

## Sanford Got Start As Celery Center With Freeze Of '95

### Industry Began Slowly But Developed Into Profitable And Extensive Venture

By E. L. MARRELL.  
Sanford's tremendous vegetable industry owes its origin to a great catastrophe. At the time of the big freeze in 1895, Seminole County was one of the largest producers of oranges in the entire state of Florida. The freeze killed most of the citrus trees on the ground, and left many of their owners practically destitute. In desperation, they turned to the production of vegetables as a quick source of revenue, and found the new industry more profitable and reliable than the old. Most of the citrus groves were pulled up never to be replanted, and in their place, we now find luxuriant fields of celery, lettuce, beans and other vegetable crops.

The production of vegetables was first confined to such so-called staples as new potatoes, cabbages, beans, etc. Celery was not shipped in car lots until about 1899, when four carloads were sent to northern markets. The new industry grew slowly, but it has always been regarded as a luxury enjoyed only by the rich, and its consumption was confined to the Thanksgiving and Christmas holiday seasons. It was five years before the annual shipments of Sanford celery reached a hundred cars. By then it was apparent that in spite of custom and prejudice, more people could be persuaded to eat celery and that it

## BANK FACILITIES OF SANFORD ARE ON SOLID GROUND

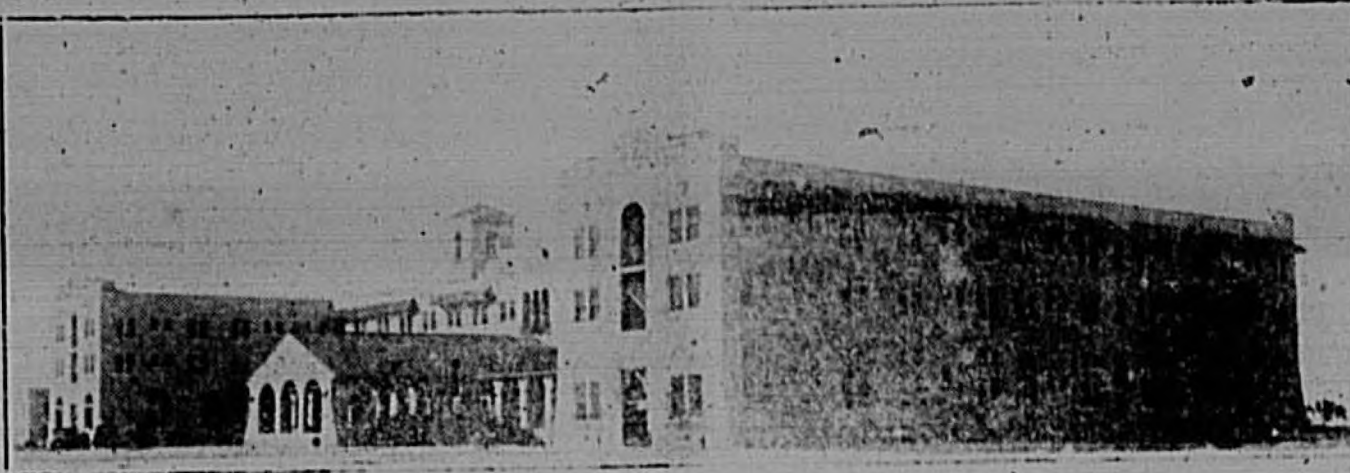
### Sanford Atlantic Institution Has Safe And Sound Policies

On Jan. 3, 1928, the Sanford Atlantic National Bank was organized by Edward W. Lane, chairman of the board of Atlantic National Bank of Jacksonville, Seminole County, as an important industrial and mercantile community warranted the establishment of a strong institution, fully able to care for the legitimate requirements of this rich section of central Florida. The Atlantic National Bank of Jacksonville, largest bank in Florida, recognized this need in the community and together with a strong board of local directors, placed banking facilities at the disposal of Sanford and Seminole County, crediting no other section in the state.

The Sanford Atlantic National Bank has remained at the present time of around \$2,000,000 and in addition, by reason of its affiliation with the Atlantic National Bank of Jacksonville, with resources of more than \$10,000,000, assures this section of the state banking, prompt, courtesy and service that should be the foundation for a permanent and stable development, ready to come to this fertile agricultural district.

The Atlantic National Bank of Jacksonville, the parent institution, has affiliated banks located in Jacksonville, Palatka, Avon

## SANFORD'S LEADING TOURIST HOTEL



The Forest Lake Hotel was constructed in the approximate year 1910 and is situated on the shores of Lake Manatee within a short distance of the business district, and has been the site of many parties during the Sanford social season.

Palm Beach, Daytona Beach, and Sanford. The Sanford bank is the largest of the affiliated institutions. The directors of the bank, E. A. Lane, National Bank, have had a long record of banking and successful business and are as follows:

John T. Walker, Jr., president, Atlantic National Bank, Jacksonville; Peter J. Porter, president, Florida Citizens Bank, Orlando; S. O. Rhoads, vice president, Sanford National Bank, Sanford; J. C. Cameron, treasurer, Sanford National Bank, Sanford; H. B. president, Hill Lumber Co., Sanford; R. A. Newman, manager, The Millers' Hardware Co., Sanford; and Hil Hardware Co., Sanford; and ten B. Allen, president, Sanford Atlantic National Bank, Sanford.

The officers of the local bank are: president, Linton E. Allen; vice president, Peter J. Porter; treasurer, J. C. Cameron; and four directors, including H. B. president, Hill Lumber Co., Sanford; R. A. Newman, manager, The Millers' Hardware Co., Sanford; and Hil Hardware Co., Sanford; and ten B. Allen, president, Sanford Atlantic National Bank, Sanford.

INVESTIGATIONS - A local bank has been established in Sanford, Fla., which will be ready to receive deposits and make loans in the city.

FORT PIERCE - Capital of the Atlantic National Bank of Jacksonville, Fla., has been increased from \$10,000,000 to \$12,000,000. The increase was made in the month of January, amounting to \$2,000,000. The increase is compared with the \$1,000,000 increase in Jacksonville during January, 1935.

## Sound Equipment In Sanford Churches Local Theatre Has Admiration Well To Set Fine Example Spiritual Desires

Sanford churches are equipped with the latest in sound equipment, and the local theatre has set a fine example for the spiritual desires of the community.

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## Sanford's Library Has Enjoyed Rapid Rise In Popularity

### "BIG TREE" LURES MANY TO COUNTY TO VIEW ITS SIZE

### Indian Moccasins, Relics Also Draw Lovers Of Natural History

By Leon Page  
Seminole County, an interesting from many standpoints is for its natural history. Formerly it was the hunting, fishing and boating grounds of the Seminole Indians. Today one may search and find evidence of their occupations and traits. Throughout the County are to be found huge mounds of shell, the remains of ancient Indian settlements, but the most impressive site to my mind, in the whole county is between Lake Mary and Longwood, namely the "big tree" known as "Saratoga". This tree was named in honor of Senator Oscar T. Sistrup of Orlando, who presented the tract on which it stands to Seminole County to be set aside as a park in its natural state. "Saratoga", a swamp cypress, is 227 feet high, 17 feet around the base, and 17 and one-half feet in diameter. Its great age is a very interesting feature. Around the trunk may be seen horizontal lines, corrugations, from the base up to the height of about 11 feet. These from 11 feet to 14 feet are rather hard to see but they are there nevertheless. These are the water marks from the tree standing in water for ages. The last age of water previous to the draining of the swamp is very evident. The roots of the tree lay along the

(Continued on Page Four)

### Local Institution Is Supported By Taxes And Has Fine Record

The Sanford Public Library which belongs to the City, is supported by taxation and is free to all taxpayers, non-residents having to pay a nominal fee of \$1.00 a year for its use. Since 1927 the circulation has more than doubled and records show that since the establishment of the first Sanford Library in 1880 by Mrs. A. D. Key and Mrs. A. M. De Forest, the institution has rapidly increased in favor and popularity not only in Sanford but throughout Seminole County.

The books for this first library were bought with money raised by a rummage sale held at the Woman's Club for this purpose and the library was housed in one room of the Woman's club house until the erection in 1924 of the modern building which it now occupies. Books could be obtained by membership only until the opening of the new building as a free public library six years ago.

The library at present has over 16 hundred adult members and almost 600 juvenile members. During the month of August last year there was a circulation of some the largest in the history of the institution and 425 readers were added to the library during the year. The library offers every modern convenience and is as well equipped as many in the larger cities. The juvenile room is well stocked with children's fiction and junior reference books. There is also a large and complete reference room fitted with desks and chairs, modern maps and

# HATHAWAY'S

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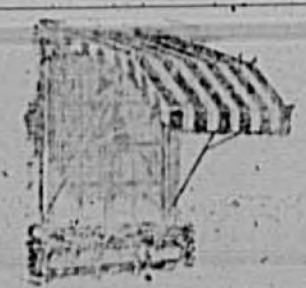
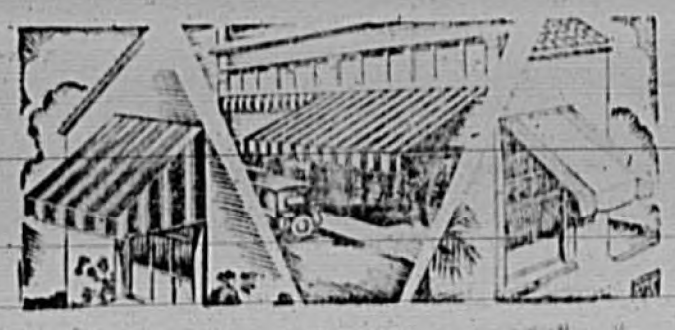
Awnings

Window Shades

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Curtains

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Dress Making

Steam Pleating

Button Holes

Hemstitching

Anything In Curtain Or Drapery Fixtures  
Decorative Rods A Specialty



# WOMEN ENJOY ACTIVITIES IN MANY CLUBS

## Aggressive Women's Organizations Show Entertaining Spirit And Fine Club Life

Much of any city's appeal to its own citizens and to prospective residents lies in the facilities offered for social contacts among the women. Sanford is particularly well supplied with clubs and organizations which are sufficient to satisfy the most varied tastes and whether one desires to participate in the activities of the women's club, the numerous garden clubs, the patriotic groups or the music clubs, the fulfillment of the desire can be found in Sanford.

Beginning a number of years ago as the Wednesday Club, the society devoted to cultural study, the present Women's Club of Sanford was formed in 1917 when several different organizations united and formed one club, naming it, the "Sanford Women's Club." This club was incorporated in 1918; admitted to the Florida State Federation of Women's Clubs in 1919 and to the General Federation of Women's Clubs in 1920. The club itself is divided into four departments: the literary department, the music department, the social department and the welfare department, which have a total of over 120 members. Among important things accomplished by the organization since its beginning 17 years ago are the building of the club house, raising of money for the Red Cross work during the war; organization of the Garden Club, the Little Theatre Player and the Parent-Teacher Association.

At the present time Mrs. Glean E. McKay is president of the club and is assisted by Mrs. W. T. Langley, first vice-president; Mrs. John W. Sneed, second vice-president; Mrs. J. H. Colclough, third vice-president; Mrs. R. E. Tolar, recording secretary; Mrs. H. J. Lehman, corresponding secretary; Mrs. John Metcalf, treasurer; Mrs. Walter L. Cooper, chairman of the literature department; Mrs. Arthur Branan, chairman of the Music Department; Mrs. Endor Curlett, chairman of the social department; Mrs. Henry Wright, chairman of the Welfare Department; Mrs. A. M. Philip, chairman of the home committee; and Mrs. J. C. Gibbs, parliamentarian.

The past presidents of the Women's Club in the order of their terms are: Mrs. John W. Dickins, Mrs. Ernest M. Galloway, Mrs. John W. Dickins, Mrs. Walter Morgan, Mrs. Samuel Palester, Mrs. John Leonard, Mrs. R. E. Tolar, Mrs. Henry Wright, Mrs. E. A. Douglass and Mrs. D. F. Drummond.

The idea of the Garden Club was first conceived by the Welfare Department of the Women's Club and during the first year of its existence, it was known as the Garden Circle of that department. It was first recognized as the Garden Club of Sanford a year later in January, 1927, when it separated from the Women's Club and elected Mrs. Henry Wright, who was most influential in its organization, as its first president.

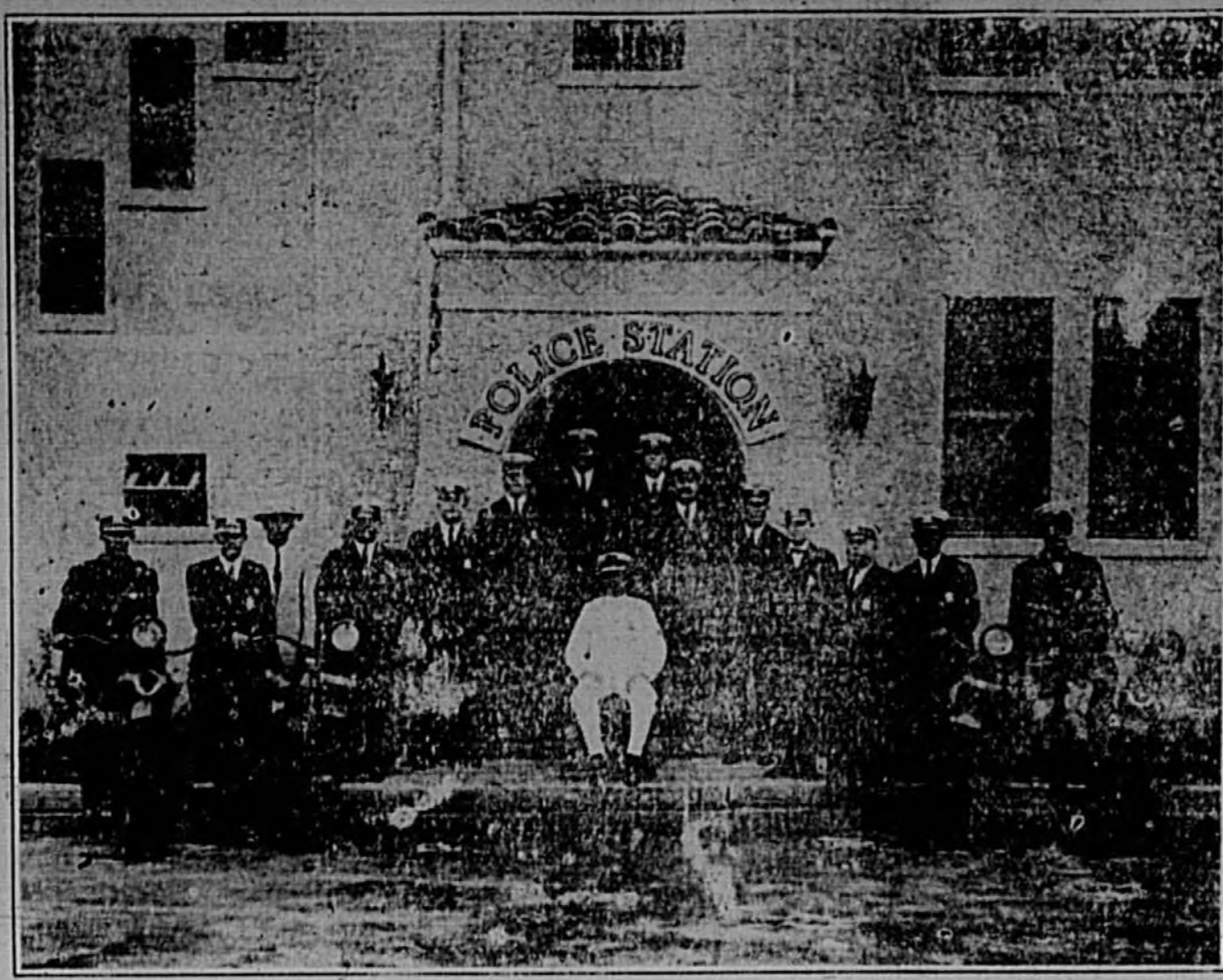
When its membership continued to grow, Mrs. Arthur Cummings, active in Garden Club work in Jacksonville, made a talk to the local club and suggested that it adopt the circle system used by the club in Jacksonville. Her talk was largely responsible for the present four circles of the club, which are called the Rose Circle, the Azalea Circle, the Mayfair Circle and the Central Circle.

Mrs. Henry Wright is the active president of the Garden Club at the present date and will be in office until June 1 when she will be replaced by Mrs. Endor Curlett. Other officers are: E. B. Stowe, vice-president; Mrs. Fred R. Wilson, secretary and treasurer; Mrs. Endor Curlett, chairman of the Rose Circle; Mrs. L. P. Hagan, chairman of the Azalea Circle; Mrs. W. M. Scott, chairman of the Mayfair Circle; and Mrs. H. M. Papworth, chairman of the Central Circle.

The Norman de Vere Howard Chapter United Daughters of the Confederacy was organized April 12, 1921 by Dr. N. G. V. Howard, a distinguished Confederate from Virginia who was a resident and practicing physician in Sanford at the time. Since its beginning nine years ago it has made rapid advances and has been instrumental in starting two girls in their higher education by offering scholarships.

It has 51 members at the present time with the following officers: Mrs. E. A. Douglass, president; Mrs. A. P. Connelly, first vice-president; Mrs. W. T. Langley, second vice-president; Mrs. F. E. Roundall, recording secretary; Mrs. E. D. Mobley, corresponding secretary; Miss Margaret Zach-

# THE STRONG ARM OF THE LAW



Sanford's police station and city jail were constructed in 1925 at the time the City Hall was built. Roy Williams, son of former City Manager W. B. Williams, is chief of police, and has ably performed the duties of this office since 1923.

# A SEAT OF LEARNING



The Seminole County High School, constructed in 1925, is the pride and joy of many Sanford mothers and their children. The shade of the trees seen in the left foreground, is but a small part of a grove which was saved for posterity by the prompt action of the Garden Club at the time the school was built.

The graduation exercises of Seminole High School, which are the monthly meetings held at the home of Mrs. Lennie S. Munson, always include an educational talk of some kind and a number of poems.

The Sanford W. C. T. U. is a part of the national and state W. C. T. U. and was organized before the county went dry and reorganized in 1922 by Mrs. Mary Harris Armour. The national society has 23 different departments and the local union is active in several of these.

Regular meetings are held the third Friday of each month. Any woman may become an active member and any man an honorary member by signing a "pledge" and paying \$1.00 a year dues. At present Mrs. F. R. Mitchell is president.

Notable in her history given that under and in virtue of an execution issued out of and under the seal of the Circuit Court of Seminole County, Florida, in that certain cause therein pending wherein Alton Carlson is complainant and Lawrence Lawson, et al, are defendants, I have levied upon one of the parcels of land owned by the property of Lawrence Lawson for the purpose of satisfying the above said judgment.

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BUY YOUR ICE FROM THE SANFORD ICE TRUCK AT THE SANFORD ICE DEPOT. TEL. 202. BEMINOLE CREAMERY. 634. STREET 1018. CO. Phone 202.

# STRAWBERRIES IN LARGE QUANTITY RAISED ON FARM

## R. Muse Has Picked As High As 17,000 Boxes To Acre, He States

R. Muse, resident of Sanford and Seminole County for the past 25 years, is said to produce annually one of the best grades of strawberries grown in the state. Mr. Muse, today, stated that his average yield is 12,000 boxes to the acre, and at one time he picked as high as 17,000 boxes from one acre. He said that in other sections of the state, where he has also resided and pursued the agricultural occupation, a yield of four or five thousand crates is considered a fair production from one acre.

Sixteen years ago Mr. Muse perfected the plant known as the "Muse's Improved Strawberry Plant," and since then has continued to follow the strawberry business, owing to the fact that he "cannot begin to supply the local market."

The average life of plants on Mr. Muse's farm is approximately five months, while in other sections of the state, five or six weeks is sometimes the limit, he declared. In the southern section of Florida a strawberry living as long as three months is considered old, the grower asserted.

What is considered an interesting and rather odd feature of Mr. Muse's farm is the fact that he plants strawberries and pepper plants in the same plot of ground, thus obtaining two crops from the same land at the same time. Mr. Muse declared that the peppers did not harm the berry plants, and if anything "did them good."

Sanford, Florida, and will sell to the highest and best bidder for cash the following described lands in Seminole County, Florida, to-wit: West half of the Northeast quarter, Section Twenty-seven (27) Township Twenty-one (21) South Range Thirty-one (31) East containing eighty (80) acres, more or less, the said property being sold as the property of Lawrence Lawson for the purpose of satisfying the above said judgment.

Jacksonville—Tampa—Miami—Sanford—Daytona  
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Income Tax Consultants  
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SANFORD, FLORIDA

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**Not one**  
has paid a cent for service  
What greater proof of the supreme efficiency and economy of the General Electric Refrigerator could be asked?  
Not a penny for service—what is it that makes such an unburden of thing possible? Look at that small round unit on top of the General Electric cabinet. The answer is there.  
In that amazing top unit is housed the entire mechanism of the General Electric Refrigerator—sealed forever against dirt, rust—and trouble. And sealed up with it is a permanent supply of oil, that will protect the mechanism as thoroughly in the years to come as on the day you first plug your General Electric Refrigerator into its socket.

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**STOKE'S SEEDS**  
Play An Important Part  
in the agricultural success of Seminole County's productive truck and celery farms. Pure type, high germination seeds producing a superior product.  
See our celery in the Sanford and Oviedo districts—ask users about Stoke's Seeds.  
**FRANCIS C. STOKES & CO., SEEDSMEN**  
SANFORD, FLORIDA



# Schools Of County, City Reflect Great Credit On Citizenry

### Taxpayers Have Consistently Voted To Have High Millage

By T. W. Lawton  
The schools of a city or county are a true reflection of the type of the citizenry, their ideals and their spirit of progress. Seminole County is justifiably proud of the buildings and equipment, and especially of the high standard of principals and teachers comprising its school system. The citizens of this county at every opportunity vote upon themselves, the maximum millage allowed by the state constitution for school purposes, and this support has resulted in a full eight months school term for all graded schools and nine months for the Seminole High School, whereas in a number of counties during the past year many schools suffered from shortened terms. The people of Seminole County realize that their children are their most important asset, and that their investment in educational opportunities is the best investment they can make.

With school property conservatively at more than a million and a quarter dollars, with brick, concrete and terra cotta buildings, and with every modern piece of equipment, furniture and facility, with water, light and heating systems of latest improved types, with basketball and tennis courts, football and baseball fields, and with the most complete gymnasium equipment in all schools, Seminole County is second to none in Florida in physical plants for the education of its youth.

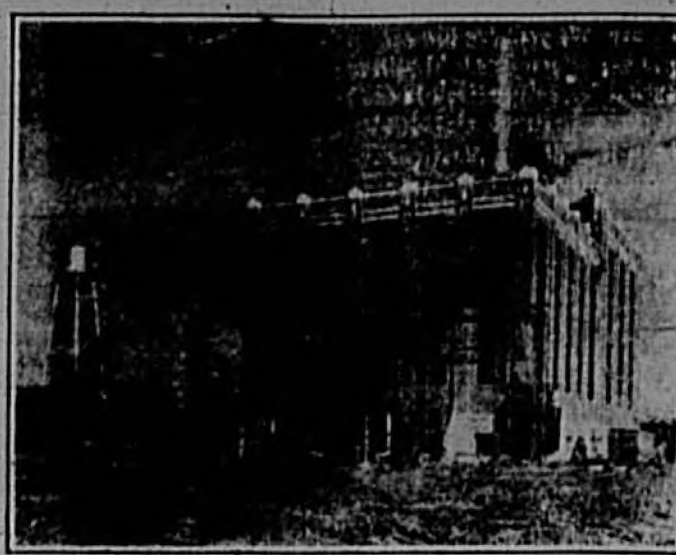
## HIGH SCHOOL HAS FINE STANDING IN EDUCATION FIELD

### Social And Athletic Activities Support Other Advantages

By LaDon Edelfield  
Seminole High School, located in the heart of the world's greatest celery center, rates as one of the outstanding accredited high schools in the state. Its faculty is composed of the best teachers that can be obtained and its student body is above the average. During the year of 1927 the school, whereas in a number of counties during the past year many schools suffered from shortened terms. The people of Seminole County realize that their children are their most important asset, and that their investment in educational opportunities is the best investment they can make.

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## WHERE POWER IS MADE



Florida Power and Light Company plant located on the outskirts of Sanford is latest example of modern generation methods.

year these two clubs honor the purpose of regularity, all rules concerning both interschool and inter-class athletics and promote clean sportsmanship. The members also take upon themselves the duty of maintaining the highest standards of the state. It is always received the cooperation of the entire student body and faculty in a most commendable manner. For several years the Seminole High athletic teams have been considered the most successful in the state.

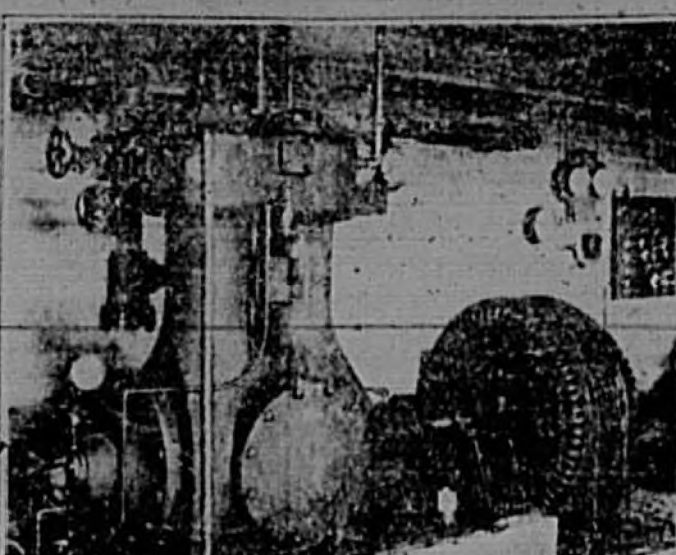
## BUSINESS SCHOOL ALMOST DOUBLES IN YEAR'S TIME

### Success Of Pupils Is Given As One Reason For Its Popularity

The Smith-Hughes Vocational School which is conducted by Mrs. James B. Moughan and which has its plant on the Hill building has almost doubled its enrollment since this time last year. This school has also gained popularity as a result of the reports of many of its graduates who have secured lucrative positions in Sanford and elsewhere as a result of training received there.

The curriculum offers bookkeeping and academic courses and embraces high school and elementary school work. An outstanding feature of the school includes sewing features and other courses presented by local merchants and women who are leaders in their own professions. There is no age limit and there are no tuition charges. The only requirement for enrollment is that the applicant be engaged in some actual business when he registers.

## AMMONIA COMPRESSOR



Ammonia Compressor in Dutton's preceding plant in Sanford.

Numerous Fraternal Organizations Here  
The Dutton Building Company, which has its headquarters in Sanford, has recently completed the construction of a new building for the use of fraternal organizations. The building is located on the corner of First and Main streets and is a two-story structure with a modern architectural design.

## Splendid Parks And Playgrounds Make Sanford Beautiful

Sanford has good reason to be proud of the splendid parks and playgrounds which are scattered throughout the city. These areas provide a healthy and enjoyable environment for the citizens of all ages.

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## WINHOLSER HAS ONE OF LARGEST RATE FACTORIES

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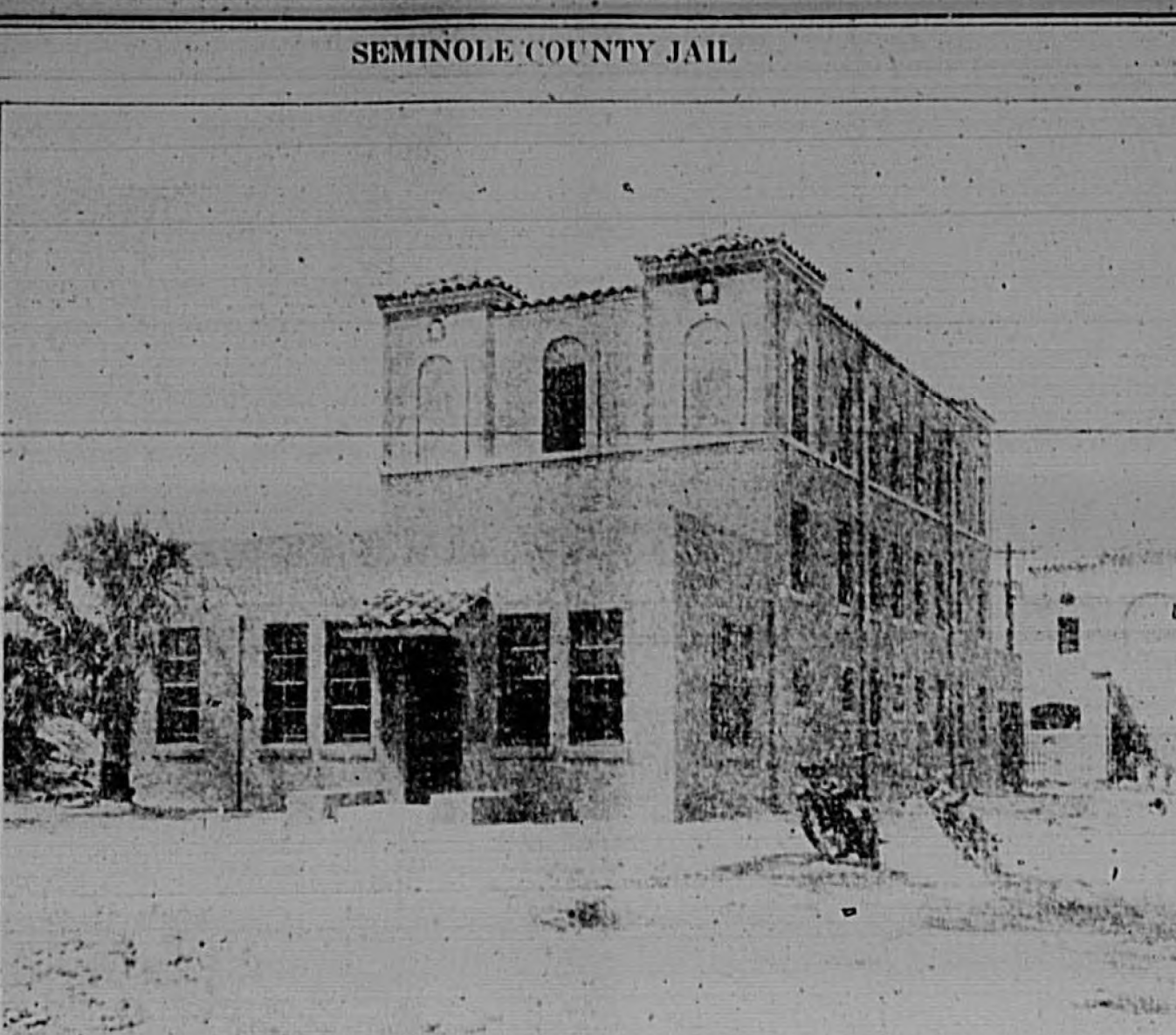
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Sanford City Jail

Sanford City Jail  
The Sanford City Jail is a large, imposing structure that serves as a central facility for the city's law enforcement. It features a central tower and multiple wings, providing a secure environment for inmates.

## Schools Of County, Sanford's History City Reflect Great Reveals Numerous Credit On Citizenry Odd Vicissitudes

A brief sketch of Sanford's history reveals a number of interesting facts. The town was settled by John A. McDonald in 1871, and its growth was significantly influenced by the arrival of the railroad in 1875. The city's development was marked by various vicissitudes, including the devastating freeze of 1895.

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# Seminole County CREDIT ASSOCIATION

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SANFORD, FLORIDA

## STRENGTH and ABILITY

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### Seminole County Boasts Many Thriving Towns In Confines Of Its Territory

Altamonte Springs  
 Located on the Dixie Highway and on the main line of the Atlantic Coast Line Railway, in the southern end of Seminole County, and about 12 miles from Sanford, lies the town of Altamonte Springs.

Surrounding Altamonte, forming its back country, are some of the finest citrus groves to be found in the state, demonstrating the fertility of the soil which is especially adapted to fruit growing and trucking. There are also located a number of greenhouses producing large quantities of ornamental plants for shipment to leading markets of the eastern and middle states.

The land surrounding Altamonte is of the high pine type with some hammock. The builders of the town appropriated this feature when they called the name "Altamonte." The springs supply an abundance of pure water, and there are eight lakes within the corporate limits of the town.

A splendid school building, modernly equipped, accommodates the children of the towns of Altamonte, Forest City and Longwood. A tourist hotel offers fine accommodations. A race and golf course is maintained and both are frequented by the sons of the parent.

Chuluota  
 Chuluota, in the southeastern part of Seminole County and on the Florida East Coast Railroad, is one of the most active sections of the county. This town and surrounding country not only affords much to the grower of citrus, fruits and winter vegetables, but it is also the delight of the tourist who favors fishing and hunting.

It has many stores, a water system, three miles of new streets and both gas and power for industry. The town limits will probably expand and all kinds of foreign crops. The fertility of the soil is illustrated by the early arrival of those who have lived and prospered in Chuluota for a year.

There are few places in Florida that offer so many beautiful lakes and flowing creeks. The Florida East Coast Railroad has made extensive investments here to develop it into a popular winter resort.

Forest City  
 Located in the southeastern part of Seminole County, between Altamonte Springs and Apopka, it is well known as a section of the country. Being country and land suitable for stock raising makes this part of the country popular from farm and stock raising. Forest City is located there. Both of these industries have been included in the city's town plan.

Geneva  
 In the southeastern part of Seminole County, near the southern end of Lake Mary, is the town of Geneva, which is one of the most active sections of the county. It is well known as a section of the country. Being country and land suitable for stock raising makes this part of the country popular from farm and stock raising. Geneva is located there. Both of these industries have been included in the city's town plan.

Longwood  
 Located in the southeastern part of Seminole County, between Altamonte Springs and Apopka, it is well known as a section of the country. Being country and land suitable for stock raising makes this part of the country popular from farm and stock raising. Longwood is located there. Both of these industries have been included in the city's town plan.

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### BENSON SPRINGS ORPHANAGE HAS WORTHY RECORD

95 Percent Of Children Have Proved To Be Upright Citizens

Of the 700 children who have passed through the Benson Springs Orphanage, 95 per cent have proved to be upright citizens. This is a record which is well known throughout the United States. The orphanage is located in Benson Springs, Seminole County, Florida.

The orphanage was founded by A. D. Zachary, a long time resident of Sanford, who had a vision of a better way of caring for the children of the state. He founded the orphanage in 1900, and it has since that time been a place of refuge for many of the state's most unfortunate children.

The orphanage is a well equipped institution, and the children are given the best of care. They are taught the fundamentals of life, and are prepared to enter the world as self-sufficient and upright citizens.

The orphanage is a place of pride for the community, and it is a credit to the state. It is a place where the children of the state are given a chance to start a new life, and to become the men and women of the future.

### Manufacturing Of Crates Is Big Sanford Industry Founded By A. D. Zachary

Twenty years ago A. D. Zachary, of Sanford, in northern Seminole County, long time resident of Sanford, to have a shipping and packing industry founded here a crate manufactory. It is a factory which has since that time been a place of refuge for many of the state's most unfortunate children.

The factory was founded by A. D. Zachary, a long time resident of Sanford, who had a vision of a better way of caring for the children of the state. He founded the factory in 1900, and it has since that time been a place of refuge for many of the state's most unfortunate children.

The factory is a well equipped institution, and the children are given the best of care. They are taught the fundamentals of life, and are prepared to enter the world as self-sufficient and upright citizens.

The factory is a place of pride for the community, and it is a credit to the state. It is a place where the children of the state are given a chance to start a new life, and to become the men and women of the future.

### Toy Industry Is New Lake Mary Feature

The Southern State Toy and Novelty Company, Inc., manufacturer of "American made toys and novelties" was founded in Lake Mary, near here, in 1929. This company makes toy animals, toy soldiers, and other novelties. The toys are sold throughout the United States.

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### Sanford's Library Has Enjoyed Rapid Rise In Popularity

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# SEMINOLE COUNTY

"The BIGGEST LITTLE County In The Great State Of Florida"

## Statistics About Seminole County

SEMINOLE County produces 73 per cent of all the celery grown in the State of Florida and one third of all the production in the United States.

SEMINOLE County has more than 250 miles of hard surfaced roads radiating to every point in the county.

TWENTY-FIVE per cent of the revenue derived from taxation is expended on schools and 33 per cent on good roads.

THE total wealth per capita for the county is approximately \$700.00.

THE average temperature for Seminole County according to government statistics is 72 degrees.

SEMINOLE County perpetuates the name of a tribe of Indians who originally claimed Florida as their home.

THE business of the County is administered by a Board of Commissioners representing five political divisions.

## SEMINOLE COUNTY

### HAS ---

SIZE--Seminole County covers an area of 200,000 acres and is next to the smallest county in the state in size.

POPULATION--The population of Seminole County is estimated to be about 17,000.

CELERY--From five to seven million dollars is derived annually from the sale of Seminole County celery and truck products.

TRUCK--30,000 acres in Seminole County are devoted to farms and groves. There are approximately 1,000 truck farms in the county.

LUMBER--Lumber is an important product of Seminole County. One of the largest sawmills in the state producing 1,500,000 feet of lumber per month is located in Seminole County.

CITRUS--Citrus products including oranges, grape-fruit and tangerines are an important revenue source in Seminole County.

FERNS--Approximately 100,000 crates of ferns are shipped from Seminole County annually. The largest fernery in the world under one roof is located in Seminole County.

TRANSPORTATION--Seminole County is served by three great railroad systems, The Seaboard Air-Line, The Atlantic Coast Line and The Florida East Coast. River transportation also serves Seminole County from Jacksonville to Sanford on the St. Johns River by freight boats on regular schedule.

TOWNS--There are many thriving towns in Seminole County among which are Altamonte Springs, Chuluota, Forest City, Geneva, Gabriella, Longwood, Lake Mary, Lake Monroe, Oseola, Oviedo, Pavia, Markham.

TOURISTS--There are many attractions in Seminole County for the tourists and good accommodations at reasonable prices may be obtained. Hunting, fishing, boating and sightseeing over hard-surfaced roads are some of the things for tourists to do. Many good golf courses are present to lure the golfer.

INDUSTRY--Many industrial plants abound in the county chief of which are crate mills, pre-cooling plants for vegetables, railroad shops, machine shops, fibre plants, etc.

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

SCIENTIFICALLY CONSTRUCTED



## Ventilated Head Celery CRATES

The Best Type Of Celery Crate --- Especially Adaptable For Shipping Pre-Cooled Celery

ALSO MANUFACTURERS OF All Kinds Of

## FRUIT AND VEGETABLE CONTAINERS

Twenty years of experience have given the Zachary Veneer Co. the skill and volume of business which combine to make possible the production of superior containers at an attractive price.

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

This Year Is The Greatest In The History Of Our Business

# ZACHARY VENEER CO.

Sanford ---

--- Florida