 6500 cars of celery during 1928. Sanford with its tremendous income from celery and with its record as the leading celery shipping point in the world has rightly earned its title "The Celery City."

Celery growing in Florida is a specialized business. It requires not only particular knowledge but also the right kind of a farm. Complete control of moisture is essential, and this is regulated in the Sanford district by an elaborate irrigation and drainage system. The land is practically level and is all underlaid with porous tile placed at intervals of about 20 feet and connected at one end of the field with the water supply system and at the other with the drainage sewers and ditches. During periods of heavy rainfall this system is used exclusively for drainage purposes, and it is so efficient that almost any field in the district can be cultivated within an hour or two after a heavy storm has occurred. During dry weather the outlets are plugged and water is turned on and allowed to rise until the soil is saturated to the desired extent.

The water supply comes from flowing wells that can be made available in any part of the district by drilling to the depth of from 150 to 300 feet. This abundant supply of cheap water is one of Sanford's most valuable assets, and is of prime importance in the growing of a first class crop of celery.

The production of celery in Florida is practically a year-round occupation, commencing in July with the planting of the seed beds and ending in June with the harvesting of the last of the crop. The young plants are first grown in seedbeds which must be protected from hard winds and excessive sunlight by means of tent-like coverings of white muslin. When weather conditions are right and the seedlings have reached the proper size they are planted in the field. The setting is done almost exclusively by negroes who develop machine-like skill and speed in placing each plant in its proper place with two strokes of their trowel. An expert setter can plant over 1000 celery plants a day.

The celery crop must be cultivated, fertilized and sprayed at frequent intervals during the three to four months that elapse between the time the plants are set in the field and the harvest. Previous to harvest it must be blanched. This is accomplished by means of blanching paper ten inches high, which is run down each side of a row of celery and held in place by wire staples. The blanching process simply consists of excluding the light from the stalks until they turn white. This takes only five or six days when the weather is warm, but may require three weeks to more during cold weather.

Harvesting the celery crop is also done largely by negroes. The Sanford district has built up an enviable reputation for the high quality of its pack. Most of the celery is shipped unashed although recently increasing numbers are being packed ashed. A new record figure was shown this year when 6500 cars were harvested and processed.

Shipped celery is shipped all over the United States and Canada. These forty-five cars of the Sanford celery crop is marketed by the American Fruit Growers, the largest packers and processors

or consign their shipments to commission houses on various markets. The organizations do practically all of their selling by wire through their representatives or brokers on the market, who in turn solicit orders from their clients in the wholesale and jobbing business. These sales are conducted almost exclusively on an O. O. B. shipping point basis. This method of selling removes much of the element of uncertainty. The shipper knows very quickly what he can expect from a certain shipment, and the buyer knows exactly what he has to pay.

While celery is an expensive crop to grow, the returns are usually high. It costs from five hundred to six hundred dollars to produce and harvest an acre of celery in the Sanford district. The yield per acre averages around 600 to 700 crates. A fair average selling price is \$1.50 per crate f. o. b. shipping point or \$600.00 to \$1050.00 per acre gross. Although the price occasionally drops below this figure, the government records, for a number of years, show very few instances where the price has dropped below the cost of production, while it has frequently reached \$3.00 per crate and sometimes considerably more. Net returns of a thousand dollars an acre are received by fortunate growers practically every season, and while this is, of course not the average, the gambling chance of hitting the right market and making a "killing" is one of the factors that make the Sanford Celery game so alluring.

While celery is by far the most important crop, Seminole County also produces a considerable quantity of other vegetables. Chief among these is lettuce, mainly the old style Big Boston variety. While the tremendous increase in the production of western iceberg lettuce has reduced the consumption of Big Boston, it is still in demand in some markets and when the supply is limited, it occasionally sells iceberg.

Romaine is another type of lettuce that is grown in Seminole County to the extent of about 50 to 75 cars yearly.

During recent years, the Sanford growers have been replacing some of their lettuce acreage with escarole. While this crop is not so well known on the market, it is becoming increasingly popular. This vegetable is consumed very largely by the German or Italian trade and fills three-fourths of Seminole County's output of 300 cars or more to New York City. This crop is a very prolific grower and sometimes yields as high as 1200 to 1500 bushels per acre.

While it usually sells at relatively low prices, it only costs around 50 cents a hamper to grow and harvest. Escarole is, therefore, considered a profitable crop to grow even when it sells for as low as 75 cents f. o. b. Sanford escarole has sold as high as \$1.00 f. o. b., but naturally such instances are due to unusual conditions and have been rare.

Bell Peppers are grown quite generally especially in the spring. The output varies according to season and market conditions, but usually runs from 300 to 3000 cars.

Cabbage, beans, squash, potatoes and other crops also thrive in the Sanford district, but they are usually not produced on a very large scale.

Because of its peculiar advantages with regard to the control of water, the Sanford district can produce from two to four crops on the same land during one season. The farmers frequently grow a crop of lettuce in the late fall or early winter, and follow this with celery to be harvested in March or April. They also occasionally grow a third crop of beans, peppers, eggplants or squash in the late spring and then cut a crop of hay during the summer.

Such intensive cultivation, however, is not generally practiced as it has a tendency to exhaust the soil. But the ability to produce two or more crops in a single season enables Sanford farmers to offset a loss or failure to make a profit by means of a second crop. "Lucky Sanford" very seldom has two crop failures in succession.

AIRLINE GUARD FORESTS

TOONIE, Oct. 31.—(INS)—The Ontario Forest Patrol at Toonie has patrolled the forest belt in an effort to detect and prevent forest fires. A new road, 10 miles long, has been driven along the northern boundary of the forest belt, and patrols are now being made along this road.

GRACE MOORE SCORES TRUMPS IN PARIS IN HER ROLE OF MINI



SANFORD GARDEN CLUB IS HELPING TO BEAUTIFY CITY

Beautification Work Seen In Attractive Lawns and Gardens

By Susan Wight
Former President of the Sanford Garden Club

Irving Bacheller has said rather wittily that "A city, like a man, has soul to save; and like a man, it has a face of its own to display." Thirty-nine counties of Florida have taken definite steps towards a beautification program, in recognition of the fact that beauty is a tangible asset.

It is the asset first realized by newsmen and, in their own

own chamber of commerce gives information concerning churches, schools, businesses prosperously, and tax valuation.

The clean orderly streets, the

attractive parks and the lovely door yards tell their own story, and play their own part in causing the passer-by to halt and ask questions. There was a time when Sanford had a well worked out and splendid program for city beautification, and the ordinances to that end are still written among our city laws, even though the work itself has necessarily paused.

Too much credit cannot be given to James Moughton for the wonders he has done in keeping the parks in good condition; and the grounds around the municipal center so beautiful, but the time seems to have come for something more to be undertaken.

If Sanford is to wear a very attractive face, On the 20th of November a State Beautification conference will be held in Kissimmee, and if a delegation from the city official body could attend, there is no doubt but that much enthusiasm would be aroused that would bring immediate results.

The Garden Club, of which Henry Nickel is president, has

done much toward stimulating interest in home grounds, and

consequently is being given an

increasing the number and value

of garden subjects possible in this section. From time to time inspirational speakers have been brought before the members men and women of all ages, who have given most freely of their own information. There are now a number of delightful gardens in Sanford, and instances of the hit and miss manner of some years ago a certain recognition of definite rules of landscape design is in evidence.

The Garden Club, slightly more than two years old, now carries on its work through circles of not less than 15 members, who meet monthly at each other's homes for informal study and refreshments. These circles are, Rose Court, Circle, Mrs. Roy Sykes, chairman; Central, Mrs. Miss H. B. Lewis, chairman; Azalea Circle, Mrs. E. L. Markall, chairman; and Mayfair Circle, Mrs. W. M. Scott, chairman.

It is earnestly hoped that many

new members will come in the

first of the year, and more ex-

amples of the beautification of home grounds, based on

beautification and development, as shown by photographs taken at the beginning and the end of the contest, which would have terminated in March of this year, had not the successive cold spells cut the gardens almost to the ground. An extension of time was given, and now immediately the final photographs will be made, and prizes awarded through the Woman's Club.

The Garden Club also offered prizes for rear gardens, awards to be based on privacy, beauty and general design—thus to encourage the use of the lovely Florida out-of-doors, by way of using the garden as a living room.

These prizes also will be awarded shortly.

At a recent meeting of the

Garden Club, a letter was read from Linton E. Allen, presi-

dent of the Sanford Atlantic

National Bank, signifying the

willingness of that institution to

Indian Prince Literary Benefit

PARIS, Oct. 31.—(INS)—translators, habitually poor, are blessing the Gauguins for his literary interests, those of Tennyson's the Queen have meant considerable number of these translations.

The Indian potentate, in a Paris residence, took a luxurious one to his library in Monceau district. Told that it formerly belonged to the late René, His Highness ordered of Helnach's books.

"A fellow who can build a like this on his literary merit must be good," was the opinion.

Competing in the annual sea angling contest for winners at Deal, England, recently, a hooked and landed a canvas bag that had been lost from pier several days before.

GET YOUR RADIO FISH

HOP-MAC BATTERY CO.

E A R L Y AMERICAN FURNITURE

The opening of the American wing of the Metropolitan Museum in New York has furnished an added impetus toward the fashion of doing some of our smartest homes in "Americana." It is with particular pleasure that we call the attention of the Sanford lovers of colonial furniture to three beautiful early American pieces that we have just received, a Governor Winthrop desk, a secretary, and a low boy, or Salem chest.

These are authentic early American designs, of mahogany wood with a hand-rubbed satin finish. In every respect they are truly colonial in spirit.

In 1635 Sanford was one of the most modern cities in the States, had a waterworks plant, gas plant, ice factory, etc. A disastrous fire visited the city in 1687 and it is the same year the initial South Florida Fair was held which was a feature event of that time. In 1692 Sanford was the largest interior city in Florida, and the largest orange shipping section in the world.

Many thousands of groves planted in its back country brought prosperity to every one directly or indirectly engaged in this industry. The first money in Florida was handled in Sanford by one of the early colonists. The enormous freeze of 1894-95 practically annihilated all sources of income to the city. As in other communities, this catastrophe was followed by a general gloom of the people. Of the eight banks in the county at that time, the First National Bank of Sanford was the only one to withstand the trial.

The first attempt at truck raising was made in 1895, when celery and lettuce were planted on a small scale and a system of irrigation, novel at that time, was introduced. It was not, however, until several years later that the crop was grown commercially and profitably to return dividends therefrom. These results gave an impetus to the city's growth. During the period from 1910 to date the celery delta comprising Sanford's back country, has proven a source of financial wealth.

In 1910 Sanford, which was then in Orange County, became the third town in the newly created Seminole County. Since 1910 the community has grown rapidly, paved streets and the construction of several churches and houses.

From that historical review it will be seen that Sanford is a city that has grown through

the efforts of its people and the

industry of its citizens.

The Salem chest which has four straight-fronted

drawers and hand-wrought brass handles bears a peculiarity

colonial stamp in the typical carved fan-shaped

shell decoration. All three of these pieces have the

claw and ball feet that spell Americana to the initiated.

The beautiful mellow finish of the wood, the

masterly craftsmanship, gracefulness of line and the

purity of spirit of these excellent designs will be

appreciated by those who know the fine points of good

furniture.

=SANFORD=
FURNITURE CO.



**Our
Pennant
Is Up!**

The new gasoline is here! Motorists tell us it's better, far better, than anything they have ever had before. Let us show you.

J. E. Robinson
Midway

Stop!

where you see
the red Texaco
gasoline pump at

E. J. Routh's
and fill with

**TEXACO
GASOLINE**

The Volatile Gas

Texaco Gasoline—the volatile gas—yields its full power the second it gets the spark. The engine runs with Texaco starts easier, picks up quicker, and steadily delivers its maximum power on the steepest hills.

E. J. Routh
1601 W. First St.
Groceries—Tobaccos—
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We know
there's a
difference!

You will, too, the moment you get the new and better TEXACO into your tank.

There is nothing like it. Drive in. Then notice your engine.

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**TEXACO
GASOLINE**

**Is there
any real
difference
in
Gasoline?**

We have the answer. Just drive up to the Texaco pump. Then notice how much better your engine performs. Better in pick-up, power, mileage and smoothness.

The new Texaco is decidedly different. Stop where you see the Texaco pump—



West Sanford
Filling Station
W. First Street
Carl Fesler, Mgr.

**If It's Price
You Want-**



If you buy by price we'll sell you a Goodyear
Pneumatic tire and best
mail order prices.

Pneumatics are made in
the world's largest tire
factories—you get the
benefits of enormous pur-
chasing and production
methods and we back
you with tire with our
guarantee and service.

Rockey's Tire
Shop

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Any car is a better car if, nothing but Texaco Gasoline is ever fed to the tank. Better in mileage, upkeep, flexibility, pick-up and power.

42°

RED TIP

Service Station

Altamonte Springs

Fla.



**SHORT'S
CAMP**

Six miles North
of Sanford

On The DeLand Road
We handle a complete line of
Texaco Gasoline and Golden
Motor Oil. We give free
crank case service. Free air,
running water at curb. Quick,
courteous service.

ALWAYS OPEN

Faster.. Faster.. We Drive

Changed Motoring Conditions Demand a New Gasoline

60 . . . 70 . . . perhaps more miles per hour—
mastery of the highest hills in high gear—quick-
action power—all of this you and thousands of
others demand when you buy a car. You may
never use this excess power, yet you want it.

Faster and faster—each year a little faster—you
drive over increasing miles of improved roads.
Faster and faster moves the traffic of cities.

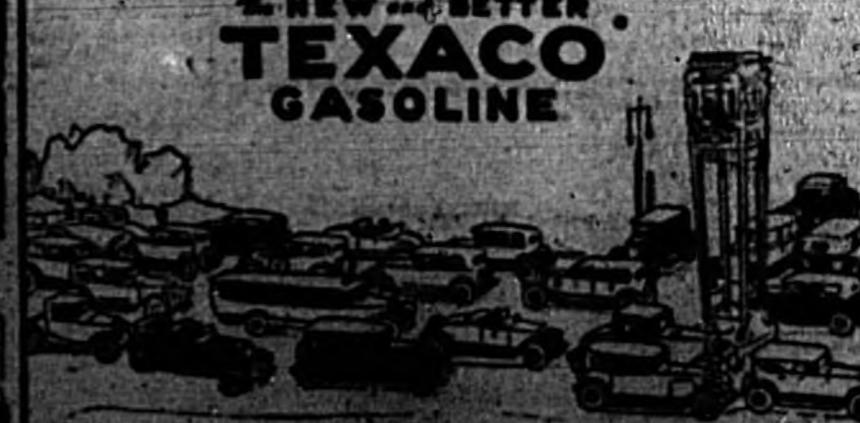
The new and better Texaco is an answer to these
changed and changing conditions. In the tank,
the new and better Texaco is a pure, non-deteriorated
liquid; at the spark, a vapor that is so free of
moisture that it can be truly described as dry. It
is this dryness—this ability to form a dry gas—
which, in your engine, results in increased power
and responsiveness throughout its entire driving
range.

Anywhere—wherever you see the Red Star and
Green T, drive in for the new and better Texaco—the
gasoline that forms a dry gas.

The Texaco Company, 17 Battery Place, New York City

Texaco Petroleum Products

**THE NEW AND BETTER
TEXACO
GASOLINE**



TRADE BODY OF SANFORD FILLS NEEDED PLACE

Chamber Of Commerce Is Clearing House Of City Information Offers Big Service

Local Publicity Goes Through Civic Board

By Edward J. Tretter
Secretary of Sanford Chamber of Commerce

The Sanford Chamber of Commerce, organized in 1920, has for the past eight years been a clearing house for questions involving the civic welfare of Sanford and Seminole County. It has been a service organization for the people of our city and county, for visitors and strangers within our gates. Through the Chamber of Commerce favorable publicity has gone forth to the world for eight years, and thousands of dollars have been expended or paid newspapers and magazines advertising the virtues and resources of this community. This organization is the connecting link between Sanford and the outside world from the point of disseminating true information to those who wish to know more about Sanford.

The Chamber of Commerce has worked and is working for the general advancement of this city, this county, and Florida. It is obvious that every step that helps the city, helps the business and professional men of the city. Additional population has been brought to Sanford, meaning more customers, more clients, more tax payers, and I believe it is generally conceded that the Chamber of Commerce has had an important part in bringing new people to Sanford since 1920.

The Chamber of Commerce has become a general information bureau to Sanford and Seminole County. Its staff is kept busy answering questions, and many answers require exhaustive and painstaking research to obtain the information. The reply "We don't know" has been avoided, as far as is known, found out, if possible, for the benefit of in-

quiries. Almost every organization in the City of Sanford has at times asked and received the cooperation of the Chamber of Commerce in some work or movement for the public good, especially in the way of "getting the facts."

For the benefit of all, the Chamber of Commerce has become Sanford's reception room. Those who do not visit the Chamber of Commerce could be surprised to see how many visitors from all over the country come in for assistance and information. Tourists ask information about roads; home folks planning a motor trip call to inquire the best route to Chicago or Maine or California. We try to keep in touch with the latest road conditions, and are ready to provide information up to date.

At the secretary's desk may be found a business man from another city and state, inquiring for definite information along some line. He may be planning something that means business for Sanford. Generally speaking, the business man, first contact in the business with the Chamber of Commerce, and that contact will go a long way toward creating a permanent impression of the city. He is invariably given all assistance possible and placed in touch with local business men who can best supply his needs.

A large amount of correspondence is handled by the Sanford Chamber of Commerce, including not a little from foreign countries. Manufacturers write to inquire what firms handle their lines, and information is requested about the possibilities of various kinds of business. There is hardly any service that you might think of that the Chamber is not asked to perform. Some requests through the mail appear foolish, but every letter is answered promptly and courteously and the desired information is nearly always given.

Entertainment of prominent visitors is one of the duties of the Chamber. Sanford is often visited by men of State and National prominence, who desire to meet citizens, and the Chamber of Commerce has often arranged luncheons and meetings for this purpose. Many of these inquiries ask for literature as well as information, and this is cheerfully given. We have at present requests for several thousand books, which requires we are holding for the completion of our new literature.

The work of the paid employees of the Chamber is only a part of the work which is done. The president and directors of the organization give a great deal of their

CHAMBER HEAD



Clyde A. Bryd, manager of the Florida Power & Light Company, has served as president of the Sanford Chamber of Commerce since last Spring.

WOMAN'S CLUB IS PROMINENT IN CIVIC WORK

Formation Of Parent-Teacher Bodies Was One Achievement

Gym Class Started Club Will Bring Many Artists This Winter

By Josephine L. Drummond
President Sanford Woman's Club

The Woman's Club of every community has the indispensable privilege of supervising the distribution of rare and carefully selected varieties of plants, which cultivated develop into its Progress-Progress, which embodies the moral-intellectual, philanthropic and social growth of the community.

Since its organization and ad-

mittance to the State Federation in 1913, the Sanford Woman's Club has shown unfailing loyalty in the interests of the best interests of the community. During the World War is assisted most substantially in the work of the Red Cross, and at the same time assumed the responsibility of increasing our members' salaries. It organized and developed the Children's Lunch Room, the Parent Teachers Association, the Garden Club, and the annual Flower Show.

In the past the Club contributed generously toward the Hospital Department will devote its time funds. This year the Welfare largely in the raising of money and sewing for this organization, having as one of its chief attractions a Charity Ball.

Mrs. F. E. Williams of Orlando, is the instructor of gymnasium and dancing classes—these classes are open to the public and under the supervision of the Social Department.

Dr. Virginia Spencer is being presented by the Literature Department and is giving a series of lectures—a course of study in world literature taking up authors who have been awarded the Nobel prizes and considered representatives from thirteen nations.

The faculty of the Rollins College Conservatory of Music, will give a recital before the Club at

its November business meeting this program in charge of the Music Department.

Miss Virginia Robie, former editor of House Beautiful, will lecture on Interior Decoration, presenting two lectures "What Does Your House Express?" and "Flower Arrangements".

Another addition this year, one which ensures novelty as well as richness of coloring is that of our Club Hostess. In connection with her duties presiding over a small gift shop and tea room she will dispense the hospitality of our Club to all its members—ensuring rest and comfort, game of cards and perhaps a cup of tea.

Another rare and valuable introduction is a movement called "the most artistic effort of our day" is that of the "Little Theater"—it will function under a "Fine Arts Committee, sponsored by our Club and open to all its members".

We are giving you just briefly a few of our interesting plans—

to You who have stood by us faithfully in the Past, helped us over so many seemingly impassable roads, assisted in the planning and realization of our beautiful Club House, we extend our heartfelt thanks, and ask the privilege of sharing with you some of the fruits of our labor.

Josephine L. Drummond, Pres.

about the neck. Bechhoff is featuring strictly tailored frocks in the new tweeds and English checks or small plaid for street wear. One of the latter in shaded gray in very trim and smart with the bodies fastened with a diagonal row of black buttons, square jacket pockets and scarf attached to one side of the throat and fringed at the ends.

A most useful coat-frock top worn without the coat comes in broadcloth with the bodice of crepe satin and narrow vest and tight undersleeves of white georgette. There are also gowns in the new soft woolen striped materials made with plaited neck to belt with tiny brass buttons and belts of made by gold leather.

After 16 years in the same office, which breaks all records in English post offices for long service, Walter Frost has just relinquished his position as chief supervisor at Relocate.

In the past 11 years people of America have invested \$ 3,570,000 in other amusement projects in foreign countries.

Parisians who are wearing the color, "Fudge," have their make-up to match.

Build Your Home In Sanford



BOTH WINTER AND SUMMER SANFORD IS AN IDEAL PLACE TO MAKE YOUR HOME.

With Gladly Consult With You On All Your Needs

Call

Sanford Welcomes WINTER VISITORS

The City Commission of Sanford, Florida, takes pleasure in extending a hearty invitation to spend this winter in Sanford and in so doing voices the sentiments of the entire City Government.

Situated on the shores of beautiful Lake Monroe and the St. John's river, Sanford is an ideally located spot in which to spend your vacation and the cost will not detract from your enjoyment.

SPEND THIS WINTER IN SANFORD

Sanford has much to offer the winter visitor and more to offer the prospective home seeker. Centrally located, easily accessible to all points of the state, served by the main line of the Atlantic Coast Line, Florida Motor Lines and boat service to Jacksonville, the "Celery City" will meet all vacation needs.

Hunting and fishing are unexcelled in and around Seminole County; a sporty golf course invites you to play; water sports of all kinds as well as boating are obtainable in Sanford. Wonderful roads will take you to the beauty spots of Central Florida, all easily reached within a few hours drive from Sanford.

Sanford hospitality is genuine hospitality. Ample accommodations at the most economical of prices. Completely appointed hotels, modern apartment, lovely rooms in private homes assure the winter visitor suitable accommodations. Sanford prices are not tourist prices. The Forrest Lake, one of Central Florida's most complete hotels, has a top rate of only \$2.50.

A modern theater equipped with Vitaphone, a new and modern Skating Rink, a thoroughly modern library, municipal pier with stage and seats, equipped for musical programs and other entertainments, beautiful parks, municipal, no concrete tennis courts, these and a multiplicity of conveniences await the winter visitor to Sanford. For further information about Sanford as a place to spend your vacation and as a place to make your home, address the Sanford Chamber of Commerce.

CITY COMMISSION SANFORD, FLA.

S. O. Chase E. F. Housholder F. J. Miller

Sanford Presents Many Inducements For Home Owners

City Substantial Has Steady, Solid Population To Build Upon

Visitors Welcomed Strategic Location Is Big Asset To People

By Mayor E. F. Housholder
Written For The Florida Municipal Record

Sanford—The celery city—the City Substantial, such is her description. Solid, secure, steady, progressive, never transient. Sanford caters to no particular class of tourists or visitors, but welcomes all and is prepared to offer unequalled hotel accommodations and recreation. To those desiring permanent location she offers opportunities unsurpassed for home establishments.

Possessed of more than 10,000 inhabitants, the City of Sanford is located in Seminole County on beautiful Lake Monroe through which the wonderful St. Johns River flows and provides shipping facilities to the port of Jacksonville; Sanford being the head of inland navigation.

To the visitor who is playing through Florida we offer one of the prettiest 18 hole golf courses to be found in the entire state, City Hall overlooking Lake Monroe having excellent fairways and greens, and plenty of room and maintenance an excellent

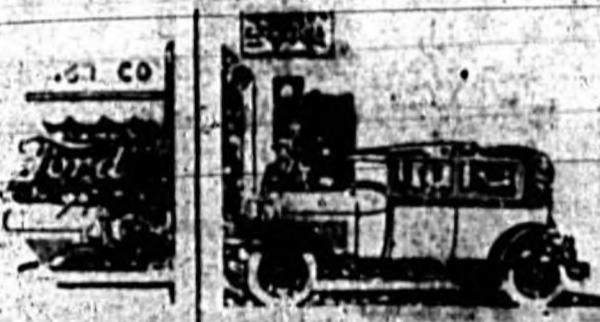
beautiful greens, and plenty of hazards with orange trees through the roughs, providing refreshments to the unbusy golfer who must attempt a retirement. The Club is old fashioned and comfortable and at all times maintained for the enjoyment and comfort of the players. Such visitors can find restful accommodations at the Forest Lake Hotel located on the shore of Lake Monroe within four blocks of the business district of the City and connected with the center of activity by boulevards. This hotel is built of stucco in Spanish style and is a hotel of 200 rooms with spacious lobbies and lavishly furnished.

On the lake front is located a recreation pier, hand shell, boat basin and yacht club. These things are enjoyed by the visitors and the residents of our community continuously, and those who wish to travel by yacht will find in Sanford an excellent harbor. The sportsman who may enjoy fine fishing and hunting will find the country surrounding our city, an abundance of wild life.

On the lake front near the municipal pier we have located the Municipal Zoo. The animals are well cared for and this provides an interest of educational value to our residents as well as visitors.

The municipality has within recent years erected the beautiful City Hall overlooking Lake Monroe.

Every purchaser of a new Ford is entitled to Free Inspection Service for the first 1500 miles



THE modern automobile is a finely built piece of machinery and it will stand a lot of abuse. Considering the work it does, it gives surprisingly little trouble. But there isn't a car made that will not run better and longer if given proper care.

The first few hundred miles are especially important because that is when the mechanism of your car is being broken in. Proper attention during this period will lengthen its life and prevent unnecessary trouble later on.

We are particularly interested in this matter because we believe it is our duty not only to make a good automobile, but to help the owner get the greatest possible use over the longest period of time at a minimum of trouble and expense.

With this in view, the entire Ford dealer organization has been specially trained and equipped to service the new Model A car.

Furthermore, we have instructed every Ford dealer to give his customers Free Inspection at intervals of 500 and 1500 miles.

FORD MOTOR COMPANY

municipal athletic field and many beautiful parks located in various sections of the City where tennis and other recreation can be enjoyed.

In back of this community life is the surrounding country without parallel in the State of Florida. Sanford is the center of the greatest celery growing area in the world. During the past cropping season there was shipped from Seminole County and the back country surrounding the City of Sanford, 6,582 carloads of celery and more than 8,700 carloads of produce and fruit raised in Seminole County. Seminole County, of which Sanford is the county seat represents in land area, the smallest county in the State of Florida, yet sales county ranks third in total income from agriculture in the State of Florida and in reality ranks first, considering the available area, inasmuch as two counties listed ahead of Seminole County are Polk and Hillsborough, which represents counties many times larger than Seminole.

Although Sanford is the center of the greatest agricultural district in the State of Florida, it is not entirely dependent upon the production of crops alone as there are continually coming into the community various manufacturing industries that consider the City of Sanford backed by the wonderful country to be a producing center instead of a consuming center, and with this condition existing in our community throughout the entire year, Sanford will always be recognized as the City Substantial with a future that will place it at all times at the head of the progressive cities in Florida.

The Tangier-Fer railway line which was opened in Morocco last year is to be extended to the port of Ceuta at cost for construction of nearly \$1,700,000.

President-Elect Gil Acclaimed



SNAPPED AT MEXICO CITY—Mr. Luis Leon, Secretary of Agriculture, making a speech at the great banquet tendered President-Elect Emilio Portes Gil by 600 men prominent in Mexican civil, military and industrial affairs. Arrow points to President-Elect Gil.

Americans Spend Big Sums With Barbers

CHICAGO, Oct. 31—(INS)—More men in the United States spend more than \$750,000,000 yearly in 45,000 barber shops trying to make himself beautiful, according to Joseph Byrne of New York.

Byrne, secretary of the National Beauty and Barber Supply Dealers Association, addressing the annual convention here said there are thousands of men who have their hair margined or permanent waved.

"There are more than those who admit it who have their faces massaged and have facial treatments to rub out wrinkles," Byrne declared. "There are many men who have their faces lifted."

"It used to be an oddity to see a man get a public manicure. Today men give almost as much trade to the manicure shops as do the women."

Expert States Many Oysters Destroyed

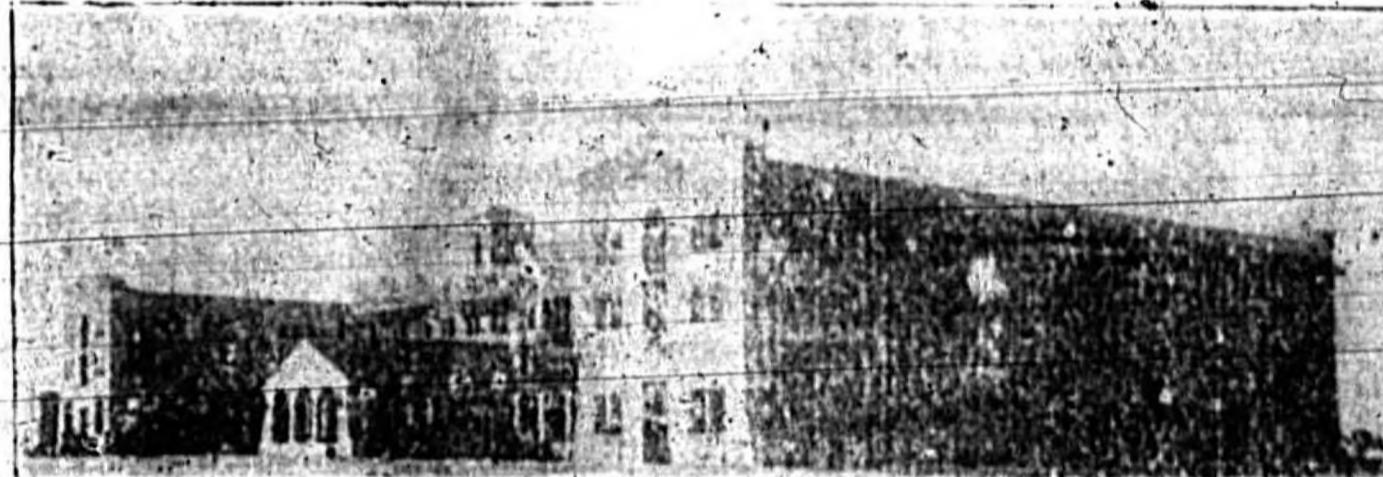
BALTIMORE, Oct. 31—(INS)—It has been said oysters "die before eaten," but Swanson East State Conservation Commissioner says large percentage of the bay-valve inhabitants of the Chesapeake Bay literally have been "drowned" by last summer's abnormal rains.

Maryland oysters popular as the state's crab and chicken dinner, will be scarce this winter, Earle predicts. The extent of the oyster mortality cannot be determined until dredging and tonguing starts and surveys instituted by the commission are completed, Earle declared.

It is explained an oyster cannot thrive on fresh water. The heavy inroads fresh water made upon the beds in the Chesapeake killed the shelled substances.

Sanford is the place for your Winter Home

Everything has combined to make Sanford the ideal location for a winter residence. The natural beauty of this section of Florida has been enhanced by man. Charming parks dot the city. A yacht basin graces the waterfront. Paved streets run in every direction under massive shade trees. An eighteen-hole golf course, owned by the city, is maintained for the benefit of citizens and visitors. Fresh vegetables are grown in great quantities near the city. Milk is rich and plentiful. The stores and personal shops are modern and carry the newest fashions for both men and women. The homes that line the streets are modern and charming. You'll like Sanferil.



THE HOTEL FOR REST LAKE

Sanford's modern tourist and commercial hostelry is an example of the type of building erected in Sanford. It is one of the many buildings designed by Elton J. Moughton.

WHEN YOU DECIDE TO BUILD WE WILL GLADLY EXTEND TO YOU ALL THE FACILITIES AT OUR COMMAND.

ELTON J. MOUGHTON

ARCHITECT

FIRST NATIONAL BANK BLDG

SANFORD

FLA.

SANFORD INVITES YOU

SPEND THIS WINTER IN "THE CELERY CITY"

Sanford is located on Lake Monroe, headwaters for navigation on the beautiful St. Johns River, often called the "Nile of America." It is one hundred and ninety-eight miles from Jacksonville by water. Sanford is on the main line of the Atlantic Coast line, one hundred and twenty miles from Jacksonville on the North and Tampa on the South. Paved highways from every section of the state serve Sanford.

The Florida winter visitor will be charmed with Sanford's climate, its location which makes every part of the state easily accessible, and attractions for wholesome recreation make it truly an ideal place to spend the winter. Good hotels, modern new apartments, an abundance of houses and rooms assure the winter visitor comfortable accommodations at unusually low prices. For a winter vacation at a minimum of expense Sanford cannot be equaled.

WINTER DAYS ARE PLAY-DAYS IN SANFORD

Golf

Play the sporty Country Club Course this winter, 18 holes that will thrill any enthusiasts' heart! The course is laid among gently rolling hills; wide, open fairways tempt a record breaking drive; shady oaks, resplendent with Spanish Moss, invite you to rest and a spacious Club House offers welcome refreshment.

Hunting

Deer, ducks, squirrel, quail, rabbits and other game abound in Seminole County. A fifteen minute run by car will put the hunter in a shooting paradise undreamed of. Guides, equipment and information gladly arranged for by the Chamber of Commerce. The variety of the game, as well as the quantity offers certain sport to lovers of hunting.

Tennis

Lovers of this game will find wonderful courts upon which to play this winter in Sanford. The municipal courts are located in the several parks situated in the residential sections. Tennis is a popular sport in Sanford and is played the year round. You'll enjoy the courts, the company and the invigorating climate in Sanford!

Swimming

Take a dip on Christmas Day! You can do it in Florida. New Smyrna and Daytona Beaches are just an hour's ride away and a sun kissed, warm ocean invites you to take a dip. Fresh water lakes are numerous, many with modern bath houses. Across the lake is Green Springs, a deep water pool that is popular with many. Warm sulphur springs offer delightful bathing.

FOR INFORMATION—ADDRESS SECRETARY,

Sanford Chamber of Commerce

Fishing

The many lakes in Seminole County afford excellent fishing. Bass and trout are plentiful and big catches of big fish are not considered out of the ordinary. The St. Johns River is teeming with fish. Many fishermen like the wild and beautiful Wekiva river, crystal clear and swarming with fish. In Seminole County the fishermen will always have a new lake to explore, a new river hole to try.

Yatching

The city has constructed a boat basin, to provide safe anchorage for pleasure craft owned by visitors and local people. The Sanford Yacht Club is a member of the Mississippi Power Boat Association. The St. Johns river, called the Nile of America, offers a wonderful boating trip. Many winter visitors spend a week cruising between Jacksonville and Sanford.

Amusements

The newly remodeled Mokane Theatre offers Vitaphone and Movietone attractions, playing only the first run of first-class pictures. Road shows are booked at this theatre during the winter. Other social events include dances, bridge parties and other events given by local organizations. The American Legion is active staging boxing matches and other entertainments.

Motoring

Sanford's location is the envy of many Florida cities, being almost centrally situated and easily accessible to and from almost every point in the state. Fine, paved roads connect Sanford with every city in the state. Tampa and Jacksonville are just three hours away, Miami and Palm Beach only six to eight hours drive. A hundred interesting trips by motor are yours if Sanford is your headquarters—the Sanford Chamber of Commerce will be glad to plan them.

COME TO SANFORD FACTS ABOUT 'THE CELERY CITY' YOU SHOULD KNOW:

Sanford is the judicial seat of Seminole County, situated in Florida's heart, in the world's greatest vegetable and garden land, and covering an area of 200,000 acres. 36,000 acres are in farms and groves and there are 810 truck farms in the County. Seminole County shipped during season 1927-1928 a total 8740 carloads of fruits and vegetables of which 6382 cars were celery. Though one of the smallest counties in the state, Seminole County leads in truck crop production and is first in the nation in the production of celery. The largest fernery in the world is located in Seminole County. The ferneries in the county annually ship 90,000 crates of ferns to florists in all sections of the country.

In Seminole County there are 251½ miles of paved roads radiating to every village and hamlet and offering unexcelled traveling facilities to both tourists and residents. Bulbs are fast getting to be a major crop while lumber is one of the county's biggest industries, one of the largest mills in the country, producing 1,500,000 feet of lumber per month, is located in Seminole County. The average temperature for Seminole County, according to government statistics is 72 degrees. In addition to Sanford, there are twelve thriving towns in Seminole County. Beautiful rivers and lakes, graceful palms and tropical plants abound in Seminole County.

A MODERN CITY . . . A GOOD PLACE TO LIVE . . .

TRANSPORTATION

Sanford is served by the Atlantic Coast Line Railroad and five branches, affording the best of passenger and freight service. Two river boat lines plying between Sanford and Jacksonville on St. John's river, furnish daily freight service between the two cities. Motor buses running on regular schedules connect Sanford with other Florida communities.

ACCOMMODATIONS

The winter visitor will find ample accommodations at the most reasonable of prices. Furnished apartments and houses, lovely rooms in private homes and hotel accommodations are available. There are four hotels in Sanford: Forrest Lake, Seminole, Valdez and Montezuma. The rates are much lower than one would expect to pay. Tea rooms, cafes, and restaurants serving wonderful foods will be found in abundance.

GOVERNMENT

Sanford has the city commission-city manager form of government. The future physical development of the city is under the direction of a City Planning Commission, appointed to beautify and to keep the city beautiful. Sanford has an efficient police and fire department. The police department is in competent hands and the fire department has modern American La France equipment.

ORGANIZATIONS

Among the fraternal organizations are: Masons, Elks, Odd Fellows, Knights of Columbus, Eagles, Shrine Club, Woodmen of the World and other nationally prominent organizations. Sanford has a Woman's Club, Rotary Club, Kiwanis Club, Lions Club and Chamber of Commerce. There is also a post of the American Legion and the American Legion Auxiliary. A modern public library containing 7000 volumes and the latest magazines and periodicals is maintained.

POPULATION - UTILITIES

A recent census estimate places the population of Sanford about 10,000. The Sanford Gas Company furnishes gas service to Sanford and DeLand. The water works are municipally owned. Electricity is supplied by the Florida Power and Light Company. This concern recently completed a mammoth power plant at Lake Monroe, about five miles from Sanford. The Florida Public Service Corp. has a power plant across the lake at Benson Springs.

BANKS - CHURCHES

Sanford has two banks, amply qualified to render every banking service. The First National Bank is one of the oldest institutions of its kind in Central Florida. The Sanford Atlantic National Bank, affiliated with Atlantic National Bank of Jacksonville, is the other Sanford financial institution. Longwood and Oviedo also have banks. Practically every denomination is represented by Churches in the city.

INDUSTRIES

The Atlantic Coast Line Railroad has repair shops located at Sanford, representing an investment of \$750,000.00. Other industries are two sprocket manufacturing mills, makers of crates for the shipping of vegetables, three ice plants, cement pipe manufacturing company, cigar factories, machine shops and planing and lumber mills. Sanford's industrial payroll is \$2,250,000 per year. New industries are rapidly being started in the county and the future for Sanford as an industrial center is very bright.

EDUCATIONAL

Sanford has 6 modern schools including a new and modern high school which works in close co-operation with the other 27 schools in Seminole County under the supervision of a County Superintendent of Education and a School Board composed of five members. Sanford's high school is on the accredited list for Southern Colleges. The enrollment in the schools this year exceeded all previous records. Sanford has a municipal hospital, the Fernand-Laughton Hospital. There are also several private institutions.

FOR INFORMATION - ADDRESS SECRETARY

Sanford Chamber of Commerce

CITY MANAGER TELLS HOW TO AID OFFICIALS

**Cairns Urges People
To Give Every Help
In Backing Sanford**

Points To Savings

\$120,000 Lopped From Operating Expenses

By George H. Cairns
City Manager of Sanford
Some one has wisely said that
"A City does not just grow, but
that it is built by men." By
men, who are more than ordinary
beavers of wood and shingles, of
water."

Cities are not mere piles of stick
and stones but reflect the com-
munity spirit of the citizens who
build it.

To make assure the future pro-
gress and prosperity of the City
Substantial, it would seem only
necessary to follow up the recent
appeal of Commissioner F. L. Miller,
for a whole-hearted support of
the City Beautification the or-
ganization which is to be formed.

In addition to lending this moral
support to the Commissioners in
their efforts for material and finan-
cial betterment, I would sup-
plement the appeal for co-operation
with practical every day sug-
gestions looking to further econ-
omy in operations, methods, in
City affairs.

During the past year the City
has effected a saving of approxi-
mately \$120,000 in operation alone,
over the yearly budget appropri-
ation, and yet without materially
reducing efficient service.

With already a well-ordered
City, additional co-operation would
be helpful. Against the Street De-
partment, to give the most effi-
cient service by placing all waste
in cans rather than on the street.
It costs money to clean it up. Have
garbage cans convenient for
truck. Garbage and trash should
be picked up so as to be easily
handled. Separate garbage and
trash. Telephone the City Hall if
there is a large pile of trash to be
removed the garbage truck does
not move this.

Assist the Fire Department by
taking preventive measures to pro-
tect your home and your neighbor's
property. Carefulness and caution
is handled everyday and often in-
significant things in the home pos-
sess great value such as open fire places,
uncovered electric iron, waste
material, packing, storage of hazard-
ous materials, starting trash
fire in the yard, etc.

In the Police Department, the

City, with already an enviable
record for law observance on the
part of its citizens, might strive
for further improvements by at-
tention to minor infractions. Obey-
ing all existing regulations, partic-
ularly in regard to traffic which
is deemed good and proper for the
other man.

Enable the Health Department to
maintain its splendid past record
of a healthy City. Guard
your own and your neighbor's
health by sanitary measures.
Leave no stagnant water on your
premises. Screens are the greatest
safeguards of health against flies
and mosquitoes. Purchase food
from the merchant who observes
the City ordinances relating to
protection of food for sale against
dirt and contamination.

In the Utilities Department con-
serve all waste by watching leaky
pipes. Your water fixtures. Water
wasted is money lost to you, and
to the City.

In City Beautification the or-
ganization must extend from simple, well-ordi-
nated premises to elaborate plant-
ing. At all times the unanimity and
practicality of things should be
observed. For instance, tall and
dense plantings are objectionable
if placed so as to obstruct a neigh-
bor's view if on a corner so as
to reduce the visibility of a cross
street, thereby causing traffic ac-
cidents.

If citizens have suggestions for
the betterment of municipal ser-
vice, it will be appreciated, if they
are forwarded to the City Hall. It
is the function of the City Hall to
serve the citizens in the best way
possible.

Believing that proper praise
justly bestowed is never amiss, I
wish to add a final word which
may be accepted at its face value, to us."

Defective Cars Will Be Ruled Off Roads

CHICAGO, Ill., Oct. 31—(INS)

A number of states are empower-
ing their motor vehicle license
departments to refuse licenses to
cars mechanically defective ac-
cording to reports reaching the
Chicago Motor Club. The reason
for this is the charge that where a
motor vehicle is fit only for the
wrecking yard, it is a hazard on
the highways and should not be per-
mitted to operate while it is a
menace to life and limb.

An instance of the large number
of such vehicles in use on city
streets was found in Milwaukee
where it was estimated that
10,000 motor vehicles were not ad-
mitted for taxes owing to the fact
that the return of each would be
less than one dollar, and that they
were only fit for an auto grave-
yard.

It has never been my pleasure to
serve in a City where each individual
connected with the City has
exhibited more earnestness
of purpose or loyalty of trust than
those who now serve the good City of Sanford from the
Mayor and Commissioners who
have given unstintingly of their
time, the lowest salaried em-
ployee on the city payroll.

Thus with a spirit born of con-
fidence, the citizens of Sanford
may assert with assurance, as did
the ancient Athenian in his oath
of citizenship, that "we will trans-
mit this, our City, not only not
less, but greater, better and more
beautiful than it was transmitted
to us."

"Spiritual Era" Is Ready To Dawn In U.S., Says Hunter

DENVER, Oct. 31—(INS)—A
"spiritual era" is about to dawn
in America, according to a pre-
diction of Chancellor Frederick M.
Hunter of the University of Denver.

Chancellor Hunter speaking be-
fore the local Y. M. C. A. pointed
out that America today is the most
materialistic nation of the world.
He said, however, that the young
people of today who came under
the influence of the modern college
and University would bring about
in part, the birth of a new epoch.

"I am optimistic in the belief
that modern youth will take a lead-

ing part in the movement toward
a spiritual America," said Hunter.
There must be a conception of
spiritual life on the part of stu-
dents on behalf of service to the
communities and a creative ideal
which will urge the student to con-
tribute something to society.

If America does not reach ul-
timately the spiritual epoch it will
serve only as a detriment to other
countries and will finally sink into
oblivion. Today it stands for the
greatest materialistic nation in the
world.

Indoor polo, the players riding
international teams from famous
grounds is a sport in London this
season.

(Legal Ads)

IN THE CIRCUIT COURT OF
SEMINOLE COUNTY, FLORIDA
MICHAELE ALLEN and JAY F.
PITTICK, Plaintiffs,
v. ROBERT L. MARY, RICHARD
L. MARY, and JAY F. PITTICK,
Defendants.

SUIT FOR RECOVERY OF
NOTICE OF MATTER'S SALE.

Notice is hereby given that on the
first and last days of November of
the year of our Lord, nineteen
hundred and twenty-eight, the
Master in Chancery in and for the
Circuit Court of Seminole County,
Florida, will hold a trial on the
trial and a legal sales day in the
Court House at Sanford, Sem-
inole County, Florida, will offer

BE SAFE

DON'T BE SORRY

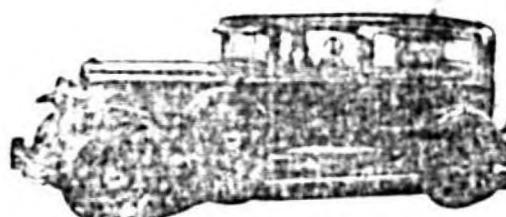
Know your customers through our
service.

Seminole County Credit Association

E. H. Pichard, Miss Lila Thornly,

Sec.-Treas. Manager.

The new Buick
is the new Style



Men and women on every street--
in every city and town--are pro-
nounced of the new BUICK with
Masterpiece Bodies by Fisher, the
most beautiful automobile of the
day.

Never before in our history
have so many families had
the opportunity to buy a
steel panelled car at com-
petitive prices as now. Master
piece bodies by Fisher
represent the highest
standard of craftsmanship
in the industry. They were
designed to be standardized, when
they are not custom-made. Buick
automobiles are built to last
and to give the maximum
of service.

Buick cars receive the
best of attention and
service. Many dealers
have been enlarged
and again the auto
industry is at the peak
of its development.

Automobiles of
every make and
size are available
at Magnolia Ave.

The Silver Anniversary
BUICK

Sanford Buick Co.

Phone 367

Jewelry

Watch Repairing

Optometrist

China

Glassware

McLAULIN'S

112 Park Ave. Phone 357-W

**A SANFORD
INDUSTRY**
**THE
ZACHARY
VENEER
CO.**

**MANUFACTURERS
OF
WOOD & VEGETABLE**

COME TO LAKE MARY THIS WINTER

Lake Mary is the logical place to spend this winter.
Ideally located on the shores of beautiful Lake Mary
and Crystal Lake, it is a place where one may spend
a perfect vacation—a rest where the cost will not de-
tract from your enjoyment.

AN IDEAL PLACE TO VISIT— A PERFECT PLACE TO LIVE—

FISHING

Wonderful lakes and streams simply teeming with trout and bass are close at hand. Often one can step from the porch of his house and fish at his front door. Lovers of fishing will be delighted with this sport at Lake Mary.

WATER SPORTS

Invigorating swimming in clear lakes, boating danc-
ing . . . these are just a few of the enjoyable things
to do in Lake Mary. You will never tire of the out-
door sports.

MOTORING

Located as it is, Lake Mary is almost in the center of
everything as to travel. Orlando is only 15 miles
south, the motorist having the choice of two hard sur-
faced roads: Altamonte and Leesburg, and Maitland
and Winter Park are but a few minutes drive. San-
ford is just six miles away, all main highways north
and south are easily accessible to Lake Mary.

Lovely woods, crystal clear lakes, golden orange groves
and tidy farms make the country-side surrounding
Lake Mary very lovely and picturesque. Hospitality
and a cordial welcome await you . . . come for a
visit or come to make your home.

HUNTING

Like fishing, lovers of hunting will find their paradise
in the woods surrounding Lake Mary. Quail, ducks,
rabbits and other game provide the hunter with a
variety he is not likely to tire of real soon. For real
sport, come to Lake Mary.

SOCIAL ACTIVITIES

Many social activities take place in Lake Mary. The
Chamber of Commerce Building is used for dances
and social meetings. Other social affairs are held at
the Lake Mary Community Church. A Christmas and
New Year's Party are two outstanding social events
of the year.

GOLF

Lake Mary is just a three minute drive from the
beautiful Country Club Golf Course. This sporty
course attracts golfers from all over Florida. The
course is laid out for 18 holes and receives praise
from every golfer who plays it.

FOR INFORMATION

ADDRESS

FRANK EVANS

Lake Mary, Florida

