

Seminole County School News

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Where Are They?

Before the Nazi annexation of Austria and the further German conquests up to 1941, Europe was a continent of many nations and many RULERS. Something happened to these rulers after their nation was seized or conquered—but what did actually happen? Are they in prison camps or are they still fighting for their nation's freedom?

Austria, under President Albert Miklas and Premier Kurt von Schuschnigg, was the Nazis' first victim. Schuschnigg is known to be a prisoner in Vienna's Hotel Metropol, but the whereabouts of Miklas have not been established. Then Czechoslovakia fell to Nazi Germany. Ex-President Eduard Benes is safe in London—carrying on a fight for Czech freedom. The Czech premier, Milan Nodza, has apparently disappeared from the headlines. A German "STOGE" and Benes' successor, Emil Hacha, is still "president" of the Bohemia-Moravia protectorate.

President Ignacy Moscicki, Dictator Eduard Smigly-Rydz, the Foreign Minister Jozef Beck of Nazi-occupied Poland are reported working "undercover" with Britain as agitators in seized nations and those nations which are Axis members. Sladyslaw Sikorski, a Polish general, is leader of the Polish government in exile.

Norway's Haakon VII is co-operating wonderfully with Great Britain. He also has an exile government in London. There are no reports of Premier Johan Nygaardsvold's and Foreign Minister Koht's whereabouts. Fifth-columnist Vikund Quilling rules Nazi-occupied Norway from Oslo.

King Christian of Denmark is a virtual prisoner in his own country. He and Premier Thorvald Stauning are creating an effective resistance to proposed complete German control of this nation.

Most of Belgium's leaders are prisoners. King Leopold III, son of Albert and the one who gave the order for Belgian capitulation. The premier, Hubert Pierlot, who defied Leopold's order, is working along with Britain. The Belgians are giving the Germans much trouble with the underground work—especially the printing of LA LIBRE BELIGUE, secret newspaper.

The Dutch leader, Queen Wilhelmina, is co-operating with Britain and continues to exercise authority over the important Dutch colonial empire.

Little Luxembourg, 999 square miles large, is represented by vanquished Grand Duchess Charlotte and her consort, Felix. They have their government-in-exile in Canada.

Yugoslav government function in Britain with King Peter II and Premier Dusan Simovic still recognized rulers.

Spain's former rulers were doubtless defeated due to the interference of Adolf Hitler and Benito Mussolini in the Spanish-Civil War. Loyalist President Manuel Azana died recently—a sad, broken man. His last premier, Juan Negrin, is touring the Western Hemisphere and co-operating with the British in attempts to overthrow Falangist rule in Spain.

The situation in France is sad. Many of the former rulers—Daladier, Reynaud, Blum, Mandel, Gamelin—are held by Vichy, awaiting trial. Mandel faces death. Gameline acquittal, and the rest exiled from their beloved France. In control of Vichy-France are Henri Petain and Francois Darlan.

These rulers of yesteryear will have their "reckoning day" sometime—if it may be SOON, it may be years away, but their democratic right will be vindicated. V for Victory and Vindication.

By EDWARD MARSHALL

Junior Hi School

The attendance banner for the month was won by Miss Houghton's class with 99.3 per cent. There were only four absent and no tardies, which is very good.

The first edition of the "Spotlight" for the Junior High School paper came out a week ago Monday. The teacher helping with the "Spotlight" is Miss Sharon. The Spotlight's cover was the title and a picture of the Statue of Liberty drawn by Kenneth Leffler. The staff for the Spotlight is:

Editor, Glenn Lingie; Assistant editor, Laurier Beard; feature editor, Katherine Young; sports editor, Betty Jones; joke editor, Earl Lee; society editor, Margaret Dingfelder; circulation manager, Stanley Hasty; Herald reporter, George Spencer; chief reporter, Kenneth Leffler; and reporters, Kurben Hays, Clara Hays, Whittaker, Vernon Hardin, Russell Collins and Barbara Dinsmore.

The girls' gym class under the supervision of Miss Mary Nichols is learning the art of perfect rhythm. They have had to be able to stand at attention and to do different combinations of rhythms.

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Clubs Not Part Of High School, Declares McKay

By G. E. McKay

Many times people have asked members of the faculty concerning some activities of the sororities. It seems the parents are of the opinion that the sororities are connected with Seminole High School but this is not the case.

Several years ago it was ruled by the High School faculty and the school officials that no sororities nor fraternities be recognized as having any connection with the High School. While many of the sorority members are high school students which is also the case with the Delta Omicron and another one of these organizations is in any way a part of this High School, Seminole High School is not responsible for any sorority or fraternity.

Last year the faculty ruled on all signs of initiation from the campus.

Freshman Given Party By P. T. A.

By Betty Hodge

The P. T. A. membership drive came to a successful end this week with the Freshman party given at the school.

S. H. S. SASSIETY

—PATTY HODGE

What color is red! At the DeLand-Sanford game it seemed as if everybody chose this color for his fall outfit and accessories. MARJORIE NEWMAN was cut in a red plaid skirt and red jacket, but not to be outdone was WANNELL METTS in a red plaid and white sweater. In the way of red hats — BETTY KING; two of our better girls, SADIE WILLIAMS and MARY RATLIFF; LUCILLE ALTMAN, HELEN HUTCHISON, and ZONA MATHEWS framed their pretty faces with this youthful color.

ELIZABETH PITE offered a pleasing contrast in a pastel plaid coat while CONNIE McCALL'S camel hair coat blended nicely with her honey-colored hair.

The favorite formula of these high-spirited students is skit and jerkin. Talented DORIS ENTZINGER appeared at the game in a brown plaid skirt and green jerkin as did JANE BENSON in a brown skirt and beige jerkin.

HELEN HICKSON showed up in a blue sweater and skirt while GLADYS PIPPIN chose blue color for the occasion. Directing the Celestettes in beige skirt, coral sweater, and a single strand of pearls, was MISS TAKACH while MISS EARLE was wearing a white dress with a jaunty red jacket.

Our history teacher, MISS BUHRMAN, was not sophisticated in a navy blue dress piped in white. MISS PHYLLIS SMITH'S brown dress with polka-dotted waist reflected her pleasant personality as did her earth brown hair.

Before the weather turned cool, a great majority of the fairer sex of Seminole High followed the example of MARJORIE JUNE BURDICK and MARY WINNER in not wearing any socks. It surely helped economize in the laundry bill. And in going from one extreme to another, we find BETTY CORRODI sporting yellow knee length socks.

ELSIE McWHORTER and EDNA SENKARIK are going in for the navy or vievese. Anyway they have identical navy blue middieys with which they wear white skirts. They sure look nice.

EDITH LOVEJOY and LOUISE NORDGREN have classy looking corduroy suits, while that well-known freshman, ROBERTA EVANS, looks ready for almost any occasion in her yellow sweater and blue plaid skirt. MATHA BROWN has a yellow sweater, too, that offsets her wavy blond curly hair.

It seems to us that MILDRED WILLIAMS' red corduroy jacket looks ever so nice with NANCY COLLUM'S black skirt. Vivacious EARLINE KELLY has a shirt that is oh so novel! The back is navy blue while one-half of the front is red and the other half is white.

A little lassie from Junior High, CHARLENE CALDWELL, was helping cheer the Celery Feds on to a victory over DeLand. She too had a favorite fashion—a red corduroy jerkin and a beanie to match. MARY LOUISE SMITH, one of our freshman girls, has made herself an original necklace out of material which she bought at a grocery store.

LUTICIA OORMLY has a simply stunning dusty rose dress with a unique inset belt. That's blonde, EVELYN RABUN, looks super in her royal blue skirt and blue plaid jacket while MARJORIE JONES appears as her twin in her similar costume.

If you have a dress you want to do to it, try a bright colored velvet collar and contrast buttons to match. The effect will be that of a complete dress to the minute you close the portals of the S. H. S. fashion world until next week.

SOUTH SIDE NEWS

On last Friday morning, Mrs. Russell's fourth grade class gave a very interesting Columbus Day Program in chapel.

The principal characters were as follows:—Fraser Wright "Columbus"—Fraser Wright "King Ferdinand"—Edward Williams "Queen Isabella"—Nancy Urie George Sims was the narrator. John Andes read "A Boy's Story" and Nancy Urie read "The Ship Sir John" and Dorothy Murren recited "Astron's Passage".

For the past two weeks, every one has been learning the three verses and every second grade child has learned the Gospel of St. Matthew.

Seminole High School Band Is Well-Balanced Marching Group

Every Wednesday, Thursday and Friday afternoons from 3:30 until 5:00 o'clock, one can see and hear the band of Seminole High School in action creating pep and enthusiasm for the football games in their rehearsal. The band this year has more members, better balance, and an excellent spirit of willingness and co-operation.

Because of the excellent performance of the band this year in Sanford at the first home game, they were invited, with the Celeryettes, to perform on the opening night of the new stadium in DeLand. Another invitation has been issued to the unit to take part in a Christmas festival in Orlando.

Last year the band appeared in Orlando twice and in other nearby cities.

One of the most difficult tasks the band has completed is that of being a good marching unit, along with a well-sounding one. To be able to march in step, keep one eye on the music, watch the line of march all at one time is only part of the life of a good band member.

The band is composed of thirty-seven members. All members attend rehearsals which are held only after school hours. This

requires much extra time on the students' part, but when good results were produced, the student body felt that this was well worth the extra time spent.

The band is composed of thirty-seven members directed by Miss Dorothy Sanford. Jean Harper is the drum major and "calls signals." Band members are as follows:

Nine trombones: Ed White, Herman Vermilye, Robert Mincy, Bill Hartley, Emil Dalbo, Duane McSharrow, Martha Haldeman, Leon Swain, and Charles Entminger.

Six Clarinets: Ann Stine, Lois Meriwether, Hugh Wheeler, Bertha Vermilye, Robert Mincy, and Harold Melley Trawick and Eleanor Hovey.

One Saxophone: Mary Ann Wheeler.

Drums: Marjorie June Burdick, Rosemary Burdick, Jean Manning, and Dorothy Crumley.

Cymbals: Virginia Chapman, Howard Runge, Billy Brumley, Charles Sparkman, Robert Hartley and Kirby Fite.

Five Horns: John Brumley, Barbara Dempster, Marian Rabun, and Henry Richter.

Two Bass: Billy Chapman and Jack Sparkman.

Two Baritone: James Michael and Alfred Green.

S. H. S. Ramblings

By HU-DUNIT

HU-DUNIT was there—but for that matter so was everyone! And it was a real game—our first but not our last victory—Oreheads to our gridiron heroes. We col-ours are proud of you!

That blond adonis Paul Moore seems to enjoy the company of petite Jewell Pittman. He's acquired her to most of the games. Sophomore Peggy Duncan seems to get around—Daland's hero (the one that was injured) was her date—She was the week-end guest of darling Jessie Stone, (the sheriff's daughter-boyss!) in case of emergency ring the alarm.

Our girls over for the week-end were Jean Harper and Dot Pesold who had a gorgeous time with her sister Virginia at DeLand.

Our football team really travels and we don't mean from one game to another—Orion did our own Valerie on Wednesday and Kinsman's Sister Perkins Sunday night.

WINGGIE CLEVELAND was the Deland game. He probably has to tell her his wonderful touchdown—all-hurry back to see us. BILLY HERRING has a secret flame and he won't even tell you (or her) who she is—but he had fifth period with "her". Start guessing folks!

DALE HOFFMANN is supposed to fit in somewhere, but where? You'd better take a letter from EDWARD MARSHALL.

Our award of the week goes to you. We admire any boy who, in regard to the football game, can take 'em or leave 'em. You're the first one we've known to keep up the good work, EDWARD.

JACK PIXLER knows how to pick good looking country. JACK, ELBIE BARKAW, MARTHA ANDERSON, and INCORPORATED WOO, WOO. Among those walking in a daze are BETTY WILKINSON who can't make up her mind to take ABE ODEAN, ORION FARRIS, and S. H. S.'s own GILES CHAPMAN.

What flowering interest does JACKSONVILLE hold for MARY JANE BURNETT? BURNETT has an interest whatever it is. S. H. S. other than studies and pep, has the lure in her eyes.

MARGUERITE BURNETT has a plan to believe that S. H. S. is a real thing. After a year of competition from both sides, she has learned the Gospel of St. Matthew.

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Scholarship Award Offered By College

The following communication was received by Mr. McKay from Agnes Scott College:

"Dear Mr. McKay: Your school has been chosen as one from which we are inviting one or more girls to enter the Competitive Scholarship Contest."

"We are planning for a simplified competition this year. Instead of formal subject-matter examinations, which are very hard to make fair for all contestants, we are providing for a program which is somewhat similar to the Civil Service tests. The details are furnished in the accompanying notice."

"Our contest is not primarily to furnish money for needy girls. It is intended to offer honor awards for achievement and for personal attainments. The element of need is considered only when other factors seem about equal."

"We would like to have the competitive materials submitted as soon as possible. Our major award is to be made by January 15th, if the checking is complete by that time."

"Please give us, on the reverse side of this letter, the names of any of your girls who may be interested in the contest out in Agnes Scott literature."

"Thanking you and wishing for you all continued success, I am, Cordially,

J. R. McCain, President

Rules for the competitive scholarship contest are as follows:

1. There are four awards. The first is \$600 toward the expenses of a boarder at the College. The other are for \$300 each, for either boarders or day students.

2. The decision will be based on four tests, each counting approximately 25 per cent of the total estimate: (1) A brief aptitude test to be taken at the school of the applicant; (2) The high school record to date; (3) An autobiography of 1500 words or more; (4) Personal qualifications, based on data which the College will try to obtain on its own initiative.

3. It is hoped that the decision for the \$600 award may be reached by January 15, 1942, and promptness in sending in the materials will be particularly helpful in applying for it.

4. It is planned to award the smaller prizes by March 15, 1942. If a student enters for the larger scholarship and is not successful, her papers will automatically be referred to the committee which will consider applicants for the smaller awards.

5. While school grades and test scores compose only one of the four bases of choice, we do not encourage applicants who rank lower than the top one-third of the class, unless there are some exceptional circumstances to offset the grades.

There are no entrance fees or formal requirements for entering the contest.

For additional information and blanks, address: DEAN S. G. STUKES, Agnes Scott College, Decatur, Ga. (Signed: Marjorie Jones)

Student Sketches

By BILLY PIXLER

VIRGINIA TUTEN Junior Birthday—Jan. 23
 Place—Rich-Sanford
 Favorite color—Blue
 Favorite sport—football
 Favorite food—chicken
 Favorite movie stars—Mickey Rooney, Judy Garland
 Pet name—Honey
 Pet like—driving a car
 Ambition—typewriter operator
 Hobby—skating

Mary Hill Sophomore Birthday—Apr. 28
 Place of birth—Sanford
 Favorite color—red
 Favorite food—chicken
 Favorite movie stars—Robert Taylor, Hedy Lamarr
 Pet like—cockatoo people
 Ambition—Secretary
 Hobby—collecting match covers

DORIS McDANIELS Freshman Birthday—Apr. 15
 Place of birth—Coon
 Favorite sport—skating
 Favorite movie stars—Mickey Rooney, Judy Garland
 Pet like—dog
 Pet the school
 Ambition—Beautician

STUART QUARTERMAN Senior Do. Do.
 Place of birth—Sanford
 Favorite color—green
 Favorite sport—football
 Favorite food—corn beef and cabbage
 Favorite movie stars—Dorothy Lamour, Clark Gable
 Pet like—cockatoo people
 Pet the school mascot
 Ambition—lawyer
 Hobby—skating

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 Favorite sport—football
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Congratulations!

By MIRIAM SPEIR

The Seminole County School News extends congratulations to the Celery Fed Staff on their excellent current edition of the Celery Fed.

This issue was a pleasant surprise for everyone in that it was slightly different in its make-up.

The title page consists mainly of a jibblows on theme. At the center of the page at the top is a large cartoon expressing the feeling of the students toward their newspaper. Hal-lows' was also denoted here.

Now that you see what a most enjoyable paper the first edition was, remember that the next issue will be just as good and even better if you cooperate and help the staff to secure events that are happening here at school.

GRAMMAR SCHOOL Notes

The Junior Garden Club under the direction of Mrs. S. C. Dickerson has completed the setting of their annual plants. This plot of plants is located at the back of the school, and the flowers are to be cut and used in each of the rooms. The club is beginning to work on the foundation plants in the front of the school this year.

Plans for the competitive scholarship contest are as follows: 1. There are four awards. The first is \$600 toward the expenses of a boarder at the College. The other are for \$300 each, for either boarders or day students.

2. The decision will be based on four tests, each counting approximately 25 per cent of the total estimate: (1) A brief aptitude test to be taken at the school of the applicant; (2) The high school record to date; (3) An autobiography of 1500 words or more; (4) Personal qualifications, based on data which the College will try to obtain on its own initiative.

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Pins Are Chosen By Hi-Y Members

The meeting of the Tri-Hi-Y was called to order by president Earline Kelly in the Hi-Y room of Seminole High School. After the ritual the minutes of the meeting was adjourned.

It was decided to have the Freshman Hi-Y party Nov. 3 and the high school pins were chosen. The organization of a Tri-Hi-Y in Orlando was discussed. After the Tri-Hi-Y Code Prayer the meeting was adjourned.

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Library Adds Large Number New Books

Florence Walls

The Seminole High School has added to the Library the following books:

An Encyclopedia of World History, William L. Langer, A. B. C. of Aviation, Victor W. Page, Guyay Good, College, Chas. Kahman, The Shoemaker's Son, Constance Burnett; Lost Worlds, Anne Terry White; Power, Frank Start To Finish, Franklin M. Rock; Mystery, At Fenmoreth, Ruth Manning Sanders; Plans; The Black Taster, Howard Deane; The Moro Chief, F. P. Stuart; The Story of Clara Barton, Jeannette C. Nolan; Aviation, From Shop To Sky, John J. Fishart; Into The Wind, Gertrude D. Mallette; Nicholas Arnold—Toolmaker, Marion Lansing; A Speech For Every Occasion, F. P. Stuart; Modern Flight, Cloyd Clerrgrew; The Black Taster, Howard Deane; Painted Ponies, Alan Ge May; Galenty Gold, Victor Mac Clure; The Travels Of Marco Polo, Manuel Komroff; New Ways in Photography, Jacob Deaching; Ruth, Of Andrew Jackson, Marquis James; Ben Franklin, Carl Van Doren; Mexico in Your Pocket, Jean Austin; His—A Romance Of A Horn, Arthur Vernon; It's All Adventure, Fats Fruchen; The Book Of American Presidents, Esau U. Hathaway.

A subscription to the Orlando Sentinel was given to the School Library by the Key Club.

Hodge And Middleton Journey To Lakeland

Patty Hodge and Herman Middleton were chosen by the faculty to represent Seminole High School at the Annual Youth Parley at Southern College in Lakeland. Each year a boy and a girl are chosen from the senior class to attend this parley.

This year the theme was "Education and Religious Heritage." While in Lakeland, the delegates heard an address by Dr. P. M. Boyd, a former Sanford minister.

Among the outstanding entertainment features was the United States Navy Band.

The delegates will make a report to the student body at an assembly program.

Officers For Art Club Are Elected

The meeting of the Art Club was called to order Monday by Mrs. Babcock. The following were elected to serve as officers during the coming year:

President—Betty Moore
 Vice-President—Marjorie Hodge
 Secretary—Bobby Allen
 Treasurer—Mary Joyce Stevens
 Reporter—Sherwood Jacobson

Each class has decided to have a separate type of work, such as puppets, sketches, pen and ink designing, and Linoleum Block.

It was decided to have a meeting a month of all the Members necessary otherwise, just the officers and Mrs. Babcock will meet.

Mrs. Babcock then declared the meeting adjourned.

last meeting were read and approved.

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THIS CURIOUS WORLD

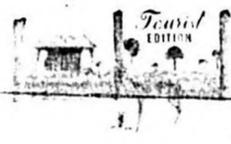
By William Ferguson

ERNE SHORE
 BOSTON RED SOX
 WENT IN AS A
 REGULAR
 AND HUNG
 A NO-HIT GAME
 OF BASEBALL
 A BASE RUNNER
 WHO HAD BEEN
 WALKED BY THE
 STARTING PITCHER
 WAS CAUGHT
 STEALING SECOND
 AFTER SHORE
 WENT IN, AND
 HE RETIRED
 THE YEAR
 HITTERS IN
 CAREER
 JAN 25, 1942



The Sanford Herald

AN INDEPENDENT NEWSPAPER



VOLUME XXXIII

Established In 1908

SANFORD, FLORIDA, MONDAY, OCTOBER 27, 1941

Member Associated Press

NUMBER 56



THE GREAT BLUE HERON FINDS PEACE AND SECURITY

Citrus Sales Manager Predicts Good Season

TAMPA, Oct. 27.—(AP)—Prospects for a profitable Florida citrus season are brighter this year than they have been in a long time. Fred S. Johnson, general manager of the Florida Citrus Exchange, told the board of directors today.

Woodmen Will Meet Tomorrow Evening

Celery Camp Woodmen of the World will meet in regular session tomorrow night at 7:30 o'clock at the W. O. W. Hall on Park Ave., with Consul Commander W. P. Fields presiding.

Ad Contract Is Let To Griffith Agency By C Of C

Northern Dailies To Be Used Extensively In Big Program

The contract for nearly \$3,000 worth of advertising in publications throughout Florida and in the northern states has been let to the Griffith Advertising Agency of St. Petersburg by the Executive Committee of the Sanford County Chamber of Commerce.

In announcing the advertising program, Mr. Higgins stated he is confident plans now being carried out will result in a good number of tourists coming here this winter and he called upon the general public to anticipate a substantial influx of visitors and to prepare for their entertainment and comfort.

Among the newspapers which will be used are the New York Times, Chicago Tribune, Philadelphia Inquirer, Detroit News, Cleveland Plain Dealer, Pittsburgh Press, Cincinnati Times-Star, Washington Times-Herald, Indianapolis Star, Boston Globe, Detroit Free Press, Milwaukee Journal, Columbus Dispatch, Philadelphia Record, Boston Herald, New York Herald-Tribune, New York World-Telegram, and the Boston Post.

The combined circulation of all the newspapers which will be used in the North is estimated in excess of 10,000,000. In addition to the newspapers, ads will be run in such magazines as (Continued On Page Three)



Archer Hosiery For Lovely Women. Cruise Chiffons with the engerized finish. Clear flawless beauty in three thread chiffons with the extra added protection of our justly famous Enderized finish.

THE YOWELL CO. Sanford, Florida



Pictured here is the beautiful residence of Mayor Hill, who was born in this city 60 years ago.

United Lumber Begins Building Seven New Houses In Sanford

The United Lumber Company has begun construction of seven new houses in Sanford, all of the southern colonial bungalow, Monterey or ranch house type. Five of the houses will be built on Melonville Avenue between Fourth and Seventh Streets on lots which are 73 feet by 250 feet.

Each house will consist of five rooms, a bath, front porch and "built in" garage, varying slightly in construction in the interior. In listing the commendable qualities of the bungalows, Mr. Toll mentioned particularly the cement driveway, walk and garage floor, in addition to linoleum laid in the bathroom and kitchen.

The land which these FHA houses are being erected upon was at one time a farm. Consequently the ground surrounding each building is subirrigated, making any type of farming or gardening easy for the owner.

Sanford's Mayor Invites Tourists To Winter Here

Hill Points Out Advantages Of City's Central Location

"Visitors who are returning to Florida again this year or those who are making their first trip to the South will find a warm welcome awaiting them," Mayor W. C. Hill of Sanford declared today, extending the greetings of the city to residents of the North.

"Sanford is an ideal place to spend a week, a month or a lifetime," Mayor Hill said. "Our climate is warm and friendly, and this means a real saving in clothes and fuel. A warmer climate is a healthier one, because so much more time can be spent in the open air and sunshine."

While Florida's taxes are comparatively low and the Sanford rate is listed among the lowest in the State, sufficient funds are provided for good schools, fine roads, public parks, and municipal buildings.

The central location of this city is another one of its advantages, Mr. Hill asserted. It is within easy driving distance of most of Florida's famed attractions and will serve as an ideal headquarters for seeing the entire state.

OPM Instructs Auto Industry To Cut Gadgets

Chrome, Nickel And Aluminum Are Out After December 15

WASHINGTON, Oct. 27.—(AP)—Defense officials told the automobile industry Sunday that the use of scarce metals such as chrome, nickel, and aluminum for passenger car ornaments must be discontinued after Dec. 15.

Effective immediately, under an order by Donald M. Nelson, NPM priorities director, production of such ornaments was prohibited except in amounts required to complete cars which will be assembled in plants prior to Dec. 15.

New Used Widely. Manufacturers now use the vital defense metals for a wide variety of items, such as windshield wipers, window moldings, lamps, exterior and interior body trim, door and other types of handles, parts of instrument panels, steering wheels, radiator grilles, hub caps, license plate holders, mirrors, horns, heater units, radio equipment, and coil-leasable top assemblies.

However, the 1942 models have made increasing use of stainless steel for "brightwork" and this metal does not come under today's ban.

Rising Food Prices Help Government To Cut Surpluses

WASHINGTON, Oct. 27.—(AP)—Advancing farm prices and improving demand growing out of the defense program are enabling the Government to reduce its huge stocks of surplus agricultural products.

The stocks, which six months ago represented an investment of more than \$1,350,000,000 in public funds, include cotton, wheat, corn, barley, rye, tobacco, grain sorghums, dairy products, and dried fruits. They are accumulated under Government loans to growers.

High School Pep Squad Performs For Spectators

Celeryettes Execute Intricate Drills At Football Game

Sanford and Ocala citizens who were in Seminole High School Stadium Friday night when the local football team met the visiting "Wildcats" were favorably impressed by the Celeryettes, 33 young ladies from Junior High and Senior High Schools, who displayed intricate and effective formations during intermission at the game's halt.

This is the first year Seminole High School has attempted to organize a trained squad of drilling and marching girls, who due to the able direction of three teachers, Miss Betty Earle, Miss Dorothy Sanford and Miss Kathryn Takach, as well as the willingness of their members, have made students and townspeople alike feel that it is a successful enterprise of the year.

Large advertisement for Chesterfield cigarettes featuring a woman's face and the text 'If... like the All-American Girl... you want a cigarette that's Milder It's Chesterfield'.

Citrus Ad Campaign Favors Newspapers

LAKELAND, Oct. 27.—Florida's new citrus advertising program will use the nation's newspapers as the principal means of selling the new crop of oranges, grapefruit and tangerines—and will be ready for presentation to the Florida Citrus Commission and the industry on Nov. 1.

World's Fair Marble Used In Greek Church

TARPON SPRINGS, Oct. 27.—(Special)—Sixty tons of choice Grecian marble used in the construction of the Greek Exhibit at the New York World's Fair, will be brought to Tarpon Springs for use in the construction of St. Nicholas Church.

Jews Are Hit

BUCHAREST, Rumania, Oct. 27.—(AP)—Jews living in Rumania and being persecuted by Rumanian authorities into ghetto established in the neighborhood of the Big River in the Russian Ukraine, the official news agency Radio announced Sunday.

Food For Freedom Drive Starts Soon

GAINESVILLE, Oct. 27.—Three district conferences for county defense boards have been called by H. G. Clayton, chairman of the Florida board, to put in final form plans for the big 1942 "Food For Freedom" campaign in this State.

Dawson Will Forward Workers For Farmers

Farmers needing labor are urged to contact County Agent A. B. Dawson by telephone, mail or in person to be promised to furnish workers on call.

ADAM HOUSE FOR SALE AT A BARGAIN

Six units with all furnishings included except those in owner's apartment. Modern in every respect—new kitchen, refrigerator, etc. Always has a paying investment. Owner selling on account of health.

CURLEE CLOTHES SMART FOR STREET WEAR

The man who walks down the street in one of our new Curlee Fall Suits walks with the assurance that he is well dressed and looking his best.

VAN HEUSEN SHIRTS \$1.95

Friedman-Shelby Shoes For The Entire Family

WHEN THINKING OF FURNITURE THINK OF PURCELL'S—COME IN AND SEE OUR EXCELLENT LINE IN FURNITURE "BUYS"

ANVIL BRAND MATCHED UNIFORMS

We have a complete line of men's and boys' LEATHER JACKERS

PURCELL'S advertisement with logo and text 'We Clothe The Family'.

Miners Quit As Roosevelt Asks More Production

President Appeals To Miners To Come To Aid Of Country

WASHINGTON, Oct. 27.—(AP)—President Roosevelt asked John L. Lewis last night to reconsider his decision and keep the Captive Coal Mines in operation. The President told Lewis he was asking that work continue in the interest of the safety and defense of the Nation.

"In this crisis of our national life, there must be uninterrupted production of coal for making steel, that basic material of our national defense," the President wrote. "That is essential to the preservation of our freedoms, yours and mine; those freedoms upon which the very existence of the United States as a free people depends."

Lewis had rejected an initial appeal by the President to end the strike in the dispute over a union shop beyond Saturday midnight's strike deadline.

Lewis received the President's letter at 8:13 P. M., a member of his staff disclosed, adding that the United Mine Workers chief had no comment on it yet.

Before the President's appeal, demands had developed among some union members for a strike at all soft coal mines to support the United Mine Workers' demand for the 55,000 miners of the captive pits owned

Dairyman, Charged By Mad Bull, Dies

EUSTIS, Oct. 27.—(AP)—James Marion Simpson, prominent dairyman of this section, who was viciously attacked by one of his prize bulls Oct. 3, succumbed to injuries Sunday afternoon at the Lake County Medical Center here. He has been confined since the brutal charge. He was 44. Mr. Simpson, a World War veteran and active member of the American Legion Post of Eustis, died from an injured back which was broken in two places when the animal, of Jersey stock, charged him from the rear as he was repairing a water trough. The Simpsons had raised the bull from infancy.

by the big steel companies.

Meeting at Uniontown, Pa., president of locals in the union's district four recommended that John L. Lewis, UMW chief, call out the 400,000 workers in commercial coal mines. The statement of the "captive" mines dispute was not reached quickly.

Meantime, negotiations for a settlement apparently were at a standstill. The White House was silent on Lewis' action in rejecting President Roosevelt's plea for continued production and further negotiation on the UMW's demand for a union shop in the captive mines.

Asked about the possibility that Congress might take a hand in the dispute over a union shop, Lewis declined formal comment but indicated he had adopted an attitude of "wait and see what develops" for the time being.

Japanese Attack Russian Outpost On Soviet Border

German Offensive On Moscow And Rostov Hits Stone Wall

The hard-pressed Russians said today that a small Japanese patrol had attacked a Far Eastern guard post near Raskino. Japanese troop concentrations in Manchukuo were held significant in Russian developments.

Strong Russian defenses stood off continuous German drives on Moscow and Rostov. However, the Reds were said to be yielding some ground.

The Germans declared Red counter-attacks in the southern sector were beaten off. The Nazi High Command told of progress despite unfavorable weather on the central and southern fronts. U. S. classified Germany had over-run strong Russian defenses.

TOKYO, Oct. 27.—(AP)—Premier General Hideki Tojo declared in an Osaka speech yesterday Japan "must go on and develop in ever expanding progress—there is no retreat!"

The new government chief said, even though "world environment is changing so quickly we can not tell what lies in store."

"Naturally difficulties will arise," said Tojo, speaking as home minister, a portfolio he holds in addition to the premiership.

"But if Japan's hundred millions merge and go forward nothing can stop us. If this state of preparedness is completed, diplomacy becomes an easy affair. Wars can be fought with ease."

"Nothing can surprise me," he went on. "No international pressure can disturb me. It is 'Unity! Unity!' that is what makes people one and a whole, solving all problems."

Linking his international and domestic policies, he said: "If the policy to which Japan is committed is to be enforced in the face of all the forces of opposition, the first requisite is to develop the total strength of our people, using their momentum in the prosecution of that policy."

"As premier I place the greatest emphasis on this point. It also happens that it is the first principle of the domestic administration."

The policy to which he referred embraces apparently Japan's "co-prosperity" program for Asia, settlement of the China conflict, and the Tokyo government's strict adherence to the Rome-Berlin-Tokyo Axis.

The premier's address was made before 200 public officials at the Osaka Chamber of Commerce's great industrial center.

Tornadoes Take Lives Of 15 In Arkansas

LITTLE ROCK, Oct. 27.—(AP)—Tornadoes took at least 15 lives, injured scores, and left many homeless in two widely separated sections of rural Arkansas last night. Ten are known dead in Hamburg, a small southeastern Arkansas town, where the twister disrupted communications, power and demolished homes.

Earlier in the evening, a tornado struck Dardanelle, a north-central Arkansas town, killing at least five, injuring others, disrupting communications, and causing heavy property damage.

27 Men Needed For County Draft Quota

A quota of 27 men, 9 white and 18 colored, has been set as the November draft quota for Seminole County. E. B. Carter, secretary of the draft board, said this morning.

The white men are to be inducted on Nov. 12, while the negroes are divided into two groups for Nov. 12 and 19. For Nov. 26, Mr. Carter explained, at present there are openings for a number of volunteers to go in the group next month.

Store Believed To Have Been Set Afire

A fire, believed to have been purposely set, damaged a vacant store building in Midway, on Geneva Avenue, Saturday night and an investigation is to be carried on immediately, Fire Chief Cleveland said this morning.

Driver's Test Will Be Given Tomorrow

Applicants for driver's examination can get their tests tomorrow as Exterminator J. M. Richburg will be at the office of the County Judge at 9:00 o'clock in the morning, Judge E. W. Ware said this morning.

President Roosevelt Appeals For Unity In Navy Day Letter

WASHINGTON, Oct. 27.—(AP)—A call for all Americans to sacrifice their personal, sectional and group interests "in order that we may remain united and unconquerable" was issued by President Roosevelt last night in a letter honoring in the Nation's celebration of Navy Day Monday.

Addressed to Secretary Knox, the letter was made public by the Navy Department, which, in cooperation with the unofficial Navy League, had arranged for scores of naval shore establishments to observe Navy Day with suitable demonstrations of their part in defense.

Mr. Roosevelt alluded to the newly expanded sea armaments of the Navy by mentioning "our fleets far out in the Atlantic and Pacific" and the forces that support them "in our far-flung bases."

Probably the most spectacular of all the short establishments shows was arranged for Washington, where the Navy Marine school called for "everything from deep-sea diving to pipe-rafting from barges on the Atlantic River to a launch on the completely earth-drawn one."

While reports that the United States and Japan had signed a peace treaty were being spread in Russia, a Russian ship was reported to have been sunk in the Black Sea.

Workers' meetings in London and in Moscow called for the clamor of the British and the United States. The British called for a "long, hard, honest" war which "will not be ended by any sudden, brilliant military operation."

A mixed crowd of 100,000 workers, scattered over the city of several London labor unions and soldiers and sailors in massed ranks, gathered in the present position of the government. "Take for us the crowd shouted at Mr. E. D. White, minister of home security, a laborite and a cabinet leader in social work. Another speaker who objected to the substance that the government was not doing its best under the circumstances was greeted with shouts of disapproval."

Accidents at Blanding Are Reduced Sharply

CAMP BLANDING, Fla., Oct. 27.—Accidents among the 1,000 odd workers for the constructing quarters for and contractors here dropped sharply in September to 27 cases.

Carl C. Richardson, safety inspector, announced figures today showing that of 41,500 man-hours in September there were only nine accidents with a total of 27 days lost.

In August, there were 20 accidents in 45,745 man hours with 193 days lost. The high days lost figure was due to one man being an eye and 1,800 days was given for this as is also the case in a lost ear—so that statistics might arrive at an accident frequency estimate.

Richardson said only two lives had been lost in accidents since construction of the camp began more than a year ago.

United States' stocks of cork are believed adequate to meet all defense requirements for the next two years, the Department of Commerce says.

Commissioners To Meet

The City Commissioners will hold their regular meeting tonight at the City Hall, at 7:30 o'clock.

London Labor Demands More Aid For Russia

Crowd Of Ten Thousand Urges Western Front Attack

LONDON, Oct. 27.—A crowd of 10,000 at a labor-sponsored demonstration demanding aid for Russia, demanded down government supplies in London. Historic Trafalgar Square Sunday with cries of "Western front offensive!"

While reports that the United States and Japan had signed a peace treaty were being spread in Russia, a Russian ship was reported to have been sunk in the Black Sea.

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Auto Association Ad Contract Is Predicted Record Breaking Season

WASHINGTON, Oct. 27.—(AP)—Forecast for the American Automobile Association here yesterday, based on advanced reports from member clubs in key cities and on other records available to the AAA.

The forecast was qualified by the statement that an American declaration of war against one or more of the aggressor nations, or more drastic curtailment of gasoline sales would affect tourist travel adversely.

According to all indices now on hand, said the AAA, the approaching season will materially exceed the record volume of Florida travel set in 1939-40, when the war in Europe first last season's record fell below the 1939-40 mark.

Despite reduced automobile production, passenger cars now in private use are at an all-time high, a circumstance indicating heavy tourist travel. The upward curve of general tourist business which set in last Summer will continue, it was said, and will increase at a relatively greater rate than occurred in 1939-40.

Request for AAA routings now are at their highest level for this season of the year. The request include discriminating travelers with special information desired for good accommodations, good food and good service.

The government's curtailment of credit buying will affect tourist travel favorably, it was said. Inability to purchase many categories of consumer goods will force the idle cash into travel and vacation expenditures. To this extent the government is encouraging the spending of money for travel and services which do not compete with essential defense activities.

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approval and cries of "western front offensive!" Defense supplies of smokeless powder for big guns, anti-aircraft shells and Army rifles may be made from staple cotton instead of cotton linters. A result of the Government's effort to conserve cotton.

Hart Shaffner And Marx Suits For Men & Young Men



Triple Text Weavels, the sturdy all-wool suit by the nationally famous maker, Hart Shaffner & Marx, are one of our best sellers. When you get one of these suits you get quality, value and style. \$37.50 up.

Other Suits in tweeds, herringbones and worsteds may also be found at Yowell, from \$22.50 up.

Sport Coats in tweed, herringbone and flannels from \$17.75 up.

THE YOWELL CO. Sanford, Florida

YOU'RE "HEAD MAN" in a "Nelson Playboy!"

No better build-up possible...than the way a "Playboy" snaps up your appearance. You can't help rating in this informal Setson. Its lines flatter, its lightweight comfort is a treat...and so is the price. \$5.00

THE YOWELL CO.
Sanford, Florida

"Thou wilt not wilt"

When the Arrow people make the HITT shirt, they equip it with a set of four commandments:

THOU WILT NOT WILT: the collar is a fused collar that stays crisp and fresh all day. No starch is needed.

THOU SHALT NOT SHRINK: Hitt, like all Arrows, is made of Sanforized-Shrunk fabrics; less than 1% shrinkage!

THOU MUST NOT BUNCH: Hitt, like all Arrows, has the trim "Miloa" figure-fit.

THOU CANST NOT LOSE BUTTONS: Arrow anchors buttons on with a special, patented way of stitching.

Get HITT today—\$2

THE YOWELL CO.
Sanford, Florida

ARROW

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A fire, believed to have been purposely set, damaged a vacant store building in Midway, on Geneva Avenue, Saturday night and an investigation is to be carried on immediately, Fire Chief Cleveland said this morning.

The fireman answered a gram fire call on Scott Avenue Sunday morning but no damage resulted from the blaze.

Driver's Test Will Be Given Tomorrow

Applicants for driver's examination can get their tests tomorrow as Exterminator J. M. Richburg will be at the office of the County Judge at 9:00 o'clock in the morning, Judge E. W. Ware said this morning.

A number of persons have indicated they want to take the test at that time and no more licenses will be issued without the applicants taking the examination, Judge Ware added.

You can aid NATIONAL DEFENSE

Travel by Bus

... save GAS and TIRES and MONEY

ON YOUR OUT-OF-TOWN TRIPS, leave your car at home. Travel by bus... saves gas and tires... make your car last longer... minimize repairs and upkeep costs by avoiding the wear and tear of long trips. You'll help save defense materials, too.

Florida Motor Lines gives you all the pleasures of highway travel—without the driving strain and parking troubles—**for about 1/4 the cost of driving your own car.**

In times like these, it is patriotic to do your bit for National Defense.

UNION BUS STATION
200 PARK AVE. TELEPHONE 60

FLORIDA MOTOR LINES

THRIFTY DAYS for you!

SAVE FOR SECURITY
Buy Defense Savings Stamps Here.

10c	Tums	3 for 25c
49c	Noxema	
75c	Doans Pills	37c
21c	Johnson's Baby Powder	
21c	Pepsodent Tooth Powder	
39c	Vick's Vatronol	
49c	Murine	
49c	Scott's Emulsion	
21c	Band-Aid	

TOUCHTON DRUG CO.
COR. FIRST AND MAGNOLIA
These Prices Do Not Include Federal Excise Tax

40c	CASTORIA	31c
60c	SYRUP OF FIGS	39c
\$1.00	WINE OF CARDUI	89c
75c	CITROCARBONATE	57c
60c	PHOS PHO SODA	49c
60c	DRENE SHAMPOO	49c
55c	PONDS CREAMS	39c
50c	VITALIS	43c
50c	IPANA	39c
60c	POLIDENT	49c
35c	BURMA SHAVE	29c

NOW Lanteen
(Blue) JELLY Large Ball \$1.39
(Yellow) effervescent Powder for the Douches, 49

LANTREEN (BROWN) COMPLETE SET \$1.75

Chinese Straw Slippers

For greater comfort you'll get real enjoyment out of wearing these slippers around the home, club or swimming pool. Made of live rice straw, lined with terry cloth.

39c

25c Anacin Tablets 19c

35c Groves Bromo Quinine 27c

75c Fitch Shampoo 49c

25c Carters' Little Liver Pills 19c

\$1.25 Saraka 98c

Wonder Package STATIONERY
75 sheets and 75 envelopes. Good quality Vellum. **23.75**

A Florida Registered Pharmacist on Duty Every Hour This Store is Open.

The Sanford Herald... Published every afternoon except Sunday and holidays...

The Great Blue Heron... The Great Blue Heron looks down from his perch in the Sanford Zoo...



IT ALWAYS FADES OUT! RUSSIA... A variety of hats that are both smart and inexpensive...

FRUIT MEETING... Fruit and Vegetable Association has arranged a meeting...

TWO-TIME YOUR BUDGET WITH A MATCHED ENSEMBLE FROM PENNEYS... A dress group that will amaze you!



YOU'RE TELLING ME! BY WILLIAM RITT... AMONG other aggressions that plague the present day...

MONDAY, OCTOBER 27, 1941... BIBLE VERSE FOR TODAY... GOD'S RETURN ON INVESTMENT...

IF I WERE YOU... If I were you, in moments of reflection, though criticism may be far and true...

Business Opportunities... For the individual looking for a new home and having a little capital to invest...

WASHINGTON DAYBOOK... WASHINGTON, Oct. 27... Leigh and the Bold Venture President Roosevelt may have...

MONDAY, OCTOBER 27, 1941... Social And Personal Activities... Social Calendar... Personal...

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Social And Personal Activities

MRS. LOURINE BEAL, Society Editor... Telephone 148... Social Calendar... Personal...

P. A. K. Sorority Plans Dance At City Hall

Featuring a floor show which will be presented by the members of the P. A. K. Sorority...

BRIDE OF THE WEEK



Members of the P. A. K. Sorority completed plans for an outdoor party to be held on Wednesday...

Plans For Out-Door Party Made By Group

Members of the P. A. K. Sorority completed plans for an outdoor party to be held on Wednesday...

Blue Grass Flower Mist... Blue Grass Bath Powder... Blue Grass Toilet Powder...

Blue Grass Flower Mist... Blue Grass Bath Powder... Blue Grass Toilet Powder...

Blue Grass Flower Mist... Blue Grass Bath Powder... Blue Grass Toilet Powder...

THE YOWELL CO. SANFORD, FLORIDA... Punishing heavy duty service reveals the strength and economy of CONCRETE ROADS...

Blue Grass Flower Mist... Blue Grass Bath Powder... Blue Grass Toilet Powder...

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THE YOWELL CO. SANFORD, FLORIDA... Punishing heavy duty service reveals the strength and economy of CONCRETE ROADS... The Sanford Atlantic National Bank... Accounts Insured Up To \$5,000.00 by FDIC...

SANFORD SUPER STORE

1215 French Ave. Free Delivery Phone 65
NEAR FARMERS STATE MARKET - PLENTY PARKING SPACE

SPECIALS- 5 Full DAYS Oct. 28 - 29 - 30 - 31 - Saturday Nov. 1-

Roll or Print Butter lb. 39c Maxwell House Coffee lb. 31c FANCY RATING APPLES 3lbs. 17c

Golden Key MILK 3 CANS TALL With Other Items 21c Small Cans 3 for 11c

CORN FED BABY Beef Roasts lb. 19c STEAKS 19c TO 32c STEW 2 LBS 25c GROUND MEAT LB 20c BACON BREAKFAST we slice... lb. 29c BEST WHITE... lb. 18c END BOILING... lb. 10c SWIFTS PREMIUM... lb. 43c SMOKED GA. SIDES... lb. 21c

Two Stores S Triple "S" Groceteria S Two Stores 117 E. FIRST ST. PHONE 234

Our Specialty Is Vegetables! You Can Depend On Us For Top Quality - Only The Best! Come And See.

4 lbs. MEAL 10c New Crop Corn Fresh Ground Water Mill 10 lbs. 25c

U. S. NO. 1 COBBLER Potatoes 10 lbs. 23c RED CURED SWEET Ga. Yams 5 lbs. 13c

Wanted To Buy Anything EDIBLE.

See Us Before You Sell Fruits, Vegetables, Chickens, Eggs, Cows, Hogs - Anything.

CARTON LARD 4 lbs 55c CRISCO or SPRY 3 lbs. 69c SWANSDOWN FLOUR 5 lbs. 23c PAPER SHELL PECANS lb. 19c B. R. RICE 4 lbs. 23c S. R. FLOUR 5 lbs. 21c BEST GRITS mod. 3 lbs. 10c DESSERT PEACHES 10c 29c VALUE BROOMS 25c RAINBOW BLEACH full qt. 10c

While It Lasts 5 BARS SMALL OCT. SOAP OR POWDER 9c

CHICKENS

We wish to call your attention! We have at our new Super Store one of the nicest and cleanest poultry yards in Central Florida and featuring purebred and wheat. We will guarantee to give you the best and cleanest poultry to be found. - We can dress for you quickly and you will not have to take a chance on frozen cold storage poultry.

Bostons Bees To Arrive Feb. 25 For Spring Work

Bob Quinn Likes Central Location And Nearby Ball Camps

The Boston Bees and their entourage of sports writers, directors and wives will arrive in Sanford on Feb. 25 to begin a six weeks' training period before they open their regular schedule in the Spring. F. A. Palmer and John Hintermister, instrumental in the central location here this year, announced today.

J. "Bob" Quinn, president of the Bees and associated with the club for 35 years, declared in a statement to Mr. Palmer that he picked this city to locate his Spring training camp because of its central location and proximity to a dozen major and minor league club camps.

"With its central location and nearness to other camps I am hopeful that a real grapefruit league can be organized in Central Florida of interest to the tourists and citizens, and will keep down the expense of the training period," Mr. Quinn stated.

Taking everything into consideration Sanford has more to offer than any place the club has trained during the many years Mr. Quinn has been connected with the outfit, he added.

The Bees, formerly the Boston Braves, have two hitters in the charmed "300 Club," John Cooney with an average of .318 for 158 games and Carvel Rowall with a .305 average in 130 games. Star defense man on the team is Shortstop Eddie Miller who leads the National League in fielding with an average of .910 for 151 games. Teamed with Bama Rowe at second, Eddie makes a combination that leads the league in double kills, having made 122 twin "yours outs," with Bama in 87 of them.

Chet Ross, a newcomer, played his first year with the Bees in 1940 and won the acclaim of sports writers with his .281 swat average and .602 fielding average in the 149 games he played in the left field.

"For the past few weeks the City has been conditioning the grounds of the ball park and making changes in the club house in accordance with the wishes of Mr. Quinn. About Jan. 1 the Bees will send their ground keeper down to supervise the finishing touches to be made before the club arrives in February," Mr. Palmer said.

The party of 85, including the players, directors, writers and their wives will stay at the Hotel Mayfair because, as Mr. Quinn put it, it is located between the ball park and the downtown section. The team president expressed his appreciation for the manner in which Mr. Hintermister is co-operating with him in bringing the club to Sanford, and declared the hotel manager

THE CLUB PRO



Allan Stewart, professional in charge of the Sanford Country Club, is back on the job after a successful season at his summer club in Petoskey, Mich. He expects a busy season here this winter.

Golf Greens Are Being Planted In Winter Rye Grass

Planting of rye grass for the winter season has begun, and the golf course will soon be in excellent condition, Allen Stewart, F. G. A. golf pro of the Sanford Country Club, announced today, adding that a number of tournaments are being planned.

The first tournament of the season will be the Central Florida Golf Association regular weekly pro-amateur event, Mr. Stewart said. The association chose the Sanford Country Club for the first meeting of this year.

Numerous social events have been planned for the winter as well as the regular club championship matches for both ladies and men. The present champs, Mrs. Andrew Curraway and G. W. Spencer, will probably defend their titles in February or early in March.

Mr. Stewart returned to Sanford several weeks ago from Petoskey, Mich., where he is the pro during the summer months. He has been connected with the maintenance part of golfing for the past 20 years and is a class A member of the Professional Golfing Association. During his career he has played and worked in golfing all over the country.

Mr. and Mrs. Bob Axt have returned to the city and are ready to challenge the present champions at the club. Mr. Axt is a former city champ and Mrs. Axt has been playing quite a bit this summer and improving her game, Mr. Stewart said.

CENTRAL FLORIDA FAVORITE RESORT
Sanlando Springs
TROPICAL PARK
BETWEEN ORLANDO AND SANFORD

FIRST CHOICE FOR FALL!



Lynn Gray Classics

The dress that gives you that smart, tailored look. Squared-shoulder yoke with pockets set high. Gored or box-pleated skirts. In a new rayon and virgin wool fabric that drapes perfectly. Natural, frost blue or plaids.

HEEL CUP LADY FASHION ARCH CUSHION

Alleviate your foot pain with youth. How wonderful it is to walk as if you were a child again. Knowing that FRIEDMAN'S SHIRAZ'S is the best. It's the only shoe that gives you the support you need. It's the only shoe that gives you the comfort you need. It's the only shoe that gives you the style you need.

PURCELL'S

MUNSINGWEAR

IMP PANTIES

that never let on they're there. Smooth... close to your skin and no hiking up.



SLIPS

These fine rayon jersey slips faithfully shadow the figure-lines, as only knitted slips can. Softly curving in from bodice to slender waist, they're the perfect example of Munsingwear's talent for making beautifully tailored underthings.



PANTIE-GIRDLES

Munsingwear's leno and rayon elastic girdle pantie-girdle. Smooth and supports you so naturally and comfortably you actually forget you're wearing a girdle.

PURCELL'S

SANFORD SUPER STORE

1215 French Ave. Free Delivery Phone 65
NEAR FARMERS STATE MARKET - PLENTY PARKING SPACE

SPECIALS- 5 Full DAYS Oct. 28 - 29 - 30 - 31 - Saturday Nov. 1

Roll or Print Maxwell House FANCY RATING
Butter lb. 39c Coffee lb. 31c APPLES 3lbs. 17c

Golden Key MILK 3 CANS TALL With Other Items 21c Small Cans 3 for 11c

CORN FED BABY
Beef Roasts lb. 19c
STEAKS 19c TO 32c
STEW 2 LBS 25c
GROUND MEAT LB 20c

BACON

BREAKFAST we slice... lb. 29c
BEST WHITE... lb. 18c
END BOILING... lb. 10c
SWIFTS PREMIUM... lb. 43c
SMOKED GA. SIDES... lb. 21c

Two Stores Triple "S" Groceries Two Stores
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Our Specialty is Vegetables! You Can Depend On Us For Top Quality
Only The Best! Come And See.

4 lbs. MEAL 10c New Crop Corn Fresh Ground Water Mill 10 lbs. 25c

U. S. NO. 1 COBBLER RED CURED SWEET
Potatoes 10 lbs. 23c Ga. Yams 5 lbs. 13c

Wanted To Buy Anything EDIBLE.

See us Before You Sell Fruits, Vegetables, Chickens, Eggs, Cows, Hogs Anything.

CARTON LARD..... 4 lbs 55c	CRISCO or SPRY..... 3 lbs. 69c
SWANSDOWN FLOUR 5 lbs. 23c	PAPER SHELL PECANS lb. 19c
B. R. RICE..... 4 lbs. 23c	S. R. FLOUR..... 5 lbs. 21c
BEST GRITS med..... 3 lbs. 10c	DESSERT PEACHES..... 10c
29c VALUE BROOMS..... 25c	RAINBOW BLEACH full qt. 10c

While It Lasts 5 BARS SMALL OCT. SOAP OR POWDER 9c

CHICKENS

We wish to call your attention! We have at our new Super Store one of the finest and cleanest poultry yards in Central Florida and feed only the best wheat. We will guarantee to give you the best and most economical chicken - We can dress for you quickly and you need not have a chance on frozen cold storage poultry.

Boston Bees To Arrive Feb. 25 For Spring Work

Bob Quinn Likes Central Location And Nearby Ball Camps

The Boston Bees and their entourage of sports writers, directors, and wives will arrive in Sanford on Feb. 25 to begin a six-week training period before they open their regular schedule in the Spring. Mr. Quinn and John Wintermiller, instrumental in bringing the team here this year, announced today.

"With its central location and nearness to other camps I am hopeful that a real grapefruit league can be organized in Central Florida of interest to tourists and citizens and will keep down the expense of the training period," Mr. Quinn said.

Taking everything into consideration Sanford has more to offer than any other place the club has trained during the many years Mr. Quinn has been connected with the outfit, he added.

The Bees, formerly the Boston Braves, have two letters in the charmed "300 Club." John County with an average of .318 for 108 games and Carol Rowdell with a .305 average in 130 games. Star defense man on the team is Shortstop Eddie Miller who leads the National League in fielding with an average of .910 for 161 games. Tanned with Barna Rowe at second, Eddie makes a combination that leads the league in double kills, having made 122 twin "yare outs" with Barna in 81 of them.

Chat Row, a newcomer, played his first year with the Bees in 1940 and won the accolade of sports writers with his .281 average and .622 fielding average in the 149 times he played in the left field.

For the past few weeks the city has been conditioning the grounds of the ball park and making changes in the club house in accordance with the wishes of Mr. Quinn. About Jan. 1 the bees will send their ground keeper down to supervise the finishing touches to be made before the club arrives in February.

Mr. Quinn said he expects a party of 88, including the players, directors, writers and their wives will stay at the Hotel Mayfair because, as Mr. Quinn said, "it is located between the ball park and the downtown section. The team president expressed his appreciation for the manner in which Mr. Wintermiller is co-operating with him in bringing the club to Sanford, and declared the hotel manager

THE CLUB PRO



Allen Stewart, professional in charge of the Sanford Country Club, is back on the job after a successful season at his summer club in Potosky, Mich. He expects a busy season here this winter.

had much to do with his selection of Sanford.

Within 15 miles of Sanford are at least a dozen major and minor league camps including the Washington Senators at Orlando, the St. Louis Browns at DeLand, the Detroit Tigers at Lakeland and the Brooklyn Dodgers at Daytona Beach. All of these clubs will appear in Sanford for exhibition games as well as six minor league clubs in the vicinity.

Florida continues to receive publicity in the press of the national state of the National Editorial Association last Spring. Several hundred lines of copy appear each week, a check of clippings reveals.

FIRST CHOICE FOR FALL!

Lynn Gray Classics

The dress that gives you that smart, tailored look. Squared-shoulder yoke with pockets set high. Gored or hop-plated skirts. In a new rayon and virgin wool fabric that drapes perfectly. Natural, frost blue or plaid. Sizes 12 to 20.

HEEL CUP LADY FASHION ARCH CUSHION

Alleviate your feet. How wonderful it is to have a shoe that gives you that extra support you so naturally and unobtainably want. You actually forget you're wearing a shoe.

MAN BEER'S

MUNSINGWEAR

IMP PANTIES

that never let on they're there. Smooth... close to your skin and no hiking up.

SLIPS

These fine rayon jersey slips faithfully shadow the figure, as only knitted slips can. Softly clinging in front, they're trimmed with lace at the waistline. Tailored at the bottom for making beautifully tailored undershirts.

PANTIE-GIRDLES

Manufacturer's latest and rayon with rayon pantie-girdles. Smooth and supports you as naturally and unobtainably as you actually forget you're wearing a girdle.

PURCHASERS

Golf Greens Are Being Planted In Winter Rye Grass

Planting of rye grass for the winter season has begun, and the golf course will soon be in excellent condition, Allen Stewart, P. G. A. golf pro of the Sanford Country Club, announced today, adding that a number of tournaments are being planned.

The first tournament of the season will be the Central Florida Golf Association regular weekly pro-amateur event, Mr. Stewart said. The association chose the Sanford Country Club for the first meeting of this year.

Numerous social events have been planned for the winter as well as the regular club championship matches for both ladies and men. The present champs, Mr. Andrew Carraway and G. W. Spencer, will probably defend their titles in February or early in March.

Mr. Stewart returned to Sanford several weeks ago from Potosky, Mich., where he is the pro during the summer months. He has been connected with the maintenance part of golfing for the past 10 years and is a class A member of the Professional Golfing Association. During his career he has played and worked in golfing all over the country.

Mr. and Mrs. Bob Art have returned to the city and are ready to challenge the present champions at the club. Mr. Art is a former city champ and Mrs. Art has been playing quite a bit this summer and improving her game, Mr. Stewart said.

CENTRAL FLORIDA FAVORITE RESORT
Sanlando Springs
TROPICAL PARK
BETWEEN ORLANDO AND SANFORD

Sanford-Orlando Duck Hunting Will Begin At Dawn On Sunday, Nov. 2nd

Contract Is Let For Rebuilding Road To Oval At Longwood

Between Christmas and New Year's Eve the Sanford-Orlando Duck Club will open its season, the seventh season with professional sports for the largest season in the history of the track.

The contract has just been let to widen and improve the road from the Orlando-Sanford highway to the track at Longwood and it is expected to be in final condition by the opening of the season.

For six years the attendance at the track has been steadily increasing and a better class of dogs has been brought down each year to prove themselves before the racing enthusiasts. One of the finest tracks in the state, the highly program run every day except Sunday now draws some of the finest dogs in the world.

The photo-finish camera will be installed before the beginning of the season and the track brought to tip-top shape for the best race. State supervisors over-see the details of the races and the pari-mutuel betting is carried on in strict accordance with a law on "win, place" and "show" with three times the amount of money as handled at the mutual track here last year.

Attendance figures for last year averaged about 700 persons per night with regulars and visitors in Sanford, Orlando and throughout the state. The Florida committee of Central Florida presiding at the Sanford track last year was the best of the year.

Top time of 72 miles-an-hour in the midget auto races was made by Billy Thomas of Daytona Beach in the midget auto race held yesterday at the track.

Close behind the first place winner, Carroll Farley, also of Daytona Beach, who had his speed vehicle clocked at 68 miles an hour in making the measure round on the course.

Expenditures for industrial construction this year estimated by the Department of Commerce at a billion and a half dollars, all-time high.

EXPRESSION AND DANCING

ALL FOR FOUR DOLLARS PER MONTH
"Ruth Gordon Wright Studio Of The Dance"
Where Dollars Have More Cents
317 Oak Avenue Telephone 438

ATTENTION!

Enjoy the advantages of our Personal Loan Department. You need not use a deposit.

The Sanford Atlantic National Bank

Member Federal Deposit Insurance Corporation

Classified Advertisements

FOR SALE
BURNER benzene cooker, \$12.50; 2 good benzene ranges, \$18.00 each; 1 good electric range, \$25.00; 1 General Electric range, \$25.00; 1 Vidlar Ice Box, used very little; \$30.00; 1 coal circulating heater, \$25.00. Other used appliances all guaranteed. Green's Fuel Oil Service, across from Post Office.

WANTED
WANTED: PAN-TIME of temporary employment work, experienced. Box 123, Sanford, Fla. W. H. H. H.

WANTED
WANTED: A PARTNER in business. Box 123, Sanford, Fla. W. H. H. H.

THE NINTH GREEN



John Ivey, Harry Toole, G. W. Spencer and Henry Lundquist finish a round of golf at the Sanford Country Club in the late afternoon.

Local Bowlers Bow To New Smyrna Team

Sanford bowlers were trounced by the New Smyrna Beach team in the match played there yesterday afternoon by losing 1-3 out of three games in the Central Florida League.

72 Miles-An-Hour Set In Midget Auto Races

Top time of 72 miles-an-hour in the midget auto race held yesterday at the track.

OUTBOMBING THE BOMBER - By Jack Sords



FRANKLIN RECENTLY STOPPED AND SMOKED IN THE FORT QUINN. "SUCK LES LOUIS IS BOUND TO BEAT THE SHANT, PREVIOUSLY HE MANAGED TO BEAT TWO ROUNDS WHICH WAS SEVEN ROUNDS PASTER THAN LOUIS' TIME."

A GARDIAN FROM CLEVELAND'S ANATHEA, ROMNEY LEA HAS CLOCKED OUT 24 OF HIS 25 PROFESSIONAL OPPONENTS.

ETTA KETT

SORRY TO RUN OUT - HAD TO GO HOME FOR MY OLD MOTHER FOR MYSELF IN RUNNING FOR ELECTION.

SAME OLD STORY! JUST WHEN THE KNOT IS ABOUT TO BE TIED - SOMETHING HAPPENS! I MUST BE UNLUCKY!

COME ON IN! I'LL SEE THAT NOTHING STOPS THE CELEBRATION THIS TIME!

THEY DON'T YOUR GUN, JERVIS, OR WILL STICK THE WHITE BETWEEN HIS RIBS.

SIT A GUN AN' BE QUICK - JAKE. IF ONLY I COULD GET A SHOT AT EM.

THERE'S ONE CHANCE!

BANG!!

Plans Announced For Diamond Ball Series This Fall

Starting tonight a regular schedule of games will be played in the "just for fun" diamond ball series on the nights of the week. H. C. Morgan, one of the organizers of the league said today.

During the past few weeks we had between 10 and 15 players coming out for the games with a audience on hand to watch. Mr. Morgan declared "the course all we need is about 20 players each night and we have enough for two teams."

No regular teams have been organized yet, but the players now show up at the field at 8:30 o'clock and get together to form two sides and "just play ball." The league was organized by a group of men who are looking for a little recreation and fun.

Anyone is eligible to play in the games. Each player chips in ten cents a week to buy for the ball and the city furnishes the diamond and the lights.

Getting Backtown Bill Moter from the St. Louis Cardinals in exchange for Harry Gumbert removed one member from the New York Giants' pathway. The Fielder trounced the Giants 5 times in his brief National League career, with only one decision going against him. Gumbert on the other hand has only 1 win over the Birds as against 5 times they hung it on him in previous years.

LEGAL NOTICES

NOTICE OF SHERIFF'S SALE. Notice is hereby given that pursuant to an order of the court dated and docketed under File No. 10,000, the undersigned, Sheriff of Alachua County, Florida, will sell at public auction on the 27th day of November, 1941, at 10 o'clock in the forenoon, the following described property, to-wit: A certain lot of land situated in the County of Alachua, State of Florida, containing 1.00 acre, more or less, being the same as described in the deed of conveyance from the State of Florida to the County of Alachua, Florida, dated and docketed under File No. 10,000, and the same is being sold to satisfy a judgment rendered in the County of Alachua, Florida, in favor of the County of Alachua, Florida, against the County of Alachua, Florida, in the sum of \$100.00, with interest thereon from the date of rendition of said judgment to the date of payment thereof.

THE STONE PRE-SCHOOL NURSERY



"We learn to make social adjustments while we play." - We're fishing!



"We learn self-expression through the use of many materials." "All our play time is developing us physically and mentally."

By PAUL ROBINSON

IT BETTER HAPPEN QUICK! IN TWO MINUTES YOU'LL BE MAN AND WIFE!

IT'S BETTER WHEN YOU'RE MARRIED!

THE DISCONNECTED PHONE AND LOCKED DOOR! YOU BOYS STAND GUARD AROUND THE HOUSE!

SOME THINGS WILL STOP THE WEDDONS' WARCH!

BY FRAN STRIKER

THE FALLING LAMP CAUSES THE GROOM TO RELAX HIS VIGILANCE FOR A FLIT SECOND.

BANG!!

COMES FORTH

THE FALLING LAMP CAUSES THE GROOM TO RELAX HIS VIGILANCE FOR A FLIT SECOND.

Invitation Is Offered Visitors And Industries

Chamber Head Points Out Congenial Atmosphere of City

W. A. Leffler, who was recently re-elected for a second term to head the Seminole County Chamber of Commerce today extended an invitation to families and industries to locate here, calling attention to Sanford's "congenial atmosphere, its rich farm land, freedom from crime, and abundance of healthful recreation."

Having lived in Sanford all his life, Mr. Leffler said he knew intimately the beauty and charm of this section, and that he felt sure it would appeal to newcomers. He is president of Chase and Co., one of the largest fruit and vegetable organizations in Central Florida.

Sanford is situated among large fresh water lakes, and these bodies of water make up about one-fourth of the total area of the county. These big lakes are all connected with the St. Johns River, and in addition there are about 80 smaller lakes in Seminole County," Mr. Leffler said.

Fish are plentiful and recreation is to be had close at hand and at little effort and expense, he pointed out.

The county has cooling springs, and is only about 30 miles, or less than an hour's drive, from the seacoast. There are game birds such as quail, dove, wild duck, turkey and snipe to lure the hunter," said the body president.

Sanford is well laid out with broad streets and small blocks. Easy access to the rear of commercial establishments is provided in each block," Mr. Leffler said. "Wholesome sport is always at hand, and I believe that crime is at a minimum."

There are several parks within the city limits, where adults may relax in comfortable and beautiful surroundings, and where children may play with safety.

"The people of the city and county welcome visitors and those who are interested in setting up new homes or business in a congenial country," Mr. Leffler asserted. "We have rich farm lands for fruits and vegetables, and artesian wells over a large part of the county make pumping unnecessary for our farm lands. Our modes of transportation—water, land and air—make an appeal to industrialists," he added.

Recreation Is Provided For Everyone Here

Considered From One Angle day and the "sport of queens" attracts hundreds of people to Longwood. Wagering on the parimutuel system and under the supervision of the State takes place at the rhyhound track.

Sightseeing is a "must" on the list of every Florida visitor whether he is here for the first time or is coming back for his regular stay.

In Seminole County, these points of interest are recommended by the Chamber of Commerce: The Big Tree, oldest and largest cypress in the United States; the mass of blooming azaleas and gardenias at Sandhills Springs; the acres of citrus and other fruit trees in the beautiful St. Johns River Valley; the municipal zoo at Sanford, with its famed Monkey Island; Seminole Driving Park, where thoroughbred trotters from all over the country are trained, and the scenic drive, a tour through this section which is marked with easily followed signs.

Sanford has a modern theater, the Vista Theater where the best film entertainment is provided. It is comfortably warm during the winter, and ear phones for the deaf of hearing have been installed by Charles Morrison manager. The Seminole Gun Club holds weekly shoots at its range on the St. Johns River and extends a special invitation to visitors to shoot free of charge. The club will furnish traps, or rifles.

BEAUTIFUL SANFORD RESIDENCE



The home shown above is the residence of W. A. Leffler, who was born and raised in Sanford and is now president of the Seminole County Chamber of Commerce, as well as Chase & Co., one of the largest fruit and vegetable organizations in Florida.

Ancient Indian Mound Preserved As Historic Site

Tribe Of Timucuanas Once Lived, Hunted Along St. Johns

Over 500 years after the last Timucuan Indian was laid to rest in it with a weird ceremony that can only be guessed at today, the Seminole County Commission has cleared the land surrounding an ancient burial mound near Sanford with the idea of preserving it as an historical site and tourist attraction.

Giant gnarled oaks grow out of the Indian burial mound, indicating its great age and adding to its beauty. The Timucuan Indian tribe was one of four or five that lived in Florida centuries ago, and it is probable that their civilization flourished and faded long before the coming of the white man.

Some idea of their customs has been unearthed by archeologists. The Timucuanas buried weapons with their dead so that they could fight off evil spirits enroute to the "happy hunting ground." In each grave there were also three or four pottery bowls, in each of which was punched a hole so that they would also be "dead."

This season the Indian burial mound, located about four miles from Sanford on the St. Johns River, is easily accessible to the tourist. The land about it has been cleared of heavy underbrush, the road leading to it has been improved, and a marker has been erected telling some of the history of the ancient burial place.

Twice Excavated This Indian mound has been excavated twice, in 1892 and 1893, by Clarence B. Moore and his findings were published in the Journal of the Academy of Natural Sciences of Philadelphia. Mr. Moore and his party first explored the mound on Jan. 23, 29, and 30, 1892, and again on Jan. 22-27 the following year.

Once before the burial mound had been investigated, though only by the late Dr. J. N. Wyman, who included his findings in a pamphlet published in 1875 by the Peabody Academy of Science in Salem, Mass.

When Mr. Moore first dug into the Indian Mound, the grave was owned by Dr. A. C. Caldwell, and by the time the scientist had returned in 1892 it had come into the hands of J. N. Whitner.

According to the report of Mr. Moore's investigation, the mound had been "superficially dug into by tourists and speculators before this mound" was described as such in the report. The mound is built on top of a plateau about 100 feet around. The mound is built of sand upon a shell heap.

Moore and his eight workers dug a trench on the northern side, using a trowel. Of what they found, he said: "Remains, undoubtedly original burials, lay in the shell in one layer and in the white sand immediately above. In nearly every case, the long bones lay horizontally in connection with the skull, though upon several occasions the skeletons were in anatomical order."

"Near the center of the mound were seven crania, some in actual contact, all within a radius of three feet, while one yard distant were four others in close association. With these crania were a certain number of bones not in anatomical order, and by no means the full complement of so many skulls."

Pottery Found Though no implements of stone of any sort were found in the mound by the Philadelphia scientists, there were fragments of pottery with many of the bones. A piece of a pot with the handle terminating in the head of a bird was among these. After completing the investigation and making careful notes and drawings, Mr. Moore replaced the bones and pottery fragments in the burial mound, and headed back to Philadelphia.

In the report which he made to the Philadelphia Academy of Science, Mr. Moore noted that Mr. Wyman had visited the same region several years previously. Though Mr. Wyman traveled up and down the St. Johns investigating burial mounds and poking into shell heaps, he spent little time at Spaulding's Landing, the section containing the Indian mound, and the latter was not mentioned in his report.

The possibility that some of the Indians who built the mound along the St. Johns River may have been cannibals is discussed by Mr. Wyman as follows: "It is well known that the Indians who lived in this region were cannibals, and the presence of human bones under the circumstances previously described amounted to absolute proof of cannibalism. The testimony of these witnesses would be the only sure evidence of it. There is, however, nothing with regard to them which is inconsistent with this practice, nor does any other explanation occur to us which will account for their presence."

Mr. Wyman lists several reasons supporting his belief that cannibals once ranged along the St. Johns River. He says the bones he found "were broken as in the case of those of edible animals, as the deer, alligator, etc. This would be necessary to reduce the parts to a size corresponding with the vessels in which they were cooked, or suitable for roasting, or even for eating raw." He also offers proof that the bones had not been broken by wild animals. It is his contention, however, he asserted, that cannibals practiced cannibalism in the North and South Indies.

The Indians who inhabited the region, about 500 years ago, were said to be a mixture of the tribes who lived in Florida. It is probable that their customs combined those of the latter and those of the former.

the first white man landed in this continent. Hundreds of years after the passing of this early Indian civilization, men came from the North and settled in the rich St. Johns Valley to farm the land and raise their families. As the City of Sanford grew, the Indian Mound became the favorite meeting place for County-wide affairs.

Around the turn of the century, a "farmers' barbecue" was held annually for several years and residents turned out en masse to attend. The barbecues were held on the broad plateau of the Indian Mound, where big political rallies were also staged. If music was desired for these occasions, J. M. Stuman and his three talented daughters were usually called upon to play.

When the first families of Sanford went for a Sunday drive in their carriages, they usually took the road out to the Indian Mound and back. The natural beauty of the place, with its huge old oak trees, was widely known.

Build of Shell Mr. Moore declared in his book that a smaller mound, located about three city blocks from the Indian Mound, was not a burial mound but this was disproved by J. N. Whitner. The smaller mound, built of shell, was in one corner of the Whitner farm, and the owner decided one day to level it and use the land. After the top layer of shell had been removed, Mr. Whitner discovered the heap contained human bones.

He hurriedly called T. J. Miller, undertaker and father of City Judge Frank L. Miller to come at once. Mr. Miller drove out to the Whitner farm, packed the bones in boxes, and carried them to the burial mound, where they were interred. In addition to the bones, a large number of arrowheads and spearheads were also discovered, as well as bits

Lakes And Springs Help To Provide Mild Temperatures

Dotted by many lakes and springs and close to the seacoast, Seminole County enjoys a favorable year-round climate that makes it a desirable place to play or work. The many bodies of water in this section are a contributing factor in the temperate climate, and the mercury seldom goes to the freezing point during the winter.

Contrary to the belief of many persons in the North, Florida is equally cooler during the summer than other states. Sanford is no exception, and it is rare that a cool breeze is not sweeping off Lake Monroe from the direction of the Atlantic Ocean.

Because of the mild climate, Seminole County homes receive less heating during the winter than most sections of the U. S. A report recently compiled by a technological institute revealed that the days on which heat is required in Florida run from the latter part of November to the first week in March, a period of about 100 days. In Chicago, on the other hand, there are over 230 days during the year when heat is required.

In contrast to many other sections of the United States, Sanford has its largest rainfall during the summer, and the frequent quick showers bring a refreshing coolness to the air. The state also is "air conditioned" by nature during the winter, when there is less rainfall.

Sanford's annual average temperature, according to records of the United States Weather Bureau, is 72 F degrees.

This mild climate is an advantage not only to homes—which require less fuel during the winter—but also to industries. The heating of large plants is a considerable item of expense and in the North sometimes interferes with production. This is seldom true in Florida. The humidity of this section is also favorable.

of pottery and beads. Mrs. Elton Moughton, a daughter of Mr. Whitner, still has some of these articles. Others were loaned to the St. Augustine Museum, but were lost in the great fire about 1913. This smaller mound has now almost completely disappeared, used up by the City to pave streets.

Later, Mr. Whitner decided to sell part of the land, and divided his big tract in half. The south half, containing the burial mound and the shell heap, was sold to Phillip B. Andrews of Maine, with the provision placed in the deed at the instance of Mr. Whitner: "that said mound shall be reserved intact as it has been for generations, and also be defined by West corner posts; and that said mound shall be and remain as a permanent preserve, but under the protection and control of said Phillip B. Andrews."

The provision which Mr. Whitner insisted upon has been observed by subsequent owners, and the mound has not been touched since the day when Mr. Moore poked the last shovelful of dirt back in place.

Colonial Home Nears Completion On Lake

Mr. and Mrs. Thomas Radliff and their family, residents of Seminole County for 18 years, will soon move into their new home situated near a lake on the Orlando Highway.

The house's architecture is of Early American origin, an authentic replica of an old Virginia estate, constructed of red brick with six tall, white columns supporting the iron grillwork porch roof.

The interior follows colonial lines with modern conveniences and appliances, among them being a "plug-in" telephone system for each room and special wiring for television.

Table "model" tables are the most popular, according to the Census Bureau which reports an annual production in 1939 of 1,200,000 sets of tables and 1,200,000 console-type sets.

CAROLINA GUEST HOME



MRS. A. D. ZACHARY, Hostess
212 Magnolia Ave. at 9th St. Sanford Telephone E40
Member Selected Guest Homes Of America

For A Pleasant Winter Come To Seminole County

Make Your Headquarters In The Heart Of The Beautiful Tropical "Sunshine State."

A pleasant year awaits you, Mr. and Mrs. Tourist, if you make your winter home in Seminole County. You'll find all your favorite kinds of recreation and all the natural beauties that are Florida.



SANFORD INVESTMENT COMPANY
John Meisch President
Owners and Operators of
Meisch Building
Seminole Creamery Building
(A. P. Connelly & Sons, Inc. Agents)
Room 208 Meisch Building

MEISCH REALTY COMPANY
John Meisch President
Owners of
Vacant Lots All Over Town
(A. P. Connelly & Sons, Inc. Agents)
Room 208 Meisch Bldg.

William C. Erickson Funeral Home

Established 1883

PRIVATE AMBULANCE SERVICE

Lady Assistant

Gordon Erickson
Funeral Director

Preston Sherrill
Funeral Director

During the past half century the William C. Erickson Funeral Home has become a standard institution... an organization which has well earned the high respect and regard accorded it by all Central Florida. Established 56 years ago, the William C. Erickson Funeral Home is recognized as one of the most completely equipped and finest equipped in the entire South.

Services by the Erickson Funeral Home have long been noted for their dignity, simplicity and beauty.

PHONE 9

608 Laurel Ave. Sanford, Florida

Dance, Swim, Rest AND PLAY IN SUNNY SANFORD, FLORIDA

Beautiful Sanford and the surrounding area of Seminole County is a perfect place for a winter vacation. The city is well equipped for the tourist, and the climate is just what you need for a pleasant stay.

Sanford is a beautiful city with a rich history and a warm atmosphere. It is a perfect place for a winter vacation, and the climate is just what you need for a pleasant stay.

Papworth Insists Florida Adds 21 Years To Life

After Thirty Years In New York, Englishman Returns

H. M. Papworth, prominent Sanford resident, is a firm believer in the advantages this section offers to tourists and home seekers.

That this is true is shown by the fact that Mr. Papworth, after residing in New York City for about 30 years, resigned his job, packed his bags, and came to Sanford to make his home.

Today, he wouldn't be any other place. "It's the best state in the Union," he smiles, "and offers more opportunities for any man, young or old." It is Mr. Papworth's firm belief that a man can live 10 or 20 years longer in Florida than he could in the North, and he seems living proof of this, since he is an active man at 77.

Mr. Papworth first came to Sanford in 1884 from Cambridge, England. He had been a member of the Imperial armed forces for the previous six years.

He came to Florida with several other young Britishers to study the intensive farming methods and citrus culture of America. Mr. Papworth liked this section and planted a grove near Lake Mary. He was getting good crops until a freeze occurred in 1884-85 and ruined all of his trees. To save the trees, he cut them down and turned the stumps and left them to grow out again. In a couple of years he had a nice grove again which he sold for \$15,000 cash.

Several years later, Mr. Papworth received an offer from a British firm in New York City, and decided to accept it. This was in 1898. He had already become so deeply attached to Florida that he returned every year during the winter to spend his winters, and on one of these trips married his present wife, the former Miss June Robinson.

Mr. Papworth maintained his groves in Florida during the years in New York, and never lost interest in his adopted home. After nearly 30 years, he resigned his position with the English firm and returned to Florida to live.

Upon arriving here, the first project he undertook was the irrigation of his Tuscanville grove, at Lake Jessup. He found that he could get drinking water on his property from artesian wells, and thus became one of the few men in Florida to have an irrigated orange grove. "And, it cost me nothing except for the pipe," he says.

Since Mr. Papworth has made his home in Sanford he has been one of its most active boosters. He has served as president of the Seminole County Chamber of Commerce, and was instrumental in getting Lake Shore Boulevard completed in 1937.

Though Mr. Papworth is now at the age when most men spend their time reminiscing, he is still looking toward the future. "Sanford has wonderful prospects," he declares with an emphasis not of his head. "We have numerous advantages in every field—transportation, agriculture, industrial and recreational. I've seen the city grow a lot during my lifetime, and you younger people are going to see it grow a lot more. Here's to Sanford!"

Civic Clubs And Fraternal Groups Are Active Here

Social And Welfare Projects Are Sponsored In Sanford

Seven national, civic and fraternal organizations have branches in Sanford and these are responsible for many worth while projects which make the city a better place in which to live. The clubs also sponsor social activities in which hundreds of citizens take part.

The Kiwanis Club, of which O. P. Harnden is president, was organized here in 1921 and today has a membership of 83. Underprivileged children receive considerable aid from the Kiwanis Club, which is always interested in promoting better citizenship among the youngsters.

Each summer the club sends several boys to a summer camp and at Christmas gives a party for children of the nursery school. Kiwanians also sponsor the Key Club at Seminole High School, which teaches leadership and service to Sanford's young men. The Kiwanis Club meets every Wednesday at 12:15 o'clock at the Valdes Hotel.

Dr. R. W. Ruprecht is president of the Rotary Club and W. M. Haynes is secretary. The club which received its charter in 1921 meets at the Valdes Hotel every Monday at 12:15 o'clock. Its principal activities consist of boys' work, vocational tests to seniors of the high school, sponsorship of boys for model airplane meets, and contributions for school lunches.

Legion Post
The American Legion Post in Sanford is known as the Campbell-Losing Post in memory of Frank A. Campbell and Arthur W. Losing, the first two Sanford soldiers killed in the World War. Joel E. Field is commander. The post sponsors an Armistice Day celebration each year, with a

2,468,210 Attend Florida Exhibit At Atlantic City

ATLANTIC CITY, N. J., Oct. 21.—With a total attendance of 2,468,210 at the Florida State Exhibit at Atlantic City's famed boardwalk during the past summer the exhibit managers are particularly gratified with the showing made.

"We expect that of the millions who got a glimpse of Florida, 20,000,000 have a lasting impression will be in the minds of the real thing," stated general manager G. W. Brown.

"They will remember the managers of lines of transportation, land, air and water, and that they have never carried so many passengers in Florida at this time of year while the highways leading to that state are crowded with automobiles. Hotel and apartment houses, new and advanced restaurants were never so busy at this time of year."

"Those who came to visit should prepare for the biggest show ever in Florida," he said.

President John A. Shuford of the Florida Chamber of Commerce said that the exhibit was the most successful ever and will be recalled by a special committee with special attention from the American People.

Florida's Department of Agriculture and the Department of Fish and Game.

Every State has a big show, but Florida's is the biggest. The exhibit was the most successful ever and will be recalled by a special committee with special attention from the American People.

THEY ALWAYS COME BACK



Harry Papworth, an Englishman who first came to Sanford over 50 years ago, then spent nearly 30 years in business in New York City, now finds rest and comfort for his declining years in Sanford.

85 Year Old Resident Still Likes It Here

Mrs. E. E. Takach, owner of Takach's Restaurant on Park Avenue, has been a resident of Seminole County since 1883, living in Longwood for six years after arriving in the United States from Eperit, Hungary three months before.

In 1889 the Takach family moved to Sanford where they managed the railroad dining-room in Union Station for 25 years. When the Atlantic Coast Line depot was built and passenger trains began arriving at the Ninth Street Station, Mrs. Takach and her daughter opened the restaurant they now manage, located near the site of the old Union Station.

The pioneer with her three sons and daughter, has seen Sanford grow from almost its beginning, residing here through the yellow fever scare in 1899, the "big freeze" in 1904 and 1895, the "boom" and the depression.

The 85-year-old woman said she is completely content living in Florida with her daughter. She is a happy old lady, proud of her six granddaughters, two grand sons and three great grandsons.

Even before defense expansion, steel works and rolling mills in the U. S. constituted a three-billion dollar industry in terms of factory value of annual production and gave employment to more than 400,000 persons. Wages amounted to \$569,000,000.

DRIVE TO THE HEART OF FLORIDA SANFORD !!!



We gladly join the merchants, business men and citizens of Seminole County in extending greetings to prospective winter visitors with the firm belief that a visit here will be a happy experience for any tourist.

FOR COMPLETE ELECTRICAL SERVICE

Come To The
HOFMANN ELECTRIC SERVICE
207 Magnolia Ave. Sanford, Fla.

Auto Battery And Electric Service - Motors Rewound And Rebuilt.
Radio Sales & Service

parade, speeches and other events.

To promote marksmanship among boys, the post has organized a junior rifle club, which has advanced from Class D to Class B in recent correspondence matches.

Mr. Field declares that the post helps the needy when the occasion arises, and told how spectacles, clothing and Christmas gifts had been bought for a number of children. Recently Campbell-Losing members donated a set of furniture to the waiting room of the Fernand-Loughlin Memorial Hospital. It also assists veterans at the hospitals in Lake City and St. Petersburg.

Joseph C. Hutchison, now a brigadier-general in the U. S. Army began the organization of the post about 1919, and it received its charter in 1920. Frank Roper, Major-elect of Winter Garden, was the first commander. Meetings are held the first and third Monday of each month in the Legion Hut, which was built in 1921.

W. P. Fields is council-commander of the Sanford branch of the Woodmen of the World, which is held every Tuesday night in its hall on Park Avenue. An active organization, it has a membership of about 150. A regular assessment is levied against each member for the charitable activities in which the group takes part. Picnics, dances and other social affairs are sponsored regularly by the Woodmen of the World. Quarterly meetings of all W. O. W. branches in Central Florida are held and often speakers are secured for these occasions. At present the group is working on plans for participation in the annual Armistice Day activities.

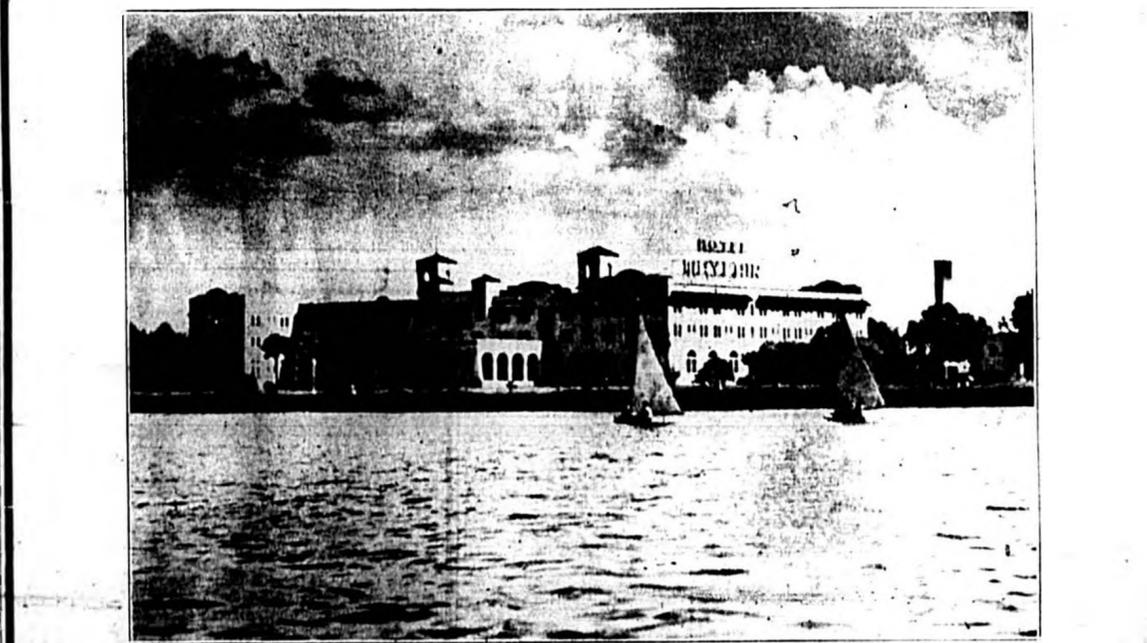
Lions Club
Meetings of the Lions Club are held every Wednesday night at 7:00 o'clock at the Valdes Hotel presided over by O. S. Toler, president. The club's 32 members do much charitable work, such as furnishing spectacles to those who need them but are unable to buy them, and getting Braille books for the blind.

About two dozen canes, white with red tips, were distributed to blind persons last year by the Lions Club, so that these people could easily be recognized and helped. The club is at work now

(Continued on Page Four)

HOTEL MAYFAIR

Sanford, Florida On The St. Johns River



In a setting of tropical splendor, overlooking the beautiful St. Johns River, THE HOTEL MAYFAIR offers you one of the most enjoyable Florida Vacations you ever experienced.

One hundred and fifty delightfully furnished, large guest rooms, all with private bath, steam heat and phone.

Our excellent cuisine will satisfy the most critical epicure.
Fireproof with automatic sprinkler system.
Elevator service.

JOHN H. HINTERMISTER
Lessee and Manager
PAUL H. SHELTON
Assistant Manager

Rates, American Plan:
SINGLE
FROM \$35.00 per WEEK
DOUBLE
FROM \$60.00 per WEEK

THE FAMOUS FLORIDA SUN MAKES SEMINOLE COUNTY BEAUTIFUL

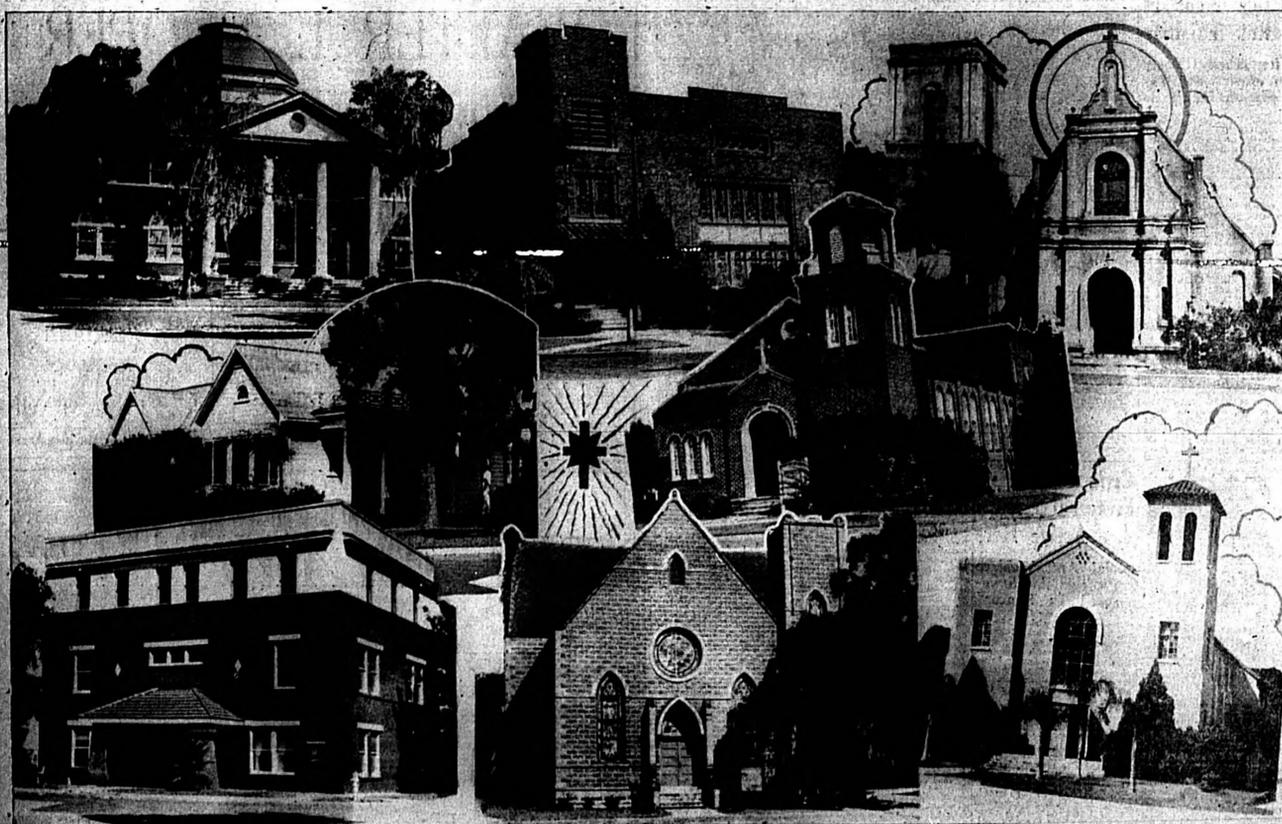
Evaleen's Beauty Shop Makes The Women Of Seminole County Beautiful

In Wind or Water Stay Lovely

If you're the type who likes to get out in the sun, wind and water, and to play hard and rough, then you'll love the treatments that we'll give you. Our special treatments at our shop will keep your face and body, your skin and hair feminine.

EVALEEN'S BEAUTY SHOP
1111 Oakley Ave. Sanford, Florida

SANFORD'S CHURCHES REFLECT AN ATMOSPHERE OF SPIRITUAL STRENGTH



Among the leading churches in Sanford are those pictured above reading from left to right, (top row), the Methodist Church at Park Avenue and Fifth Street, the Presbyterian Church at Oak Avenue and Third Street, Holy Cross Episcopal Church at Park Avenue and Fourth Street, (second row) First Church of Christ, Scientist on East Second Street, the First Christian Church at Sanford Avenue and Sixteenth Street, (bottom row) First Baptist Church at Park Avenue and Sixth Street, the Congregational Church at Park Avenue and Third Street, and the All Souls Catholic Church at Oak Avenue and Ninth Street.

Civic Clubs And Fraternal Groups Are Active Here

(Continued from Page Three) on plans for Sanford's first trailer camp, which the Lions believe will add materially to the city's tourist appeal.

Sanford Lodge No. 1241 of the DeMolay and Protective Order of Elks was instituted on May 19, 1911. There were 28 charter members in attendance on that night and 25 new members were initiated.

Millions of dollars are spent each year by the National Organization of Elks in works of charity, from the helping of poor and indigent families and persons to the caring for the aged, the tubercular and crippled children, in homes and hospitals maintained by the Elks. The Crippled Children's Home in Dunedin, Fla., is one of the largest of the kind in the world. The local lodge has contributed its share to the support of this noble work.

many vicinities it has remained progressively alive and active. The present Court House in Sanford was built by the Elks as a home, but in 1913 it was turned over to the newly-constituted Seminole County for its use. Another home on the Lakeland street was later destroyed by fire. The present home on East Second Street was accepted in 1936, and with the final settlement of all debts and obligations the meeting was held on that night.

The Elks Club, which convenes during the winter season at called meetings. Sessions are held at the Valdes Hotel. Elks Sanford Lodge No. 1241 of the DeMolay and Protective Order of Elks was instituted on May 19, 1911. There were 28 charter members in attendance on that night and 25 new members were initiated.

Come To Seminole County For A Pleasant Winter!

It is with pleasure that we join Seminole County's merchants, business men and citizens in extending to tourists a most cordial invitation to spend the winter here in "The Heart of Central Florida."

It is with pride that we also extend another invitation... an invitation for wise women and men to insure themselves of having laundry that is always fresh and clean at less cost than it can be done at home, by sending it to a reliable institution like ours.

SAFEGUARD YOUR HEALTH AS WELL AS YOUR CLOTHES

Count the cost of your washday bundle before you entrust it to irresponsible persons... You'll find that in the long run it is less expensive to send your laundry to us.

- Laundering
• Rug Cleaning
• Dry Cleaning

Phone 475

- Sanitary, Economical, Convenient, Quick

WE SERVE THE ENTIRE COUNTY
Seminole County Laundry
M. L. FABORN, Owner and Manager
818 W. Third St. Sanford, Florida



Mr. Tourist - Your Florida Trip Won't Be Complete Without A Visit To Sanford

Take a tip from the birds and come south to sunny Florida.

You will find many new and interesting scenes in and around "The Port of Central Florida."

You will recognize old friends from home in the world renowned stock companies represented by the agency.

For Bonding and General Insurance

Stewart Agency

Local Churches Play Important Role In Sanford

Attendance Has Increased 500 Percent In 25 Years

Sanford's churches, centers of the spiritual life of the community, have played an important role in the city's development...

The churches have been instrumental in the city's growth and development, providing a center of spiritual life and social activity...

Former Atlanta Editor Practices His Preachings

Col. Brad Byrd is living example of healthful climate. He has been practicing his preachings in Sanford...

Larger Churches

The larger churches here include the Holy Cross Episcopal Church, the First Baptist Church, the First Christian Church, the First Methodist Church, the First Presbyterian Church, the First Episcopal Church, the First Catholic Church, the First Lutheran Church, the First Baptist Church, the First Christian Church, the First Methodist Church, the First Presbyterian Church, the First Episcopal Church, the First Catholic Church, the First Lutheran Church.

Sanford's Churches

Sanford's churches are a reflection of the city's spiritual strength and community life. They provide a center of worship and social activity for the people of Sanford.

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YOU TOO COULD RELAX IN SANFORD



T. Bradford Byrd, former news editor of the Atlanta Journal, gets away from it all at his home on the shore of Ft. Leola with his hunting dog, "Blaze."

Former Atlanta Editor Practices His Preachings

Col. Brad Byrd is living example of healthful climate. He has been practicing his preachings in Sanford...

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WALTER L. COOPER "Community Builder" Invites Tourists To Spend The Winter In Seminole County



Give Your Family THE BEST HOME IN THE WORLD - A HOME IN SUNNY FLORIDA

SANFORD, Seminole County, Florida, whose streams come true, is on the banks of the historic St. John's River, the Nile of America. Swimming, golfing, boating, yachting, dog racing, horse training track, hunting and fishing, (all kinds of game, deer, turkey, bear, quail, myriads of ducks and the finest fresh water fishing in the United States); municipal tennis and croquet courts, finest city zoo in the State; in the heart of the citrus, vegetable and flower growing districts; cattle ranches; ideal climate; healthful sulphur springs or clear water as you prefer; beautiful hotels with reasonable rates (believe it or not); churches, excellent schools, low living costs.

In The Land Of Enchantment



SEMINOLE COUNTY OFFERS TOURISTS AN IDEAL PLACE IN WHICH TO SPEND A DELIGHTFUL WINTER

We unhesitatingly join all of Sanford and Seminole County in recommending this section as the place to see Florida at its best and enjoy winter the most.

BETTER BUY YOUR NEW REFRIGERATOR NOW!

Advertisement for a refrigerator, featuring a GE logo and text: "SAVE FOOD! SAVE CURRENT! SAVE MONEY! EASY TERMS. Sanford Electric Contracting Co."

-Selected Listings Of Homes - Farms - Ranch And Timber Lands - Also Business Property. Bring Your Family To Sanford Where The Climate Is Good And Cost Of Living Is Low.

INSURANCE - REAL ESTATE - RENTALS - PROPERTY SERVICE. FOR INFORMATION WRITE OR SEE WALTER L. COOPER. COOPER BLOCK SANFORD, FLORIDA TELEPHONE 720

Visitor Found Sanford Clean, Decided To Stay

E. M. Armitage And Wife Left Canada To Make Home Here

"How did you happen to come to Sanford?" was a question asked of E. M. Armitage, owner of the Armitage Cabin Courts on Park Avenue, the other day. Mr. Armitage has been a resident here since 1929, and formerly lived in Sherbrooke, Quebec, Canada, where he also managed a cabin court.

"Well, we will have to go back just a couple of years," he reminded.

"In the Spring of 1929, we sold our cabin court in Sherbrooke and decided to look over Florida and Ontario for a new location."

Mr. and Mrs. Armitage drove first to Florida and inspected several locations in different parts of the state. As they drove through Sanford they were impressed with the cleanliness and attractiveness of the city and decided to stay a day or so and look around.

"We consulted the Chamber of Commerce and several businessmen," Mr. Armitage related, "and looked over several locations."

"From our previous experience in running tourist cabins, we had a list of factors which we particularly investigated. We wanted a good location on a main highway and in a nice neighborhood. We sought ground that would drain easily, and also ground that had police protection."

In Sanford Mr. and Mrs. Armitage found all they were looking for and more. In a few days they had left for Sherbrooke to pack their things and return to Florida to make their home.

They arrived here July 2, 1929, and on July 5 started to clear the land for the new cabin courts. "Right away," Mr. Armitage commented, "we felt at home and discovered that Sanfordites were very friendly people."

Cabin Court

The first year five cottages of various sizes were built, and since then the Armitages have doubled their capacity to take care of the increased business. Many times it has been necessary to turn people away, and Mr. Armitage is proud that he has never yet had a single complaint from his patrons. He figures that about 35 percent of his trade is repeat business, or those who are coming back for their second time.

"We like Sanford," Mr. Armitage declared, "and have been well satisfied with the way people have treated us. It is a quiet city, but there is plenty of amusement, a good theater and community activities. There are a few fine churches as well as civic clubs."

"But one of the principal reasons why we like the city is its location. It is in the central part of Florida, and nearly every part of the state is within easy driving distance. We can be at the ocean shore within an hour; we can drive to a cool fresh water bathing resort in less time, or we can visit some nearby attraction such as Silver Springs or Marine Studios."

The Armitage Cabin Court is listed in Duncan Hines' "Lodging for a Night," as well as in the A. A. A. booklet and other guides to good cabins. The cottages are white with red blinds, and are set in a big grassy plot dotted with graceful palms and pines. The cabins are just on the outskirts of the city, and traffic noise is at a minimum.

U. S. factories produce more than 72 million gross of buttons annually. Pearl or shell buttons lead with more than 20 million gross and synthetic resin buttons are next with more than 15 million gross. Manufacture of buttons is a 20 million dollar annual business. There are more than 300 button factories and their employees number 75,000.

Out of every hundred farmers in the United States, 51 operate owned farms; 23 are tenants, and 10 are part owners or man-

A GOOD PLACE TO STOP



The Armitage Cabin Court, on the main highway leading into Sanford from the south is always popular with tourists. It is owned by Mr. and Mrs. E. M. Armitage who themselves came here originally as tourists.

Local Churches Play Important Role In Sanford

(Continued from Page 8)

of (Christ), Scientist, in Boston, Massachusetts. On Aug. 15, 1920 it was officially changed from a Society to a Church and obtained its present title. It was dedicated on Dec. 6, 1928, being free from all indebtedness.

In conformity with the requirements of the Manual of the Mother Church there is a registered Christian Science Practitioner here and services are conducted in the following manner:

Services are held every Sunday morning at 11 o'clock and every Wednesday evening at 8:00 o'clock, the latter including testimonials of healing. Sunday school for pupils up to the age of 20 is held every Sunday morning in the church at 9:45 o'clock. A free reading room is maintained in the foyer of the church where all Christian Science literature may be read, purchased, or borrowed. A cordial invitation to attend the services and make use of the reading room is extended to all. This Church gives a free lecture on Christian Science annually to which the public is also cordially invited to attend.

The first Catholic Church in Sanford was built in 1887 on Oak Avenue between Eighth and Ninth Streets. Previous to that time, Mass was said in various places in the city and county, but especially in the rooms over the Doyle store on First Street. The spiritual needs of the people were cared for by a priest from Orlando.

On July 4, 1887 the corner stone of a church here was laid by the Rev. Father Felix Swenberg, then pastor of St. James Church, Orlando and the surrounding missions, including Sanford. Father Swenberg later died while on active duty in the fever-stricken area around Tampa. He

was succeeded by the Rev. Father Michael Fox who cared for the Sanford church and mission from 1891 to 1911.

In the latter year Sanford was established as a separate parish and the Rev. Father Patrick Bresnahan was appointed the first resident pastor. The parish at that time included all of Lake and Seminole counties (the area now known as Seminole County). A rectory and a school were erected by Father Bresnahan on either side of the church.

In January 1922 the church and rectory were totally destroyed by fire. The old school building was utilized as temporary church and residence. On Oct. 1, 1932, the Rev. John J. Keilighan the present pastor, was appointed to take charge of the Sanford parish.

Plans to replace the old church with a new, fire-proof building were soon under way. On July 4, 1937 (Fifty years to the day after the laying of the corner stone of the old church) the new All Souls Church was formally dedicated and opened for public worship by the late Most

Rev. Patrick Barry, D. D., Bishop of St. Augustine diocese. The parish includes and serves all points in Seminole County and numbers some 350 souls as active members.

The Jewish Community Center of Sanford was founded in 1927 and meets on East Sixteenth Street. The congregation is made up of 67 Sanford citizens and is represented on the Fernald-Laughton Memorial Hospital Board by Frank Shames and Mrs. Julius Dingfelder. A men's organization and a women's auxiliary have been formed by its members and the auxiliary's function is mainly to take care of transients who pass through Florida, to endorse the Hebrew and the non-sectarian national Orphan Asylum in Atlanta, Ga. and the Hospital for Consumptives in Denver, Col.

Annual production of table cutlery, scissors, razors, pocket and butcher knives, and edge tools—axes, hatchets, axes, augers and bits, scythes, grass hooks, etc.—is valued at more than 60 million dollars.

See Tropical Florida From Beautiful Sanford



Located on beautiful Lake Monroe, Sanford has much to offer the sports loving tourist. Seminole County's lakes and rivers abound in fish and boating is a great sport too.

MAC'S ELECTRIC SERVICE CO.
107 West 2nd St. Sanford, Fla.

Come To Seminole County For A Pleasant Winter



It is with pleasure that we join the people of Sanford in extending to tourists a most cordial invitation to spend the winter here in "the heart of Central Florida."

Spencer Hardin Dairy
Grade A Pasteurized Dairy Products
Early Morning Delivery Service Phone 2302

FOR WINTER COME TO SEMINOLE COUNTY!
FOR A GOOD TIME WHILE HERE COME TO DUKES!

WINE DINE DANCE

... where drinks are mixed like only the old "Maestro" can mix 'em
... where you can have a good time in a nice place
... where the food is of the best... where you will find the greatest variety on the menu... and where the service is always prompt and efficient.
... where you will find a delightful atmosphere of gaiety... where you will find the best food in town.

DUKE'S Where Everybody Has A Good Time Between Sanford and DeLand

For VACATION Fun

Spend The Winter In Beautiful Sanford, Florida

Many attractions are in store for tourists who this year visit the Celery City.

With pleasure we join the merchants, business men and citizens of Sanford and Seminole County in extending to tourists an invitation to spend the winter here in "the Heart of Central Florida" where the climate is good and the cost of living is low.

Cuts Cooking Costs



A Gift for You—A handy paring knife with stainless steel blade and bright red handle is yours for the asking. Stop in today and receive this valuable gift. Learn how the Hotpoint Electric Range cuts cooking costs.

Hotpoint Electric Range with MEASURED HEAT



WHAT MEASURED HEAT MEANS TO YOU

- 1 Simplified cooking and baking—an accurate heat for every need.
- 2 Economy—eliminates heat waste.
- 3 Perfect results—accurately Measured Heat eliminates cooking failures.

FEATURES THAT MAKE HOTPOINT THE OUTSTANDING ELECTRIC RANGE VALUE

- ALL PORCELAIN ENAMEL with stain-resistant top.
- SELECT-A-HEAT CALROD surface units with 5 Measured Heats.
- THRIFT COOKER (has 5 heats on some models)—extra large, 6-quart capacity.
- OVERSIZE ALL-PURPOSE OVEN with Measured Heat and automatic temperature control.
- FAST on fire without the flame. Starts cooking in less than half a minute.
- CLEAN as electric light.
- VENETIA-LITE cooking surface lamp—diffuses light softly over entire cooking top of range.

THE ARISTOCRAT, with Measured Heat, the year's greatest feature of electric ranges. Sighed for the kitchen of tomorrow.

\$99.95 up

HOTPOINT'S NEW CALROD IS FASTER, MORE EFFICIENT, MORE DURABLE THAN EVER



Self cleaning coils

THE NEW CALROD OPERATES ON LESS CURRENT THAN EVER

ELECTRIC Hotpoint RANGE



City Service Products
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Circulating Heaters
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H. B. POPE CO., INC.
AUTOMOTIVE JOBBERS
200 Park Ave. SANFORD, FLA. Phone 860

Retired Soldier Finds Life Here Is Free And Easy

Chose Home On Lake Where Ways Casual, Fishing Is Good

Among the many interesting people who have recently come to live in Seminole County are a retired soldier, Wilson H. Newman, and his wife who have moved into a charming cottage on the shores of Lake Onora, south of Sanford.

Mr. Newman is a Georgian by birth and was graduated from Alabama Polytechnic Institute in Auburn, Ala. Following in the footsteps of his father, who fought in the Civil War, he took up arms in the service of his country and saw considerable action in the Spanish-American War.

After traveling, hunting, fishing in every state in the Union except Maine, and residing in South Carolina where he married Mrs. Newman, he came to Florida to live. Upon being questioned as to why he chose this state above all others, he said, "The climate is so enjoyable and the casual, informal way of living here appealed to both my wife and me so in 1940 we bought this attractive location and moved down right away."

During the course of the interview Mr. Newman disclosed many romantic and interesting events in his life. At various times during his service in the Army, he was stationed on the "International Fence" extending from El Paso to Tia Juana and separating the United States from Mexico, also in New Mexico, Texas, California, Colorado, Ohio, and the Philippine Islands.

Screen Porch
Mrs. Newman has decorated a long screened porch of their cottage facing the lake to resemble the deck of a ship. It is here the "Colonel" and his wife sit to watch their pet Cardinals and squirrels feed from small tables Mr. Newman has erected on pine trees surrounding the lake.

Screen Porch
Some of the squirrels have been so tame they will come up to the porch door to get a peanut from the man's hand and scamp away. One particular little fellow crawls out on a narrow plank extending from the tree-trunk and hangs from its hind legs to pull at a string which is suspended from the edge; his reward? A peanut tied to the end of the string.

Among his trained pets, Mr.

WHERE GOLFERS FIND THEIR RELAXATION



Such vistas as this through century-old trees make the Sanford golf course one of the most beautiful in the state. Here is seen the new caddy house in the distance. By its side, but hidden be-

hind the trees is the club house constructed many years ago by Charles Emery, of Boston, who originally owned the site of the golf course and planted a citrus grove on it. The club house has

recently been remodeled by the City of Sanford which now owns the course. Many famous golfers have played its beautiful fairways, including Walter Hagan and Gene Sarazen.

Newman has two species of fish which swim up to the deck and feed out of one's hand. Mrs. Newman held a small piece of bread between her fingers and the bass and bream would literally bite at her fingers trying to get the food.

Fought Moros
At the time of the sinking of the "Maine," Newman's division was stationed in San Diego, Calif. and was ordered to proceed to Cuba. Enroute they stopped in New Orleans for two weeks awaiting further orders. When these orders arrived, the division was whisked to Manila, via San Francisco and Honolulu for the duration of the Spanish-American War and "insurrection per-

While stationed in the Philippines, the Army man hunted

wild hog and deer for the most part, and did no fishing, but he was enthusiastic about the aquar-

ium in Manila. "I wish I had the ability to describe the peculiar, small shapes and odd, exotic colorings of tropical fish there in the tanks," he said.

While trying to quell these savages my hair turned white," he continued with a chuckle. "One of them 'got after me' with a bolo, a very primitive weapon."

Mr. Newman described the capture of the walled city of Manila in 1898. "The Spaniards had hoisted the white flag of surrender, but as we advanced toward the most surrounding the

well, we felt our hearts in our throats. Natives were placed all along the top of the wall at small openings. Their guns were trained upon us, putting us in a perfect position for 'pot shots'.

"When I saw the movie, 'Beau Geste,' I was reminded of this incident, the only difference being these men placed at each parapet were alive.

"After we took over the island, industry flourished and the protectorate advanced in every way. Construction of roads and dams, as well as sanitary improvements took place.

"In the 11 years I was there trade in tobacco, hemp, sugar and dried coconut began with other countries and after I retired, some activity in the coal

and gold industry commenced." After an afternoon filled with reminiscences, we turned back to the present world situation.

Mr. Newman remarked, "I moved out here to get away from it all," and with a twinkle in his eye he added, "Here I am living in a location between the Sanford Municipal Airport and the New Army Training Field site."

American women annually add more than 100 million dollars worth of fur garments to their wardrobes. Factories reported to the Census Bureau that last year's production of fur coats longer than hip length numbered 1,187,500 valued at \$97,915,000, and other fur products valued at \$58,241,000.

Sanford Golf Course One Of Best In State

(Continued From Page One) vived interest in golfing here is the extensive remodeling program recently undertaken by the City, which owns and manages the course.

In addition to the regular yearly appropriation for upkeep, the City has spent several thousands of dollars in recent months building a new shower and locker room, remodeling and painting the clubhouse, replanting the greens, and landscaping the grounds. As a result, the course is in tip-top shape at the present time and the buildings are in good condition as well.

In recent years women have taken up the sport of golf and have staged a number of tournaments for their own fun. One of these was a "one club" tourney, in which one club was used for every shot. Mr. Stewart declares that social activi-

Low Living Costs Are Available In Seminole County

(Continued From Page One) in Sanford. Other homes and accommodations are available in other parts of the county.

E. M. Armitage manages a modern cabin court on the outskirts of the city. Clean, neat and comfortable, the Armitage Cabin Court is recommended by Duncan Hines, authority on places to sleep and eat.

Annual production of brown sugar is worth \$20,000,000 with 473,000,000 pounds of sugar refined.

ties at the clubhouse will move ahead faster now that the remodeling program has been completed, and the women are planning several parties for the near future.



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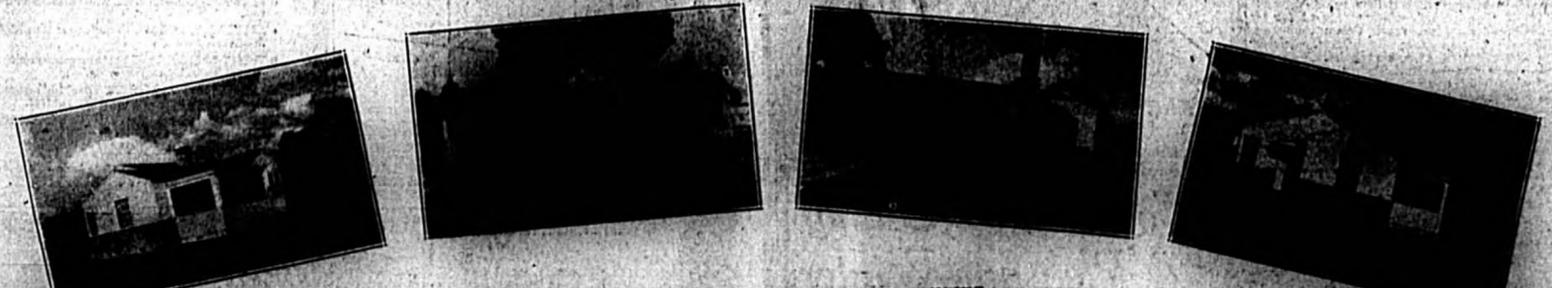
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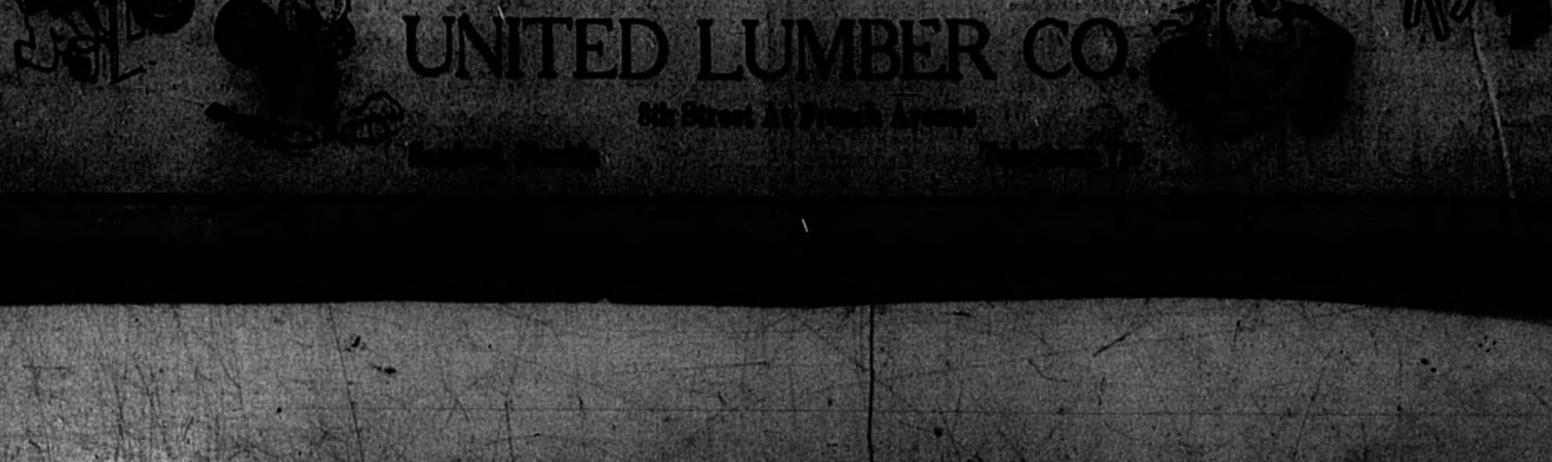
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5th Street, Sanford, Florida



THOUSANDS GATHER FOR ANTICS ON MONKEY ISLAND



Zoo Diary

By PEGGY ANN
As Told To
NINA OLIVER DEAN

"I want to be an animal fair
All the birds and beasts were
there."

Sanford, Fla.
Nov. 15, 1940

Dear Diary:
My name is Peggy Ann. I am a Florida black bear and I am two years old. I live at the Sanford Zoo. I heard everybody talking about a dairy written by a man named Berlin. I think it's all about the war and a lot of bad things happening and I thought it would be nice if I wrote a dairy about a happy place and happy things.

Well, first I might as well tell about myself because I am the prettiest animal in the zoo. At least that's what the visitors say. I suppose you know me so well because I had the advantage of a good head-dress and I was born in the White House Zoo in Washington, D. C.

One day I was with my mother and she told me that I was a beautiful bear and that I should be proud of it. I was a little bit shy at first, but she said that I should be bold and that I should be happy. I was a little bit shy at first, but she said that I should be bold and that I should be happy.

I was a little bit shy at first, but she said that I should be bold and that I should be happy. I was a little bit shy at first, but she said that I should be bold and that I should be happy.

Monkey Island Is Unique Attraction That Draws Many

20 Simians Scamper About To Provide Numerous Laughs

By BOB SMITH
Some 20 odd masters of mischief scamper about Monkey Island today, enjoying the fruits of the dream of James Moughon, zoo superintendent, and several other persons who were interested in giving the zoo an outstanding attraction to make it one of the greatest in the South.

Something is always going on at the island and from morning until night visitors are seen leaning against the wall around the moat or sitting on the benches provided, enjoying the scene.

Any day is visitors day. It was feeding time on Monkey Island and 25 or 30 people were standing by the wall watching the antics of the inmates. The Bonnet monkey was playing "King of the Mountain" on top of the lattice wall, keeping the other monkeys from getting any of the green stuff, and the people were laughing as the competition grew hotter.

The black monkey, watching the monkeys had just climbed out of a big car with an Ohio license. They stood chuckling as the black spider monkey, matched two bananas each of the wall by the temporary absence of the hurried Bonnet and hurried for the nearest tree with one banana held high in the air by her tail.

The Rhesus monkeys growl and roared the Bonnet in reply to be sure she was the winner. The black monkey, in a flash, the long-legged Military and ran over to the lattice wall and was seen in his front paws while he held the banana in his mouth. In a flash, the black monkey was seen in his front paws while he held the banana in his mouth.

MMMMMM, NOT GUILTY



That solemn old judge receives the complaints of the other residents of the island who seem to resent the too frisky Rhesus Monkeys sometimes. When the complaints come in too thick and fast the wise old spider monkey is sometimes up a tree.

Begun On String Sanford Zoo Now Is State's Best

Throngs Come To See Animals And Birds Sundays, Holidays

The Sanford Zoo was started some years ago on a string, a string, that is to say, tied to a monkey that scampered around the police and fire station on Palmetto Avenue where the Sanford Fire Department is now housed.

Police Chief Roy Williams and Fire Chief Mack Cleveland, with the aid of their men, collected squirrels, wild cats, coons and skunks, either buying them or accepting them as gifts from people all over the country.

There is a certain rivalry between the two departments as to who really started the zoo but it probably had its origin with that monkey with the string around his neck.

Jack, as the monkey was known, was the darling of the town and at the same time the town scamp. Many stories are told of his escapades and the trouble he caused in his travels about the city.

His mode of locomotion was often a big bulldog, owned by the firemen, that carried Jack all over town on his back. The two were inseparable in play, or in scrap. If ever Jack got into trouble with a dog or a human being, he had merely to let out a squeak and the Bull roared to the scene and made sure that no harm came to his playmate.

On cold nights Jack would crawl out of his box after all of the men had retired and pick up the man he wanted to sleep with, creep onto the foot of the bed and go to sleep. If the fire bell rang he was the first one to hit the floor chattering as he urged the men to hurry. One after another the firemen would go down the stairs but Jack always waited until the last man was down before he took his slide and when he reached the bottom he made for one of the trucks in a flash and took his place.

One of his jobs was to pull the bell rope, which he did with such vengeance and regularity that he became a nuisance. Another trick he had was turning on the lights and throwing them out of the car he was pilaging. After that incident he was sentenced to a cage and spent the remainder of his life there.

A LITTLE SWING SESSION



The "swing kings" of Monkey Island are the Golden Spider Monkeys, just imported from southern Mexico where they really get "hot."

Lunch Time For Zoo Inhabitants Is Worth Seeing

Animals At Zoo, Expecting To Be Fed, Go Through Antics

By BOB SMITH
Feeding time at the Sanford Zoo is popular with young and old alike who gather around the moat of Monkey Island or wander through the avenues of cages since anything is liable to happen when the animals get their rations and the monkeys especially are always good for a chuckle.

About 10:30 o'clock each morning the inhabitants of Monkey Island assume an air of expectancy and run about the edge of the moat peering for a glimpse of the keepers or listening for the clomp of their boots as they approach the gate with buckets of bananas, apples, peanuts and cooked potatoes.

Teddy, the military monkey, paces up and down, rising to his hind feet to look over the wall while little Chuckie, the tiny black spider monkey, sits at the entrance of the island and just howls. Preacher heads for the very top of the ladders towering over the roof of the monkey cabin to be sure he knows of the approach of the keepers and can meet them when they step on the island.

As Phil King and Bob Sanders, negro keepers, open the gate in the wall around the moat almost every one of the 20 or more anthropoid citizens of the island gather around the steps. The keepers wade across the moat to be greeted first by Chuckie and Preacher, both monkeys climbing on the backs of the keepers and reaching in the pails for bananas, their favorite food.

Usually the five spider monkeys are fed first because they are not as pugnacious as the more active Rhesus monkeys who

Many Varieties Of Birds Seen At Sanford Zoo

(Continued From Page Two) the ibis, egret, gulls, herons, and an odd-looking creature called the Hoodian chicken. This fowl has black, shiny feathers and its head is surmounted by a white tuft resembling a fountain more than anything else. It is a native of Italy and other Mediterranean countries.

Largest of the egret family is the American egret, and the Sanford zoo has two of these. This immaculate, snowy white bird is today relatively rare. Fifteen or 20 years ago egrets were so scarce they were seldom seen by the casual observer, and systematic searching never revealed more than a few scattered individuals. With the decline of hats adorned with plumes, the egret's usefulness as a decoration to protect them, these birds are gradually reappearing throughout Florida.

Their nests are rather crude platforms of dry sticks with no lining and seem disreputable structures for such an aristocratic bird. Yet the nest serves well, for in it the egrets raise from two to five riotous young ones from immaculate blue eggs.

Egret Is Dainty
Dainty and highly gregarious, the snowy egret is smaller than the American egret and has black legs and yellow feet. Several of these are in the large collection at the zoo.

Three great blue herons, a bird which ranges from the northern part of the United States to Florida, are found at the zoo. This bird is more numerous in Florida than in any other state, and often may be seen near the roads, stalking gingerly through the marshes in search of food.

Herons, which are protected by the State and federal laws, prefer to build their nests in trees but sometimes choose rushes. Fishermen on the coast often raid these nests during the breeding season and thus supply themselves with fresh food.

The black crown night heron is a rare bird. It comes out only at night and sleeps during the daytime much like an owl.

Three brown pelicans—the bird whose beak holds more than his bellican—are among the interesting inhabitants of the large cage. Found mostly in South Florida, these birds are fish eaters and have been called the original "dive bomber" because of the manner in which they swoop down upon their prey in the water.

"Iron Head" Bird
Because its head is hard, dark and mottled, the wood ibis is sometimes called "iron head." This bird, found generally all over the United States, is a member of the stork family and closely resembles the European stork.

There are also fat, clean gulls—the ring bill variety; three little blue herons; two green herons and several ducks, doves, coots and peacocks in this cage.

In a cage adjoining that of the geese are the fantail pigeons, so-called because their spread tails resemble a lady's fan. In addition to this proud, strutting little bird, there are carrier pigeons housed in another cage at the zoo.

Parrots and macaws, birds traditionally associated with tropical lands, are located in a big cage on the "main street" of the Sanford zoo. Some of these parrots have learned to talk, and often will scream a greeting at visitors passing their cage. This colony includes double yellow head Macaw parrots, red macaws and blue and gold macaws. The latter are the larger and more brightly colored and present a beautiful picture as they perch on their swings in the cage.

James Moughton, superintendent of the Sanford zoo, has gathered some of the more colorful and interesting of this country's birds together in his collection, but he has not by any means obtained them all since

HIS BEAK CAN HOLD MORE...



This is the wonderful bird known as the pelican which you have heard about in song and story. His beak really is a remarkable adjunct and if it doesn't really hold more than his bellican, it nevertheless does very well.

SAUCY GEESE



The "watchdogs" of the zoo are the two geese who will allow no one to enter the zoo at night without heraliking their approach. The white one is a Chinese Gander and the grey one an African Gander, James Moughton, zoo superintendent, explains.

over 400 species of birds have been found in Florida alone. The visitor who is planning to drive through this state will find it profitable to pause at the Sanford zoo and acquaint himself with some of its feathered inhabitants before he continues his journey.

Lunch Time For Zoo Inhabitants Is Worth Seeing

(Continued From Page Two) and is very careful to peel the potatoes before he eats them. He'll sit and pull strip after strip of peeling off an apple before he will take a single bite. Jiggs, the mandrill and next door neighbor to Jerry, is not so dainty about his eating but he is finicky. He will look over the food given him, choose a morsel, look at it and drop it in apparent disgust to try something else. But in the end he cleans up everything he is given.

Both the leopard and the puma families have to be fed in separate compartments of their respective cages as Rex has no scruples against snapping his wife Regina and taking her share and papa puma treats his wife the same if given the chance. Peggy Ann the black bear will sit in her cage and

wait to be fed when she is hungry and knows that dinner time is near. She was taught the habit by the lady who raised her from a little baby that took milk from a nipple and bottle. Betty, the brown bear, and Happy, the big black bear, prowled around in their cage waiting to be fed and when the food does come it is Happy who deals it out. He takes what he wants and retires to the top of a low table in their cage and allows Betty second choice.

The wild cats put up a howl that can be heard all over the zoo when their quota of fish is thrown in their cage. This is because that he is always kept in a cage of his own but the other four who live together have a sitting, growing, and one time of it as they eat. When one finishes a piece of fish he will look at his neighbor and make an advance on him only to be driven back with a snarl and a slap. Until every bit of fish is gone the four growling spirits are constantly protecting their food or trying to steal their neighbor's.

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Public Park At Zoo Is Attractive Spot

An attractive park at the east end of the zoo property is maintained by the City of Sanford for the convenience of residents and visitors.

Though this park is small, it is one of the city's beauty spots when the beds of flowers are in bloom. Palm trees have been set out in the area to provide shade and add to the charm of the setting.

This park is delightfully cool during the summer and early Fall, since it is only a short distance from Lake Monroe. The cool breezes that come sweeping down this blue body of water, added to the sweet scent of blooming flowers and the intermittent chatter of the animals, make this park an ideal resting place after a tour of the zoo.

Across Park Avenue another park is being planted by members of the Sanford Garden Club.

The Java sparrows at the zoo breed during the summer months, from early Spring to late Fall. It is not unusual to find eggs, newly-hatched birds and others almost ready to fly in the same nest. These birds make their nests in small wood "houses" provided for them in their cages, and seldom furnish the nest with straw or grass as other birds do.

Nation-wide publicity came to Sanford last Spring when the first annual Easter egg hunt was held on Monkey Island. Newspapers as far North as New York carried articles about the unique event.

Otto is the name of a trained otter which is generally conceded to be the best swimmer in the zoo. His dives are faultless.



SEE THE "SUNSHINE STATE" FROM BEAUTIFUL SEMINOLE COUNTY MAKE YOUR WINTER HEADQUARTERS HERE IN THE HEART OF FLORIDA

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For Further Particulars Address:

Seminole County Chamber Of Commerce

SANFORD, FLORIDA

ALL THE COLORS OF THE RAINBOW



Here is a nice collection of birds seen at the Sanford zoo. The white one is a Chinese Gander and the grey one is an African Gander.

Jiggs, Mandrill, Was Taken From African Jungles

Simian, Now Aged 4, Is Usually Gentle With Human Beings

Jiggs, the colorful mandrill, is of a species that has the reputation of being one of the most ferocious in the monkey kingdom, though when setting at the front of his cage taking peanuts from the hands of children he appears to be as gentle as a lamb.

He is an African monkey and was brought here straight from the wilds of the jungle when a baby. He is now four years old. Though not full grown Jiggs stands nearly four feet high and weighs about 30 pounds.

The only exhibition Jiggs has ever given of his violent nature was in the killing of his mate about a year ago. The two had always been fed separately since all wild animals are dangerous when feeding and are likely to attack each other. James Moughton, superintendent of the zoo, says:

One day the two got together while feeding and Jiggs with a snarl dashed his mate's head against the wall and killed her. Since that time Jiggs has been a bachelor and he often sits quietly on the platform in his cage with a far away look in his eyes maybe thinking of the dead mate and mourning his loss.

But Jiggs is gentle with humans. To demonstrate the good nature of the monkey, Phil King, the negro keeper will go into the cage and play with him. Grabbing Phil's hand Jiggs will pull at it and mouth it with growls and a vicious showing of teeth but when Phil pulls his hand back there is never a scratch on it.

Jiggs is of a black and brown color and has a bare face streaked with scarlet and blue. These peculiar markings give him the appearance of an African witch doctor and it is possible that the idea of the African medicine men for marking their faces was suggested by the markings on these monkeys.

James Moughton Has Unique 'Namesake'

Two small boys were standing before the wall around monkey island watching the antics of the inmates when one of them looked down and remarked:

"Look at all of the gold fish in the big ditch."

"That isn't a ditch," the other

THERE IS ALWAYS PLENTY TO EAT



Emily Post might frown but it is perfectly natural to the Golden Spider Monkeys to sit on top of the feed house while they eat. That little Rheus at the left is cramming his mouth as full as he can get it while Teddy, the red monkey, looks into the house to re-assure himself that there is "plenty more where that comes from." Suzy Q at the right heads for other parts after gathering all she wants but the other spider monkey in the foreground is still a bit hungry. After the meal is over the whole crowd of them will seek a shady spot for a siesta.

corrected. "That's a moat." And then added confidentially, "It was named after Mr. Moughton."

Owls, two varieties of which may be seen at the Sanford zoo, are valued because they kill rats, snakes and other such creatures.

Cub Triplets At Sanford Zoo Are Unusual Inmates

A sensational "blessed event" threw the whole zoo into a frenzy of excitement last May when three cubs were born to Leo and Queenie, the big African lions.

It was a total surprise to everyone even though the birth had been expected for some time. Early one morning James Moughton, zoo superintendent, was making the usual inspect of the zoo and came upon Queenie nonchalantly nursing three fat, furry balls of lion, that had come the night before.

Hardest hit of the parents was Leo the father, who lay exhausted in the cage from his paring up and down the floor all night. Evidently the reaction of a father lion is the same as any human father on learning that he has three additional mouths to feed.

To protect the new babies Leo was changed to another cage as he killed one of his children several years ago and the keepers were determined that such a crime should not be committed again. A moss bed was prepared for the cubs in the small enclosure inside the big cage and Queenie kept her young inside for the first few weeks. If one of the little ones got a spell of wanderlust and toddled out of the enclosure Queenie would pick him up by the scruff of the neck and deposit him back with the others in the moat.

It was no mean feat, this birth of three lion cubs as two is the usual litter and triplets in the lion world are almost as sensational as the "quins" in our own. And to top it all, this is the second litter of triplets that Leo and Queenie have had since they were married about ten years ago. As the cubs grew from three

DID YOU WASH BEHIND YOUR EARS?



A little keyhole peeping by the cameraman caught Madame Monkey just as she was examining her youngster to see if he was ready for dinner.

pounds apiece to about 20 pounds they were taken from their mother and given a separate apartment of their own. A roomy cage with running water was built behind the other two lion cages and the cubs transferred. Here they roam around and argue with each other over bones and bits of meat.

When the cubs, two males and a female, were first born they quickly became the most photographed subjects in Sanford. Visitors begged to be allowed to hold the cubs while their pictures were taken and newsmen demanded that they be allowed to snap the cubs, too.

Care had to be taken when the cubs were separated from their mother and she was locked out of the small enclosure while Phil the keeper, climbed into the cage

the dispositions of the youngsters. One of the cubs was named Leo Junior a few weeks after they were born as he showed his independence by wandering out of his moss bed constantly and would answer with a terror growl and a cuff when his brother and sister bothered him. He became so bold that he would snatch the meat away from his mother when she was feeding and yell his defiance when she spanked him.

For the first few months the cubs were nursed by Queenie but now in their fifth month the trio will grab and growl over their diet of meat and bones with the best of them.

Sanford's municipal zoo is open to all animals except one kind—dogs. They are not permitted inside the grounds.

THAT LOOKS GOOD



Teddy, the big Military ground monkey from Africa, completes an Easter egg from the successful supply carrier to the Monkey Island by Phil King. Good, if a monkey would only hold an egg, he would be a blessing.

Monkey Island Is Unique Attraction That Draws Many

(Continued From Page One) that Orlando hasn't got," one of the ladies said. "We could have a much better time here." The lady's husband looked up and saw the slightly misty Lake Monroe sweeping away to the north and added, "It certainly is a pretty place." And they climbed back into their car, headed for the business section of the city.

The Bonnet monkey was frantic. All of the monkeys had made forays on the pall while he was chasing first one and then another. Looking around at the others busily eating he slowly reached in, grabbed a banana for himself and went up a tree to enjoy it. Since the monkeys were put on the island two escapes have been made but both fugitives have been caught and returned to their place. First Escape First of the escapes was effected by the Green monkey, who jumped the moat wall one (Continued on Page Six)

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SALE AND SERVICE

Diary Of Zoo Reveals Novel Animal Antics

(Continued from Page One)

animals here could have had advantages like I had. Then, maybe Leo, the lion, would not roar when he is hungry, and Jerry, the baboon, wouldn't beat on his cage bars, and the monkeys wouldn't snatch food from each other and run away with it. That's really a very rude way to behave, and it is too sad that they were not taught early that "Manners Can Be Fun."

I wish to confess that even among some of my relatives things are not always as they should be. My neighbors in the adjoining cage are "Happy," a 400-pound black Florida bear and Betty, his wife, a lovely brown cinnamon bear from Pennsylvania. When they have supper, Happy eats all he wants first and when he is all through, gives what's left to Betty. They must not have known much about civility in Black Hammock where Happy was found in a hollow cypress tree. That's all for today. I see a little boy coming with a whole bag full of peanuts!

Sanford, Fla. Dec. 18, 1940

Dear Diary:

I have a new friend. That Little Boy who came last month with the bag full of peanuts has been back lots of times, and I am his favorite animal at the zoo. He asked Phil all kinds of questions about me and even noticed the little white crescent mark under my chin that shows where I was born. Only bears of the Wekiva Swamp have that marking.

The Little Boy is from the North. I can tell from the way he talks. He likes the leopards, Rex and Regina. They are from



Africa. The Little Boy says he read in a book once how they got their spots. They have beautiful coats, but they can't dance like I can.

The Little Boy likes Jiggs, the mandrill, too. He is four years old and four feet high and has a funny blue nose. Jerry, the big grey baboon in the cage next to Jiggs, gets mad when the Little Boy or anybody else gives peanuts to Jiggs. Jerry used to be a pet of a lady who lives in Maitland until he was nine years old. He is very tame and can jump 12 feet. He has bushy grey hair that stands up all over his head, and funny little pig eyes. He has a red face and is red where he sits down. The Little Boy said that the men at Frank Buck's Jungleland say their baboon, like Jerry, has a "sunset before and a sunset behind." I thought that was very funny, but Jerry didn't look as if he liked it. He just sat staring at us and peeling his banana.



You would be surprised at Jerry's table manners. They are amazingly good. He peels his apples and potatoes and doesn't gobble.

The Little Boy brought his lunch and ate it on one of the green benches in the zoo park today. I heard him tell Phil he was going to bring his Grandmother, who has been sick, to see me soon.

Sanford, Fla. Jan. 13, 1941

Dear Diary:

Well of all the excitement we had here today! We opened Monkey Island, the new home for the monkeys, and five thousand people came to see it. I had so many peanuts, I almost got bored with turning around. But I carried on to the end of the day. After all, I have a reputation to maintain, and mustn't disappoint my public. And they didn't forget me in spite of Monkey Island.

The monkeys' new home is a little log cabin on an island surrounded by a moat, full of water, and a high wall. The Little Boy says that a black spider monkey, and Preacher, a grey one, have almost as much personality as I have. At any rate, they are outstanding characters on the island. I think Preacher thinks he is king of the island, because he sits way up on the top ladder looking down at everybody.

One of the monkeys who doesn't like water a bit except for drinking fell in the moat trying to fish out a peanut. He made the biggest fuss about it until they fished him out. The little dark brown monkey is the timid one of the bunch, but the leopard and the tiger are the fiercest.

Sanford, Fla. Feb. 20, 1941

Dear Diary:

We have a new deer pen at the zoo. I like the deer. They are Florida ones, and beautiful. But one of them is a little upstage, and thinks she is a career gal. She was given to the zoo by the Metro-Goldwyn-Mayer picture corporation, and any fawns she has are supposed to be used in the movie of "The Yearling." So you see she feels she is

FLORIDA "YEARLINGS"



These beautiful white tail deer are part of the permanent residents of the Sanford zoo. They belong to the family of Virginia white tails and are quite proud of their aristocratic lineage.

came to the zoo for the opening of Monkey Island. She liked it a lot. She just sat on a bench and watched the monkeys and said she didn't know when she had laughed so much, that it made her feel better. She likes the little park at the zoo where the orange trees grow and little palmetto-thatched houses stand. I kind of think she likes the monkeys better than she does me, but the Little Boy doesn't.

Sanford, Fla. Feb. 20, 1941

Dear Diary:

The green monkey escaped from Monkey Island and has been away having adventures for a whole week. When they caught him today and he was interviewed by the press, he said he was just about to give himself up, and that he was never going to run away again. He gave this statement for publication: "I have been out in the great world for a week, and have found that there is more fun on Monkey Island than any place outside."



The Little Boy's Grandmother gave us a lesson in history today. He had been looking at Bill, our big old alligator that's supposed to be about 300 years old. His Grandmother said, "Just think, when Bill was very young, Charles I was sitting uneasily on the throne of England, Louis XIV was giving the French people a personal example of the divine right of kings in France, and the Thirty Years War was dragging its weary length along in Germany."

Bill didn't seem to remember about all this. He rolled his marble eyes and went back to sleep. He just lies there suspended in the water of his pool. He doesn't even eat but once a week. He hasn't really been alive those 300 years, because he has slept most of it away. I'd rather be me any day, and have fun while I am alive. I think the Little Boy's Grandmother agrees with me, for when she looked at Bill, she said, "Better 80 years of Europe than (Continued on Page Seven)

AS WHITE AS SNOW



These beautiful white tail deer are part of the permanent residents of the Sanford zoo. They belong to the family of Virginia white tails and are quite proud of their aristocratic lineage.

Three Deer From Sanford Zoo Are Used For Movies

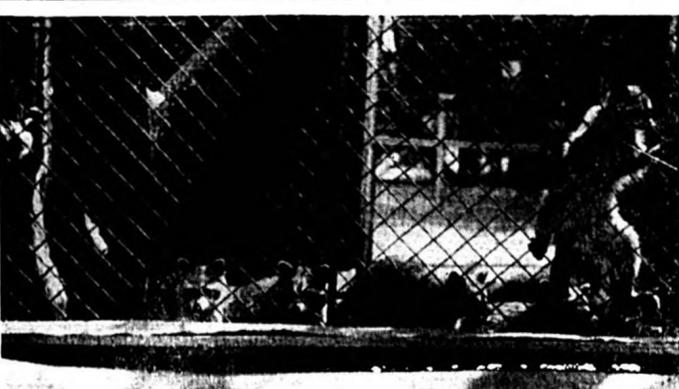
Sanford's zoo numbers five deer among its population, and boasts that three former members of this colony are now "on location" and will be used in a motion picture. Three fawns, born this year, were given to M. G. M. and sent to Ocala for use in the filming of "The Yearling," a novel by Florida's Marjorie Kinnan Rawlings.

The deer are the Virginia white tail variety, which are common to Florida. The present inhabitants of the big pen near the main part of the zoo are one buck and four does.

Formerly the animals' pen was located at the present site of the Monkey Island, but when this was built the deer had to be moved. At present their spacious pen, 120 feet wide and 150 feet long, is located in the rear of the zoo.

All five of the zoo's deer are "native stock," or were raised on the premises, Mr. Moughton explains. In addition to the fawns for M. G. M., the zoo has furnished several deer to other zoos and parks.

A COON'S A COON FOR ALL THAT



Most of the raccoon cubs in the zoo are the famous which take no imitations whatever over being kept. The raccoon is named Grover. Wharton, New York's official greeter.

Raccoons At Zoo Are Friendly And Lively Creatures

The raccoons at the Sanford zoo are friendly and lively creatures. They are well-kept and are a popular attraction for visitors. The zoo has several raccoons, including a famous one named Grover. Wharton, New York's official greeter.

SEMINOLE COUNTY INVITES YOU!

To Spend Your Next Winter In The Heart Of Central Florida On The St. John's River - Seminole County

Throughout the length and breadth of Seminole County will be found cordial and hospitable people, living in happy, contented and beautiful surroundings, amid orange groves and celery fields along the banks of the famed St. Johns River, where they enjoy life every day of the year to the fullest extent.

In our county are cities and towns, communities and villages, that are populated by a progressive citizenry. Good roads lead to fine farm lands. Our cities are connected by fine, hard-surfaced roadways, and other points of interest throughout Florida are easily accessible by hard roads and bridges. Fine fishing can be found in any of our rivers or in the Atlantic Ocean.

Homeseekers in Seminole County will find pleasant surroundings wherever they may wish to locate. Splendid churches, splendid schools and a most pleasant community spirit are available in every section of Seminole County where people are cordial and wish to be good neighbors and friends.

FOR INFORMATION REGARDING SEMINOLE COUNTY WRITE THE

Board Of County Commissioners Of SEMINOLE COUNTY

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Wilds Of Mexico Provide 2 Pumas For Sanford Zoo

Animal Is Known As American Panther; Kills Small Game

Sharing a house and a caped enclosure with a tree for climbing are two pumas that came here tonight from a wild, mountainous corner of Mexico.

The puma, the American mountain lion or panther and is known as a dangerous animal, killer of deer and small game and a destroyer of flocks of sheep in the west, in the wild state they range from Alaska down the mountain ranges of the United States and Mexico to South America.

James Moughton, zoo superintendent, calls them the most hairy members of the cat family as they can stand the heat of the tropic jungles and the intense cold of the high mountains of the north.

Most of the time the pumas at the Sanford Zoo spend their time peering their cages or sleeping in the rear of their enclosure. The female is the more friendly of the two as the big male will show his teeth and spit even at the keepers when they pass by.

These animals, too, must be separated when they are fed because the male is such a bully that he would take all of the food from the female and drive her away while he eats his fill. Both get along very well between meals, however, so they are allowed together then. The favorite dish of the two are the heads of the giant catfish caught in nearby lakes.

Monkey Island Is Unique Attraction That Draws Many

(Continued From Page Four)

morning when the keepers had emptied the water and were cleaning it out. As the monkey disappeared over the side of the wall, Phil the Keeper, Bob his helper and several others who were standing around watching, joined in the chase. They tried hard but were no match for the Green monkey who is normally used to making his way on the ground rather than in the trees.

For a solid week he traveled about town as citizens reported him one place and then another. Every report brought a different location but when the keepers arrived they found no sign of the monkey.

One afternoon a crew of workers for the City caught sight of the monkey in a tree and the keepers of the zoo were notified. One of the members of the crew put on a pair of large climbing spurs and started up. When the climber got too close the monkey ran out on a branch, made a leap to another tree and came down to wait developments.

The wait on for some time with the monkey changing trees until he ran out of jumping off places and had to leap to the ground. By that time 50 or 60 men had gathered and when the monkey hit the ground a head scramble began. The fugitive headed across a field with the pursuers right behind.

Small Negro Helps

Headed out from the front the monkey turned and ran right into the arms of one of the men who promptly fell on top of him. A small negro boy who had called the chase thinking the monkey was after rabbits reached under the fallen man and held the tail of fur. When the keepers came up to dump the monkey into a burlap bag the eyes of the little negro boy grew as large as saucers when he found what he had been holding.

The monkey was returned to the zoo and kept in a cage as punishment but was later put on the island and he has not been seen since.

Henry Carroll was sitting in the City Hall reading his newspaper one day in the winter of 1930 when he noticed in the door. It looked like a man so he didn't pay much attention, but when he saw the man, he saw it was one of those that Florida's mountains

Carroll walked out of the door and found the man sitting on the sidewalk. He called the man and the man got up and followed him. Carroll followed the man to the window and saw the man looking at the building. Carroll followed him under the air

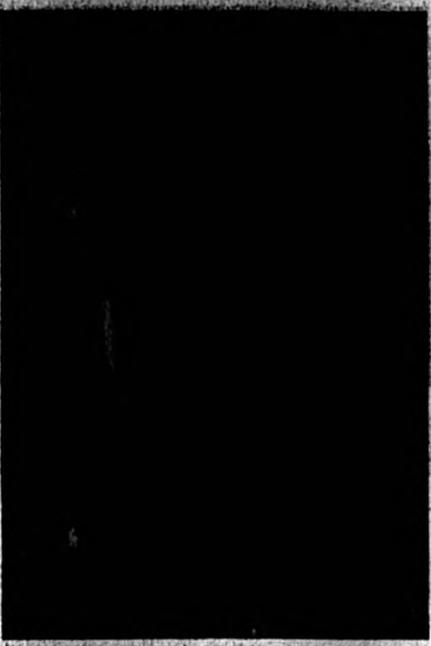
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HO HUM! POSING IS SUCH A BORE



This Texas puma is the same species as the Florida panther or the mountain lions found in the Rockies. Usually a comparative quiet and peaceful animal it can become quite dangerous when aroused.

compressor. The monk was dropped into a bag and is now tucked in the zoo in solitary confinement.

The fugitive was Jeff, the giant Rhesus that was recently acquired by the zoo in a trade for some birds.

The dog-like monkey had been kept in a cage but he was transferred to Monkey Island for a try-out. The residents of Monkey Island didn't make up to the big visitor, but ganged up on him and kept him running most of the time.

Ring Tails Lead

The ring tails were the leaders of the gang and they enlisted the aid of the small rhesus monkeys, that are always ready to join in a chase. It was round and round the island for the new monkey and his pursuers but he managed to keep a jump ahead. His first attempt at an escape was a jump to the west wall, just a few inches from the top, which landed him in the water.

This particular morning Jeff was sitting in a tree, but as soon as he climbed down the chase began again. The ring tails started it and the small rhesus monkeys fanned out behind to prevent Jeff from doubling back. With no place to go but straight ahead, Jeff got a good start and leaped across the water, caught the top of the gate in the south wall with his fingers and yanked himself up to freedom.

It was at this point he was met by more pursuers, human ones, who ran him down the street until he ducked into the service station to hide.

Jeff looks happier in solitary confinement.

With \$200, a great amount of

salvaged material and the help of the NYA in furnishing some labor, Monkey Island was started in September of 1940. By early December the log cabin and the moat were finished and the first families of monkeys were moved to the island.

The moat is made of concrete blocks salvaged by the city and the wall of the moat is brick. About 15 feet across, the moat is filled to a depth of about two feet with water furnished by an artesian well, about 100 feet deep. In the moat there are over 1,000 goldfish moved from another pool owned by the city and given to the zoo by friends.

Monkeys Swimming

One of the favorite pastimes of the little Rhesus monkeys in hot weather is swimming in the moat. Four or five of them will gather on the edge of the water and pretty soon the boldst of the lot will make a flying leap into the middle of the big moat. The others watch him enjoying the water and then another will take the leap. Each one works up his nerve and jumps in until every one of the group is swimming about, ducking each other like small boys in a swimming hole.

The brown fellows can swim as well under water as they can on top and amuse themselves

by swimming along the bottom chasing schools of the hundreds of gold fish. One of their favorite tricks is to sit on the bank and wait for one of their companions to come to the surface after swimming under water, and then splash they are on top of him, pushing him back under water.

Diving is their dish and they have a variety. Some will get a running start and leap far out over the water, doubling up like a cannon ball when they hit the water to make a big splash. Others will take the jump in even form, arms outspread and backs arched. But the favorite dive among the bathers is the plain old-fashioned "belly whopper" and all of them can do it to perfection.

There are a few monkeys on the island that look on water as something to drink but good for nothing else. It is these monkeys that the little Rhesus like to run into the moat. One day they singled out one of the grey Mona monkeys and started a chase.

Forming a half-circle behind her they gave her only one avenue of escape, straight ahead, and that meant a dip in the moat. Fearing the howling pack more than the water the little monkey went in with a splash. Her tormentors gathered along the shore and refused to allow her to get back on the island so there she sat shivering in the water.

It was then that her brave mate came to the rescue. Picking out one of the biggest of the Rhesus monkeys he slipped him and then started off on a run to the opposite end of the island with the Rhesus in hot chase. Shaking the Rhesus the male Mona went back and repeated the performance. Time after time he teased one of the monkeys away from the moat until he tempted the last one to leave, giving his mate a chance to regain the island and seek shelter in the log cabin.

The show is going on every day and there is always something different to see. Surely the monkeys will never tire of their island and the spectators seem never to tire of watching them.

DEEM HABITS

Deer shed their horns each year and make good pets except during this period. At that time they can be dangerous animals.

Deer are fed upon hay and green vegetables such as celery and lettuce. James Moughton, zoo superintendent, says.

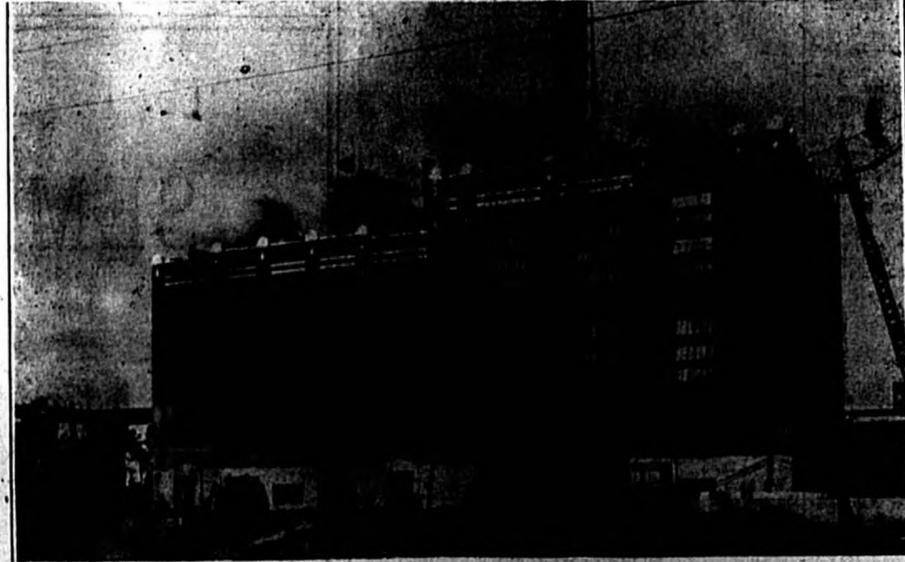
Most of the monkeys in the zoo will play catch with peanuts the visitors throw.

TOURISTS!

We take this opportunity to thank you for your patronage in the past and extend to you an invitation to stay with us again.

Mrs. F. E. Bolz
1101 Park Ave. Sanford, Fla.

From RIVER CAMP to MODERN COMMUNITY



WHEN General Henry Shelton Sanford called up the St. Johns River, in 1871, he saw the native, virtually untouched beauty of Seminole County... and he envisioned a city. In his own words, "... its soil, its health and its climate justify me in believing its resources for pleasure resorts and for business are unlimited."

The General was a man of action. He immediately purchased over 12,000 acres on the shore of the St. Johns River at Lake Monroe, and set about creating a community. Two trips to Sweden resulted in the immigration of 150 Swedes who settled here and began cultivation of citrus groves.

Thus a city had its origin... By 1908 the little town of Sanford was developing rapidly, and the people were becoming electric light conscious. Through the columns of the Sanford Herald the public was kept aware of the need for electricity if the town was to grow, and two commercial buildings were wired for electric service even though there was at that time no source of supply.

By the time Sanford's population had reached 3,570, in 1910, the community was craving electric service from the Sanford Light & Fuel Company, organized the previous year, and about 100 customers were connected to the lines. In addition, 8 flaming arc lamps and 70 incandescent lamps illuminated the streets.

With increasing use of electric service, it became necessary in 1911 to install additional generating equipment, and for the first time 24-hour service was made available.

The Southern Utilities Company purchased the electric facilities at Sanford in 1915, and immediately began construction of a new steam plant with a 200 kilowatt generator. Two years later it became necessary to install an additional 250 kilowatt generator, and with continued growth of the town and wider use of electric service, by 1930 the old gas-engine plant which provided the first electric service was again pressed into use.

Additional installations were made from time to time, as demand increased, but electric service at Sanford was not considered really dependable. Service interruptions sometimes left parts of the town in darkness for as much as a week. The distribution system was poorly maintained.

Development of Sanford's present dependable electric service had its beginning in 1935, when Florida Power & Light Company acquired the facilities of the Southern Utilities Company. Immediately the old plant was replaced to provide improved service, while the new and planned construction of its interconnected

Three base-load plants were built, one at Sanford, the other two at Fort Lauderdale and Punta Gorda. These plants were supplemented by auxiliary plants scattered throughout the 65,000 volt transmission system, to insure dependable power flow to any section of the system despite local breakdowns or other emergency.

The year 1928 marked two great steps forward in Sanford's development: the town was tied into Florida Power & Light's interconnected system; insuring adequate, dependable power for residential and industrial growth, and the city's present white way system, consisting of about 450 units, was installed to provide street illumination. When the distribution lines were linked with the interconnected system, the old Sanford electric plant was shut down and held in readiness for emergency service.

Foreseeing the tremendous agricultural possibilities of the Sanford region, Florida Power & Light Company fostered agricultural development—even established its own agricultural research farm. A program of rural electrification was begun. With Florida already established as one of the world's greatest winter vegetable producing centers, the State's agricultural possibilities even now remain largely unexploited.

Since acquisition of Sanford's electric utilities in 1925 by Florida Power & Light Company, electric rates have moved steadily downward. Ten separate rate reductions have materially lowered the cost of electric service in every classification, and residential rates have decreased 52 percent. The Company has paid in full all regular dividends to holders of its preferred stock.

Through helping develop the territory it serves, Florida Power & Light Company has been able, through careful analyses, to forecast accurately the amazing growth and development of Sanford in the past few years. To meet changing conditions, additional generating facilities are added to the interconnected system when necessary to meet anticipated demands. A 250 kilowatt addition was completed in 1940, and another 2,000 kilowatt addition is under construction.

Although in the present national emergency, the company has taken no unnecessary steps with the money being expended on electric systems elsewhere in Florida. Instead, it has backed with utilities in other states to provide a single, unified network which insures adequate, dependable power whenever and wherever needed in the interests of national defense.

Sanford, when the General first began to build the town, was a remote little town. It is now one of the most modern and progressive communities in the South, and its development, fostering its growth, is a credit to the foresight and vision of the Sanford family.



KING OF ALL HE SURVEYS



Diary Of Zoo Reveals Novel Animal Antics

(Continued From Page Five) a cycle of Cathay.

Dear Diary: The Little Boy played a game today. He named all the animals out of books he had read. He called the wolf "Br'r Wolf" and the Florida fox "Br'r Fox." The Little Boy knows his Uncle Red as well as Southerners do. The red fox is named Reddy Fox after a fox in a story that runs in some Northern paper. The Little Boy said Leo would have to be the Cowardly Lion



after the Wizard gave him courage because Leo is so fierce. The fox squirrels are already named Eekie and Lili Pural. Elvira Garner lives right here in Sanford. The Little Boy calls one of the panthers Bagheera even though he isn't black, and the brown bear, Baloo.

He couldn't think of a book about golden pheasants or Chines

ese doves, but he thought the Florida brown pelicans would be for the Dodo bird and one of our big Florida turtles could be the Mock Turtle and sing about "soup of the evening, beautiful soup."

I kept wondering what he would call me, and finally he said, "Grandmother, I'm just going to let Peggy Ann be Peggy Ann. She couldn't be anything nicer than that." I just hummed a little song and did a dance for him for nothing because I do think to be appreciated is just as nice as peanuts.

Sanford, Fla. May 12, 1941 Well, what do you think — Queenie, our beautiful lioness — Mr. Moughton says she is the finest female lion in captivity in this country — had three little lion cubs last night! Everybody at the zoo is so excited. This place is in a dither with photographers all over the place, and I don't want to miss anything, least of all having my picture taken.

Sanford, Fla. June 3, 1941 Dear Diary: I am sad today. The Little Boy has gone back North. But he promised to come back again. I suppose I should be thankful just to have such a friend whenever he is. Somebody named Stevenson said if you have one friend to whom you can talk unreservedly, you have no quarrel with the world. Do you know what the Little Boy did — he even left money with the peanut man, for me to have peanuts this summer. I was so touched!

But if you think a bear in a Florida zoo just sleeps all summer, you are very much mistaken. We have visitors from everywhere all during the summer time. The raccoons are getting a lot of attention and peanuts (especially in the winter). They are native Florida ones and kind of cute with their black paws and black masks over their eyes. But their manners are terrible — they are such beggars, always holding their hands out for peanuts and not doing any kind of show to pay for them the way I do. But there's one over there who has marvelous manners, and always does the right thing at the right moment. And does he know how to welcome guests? He should be made our official greeter.

His name is Grover Whalen and he was born at the Florida Experiment Station at Orlando. He is a Florida F-1. He used to run away and get lost in the Terrazo Park. One of the members of the club told him not to let his name go to his head, that he was a rascal, not a tycoon!

Sanford, Fla. October 27, 1941 Oh — I'm so happy! The Little Boy has come back. He promised to come back again. I suppose I should be thankful just to have such a friend whenever he is. Somebody named Stevenson said if you have one friend to whom you can talk unreservedly, you have no quarrel with the world. Do you know what the Little Boy did — he even left money with the peanut man, for me to have peanuts this summer. I was so touched!

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BEWARE OF THE EAGLE



The wise old owl looks through his cage at his next-door neighbors, the American Eagle, who knows why Uncle Sam chose them for his own. They are the mightiest birds in the air, and there is something terrible and magnificent in their swoop after prey.

Coyotes Look For Pals From Texas

"Well put it there, pard", yelps the coyote, while his more timid mate stays out of the lime light. Both came from Texas where they lived a more secluded life because their species just doesn't take to humans.

Gila Monster Inhabits Zoo

Even monsters inhabit the Sanford zoo, in the rather dimly lit form of the Gila Monster, the largest lizard found in North America. It's bite is poisonous though not often fatal. "Old Bill" has one on the follow who dares the public to make him smile—"Old Bill" dares anyone to make him even move.

Bill, Florida alligator at the Sanford zoo reputedly 500 years old, will come to answer the call of Phil King, keeper.

A COUPLE OF TEXAS COYOTES



OH YO' SINNAHS



Old Preacher thinks "De-bill" gets into those ringtail monkeys sometimes and it his duty to tell them so.

Three Bears Offer Comedy Touch To Zoo

Peggy Ann Dances For Peanuts Offered By Visitors

Three bears offer a comedy touch to the zoo in begging peanuts from visitors and wrestling with each other when they feel frisky from the cool breezes that blow across nearby Lake Monroe. Darling of the group is Peggy Ann, the two-year-old black cub that has a cage all to herself. She will sing when she wants food and dance when offered peanuts by passersby. No one can refuse her when she whirls around and then stops to peer out from the bars and make her wants known with a mournful call.

Peggy Ann was captured in the Wekiwa Swamp a short way from Sanford when a mere baby. Adopted by a lady who fed her from a bottle while rocking her in a chair Peggy Ann learned to hum when she was hungry and go through a number of tricks to excite sympathy and gain her ends.

When first brought to the zoo she had a private cage but later a ringtail monkey was put in with her because the monkey couldn't get along with his own species. The monkey made life a series of worries and torments by stealing Peggy's food and pulling her fur. When goaded to the limit of her endurance Peggy would make it lively for the monkey, chasing him around the cage and over the climbing perches. Most of the time the more agile monkey kept out of Peggy's reach but occasionally he became too bold and she opened with a right hook that sent him sprawling.

Gets Private Room When she became too big for the small cage, a part of the big cage of the other two bears was partitioned off and Peggy given a private room. Entering her new cage she looked over at the other side of the wire and scrambled for the rafters when she saw the two big bears peering at her. It took several hours of patient waiting and a bag of peanuts to coax her down again.

But now she has become accustomed to the big neighbors and is even so bold as to reach through the wire and steal some of their food when they are not on guard.

Under her chin is a marking peculiar only to bears from the particular swamp from which she was taken from a white crescent that circles the underside of her neck. It is the only white spot on the bear and hunters say the marking has never been found on any bear outside of the Wekiwa Swamp.

Betty, the cinnamon bear, and Happy, the big black bear, are neighbors of Peggy. Betty is a northern bear and was acquired by the Sanford Zoo. They get along perfectly, playing together all day long.

Happy was brought to Sanford from Orlando when Orlando closed its zoo. In transporting of the 500-pound animal an incident happened that Phil King, the negro keeper will never forget as long as he lives.

Happy was in the cage, and not very happy from the rough handling he had received in the process of moving the cage on a truck to bring him to Sanford. Phil had been helping and was vying around the cage when he slipped on an iron roller and slipped, sending his hand into the cage.

Happy saw the hand coming straight at him and opened his mouth. The hand closed with a snap and Phil drew back a sob when he had been.

"And that bear swallowed it too," Phil will tell you.

But both Happy and Betty are good bears and the keepers get on the cage with them every day. They are not dangerous and other than their usual move to leave the zoo they are perfectly harmless.

Begun On String Sanford Zoo Now Is State's Best

(Continued From Page One) of his days on the inside looking out.

Sometime before this incident a man who had an office in the building next to the fire station went to Mrs. James Moughton who had a little school in the same building and asked her to be sure to keep the children out of his office because they were throwing his things all over the floor. Mrs. Moughton explained that her children never went in to the office but just to be sure she would keep a close check on them.

Several days later the man came back with a sheepish grin on his face and asked her pardon for accusing the children of tearing up his office. Leading her back to the office he indicated the litter with a sweep of his hand. Papers were everywhere and from the middle of the room came a "quack"—Jack was surveying his handiwork with what looked to be a prideful smile.

Soon after, the zoo was moved to its present quarters on the lake front. As more animals were added a desk was set at the police station built more cages until it became too large for the department to handle.

Then it was turned over to James Moughton, park superintendent, who now supervises the care of the animals and birds in the zoo.

The largest in the state, the Sanford Zoo contains about four hundred animals and birds from almost every part of the world. Monkeys from India and South America, Leopards from Africa, bears from the north woods of this continent and even coons from out of the wood's nearby.

Most of the animals have been donated by individuals and civic organizations and some have been bought by the City. Some contributions are received in the collection boxes put in the zoo for visitors to give money to the extent of the zoo are met by the City. Food is given by fish market.

It is one of the most popular spots of entertainment in Sanford and on week days or Sundays you can see a parade around the grounds passing through the main gate, all the way from Miami to California.

Sanford, Fla. October 27, 1941 Oh — I'm so happy! The Little Boy has come back. He promised to come back again. I suppose I should be thankful just to have such a friend whenever he is. Somebody named Stevenson said if you have one friend to whom you can talk unreservedly, you have no quarrel with the world. Do you know what the Little Boy did — he even left money with the peanut man, for me to have peanuts this summer. I was so touched!

For 1942 Plan to Visit SANFORD

The climate is mild, the people are friendly, and it's a great place to live. Beautiful scenery and a multitude of attractions await the winter visitor to Seminole County. We hope you will come—we believe you will like it.

We also take the opportunity to congratulate the merchants, business men and general public of Seminole County in their progressive efforts to make this section more prosperous by attracting tourists here to "The Heart of Central Florida."



For 1942—a Beautiful New

FORD

6' OR 8'



IN THREE UNUSUAL TIMES we invite you to inspect an unusual new car—new in its beauty, its comfort, its choice of two 90 horsepower engines, 6 cylinders or 8.

See it and you sense at once that here is new style that will stay good for years. On a lower, wider chassis, we have designed new long, low, wide and beautiful lines.

Interior treatment is healthy, fresh, distinctive, pleasing. The beauty of this Ford will more than hold its own in any company.

Inside, the car is 16" wide across the seats, generous to knee-room, leg-room, elbow-room. On the road this year you find the "new Ford ride" with further advanced in its softness, quietness, steadiness and all-round comfort.

At the wheel, you will find driving easier than ever. Steering, gear-shifting, action of the big and sure hydraulic brakes have all been made smoother and easier.

In quality, the car is sound to the last detail. Defense requirements have all been met without a single reduction in the basic and lasting goodness of the Ford mechanically. Some new materials have replaced old ones, usually at a greater cost to us, but in every case the new is equal to or better than the old.

If your family needs a new car, go see and drive this Ford. For what it is today and for what it will be through the years ahead, we believe that you will find it is more and better transportation for your money than you have ever found before.

STRICKLAND MOTORS INC

100 N. PALMWOOD AVENUE SANFORD, FLORIDA

Phil King Leads Interesting Life Among His Pets

Zoo Keeper Started Career With Circus As Small Boy

Phil King, the negro keeper at the Sanford Zoo, leads an interesting life among his friends—friends that run the gauntlet from lions to rabbits and from American eagles to Chinese doves.

All the animals in the zoo know him and are confident that Phil will not fail them at meal time, and all the folks in town, as well as visitors from all over the United States, have watched him go about his job or listened to his tales of animal lore.

Phil did not choose his profession, instead it was chosen for him. Back some 30 years ago the John Robinson Shows visited the little town of Dawson, Ga. As was usual, small boys were given the opportunity of carrying water to the elephants and doing small jobs to earn a pass to the show.

When the last tent came down that night and the show pulled out on the road a frightened little boy of ten was an unwilling member of the troupe. Phil had been stolen from his parents to help care for the elephants. It was four years later before Phil ever saw any member of his family again and then he found only his mother.

Time passed for the boy and he became accustomed to the life though each new experience was a little terrifying. The first time he was to ride an elephant, Phil refused to climb aboard. The trainer pulled out a whip and lashed the boy across the shoulders a couple of times, Phil found the whip to be more dangerous than the elephant, so he rode.

The job of riding the elephant entailed the wearing of a glamorous red uniform with bright green trimmings. With a tall hat cocked on his head Phil rode in grandeur through the streets of towns all over the country.

Learns Handling
Watching his boss, J. R. Jacobs, an animal trainer, Phil learned much about the handling of animals. As he learned to do his duties of tending the elephants more efficiently the job of taking care of the snakes was given him. The new work meant the feeding and handling of big pythons and boa constrictors but Phil took them in his stride. Other jobs that came his way were the handling of the zebras and sea lions.

After about four years with the shows Phil felt the urge to see his parents again. He came back to Dawson but found that his father had died and his mother had moved on to Syl-vestre, Ga. For the next few years he settled down to working on construction gangs. He took a job with the Phoenix Utilities Company and went to New Orleans.

The building of the Florida Power and Light Company plant brought Phil to Sanford. When the job was finished he didn't want to leave this climate so he stayed here. He talked with James Moughton about the small zoo here and the upshot of it was that Phil was hired as keeper of the zoo and that job he has held since 1927.

Though he has had only two years of public school, Phil is well educated in the lore of animals. There are only two cages in the whole zoo that Phil can not enter when the animals are in them. One is the lion's cage and the other Jerry the baboon's cage, and Phil has orders from James Moughton to stay out of those two. To friends he proudly displays a picture of himself sitting up in the leopard cage scratching the two spotted coats.

Phil kept busy
Phil's jobs are legion. When animals are sick he must care for them, when babies are born he usually falls to Phil to care for them as very often the mothers refuse to have anything to do with their offspring.

When a fawn was born to one of the deer at the zoo the mother refused it and Phil had to feed the milk out of a bottle through a nipple. After this had gone on several days the mother became jealous and pushed Phil roughly aside during one feeding and nursed her baby from then on.

When people often call on Phil and James Moughton, zoo superintendent, to diagnose the ailments of their pet dogs or cats they are recommended to Phil. Several years ago a dog came out of a cage in a large cage and bit an express messenger and a porter. Since Phil could locate his Phil was called for to make the messenger and a horse on a long pole were removed from the cage to catch the animal.

Recently the head keeper of the zoo, James Moughton, was called to the zoo to see a dog that had been bit by a snake. Phil was called to the zoo to see the dog and to see if he could locate the snake. Phil was called to the zoo to see the dog and to see if he could locate the snake.

HE WON'T HURT YOU, I HOPE



Phil King, negro zoo keeper, seems to be taking the measure of Rex, the big leopard. Maybe he is thinking of a leopard coat for his wife, but most likely he has the stick as a weapon in case Rex gets too frisky. Pretty slim weapon though. But then Phil and the leopards are very good friends.

Jerry, Baboon, Is One Of Most Ferocious In Zoo's Collection

The most dangerous animal in the zoo is Jerry the baboon whose native haunts are the wilds of the east coast of Africa, near Arabia, where he lived in a hard life in a rocky region.

Natural to the same region are lions and leopards, which make a precarious existence for baboons, but such species as Jerry are capable of holding their own with the best of them. James Moughton, superintendent of the zoo will tell you.

Occasionally Jerry takes a particular dislike for a visitor who peers into his cage and flies at the wire screen making ferocious growling noises and snarling with long fangs bared. But most of the time Jerry is quiet and either sits on the platform in the back of his cage or comes forward to beg visitors to throw peanuts in the show.

Since then no one has entered the cage unless Jerry is locked securely in the den inside his cage. At one time there was a perch running across the cage about seven feet from the ground and Jerry could jump straight up to the perch from a reared posture, showing the great strength and agility he possesses.

He is not very smart and the one thing he cannot bear is pain. When anything hurts him, even a part of his body, he attempts to punish it to make it stop. Occasionally he is bothered with pains in one of his legs, probably a slight touch of neuritis, and when the pain shoots down his leg he will sit on the cement floor and beat his leg against the floor mercilessly.

When the keepers are preparing the food for the animals behind the cages Jerry will watch them intently with his small, bossy eyes and reach up, grab the door of his cage and rattle it as though he would shake it from the hinges. To guard against any such accident a strong iron pipe is bolted across the door on the outside.

Jerry has not always been a bachelor as he is now. Several years ago a beautiful female baboon, if they can be called beautiful, was introduced to him as his mate. When she was put in Jerry's cage Jerry approached her timidly and slowly until he reached the point where he could sit along side her. Much as a bachelor boy would do he placed his arms around her and gave her a quick hug. However he soon tired of her and became as distant as the moon.

Small children are Jerry's best customers for he will jump up right away for them and jump up and down to attract their attention. When they leave his cage to look at the other animals Jerry becomes very annoyed and usually has his eyes on them, waiting for someone else to call him out of his cage.

Jerry is also famous at the zoo for his habit of pulling down the wire screen of his cage to see what is going on outside. He will pull the wire down and look out for a long time before he lets it go.

Leopards Are Most Beautiful Animals In Entire Show

Most beautiful of all the animals in the zoo are Rex and Regina, the two leopards from the jungles of Africa. Both were brought here when they were three months old and were so wild that no one could go near them.

Regina is the more clearly marked of the two, contrary to the usual custom of nature in making the male of the species the more handsome one. She is even the more frisky of the two animals and is inclined to play a little too rough with Phil sometimes.

Time and good care has mellowed their dispositions and now Phil King, the negro keeper can go in and play with them any time, that is, any time except when they are feeding. At meal time they revert to their original jungle nature and must be separated from each other or there

V FOR VICTORY



Preacher, the grey Spider Monkey, tries to keep up with the times and do his bit to help morale by forming the V for Victory sign.

Phil King, the negro keeper can go in and play with them any time, that is, any time except when they are feeding. At meal time they revert to their original jungle nature and must be separated from each other or there

superintendent of the zoo, will whisper to close friends of the couple that Regina is expecting to become a mother soon. Her first and only cub was too much for the animal and she killed it about an hour after it was born after refusing to nurse it, but the next litter is to be taken away from her and cared for by the keepers.

Rex is a big friendly animal who loves to be rubbed and petted by Phil. One or two other frequent visitors to the zoo will reach through the wires and scratch his head after having made friends with him for some time but most people look at the little, rippling muscles of the sleek, graceful animal and shudder to think what they could do if they were free.

Phil has had his picture taken in the cage with the spotted beasts several times and will proudly show them to visitors if asked. He modestly admits that it is nothing to pose with the animals but visitors take a look at the two "pets" and decide the point for themselves.

One of the strangest of the animals in the zoo is the albino shark.

Spend the Winter in Sanford

We are happy to join the merchants, business men and citizens of Seminole County in extending to tourists a cordial invitation to spend the winter in Sanford.

Seminole County Is A Great Place To Live And Work And Play



S. H. English Gulf SERVICE STATION

First St. at French Avenue

Sanford, Florida



Come To Sanford, Florida

The climate is good—the fishing is great—you will like it here in Seminole County, Mr. Tourist! We join all of Sanford and Seminole County in heartily recommending this section as the place to see Florida at its best and enjoy winter the most.

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COME TO SANFORD THIS WINTER MANY ATTRACTIONS AWAIT YOU

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ROBERT L. COX PHOTOGRAPHER THE ESSEX STUDIO



Central Part Of State Has Best Fishing

Tackle Need Not Be Stored Away When Your Vacation Includes Trip Here

By GLENN GOVOCER Instead of packing your tackle in mothballs during the Fall and Winter months, throw your spinners and spoons, your slim-lins and wigglers into the back of your car and drive down to Sanford. Find out for yourself that Central Florida has the best there is to offer the followers of Isaac Walton who desire to pit their wits against the wary black bass.

Every year a few million Americans who really enjoy fishing make the mistake of carting their paraphernalia up into the attic just because the old holes which have been good all summer are now frozen over.

Let the season guide you! In Central Florida you'll find the most enjoyable season of the year with bass fishing just getting underway in earnest. The mornings are not cold, but crisp—invigorating and the fighting instinct of those black beauties of the deep has been whetted to razor-edge by the cooler water temperatures. They are ready to give any angler who dares invade their domain a stiff argument.

In the territory adjacent to Sanford is located some of the finest lakes and streams in Florida and all are well-stocked with black bass as well as other varieties of sunfish.

On the St. Johns Sanford is located on the shores of the St. Johns River. Many stories have been written and many pictures published of fishing trips and good catches from this stream which winds its way northward to the sea for over half the length of the state. In the upper reaches of the St. Johns River Valley, many miles from the nearest highway, are a chain of lakes and numerous streams that give the source to be found the greatest black bass spawning grounds in America.

Every Spring millions of fingerlings are hatched in these many square miles of water with Nature as the only supervisor. During the summer and early Fall those that have been able to elude their own carnivorous fathers and other predatory fish follow the gentle flow of the stream northward, stopping to feed enroute in the many tributaries of Florida's principal inland waterway.

While spawning goes on in the stream, many of the young fish migrate to the many lakes which dot Central Florida's landscape, conditions are not ideal for the propagation of this gamest of all fresh water fish as those found in the Upper St. Johns River Valley.

In the area surrounding Sanford are more than one-third of the 20,000 lakes for which Florida is noted. These lakes are maintained at an almost constant level since most of them are fed by deep underground springs, and precipitation has little effect upon them. Some of these lakes are small but many of them contain more than 50 square miles of water infested with the finest black bass to be found in any stream between Maine and California.

These lakes are the natural propagation of the fish in these lakes is supplemented each year by the addition of fingerlings raised under the supervision of the State Fish and Wildlife Service at the Wadwa Hatchery, thereby assuring a constant source of replacement for those who follow the sport.

There are many methods used in the fishing of black bass but the most successful is undoubtedly from the methods used elsewhere in the United States and Canada. Trials of the trout and muskellunge lakes are made with the same as in even larger degree of success in Central Florida.

The real key to the success of the black bass angler is the use of the right tackle and the use of the right spots every cast will get a rise from these more edible but less herked fish. And the angler who fails to catch a titful of these fish after a day of casting along the banks of the St. Johns should make arrangements to take a course of instruction in the use of the flyrod.

Good Climate Florida's semi-tropical climate is conducive to abundant plant growth and as a result weeds and grass are found in abundance in the shallow water along the shores of the lakes and streams. The prolific water hyacinth, too, is a general nuisance in the Wadwa. While



"HEY, FELLOWS! YOU OUGHT TO HAVE SEEN THE ONE THAT GOT AWAY!"

Ocean Fishing Gives Anglers Many Thrills

Best Catches Often Are Made By New-comers On Trips; Sport Is Healthful

With an approximately 1200 miles of coastline, Florida is probably the most popular with sportsmen because of its unexcelled deep sea fishing as for its fresh water angling possibilities.

Along the shores of both the Atlantic Ocean and the Gulf of Mexico are many inlets, lagoons and bays all filled with almost innumerable species of fish peculiar to brackish waters providing a source of real enjoyment for those who prefer these quieter waters to the rolling waves of the briny deep.

The angler who desires a central location for his fishing in both brackish waters and in the ocean and Gulf will find Sanford a most desirable location. Situated in the heart of Florida, Sanford is less than a hundred miles from the principal fishing points along both the ocean and the gulf whose boats may be chartered for trips out into the sea. Excellent sea trout fishing will be found in the brackish waters of the Indian River, less than 70 miles from Sanford. At one of the many fishing camps located along the river, the necessary boat may be purchased and boats rented at a nominal price.

Real fishing There is no question but that the opportunity for fishing in the brackish waters which surround the state provides an important attraction for tourists. From the motor fishing party and sea walls along the entire ocean and gulf coast-line, there are countless hundreds fishing daily in the inlets and lagoons. Will also be found many rowboats and power boats containing fishermen in quest of sea trout, one of the most popular of the loaves of the briny tribe which inhabit the inland salt water, also sheepshead, whiting, mangrove snapper and other choice table delicacies which can be found in these waters.

The real deep sea fishing, however, is done from private yacht and chartered craft from one to four miles off the coast. Every morning, weather permitting, there are dozens of these craft leaving from the villages and cities along the coast line with parties of sportsmen who get a real thrill from fighting with the monsters of the deep.

There is multitude and grandeur about the sea that intrigues. It is a source of mystery and unfathomable attraction hard to explain. Perhaps this is why anglers are willing to travel so many miles to fish in these briny waters for whatever Father Neptune may offer.

Too, there is probably no more healthful sport than salt water fishing. The cool salt air is invigorating. It is soothing to the nerves and restful to the mind. Fishing in the sea offers an escape from a life that is largely an artificial means of existence.

Anglers Club To encourage salt water fishing and to increase interest on the part of anglers, clubs have been formed in nearly every community and prizes are offered for all sorts of catches.

In a recreational survey of the state, it was found that there are 101 boats for charter by those who desire deep sea fishing trips. From 10 to 20 persons can go on one vessel. The valuation of the vessels was placed at \$1,012,000. Approximately 175,000 persons were taken on fishing trips last year, it was estimated. In addition to these charter vessels are a large number of private craft and many commercial fishermen who engage in charter when the opportunity presents. Moreover, many charter boats migrate to and from Florida with the seasons and were not included in the survey.

It is often true that some of the finest catches on these trips out to sea are made by novices on their first trip. Actually there are no novices on these trips if patrons will follow the instructions given by the experienced guides who operate the boats. Going out to sea day after day with the parties, they know where the fish are and how to get them. They will also furnish the tackle for those who are not equipped. In many instances the tackle, bait, and noonday meal are all included in the charter price. All the angler has to do is board the vessel shortly after daybreak.

In the brackish waters which surround Florida, the U. S. Bureau of Fisheries has identified 20 species of fish. Excellent fishing is afforded in these bodies of water the year around.

Near Sanford from 25 to 50 miles distant, is the Indian River, Mosquito Lagoon, Biscuit Bay and several other "good" spots (Continued on Page Two)

lakes and streams of any considerable size. These holes know all of the best spots every cast will get a rise from these more edible but less herked fish. And the angler who fails to catch a titful of these fish after a day of casting along the banks of the St. Johns should make arrangements to take a course of instruction in the use of the flyrod.

Good Climate Florida's semi-tropical climate is conducive to abundant plant growth and as a result weeds and grass are found in abundance in the shallow water along the shores of the lakes and streams. The prolific water hyacinth, too, is a general nuisance in the Wadwa. While

this growth means tangled lines, caught plugs and a little cursing to the less experienced, to the old timer it means fish and big ones for these veterans have found that this growth provides the best of feeding grounds for the black bass. While casting into these grassy areas requires a little more precision, the experienced angler knows his efforts will be awarded with a bigger catch of finer fish.

Spoons and spinners of the weedless variety are used with success in these areas. It is generally conceded that the best hours for bass fishing are from sunup to around 11:00 A. M. It is during this period of the day that the fish do the greatest amount of feeding. The

fish also do considerable feeding after the sun crosses the three-quarters mark in his trip across the horizon. However, this does not necessarily mean that the most fish will be caught in this period for it is quite often that the biggest catch will be made at noonday.

A Born Pugilist The black bass is a born pugilist. Even while basking at the edge of a hyacinth bed in the heat of Florida's midday sun, he is poised for attack against any who would question his rule of the deep. The sudden splash of a plug nearby and the critter leaps to attack, not because he is hungry but to satisfy that inborn fighting instinct.

Because of Florida's nearness to the equator, the winter moon beams are exceptionally bright. With a full moon almost directly overhead, many a sportsman has found real delight in fishing for bass after the sun has long since dipped below the western horizon. Most Florida streams are mere tunnels through a semi-tropical jungle of cypress, caka and palms, therefore the open lakes are more desirable for moonlight fishing. Trolling from a boat around the grassy shores of the lake with a live shiner or with a spinner or spoon or some plug that easily reflects the moonlight is bound to produce results pleasing to the choicest angler.

Plentiful Game Awaits Hunters In This Region

Turkey, Squirrel And Deer Are Found In Woods Of Seminole

Game still roves the flat woods and swampy portions of Seminole County in plentiful numbers, and the hunter who has a little ingenuity and luck can usually get a day's bag, Sheriff Charles Hand declares.

A life-long resident of Seminole County, Sheriff Hand remembers when there were no game laws and no closed seasons. Game was more plentiful and hunters were fewer in those days, but modern conservation methods and game laws now give a measure of protection to birds and animals, and assure that the stock will not be depleted.

As a boy of 10 or 12, Sheriff Hand lived with his family near the Wekiva River. He recalls that his father would make a trip on muleback into Fern Head, which later became Sanford, about once a week and carry along a muzzle-loading shotgun.

Leaving early in the morning, the sheriff's father would have shot enough quail by the time he reached town to sell them to the river boats and buy a week's provisions.

On the return trip, he would shoot more quail to provide his family for the coming week. Sheriff Hand says that his father used a pointer on these trips which he guesses was the "best dog that ever was."

Game of course was harder to reach in those days than it is now, with the sheriff's automobile and good roads, a hunter can be in the woods in less than 30 minutes.

Wildcats also are found in this county, and Mr. B. Smith saw one last year which he described as the largest he had ever seen. Since those cats eat turkey eggs, quail and other small inhabitants of the woods, they are usually killed on sight. Few hunt them for sport, since they are regarded as a nuisance.

There's also good deer country within easy reach of Sanford. Buck Point Ranch, which occupies about 27,000 acres in the eastern part of the county, is well known as a favorite deer hunting ground.

Buck Point Ranch is privately owned by a club of which Max Leinhardt of Oviedo and Sanford Doudney of this city are president and secretary-treasurer, respectively. Only members are permitted to hunt at this big

GAME IS VARIED IN FLORIDA



Displaying their booty after a day in the woods are, left to right, Charles Whitner, "Spink" Dotson and the late R. B. Woolfolk, former vice president of the American Fruit Growers. Besides an enviable mess of fish, the men shot for squirrel, quail, duck, turkey and a coon. Mr. Whitner carried a noble attempt to keep himself and his dog still for the cameraman, but lost.

ranch, but a person may become a member by being voted in. Other members include Bob King, Charles Lee and Joe Leinhardt.

One huntsman predicted that Buck Point Ranch would, inside of five years, become one of the best game preserves in the state.

Another pointed out that even now, it is no trouble to jump three or four deer a day with a good dog.

In addition to deer, there is an abundance of turkey, squirrel, duck and others at this ranch as well as in other parts of the county.

The Toothache Game Preserve in Orange County, Seminole's neighbor, is also hunted frequently by local men. G. A. Speer, Jr., said that this pre-

serve has recently been stocked with fallow spotted deer by the State. This type of deer is larger than the native variety.

Other huntsmen often journey to the national game preserve and sport at Ocala, where deer are plentiful. It is necessary to get a permit to hunt in this section, in addition to a State license.

It looks like a good year for quail, according to Mr. Speer. He says that he has never heard so many people speak about the large number of quail that have been seen in this region before. This bird, which is usually hunted with dogs, is regarded as an excellent dish when properly prepared.

Central Florida Woodlands Offer Choice Hunting

Feeding Grounds For Deer, Turkey, Fox Are Located Here

To the local sportsman who was the first known inhabitant of the semi-tropical Florida peninsula, deer hunting was an outstanding sport, as well as a principal source of livelihood. The province of the deer was decided as much by the accuracy of his arrow as by the speed with which he was able to take in battle.

Deer hunting is still a great sport in Florida for real outdoor men and, like the red man, the prowess of the modern hunter is still judged by the number of his game on the arrow in hand or the noble animal as he lands and bounds through a thicket of palmetto or scrub oak.

In sections of Seminole County and Central Florida, many to be found forest and swamp lands stretching for miles, where little or no habitation exists. These areas still provide a natural refuge and feeding ground for deer and because of this protection, they steadily conserve their numbers in considerable numbers. Endowed by nature with an ideal climate, these thousands of acres of woods and swamps have a great appeal to the sportsman.

There is no voice but reports a report as the owner buys his horse to the deer hunter. These thirty hours mean a hot sport. Not only are there deer trails and the hunter knows that

to be found but also bear, opossum, raccoon, squirrel, fox and other game.

While shooting a fine buck is the ambition of every hunter who shoulders a gun and stalks the trail, there is something about a red deer hunt that outlasts the memory of six or eight ant stretched points on the thickets. It is something that grows rather than dies with the passing of years. It is the association of camp life. The hunters often spend whole weeks in the woods, miles from the nearest highway or city, away from the hub-bub of civilization. They walk the trails together, they eat and sleep together, and they swear together when a fine one eludes them. At dusk they gather round the camp fire which smells of pine resin and soap as the smaller curls upward through the canopy of palms overhead. Here has been the birthplace of many lasting friendships.

Then there is the initiation of the less experienced when the hunter has his first deer. He is required by his comrades to don the wet hide of the animal or wear a headpiece made from the pelt. With much pomp and ceremony he is introduced to the highest world of hunters. And who but the hunter who lives and utters for he must pay with his shirttail. If he is an old timer who understands the speed of the leaping deer he is bound by the oath of his clan to submit to the de-tailing of his shirt just below the neck.

Truly, deer hunting is a real sport.

Also, in co-operation with the United States Forest Service, the Seminole County Game Management Agency have been established in Florida national forests. The tract is about 65 miles north of Sanford.

his faithful dogs will stay on that trail until the deer is dead regardless of how much he might blow his horn, Hounds play an important role in the hunting of deer and almost every hunter has two or more.

One of the principal strategies employed in the hunting of deer is for the members of the party to take stands at points in the woods where the animals are known to pass. They may remain until the pack sends one of the animals bounding through the woods.

However, the strategy generally resorted to, at least in the past, is that used by the sportsman. They follow the bound pack until they get close to their quarry as denoted by their more frequent bays. Then they employ the famous planer movement. Outflanking the dogs, they seek to stay ahead of the pack until the deer is sighted.

Stringent regulations have been enacted by the Florida Legislature to prevent the indiscriminate killing of deer as well as other Florida game. Too, at present, they have made it compulsory to have a license to conserve ample breeding stock and to better hunting in Florida.

general through the establishment of game breeding grounds which are inviolate sanctuaries. At present there are 25 of these scattered through Florida. They vary in size from a few hundred acres to several thousand acres in area. They serve as natural propagation areas from which surplus is trapped and released in overhunted areas to replenish breeding stock.

Also, in co-operation with the United States Forest Service, the Seminole County Game Management Agency have been established in Florida national forests. The tract is about 65 miles north of Sanford.

Central Part Of State Has Best Fishing

Continued From Page One
lure at bass fishing in Central Florida will find boats available for as little as 50 cents a day at the hundreds of fishing camps located on all principal lakes and at strategic points on all navigable streams. While not a necessity the smart angler will find room for his outboard motor for they are not as readily available at the fishing camps as at city boats.

Animals And Fowl Provide Basis Of

Animals and fowl provide the basis for many an interesting story, and last winter The Sanford Herald reported several local incidents involving game. One of these told how a duck dinner landed in a man's lap. C. L. Butler, of 1525 Douglas Avenue was going home one day when a large Muscovy domestic duck hit the windshield of his automobile, broke it, and landed right in his lap.

Seminole County Is The Best Place In Florida For The Tourist To Spend The Winter

Seminole County in the heart of Florida affords the winter visitor many unusual opportunities for seeing Florida at its best. Sanford's ideal climate, reputation of sports, beautiful scenery and strategic location make it the ideal place in Florida to spend the winter.

VALDEZ HOTEL

Thoroughly Modern Fire Proof

The management of Sanford's leading hotel extends its greetings to prospective winter visitors with the firm belief that a visit to Seminole County amid the many excellent opportunities for hunting, fishing, golfing and other sports in surroundings made unusually pleasant by sunshine and natural beauties will be a happy experience for any tourist.

Here are a few of the many sport and recreation facilities offered the tourist by Seminole County.

Swimming—Golfing—Hunting—Fishing—Boating

Diamond Ball, Baseball and Football Parks

Florida Racetrack, and the Seminole County Fair

YOU WILL ENJOY EATING AT EDDIE'S

- Delicious Sea Food Just out of the ocean.
- Fresh Vegetables from local farms
- Steaks & Chops Served Sizzling Hot
- Special Orders Served Promptly

Reservations - Lunch - Dinner

Lake Jessup Is Considered Top Fishing Ground

Boats, Tackle Both Available At Camp Near End Of Lake

If you enjoy fresh water fishing, the name of Lake Jessup is sure to keep in mind when you come South this winter. One of the largest of Seminole County's many lakes, this body of water is regarded as one of the best fishing spots in this section.

On a recent trip to Lake Jessup John Courier, Jr., and Jimmy Robson, both of Sanford, hauled in eight large mouth black bass in about an hour's fishing time. The string weighed 33 pounds, or an average of over four pounds per fish.

Such a catch is not unusual in Lake Jessup, which abounds with these game fish, the sportsmen declare.

Lake Jessup is about five miles east of Sanford, and may be reached easily over hard roads. If the Florida visitor does not have a boat, he may rent one at Tom Delahanty's Fishing Camp at the Geneva Bridge, which crosses the St. Johns River at one end of Lake Jessup.

Mr. Delahanty, who formerly played third base for the Cleveland Indians, will be glad to furnish tackle and point out the spots where the black bass is lurking.

Three Routes
From the fishing camp at the Geneva Bridge, the sportsman may go in three different directions in search of his prey. One route leads up to the St. Johns River, another down the river, and the third goes into Lake Jessup. On either route there are hundreds of fishing spots, such as smaller lakes and bays.

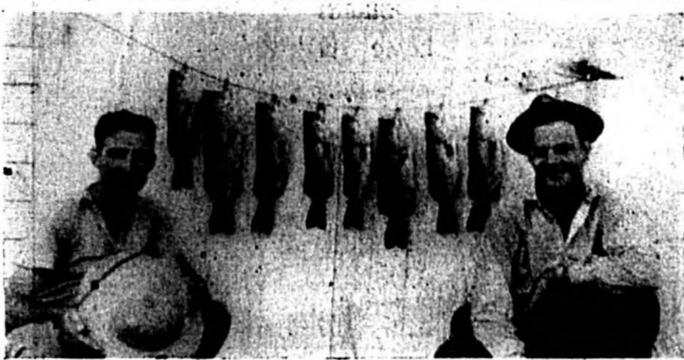
When Mr. Robson and Mr. Courier made their trip, they arose early and were on the water by 6:00 A. M. They used light fresh water tackle with artificial bait, and fished near the shore of the lake.

After about an hour, they had their catch, and returned to the city. The two men brought their own "licker" and attached it to the boat they rented at the Geneva Bridge.

Boat and reel fishermen are required to obtain a State license for fishing in Florida. These may be bought at the Court House in Sanford for \$1.25 each. With this license, which is valid for 12 months, it is permissible to fish in any body of fresh water in Florida. Black bass is the most sought after fish in this section and there is a short closed season only in the Spring. This is from Mar. 15 to May 30 each year.

Whales are all hairless, and only a few bristles about the head of some species remain as vestige of an ancestral fur. In this respect they resemble the elephants which, according to some authorities, are close relatives of the whales.

AFTER AN HOUR'S FISHING



Jimmy Robson, left, and John Courier, Jr., of Sanford caught these eight large mouth black bass in about an hour's time on Lake Jessup recently. The string weighed about 33 pounds, an average of over four pounds per fish. Lake Jessup is regarded as one of the best fishing grounds in this section of Florida.

Hunting Seasons Are Listed For Game In Florida

Conservation Measure Prohibits Shooting Three Days Weekly

As a conservation measure Seminole County and several other counties prohibit hunting on several days each week during the season. In this county, no hunting is allowed on Monday, Wednesday and Friday.

Hunting season for deer, buck only, opens Nov. 20 and continues to Dec. 31. A day's bag is one and a season's bag is two. The season on wild turkey opens Nov. 20 and lasts until Feb. 15. A day's bag is two, and only five may be shot in one season.

The quail and squirrel season runs simultaneously from Nov. 20 to Feb. 15 and a day's bag is 15. The season limit is 200. Hunters may shoot deer, wild turkey, quail and squirrel from a half hour before sunrise to sunset.

The season for duck, geese, and coot opens on Nov. 3 and ends Dec. 31. A day's tag is as follows: duck, 10; geese, three, and coot, 25. A duck stamp is required of all hunters seeking these fowl. The hours are sunrise to 4:00 P. M.

The season on dove, for which a day's bag is 12, opens Dec. 1 and closes Jan. 11. The marsh hen season is from Sept. 15 to Nov. 30, and the day's bag is 15. This fowl may be taken only in salt marshes.

The season lengths given above apply only to Seminole County, since other counties have enacted laws which take exception to these regulations.

Law requires that all shot guns must be limited or plugged for three-shot shooting.

Florida issues 10 licenses needed for various types of hunting. Obtainable at the Court House, they are as follows: Series 1, resident county game license, \$1.25; Series 2, resident other than home county game license, \$2.50; Series 3, non-resident county game license, \$2.50; Series 4, non-resident other than home county game license, \$5.00; Series 5, resident county duck stamp, \$1.00; Series 6, non-resident county duck stamp, \$2.00; Series 7, resident county duck stamp, \$1.00; Series 8, non-resident county duck stamp, \$2.00; Series 9, resident county duck stamp, \$1.00; Series 10, non-resident county duck stamp, \$2.00.

Duck hunters must obtain a duck stamp at the Post Office for \$1 in addition to the other license, according to federal law. Only one fishing license is issued by Florida, and this is priced at \$1.25. With this, a person may fish anywhere in the state. A license is not required if a person fishes in his home county with a pole and line.

It is not considered good sportsmanship to kill quail on the ground, and this also is illegal.

A RECORD CATCH



This picture proves beyond any doubt that Seminole County is a good place for fishing if you're after the big fellows. This large mouth black bass, weighing 17 pounds, was landed by Charles Whitner in the Econlockhatchee Creek. It measured 31 inches long.

Vacation

THIS WINTER

IN SEMINOLE COUNTY FLORIDA

A PROGRESSIVE AND PRODUCTIVE COUNTY IN THE HEART OF CENTRAL FLORIDA

Located on the beautiful St. Johns River, Sanford has an ideal climate and many other attractions to offer the winter visitor to Florida. This section of "The Sunshine State," is noted for its many natural beauties and is prolific in opportunities for a pleasant winter season.



We Are Proud To Serve Seminole County

And it will be a pleasure for us to serve you in any way that we can. Call upon us for information - We'll be happy to cooperate in every way.

We cordially invite you to inspect the advantages, the natural beauty, the possibilities for business or pleasure that await you in Seminole County. We think you will like it here - we do!

It is with great pleasure that we join all of Sanford and Seminole County in extending an invitation to tourists. We are proud of our community and do not hesitate to recommend it as a place to spend the winter.

THE PLACE TO DINE IN SANFORD, FLORIDA

IS AT THE **Palms and Pines**

On 17-22 South of Armitage Cabin Court

- Chicken, Steak, & Ham Dinners
- Chicken and Waffles
- Spaghetti Dinners
- Sandwiches of All Kinds
- Our Coffee is Better than the Best.
- Soft Drinks
- Open Fire Place
- Everything Individually Prepared

PALMS AND PINES
MRS. FRANK L. MILLER, Prop.

Winter Visitors!
Welcome To SANFORD

WE EXTEND OUR PERSONAL GREETING TO ENJOY SANFORD WITH US THIS WINTER.

SEABOARD OIL COMPANY
A. J. PETERSON, Agent
216 W. First St. Sanford, Fla. Phone 703

Tax Assessor	Sanford Doudney	Superintendent of Schools	T. W. Lawton
County Sheriff	C. M. Hand	Constable	R. M. Moye
County Clerk	O. P. Herndon	Prosecuting Attorney	Geo. A. Speer, Jr.
Tax Collector	Jno. D. Jinkins	County Judge	R. W. Ware

Young Huntsmen Get Day's Bag Of Duck Easily

Fowl Are Plentiful At End Of Monroe, Sportsmen Report

When two hunters can set out in a canoe early in the morning, reach their blinds in a half hour, and return in time for breakfast with the day's limit of ducks, they've got something.

This occurred in Sanford last season, and the two hunters were John H. Hintermister, Jr., son of Mr. and Mrs. John H. Hintermister, Sr., and James Henry Dyson, son of Mr. and Mrs. W. R. Dyson. The young men have hunted together since they were boys and are particularly enthusiastic about shooting ducks.

They left the Hotel Mayfair of which young Hintermister's father is manager, early one morning and headed for the end of Lake Monroe in their canoe. They set out decoys, beached the canoe and waited in a blind until the ducks flew in.

The two sportsmen were back at the hotel by 9:00 A. M. with the day's bag of mallard, teal, widgeon and greenhead ducks. Young Hintermister has been hunting since he was eight years old, his father relates. His first gun was a .410, with the stock sawed off so that he could handle it easier. John Hintermister, Jr., killed his first duck the second time he shot this gun.

Ducks are plentiful at the end of Lake Monroe and along the St. Johns River, according to Mr. Hintermister, Sr., who is an ardent hunter himself. He declares that it is never any trouble to get the day's limit by going only a short distance from Sanford.

Book On Florida's Birds Is Prepared

The State Department of Agriculture, the Federal Writers Project of Florida, and the Commission of Game and Fresh Fish are collaborating in preparation of a new book on Florida birds, which should be available for distribution during the winter of 1941-42.

The new publication will, in effect, be a revised edition of FLORIDA BIRDS, published in 1931 by the State Department of Agriculture, and will be copiously illustrated. Serving as editor is Dr. Carle Duggitt Corse, State Supervisor of the Federal Writers Project of Florida.

DAY'S BAG OF DUCKS BEFORE BREAKFAST



John Hintermister, left, and James Dyson seem well pleased with the results of a short trip to the end of Lake Monroe on which they obtained a day's bag of ducks in short order. They paddled to the blind in a canoe, and returned with a full quota of mallards and pintails. The two Sanford youths have been hunting together since they were boys.

Duck Season Is Same Length In State This Year

Regulations Applying To Florida Hunters Are Outlined

Duck hunters in Florida will enjoy the same length of open season this year as last—60 days—but dove hunters will have to be content with a shorter season of 42 days, according to the 1941 rules for hunting migratory game birds recently announced.

The daily bag limit on ducks will continue to be 10, with possession limited to two days' bag limit. Canvasbacks and ruddy ducks have been removed from the list of species limited to three in the daily bag. The use of cattle, horses, or mules as blinds has been prohibited. The season on Wilson's snipe or jack snipe has been closed.

The early season, Oct. 1 to Nov. 15, enjoyed in past years by dove hunters in Dade, Broward and Monroe counties has been dropped as part of the Fish and Wildlife Service's policy to eliminate split seasons.

The 90 day waterfowl season provided in the southern zone in the new regulations begins Nov. 2. Waterfowl seasons apply to coots also, as formerly.

Though in 13 states the waterfowl season applies also to wood ducks, in Florida both federal and State laws continue to provide full protection for this colorful fowl, considered by many the most beautiful duck of the entire waterfowl group.

Bag limits are set at 10 a day, or 20 in possession, the same as they were last year. Not more than three buffheads or three redheads, or three of these two species together, may be in the daily bag, and not more than six among the ducks possessed. Canvasbacks and ruddy ducks, formerly grouped with the redheads and buffheads, have been restored to the list as species with the 10 and 20 bag and possession limits.

Other bag and possession limits set by the federal regulations remain the same as last year. Bag limits are as follows: Rails and gallinules, except snipe and coot, 15 in aggregate of all kinds; snipe, 15; Coot, 25; mourning dove, 12. Possession limits on these birds are the same as the daily bag limits. The limit on Canada geese is three, with a possession limit of six.

Outlining the means by which migratory game birds may be taken legally, the new regulations (Continued on Page Five)

COME TO SANFORD, FLORIDA FOR A DELIGHTFUL WINTER

You'll like this section of the Sunshine State as much as your automobile likes TEXACO GASOLINE. In the heart of central Florida, Sanford has an ideal year 'round climate and is conveniently located for visiting other points of interest.



THE TEXAS COMPANY

W. A. PATRICK, Consignee
Main Office and Plant Located West Side
Sanford, Florida Telephone 858-J

Ocean Fishing Gives Anglers Many Thrills

(Continued from Page One) where the angler will find channel bass, sea trout, bluefish, all real game fish, and other species. One of the best places in Florida for fishing is to be found at Canaveral. It is a favorite spot with most local sportsmen. Here is the easternmost protrusion into the Atlantic of Florida's east coast line. The water here is of unusual depth and on the rock bottom the angler will find some excellent fishing.

Among the species to be found by anglers along the Florida coast are the channel bass, snook, sea trout, bluefish, grouper, snappers,

Spanish mackerel, great kingfish or king mackerel, tarpon, sailfish, dolphin, marlin, bonefish, tuna, barracuda, wahoo, bonito, amberjack, Jewfish, pompano, and ladyfish.

No story of salt water fishing in Florida would be complete without a more detailed description of tarpon, the favorite of real sportsmen. The "Silver King" as he has been nicknamed, is famous for his aerial stunts. He is every ounce a wicked fighter, resorting to all manner of tricks to free himself from the annoying hook. This makes him a general favorite with the sportsmen. The tarpon is found around the entire Florida coast but the lower west coast from St. Petersburg to the Keys is the area of greatest abundance. Tarpon tournaments are annual sports features for principal cities along the lower west coast.

The sailfish is to the east coast what the tarpon is to the west coast, and is a striking rival in popularity for the "Silver King". The sailfish has rarely been found in the western hemisphere outside the Gulf Stream on the lower east coast. Caught in both summer and winter months the sport culminates during the winter season in sailfish tournaments.

To insure a future supply of these two game fish, the Florida Legislature has limited the number of sailfish or tarpon that may be possessed by one person to two. Any above this number must be returned immediately and unharmed to the water from which taken. Since they are not edible, sailfish and tarpon are usually mounted as trophies.

More than 400 species of fish have been identified in Florida fresh and salt waters. Sanford's location in the central part of the state makes the point where all of these can be caught easily accessible. Make Sanford your fishing headquarters during the coming winter.

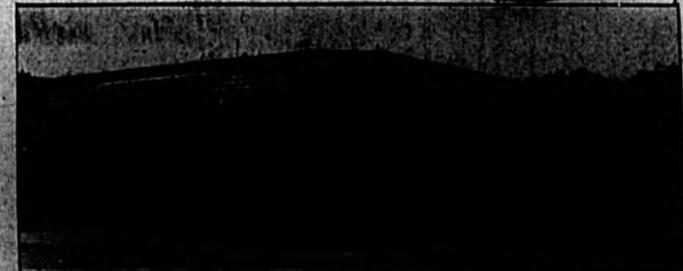
Trumpeter swine are the largest migratory waterfowl in North America, but since the birds were almost exterminated some three centuries ago they no longer are scarce. They are found in a number of spots and are especially numerous on the St. Johns River. Wildlife Service in Missouri and many "wildlife" enthusiasts are

Spend The Winter IN Seminole County

"In the Heart of Central Florida"



Ideally situated for seeing other points of interest in Florida, Seminole County has an excellent climate, a well rounded program of recreation and many unsurpassed scenes of natural beauty.



WE PRIDE OURSELVES

On the freshness, purity and quality of all our foods. Crisp vegetables, fresh fruits and the highest grade meats will certainly please those who sit at your table, and you can always be assured that it will cost you less at FOREST GATCHEL'S, Sanford's only complete food market.

Exclusive Brands

- Birds-eye Frozen Foods
- Battle Creek Health Foods
- V-8 Cereal
- Dr. Jackson's Meal
- Ungerer Products

For A Delightful Winter Come To Sanford, Florida

It is indeed a pleasure for The Tavern to join SEMINOLE COUNTY'S progressive merchants, business men and citizens in extending to tourists a most cordial invitation to make our home their home this winter.

For Drinks That Will Delight You

Come To

THE TAVERN

Pleasant companionship, and delicious drinks are always on hand. Meet your friends here. Moderate prices at all times.

Package Goods

Beer & Wines

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We Deliver

TAVERN

Black Bear Is Shot Following Thrilling Hunt

"Old Rusty" Weighed Over 400 Pounds; Dogs Track Animal

By GLENN GOVOCCK
You spin your yarns about back hunts and bagged venison and tell the tall ones about brass fishing on Econlockhatchee Creek, then listen to the best story to come out of Florida swamps in many moons, the story of "Old Rusty" and the doggonest stalk I've been mixed into for a long time.

"Old Rusty" was a Florida black bear and the annals of the hunt are full of tales of his exploits. He was somewhere in the depths of the giant cypress, the moss hung water oaks, the stately cabbage palms and the dense undergrowth that make up "Hell-hole Bay." You only had to visit this swamp once to know why it was called "Hell-hole Bay" and you could also figure why "Old Rusty" had chosen it for his home. "Old Rusty" might have lived to a ripe old age right there in "Hell-hole Bay" had it not been for his peculiar appetite. He wasn't satisfied with the diet of berries and palm cabbage upon which the ordinary bear subsists. He had a hankering for young pork which finally cost him his life.

At first it was just an occasional pig which didn't make anybody real mad, but then his forays got more frequent and the stock raisers got mad. They set traps for him, but as I said before, "Old Rusty" was plumb smart. There wasn't a piece of meat, smelling of human hands, tempting enough to catch "Old Rusty." Anyway, what he wanted was fresh young pork.

Bear Is Smarter
I think being outsmarted by an old bear actually irked these stockraisers more than the loss of their pigs. They finally decided to organize a posse and go into the swamp after him. They got together a bunch of old timers, Gus Schmah, John Hunter, Clark Stapler, Sam and David Law, Oose DuBose and several others most of whom had one or two bear notches on their guns, and set a date. Gus Schmah blocked out the campaign, but he had no idea of what was going to happen, not having "Old Rusty" in on his planning.

Breakfast was inside us by 4:00 o'clock on the morning of the hunt. The gray dawn of the summer morning had barely begun to steal the starlight when we arrived in our truck on the ridge at the edge of the swamp.

The ridge sloped sharply to the floor of the swamp and this slope was covered with a dense growth of palmettoes higher than your head. We leashed our dogs, picked the narrowest place in the thicket and started through, carefully parting the long fans ahead of us to keep the saw-like thorns on the stems from tearing our clothing.

In the swamp there was a soft cushion of needles and leaves, many years' collection from the boughs of the pine, cypress, oaks, gum, palms and other native trees, each seeming to shove the other out of the way for a glimpse at the sky. With ten

thousand grapevines entwined in their branches, these jungle lords formed a canopy overhead that blocked out the light that was seeping into the sky. In the gloom it seemed as if we were in a huge chamber with the giant tree trunks serving as Gothic pillars supporting this expansive canopy.

Although the dogs tugged anxiously at their leashes, we decided it would be another half hour before the light would pierce the branches overhead, so we all sat down on a log to smoke.

A fox squirrel began scolding a short distance away and a reply soon came from his neighbor by mate. Overhead, there was a rustle in the palm fronds, a thrush having an early morning breakfast of palm berries. We set there quietly, listening, and thinking of "Old Rusty."

Birds Herald Dawn
Suddenly a mocking bird settled on a limb nearby and burst forth in song. It seemed as if the cardinal, the bob white, the killdeer, the thrush and the jay were all there taking turns in sending their characteristic notes reverberating through the jungle corridors.

The song of the mocking bird was the signal of dawn for the jungle. We got up and wended our way through cypress knees which stood waist high. We were looking for new signs so we could start the dogs on a hot trail. We spread out, two follow-

ing the fringe of underbrush along the edge of the swamp looking for blueberries and huckleberry bushes where the bear might have had a recent meal. Gus and the rest of us spread out through the swamp looking for fresh tracks or a cabbage palm that had the heart pulled out of it, a favorite meal for the Florida bear.

We saw plenty of old signs in the berry bushes where bear had fed while the berries were plentiful but it was nearly an hour before we found any fresh indications that "Old Rusty" was in the area. It was a cabbage palm with the heart pulled out. From all indications the bear had made an early morning breakfast there and probably had just left. No doubt he had heard us for the snapping of dead twigs and branches under us were about as quiet as a longhorn stampede through a shingle factory.

It was all the dogs wanted, they could hardly wait to be unleashed. We figured the bear would hold up when the dogs got close and our plan was to surround him and then advance for the kill. That was the way we finally got him all right, but it wasn't as simple as it sounded. The dogs ran for nearly half an hour right into the heart of the jungle. Then we heard them coming closer. They stopped about a half a mile from us and we knew they had lost the trail

because of their barks. We started that way and found that the bear, it must have been "Old Rusty" had taken to a shallow creek and the dogs had temporarily lost the trail. We walked up and down the creek bank for half an hour before we again found where the quicksand bottom had forced the bear to leave the water. The hounds picked up the trail and were off again.

Swamp Traversed
The sun was high in a cloudless sky and we walked more miles through the swamp than we cared to recall. Gus had just suggested a retreat when the dogs changed their tune. They had the bear treed, "we'll try to surround him before we get too close," Gus said, as we started on a trot in the direction of the frenzied dogs.

About three hundred yards away we saw the dogs leaping excitedly around the base of a giant magnolia. That was all right, Gus said, because old brain couldn't see our advance until we were close enough to get a good shot. That's where he was wrong. He had hardly finished speaking when we saw a lower limb dip dangerously and a couple of hind legs scratching for a hold in the bark. He was coming down. The tree trunk was between us and the body of the bear so we couldn't get a decent shot.

Then the blare of a Remington pounded the air at my left. The bear released his hold on the trunk and dropped to the ground. For an instant I thought it was the end of the hunt. That is where I was wrong. It was "Old Rusty" all right. Gus raised his gun to get another shot but the dogs had the bear surrounded and he was afraid of hitting one of them and, too, he was still quite a distance away.

AFTER A BIG DAY IN THE WOODS



Shown after a successful bear hunt are a group of Central Florida sportsmen, including from left to right, John Hunter, David Law, Gus Schmah, John McClarity, Law Abshire, Sam Law and the late H. A. DuBose. All are Sanford men except the Law brothers, who are residents of Cassia, and Law, who lives in Belleview. The bear, shot by Mr. Schmah, weighed over 400 pounds and is one of the largest seen in this part of Florida. Some idea of the big fellow's size can be obtained from this picture, which shows the bear's head resting on the ground and his feet above the men's heads.

Duck Season Is Same Length In State This Year

(Continued From Page Four)
continue the prohibition of the use of bait or live decoys and in addition prohibit "the taking of water fowl by means, aid, or use of cattle, horses, or mules."

Hunters, it is provided, may use shotguns not larger than 10 gauge, and the three-shell limit on repeating shotguns, either hand-operated or auto-loading, is continued. This is now a State law for both migratory and resident game.

All persons over 16 years of age hunting migratory waterfowl are required to have with them an unexpired federal migratory bird hunting stamp validated by their signature on the stamp. These stamps, commonly called duck stamps, may be purchased at post offices for one dollar. The shooting hours specified by the regulations remain the same as last year, as follows: Waterfowl and coots, sunrise to 1:00 P. M.

tion that would make the Corn Dance of the Seminole Indians a tame affair. All the ritual, poems and ceremony that are a part of the bear hunt by the native Floridians was included in our party. And of course, Gus was required to don the green hulk and make a speech for the film.

Three Other Bears
Inside a month we got three more bears in "Hell-hole Bay." We killed "Old Rusty" mate a week later. On a third hunt we treed a couple of cubs in a tall sweetgum. They weighed about 50 pounds each. One of them leaped from the heights of the tree and was killed by the fall. The other landed in some debris and one of the boys caught him alive, amid much scratching and biting. He is trying to tame the animal.

That ended the forays against the young pigs but you know "Old Rusty" still hasn't been outquered in spirit. We had his head mounted and as he looked down at us from his place on the wall he has a look of satisfaction on his face. He knows he put up a good fight, that he had added a real title to the stories of hunting in Central Florida.

The dogs apparently caught the bear in the open. We heard a painful yell from one and a few minutes later we found the dog lying on the ground. It was one of Gus' dogs. He had raised it from puppyhood. It had a pedigree as long as a Chinese testament. Gus said that his mother had died in a scrap with a wild razor-back boar not far from this spot. The dog was bleeding profusely. The bear's claws had found a vital spot. Napoleon, the dog's name, made a feeble attempt to wag its tail as we approached.

Gus made an effort to save the dog but he realized that nothing could be done. Napoleon, still bleeding from the vicious attack of the bear, soon died. The hunt was continued. "Old Rusty" must pay for this.

Half an hour later a rifle blared on our right. We all started in that direction on a run, thinking this would be the end. "Old Rusty" just couldn't last much longer. The bear had been hard hit but he had kept on going. The dogs had turned him back and he had run right into our advancing semi-circle.

The shot, though, had turned him back in the direction of the dogs, we thought, but he outflanked them and headed for the creek, leaving a trail of blood.

It was an hour and a half later. The sun was approaching the horizon in the west when "Old Rusty" was again treed. This time he sought refuge in a thicket.

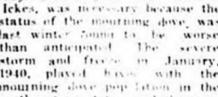
Gus Fires
We surrounded the area which was a quarter mile across, and waited. Gus stood on a stump, little more than a mile from the point where we had entered the swamp, when "Old Rusty" came out. He headed straight for Gus. He was only 50 yards away when Gus fired, but he kept on coming. He was frothing at the mouth and his eyes were balls of fire. He was less than 100 feet away when Gus fired his .35 again. This time he keeled over. But he wasn't dead. He rolled and tried to rise. Gus fired a third slug into his temple. He quivered and lay still.

That night we had a celebration. The American Indians, in Colonial days, not only consumed oysters in the fresh condition but dried and smoked them for preservation; some of the tribes using dried and smoked oysters for barter.

Of some 150 million pounds of fresh-water fish produced in the United States annually, nearly two-thirds come from the American waters of the Great Lakes.

Whale milk is not essentially different from cow's milk.

SEMINOLE COUNTY



It is a great place to spend the winter or live the year around. We came here in 1926 from the Finger Lakes section of New York and like this southern climate here. It is a real privilege to join other merchants and business men of Seminole County and say, "Yes, come on down and spend the winter—you will like it here."

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For Over 50 Years

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For an Excellent Winter Come to Sanford
For Excellent Jewelry Come to McLaulin

Silver - Glassware - China

Jewelry, Watches, Watch Repairing

Christmas is less than two months away. Be wise this year and do your shopping early. Select your gifts now. A small deposit will lay your selection away.

McLAULIN, Jeweler

Corner Park Avenue Sanford, Florida

Come To Beautiful Sanford, Florida

While you're here, stay at the ARMITAGE CABIN COURT, a new modern, and unusually well equipped Cabin Court that ranks as one of the best in all Florida. You are assured of the maximum of comfort because each cabin is thoroughly clean, properly heated and has tiled showers. Beautyrest mattresses and hot and cold running water.

ARMITAGE CABIN COURT

CORNER PARK AND GENEVA AVENUES SANFORD, FLORIDA

Located in the Heart of the Sunshine State!—Make it your winter headquarters.

Seminole County Fishing Is Best, Angler Declares

Bule Often Gets Nice Catch For Breakfast Near Sanford

"No part of Florida offers better fishing than Seminole County," in the opinion of W. C. Bule, meat market manager of the Piggy-Wiggy store at First Street and Magnolia Avenue, who is an ardent rod enthusiast. Every fisherman has his favorite lake or stream, and Lake Jessup is where Mr. Bule most often goes. He says it is consistently one of the best fishing spots. Last summer he went to Lake Jessup about sunup, caught a string of five large mouth black bass, and was back in the city by 8:30 o'clock. The largest of these bass weighed 9-14 pounds, and made a nice dish for breakfast.

Mr. Bule has his own boat, and recently built another. He uses an outboard motor on the boat, and for tackle employs top water plugs.

To this Sanford resident fishing is the "greatest sport in the world," and he prefers the fresh water sport to the salt water. "Fresh water fish are better to eat and are more elusive," he explains.

Anyone can catch a boat full of salt water fish, Mr. Bule adds, but it takes real skill to catch a mess of fresh water fish.

So that the lakes of Florida will always have a good supply of game fish, the State has undertaken to stock lakes with fingerlings at regular intervals. Hatcheries are maintained at different points of Florida to aid in this conservation measure.

Wildlife Sanctuaries Are Set Up In County

Seminole County, under laws passed by the State Legislature, has set up bird and wildlife reservations for the protection of some of its animals and fowl. One of these is the Bear Lake Wildlife Sanctuary, where it is unlawful to "discharge firearms within said area or to kill, hunt, chase, injure, trap, catch or destroy any animal, bird or wildlife."

Another is called the Longwood Bird Reservation, and embraces the town of Longwood. Birds and fowl such as wild turkeys, wild geese, ducks and others are protected within this area. Further protection for this county's game resources is provided in laws which prohibit the use of nets, seines, baskets, traps and gigs in certain areas.

The age of a rattlesnake cannot always be determined by the number of rattles on its tail, according to herpetologists of the U. S. Fish and Wildlife Service. The age can be determined from the rattles only when the snake still possesses the first rattle or rattle button. The true button often is knocked off when the snake strikes its tail against some hard object.

A bass must be 12 inches long before it can be kept.

BASS GROW BIG HERE



W. G. Bule left Sanford for Lake Jessup early one morning, caught five black bass in time for breakfast. An ardent fisherman, Mr. Bule builds his own fishing boats, averaging six pounds, and returned to the city

Game Birds And Other Wildlife Are Big Assets

All Central Florida Provides Excellent Grounds For Quail

Does the sudden flurry of wings give you a thrill as the covey of quail are flushed from their cover of palmetto and bush? Does the kick of your gun against your shoulder give you an inner satisfaction as you fire at a low flying duck from a well concealed blind or do you find a source of pleasure in mimicking a wild gobbler some distance away in an effort to lure the bird with in the range of your faithful gun?

If so, try hunting birds in Seminole County and Central Florida on your visit to Sanford this winter.

As a recreational attraction, the wildlife resources of Central Florida constitute one of the section's greatest and most valuable assets.

Due to exceptionally favorable climatic conditions and an adequate supply of food and cover, practically the entire Central Florida area provides an excellent range for the Bobwhite quail. So extensive is the range of this fine game bird that quail hunting attracts nearly as many hunters as any other type of game.

Many local hunters find an added source of pleasure in hunting quail in that this provides an opportunity for the use of the bird dogs they have spent so many tedious hours in training from puppyhood. There is a certain affinity between a hunter and his faithful dog that is hard to explain to those hunters who the quail season is the high spot of

REPRESENTATIVE AT PLAY



"Little Joe" Hendricks, popular representative to the House of Representatives from this district, tries his luck with a rod and reel in one of Seminole County's famous lakes. He is evidently anticipating a big strike, because he has braced himself against a pole.

the entire year. Both quail and doves are to be found in abandoned fields, in the forests and swamp lands, in the pine woods and on the higher scrub oak ridges.

Duck hunting, too, is the favorite sport of visiting and local limrods. During the entire winter ducks are found in abundance in Central Florida lakes and streams. Favorable food and cover conditions and a plentiful supply of water make Central Florida admirably suited to the habits of this migratory fowl which arrives in numerous flocks in the early winter from the less temperate climates.

There are approximately 30,000 fresh water lakes which together with the numerous rivers and streams comprise almost six percent of the total area of the state. In addition, along both the Gulf and the Atlantic coast are numerous bays, lagoons and saltwater lagoons which are

(Continued on Page Seven)

For An Exciting Winter

FOLLOW THE CROWDS TO CENTRAL FLORIDA

TO

Watch The Greyhounds



Sanford-Orlando Kennel Club

11 RACES
NIGHTLY
EXCEPT SUNDAY



LEGALIZED
PARI-MUTUEL
BETTING

DOG RACES

Will be conducted here again this winter under the highest standards of the sport where the public can be assured of receiving the fairest of treatment.

Open December 26 for 90 Days

Come To The Heart Of Florida This Year!

The Best Place in Florida To Spend The Winter is Sanford!—The Best Place in Sanford To Have Your Shoes Repaired



Is
CITY SHOE SHOP
G. W. Clark, Prop. 210 Sanford Ave.

MAKE YOUR WINTER HEADQUARTERS IN
SANFORD AND SEMINOLE COUNTY
IN THE HEART OF CENTRAL FLORIDA

It is with a great deal of pleasure that I join all of Seminole County in extending to tourists a most cordial invitation to spend the winter here in the heart of tropical Florida.

E. A. HOUSHOLDER
STATE SENATOR

Seminole County is a delightful place for the tourist to spend the winter in Florida, and the management of the Longwood Track is happy to join with the business men and merchants of Seminole County in proclaiming the beauty, attractions and growth of this section of The Sunshine State."



Panfish Put Up Hard Fight And Are Good Eating

Several Varieties Of This Fish Are In- creasingly Popular

Much is said concerning black bass fishing in Central Florida but seldom are the lesser members of Florida's ichthyic population mentioned.

It is true that the fighting instinct of the black bass appeals to every fisherman but the avowed angler will find real sport and genuine satisfaction in fishing for the less heralded of the finny tribe which abound in local lakes and streams.

Like the black bass, the bream, warmouth perch and the speckled perch are all members of the sunfish family, and the visiting angler is overlooking one of the thrills of Central Florida fishing if he does not try capturing these panfish on a flyrod.

While panfish are also the hook and line favorites with the amateurs they are growing in popularity with sportsmen as the use of the flyrod in this section increases. Don't make any mistake about the matter. With a two and one-half ounce rod, a big bream or perch weighing a pound or more will give you plenty of exercise, and perhaps some scary minutes, for the fish are well muscled and can put up quite a tussle.

Of the bream there are several varieties, including the bluegill and the shellcracker, the largest types, also the redbreast and the stumpknocker. Taken from cool, clear water, there is not a more firm-fleshed and delicately flavored fish than the bream, with the bluegill or copperhead taking the number one position because of his larger size. Inch for inch and pound for pound the bluegill probably equal to almost any fish when it comes to a good fight.

The bream spawn almost all the year round in contrast to the black bass which spawn only during the Spring. Even though abundant, the bream is one of the most important fishes in Florida lakes.

Central Florida Woodlands Offer Choice Hunting

(Continued from page 7) Sanford, it contains 284,200 acres of timberland which abounds in all species of native game. Hunters are permitted in this area upon procuring a special permit during a limited period of the annual hunting season. Hunting is also permitted in the Choctawhatchee National Forest in West Florida. The other national forests will not be opened to controlled hunting until such time as game increases enough to warrant an open season, without seriously reducing breeding stock.

In addition to these efforts, numerous reservations have been bought by individuals and clubs in which excessive hunting is not permitted. These include the Tomahatchee Game Preserve, on the St. Johns River south of Sanford; another on Ecnlockhatchee Creek, southeast of Sanford, and another on Lake Harney.

To the native woodrats, 'coon hunting is also a favorite sport, and no visiting hunter should leave Central Florida without first indulging in this Southern pastime which he will find very much to his liking.

Most 'coon hunting trips begin shortly after dusk when the woodrat and his household live in a nearby swamp where signs of feeding have been previously noted. The hunter either carries a flashlight or wears a hunting lamp on his cap and he is constantly on the lookout for the tiny heads of fire which is the reflection of the light in the eyes of the 'possum or coon.

Coons Tread The thorny bays of the bayou indicate that they have struck a hot trail. Later their bays turn into excited bark. To the hunter this means the quarry has been found. Running through the dense woods the hunter sometimes over appears. Eased, he becomes entwined in a wild grape vine that is securely fastened to the spreading branches of the water oak, saw-like horns pull at his clothing as he struggles to free himself. Unmindful of the whole thing, the hunter is talking only of the ring-tailed beauty that his faithful hound is holding at bay awaiting his arrival.

When his dog in a frenzy dashes to and fro around the trunk of a large tree, never looking back over all the major branches of the oak where their eyes are fixed, the hunter is sure that the coon is nearby.

The coon, when he is in a tree, is not to be taken lightly. He will fight to the death to escape the hands of the hunter.

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THE BIG ONES ARE BITIN'!



Here's a catch that any man would be proud of, and believe it or not, all six were caught within one hour. E. H. "Monk" Bennett, right, and Willis Brown, whose picture is not shown, caught these black bass on the Wekiva River using live shiners for bait. Mr. Brown, whose headquarters are at the Wekiva Bridge, is a competent guide and will be glad

to take parties to the best places along this beautiful river. The largest of the above fish weighed 11 1/2 pounds, and the fish averaged nine pounds each. Mr. Bennett, to whom this 54-pound string of bass was only slightly unusual, invariably lands big ones on his frequent trips. Mack Cleveland, Sanford's fire chief, is shown at the left admiring the catch.

bought by trappers during the winter months since the pelts of these animals find a ready market. To some the flesh is a table delicacy.

When asked if he liked 'possum, a native negro dryly remarked, "Take a nice, fat 'possum, stuff 'im full of sweet 'aters, put 'im in de oven and get 'im nice 'n brown, dan drive out de dogs and shet de door, yum! yum! yum!"

The dog owners of Central Florida find fox hunting a twofold sport, particularly during the late summer months. It gives him an opportunity to take an inventory of game possibilities for the approaching hunting season and also gives his hounds, which have been loafing for several months, the necessary training to get them in fine fettle for their more arduous assignments. Fox hunting, too, quite often takes place after dark, and the hunters sometimes follow their hounds all night long before the quarry is finally cornered. As is true of 'coon hunting, fox hunts sometimes yield a big Florida wildcat or two. These wicked little animals are still found frequently in Central Florida's woods and swamps.

One weighing almost 50 pounds was killed recently just a few miles from Sanford's city limits. There is no closed season on these animals or on bear.

The regular hunting season for other game opens on Nov. 30 and closes on Feb. 15 of each year.

Over 19,000 Hunting, Fishing Tags Issued

During the fiscal year of 1941 there were 19,900 hunting and fishing licenses issued to non-residents, according to a summarization of reports made by the county judges who issue the licenses.

It is estimated that approximately 28,000 such licenses were issued to the winter visitors last season.

Hunters, when applying for a license, must make a report on game killed the year before.

Fish Hatcheries Enable Florida To Stock Lakes

The State Commission of Game and Fresh Water Fish maintains two fresh water fish hatcheries, one at Winter Haven and the other at Wewahatchee. In addition the Federal Government also operates two hatcheries.

The combined annual production of bass fingerlings in these hatcheries totals millions each season. As a second crop panfish fingerlings are raised. They are principally copperhead and shellcracker bream since they are the largest of the panfish varieties.

Fingerlings from all four hatcheries are used for restocking Florida's many lakes and streams. As a conservation measure, State Conservation Officers annually remove thousands of garfish and other predatory fish from the fresh waters in order to reduce the number of undesirable species which prey on and compete with bass and bream for food.

The Commission of Game and Fresh Water Fish is segregated into five districts and each district is represented by a commissioner. These appointments as commissioners are purely honorary and are made for four years. The commissioners in turn appoint an executive secretary who carries on the current work of the commission.

Notes

The day's bag limit on quail is 10.

Duck stamps may be purchased at any post office.

It is illegal to hunt ducks from a power boat in Florida.

The season's bag limit on wild turkey is five in Florida.

If you are caught in a national forest with a gun, you are liable to arrest under State law.

Map Shows Visitors Best Fishing Holes

For the benefit of winter visitors to Sanford, the Seminole County Chamber of Commerce has prepared a special map which gives the location of the best fishing grounds in this section and tells how to get to them.

Other information which will be invaluable to the visiting fishermen, such as where to obtain boats and tackle, will also be found at the Chamber of Commerce.

Edward Higgins, secretary, also states that the trade body will be glad to advise groups wanting to make deep sea fishing trips on the Atlantic Ocean, which is less than 50 miles from here.

Many Fishing Camps Provided In Florida

To provide facilities for fishermen who desire to try their luck in Central Florida's fresh waters, there have been built many fishing camps on the principal lakes and streams.

In general these camps provide boats for rent, cabins, and their living accommodations. Fishing tackle, bait, groceries and other articles of merchandise are also stocked.

An inventory of recreational facilities disclosed 1,323 such places offering small boats for rent. The value of the property of these camps was estimated at \$219,000.

A conservative estimate places the number of eggs laid by the blue crab of Chesapeake Bay at one time at 1,750,000. This makes a mass of eggs or a "sponge" about 1-3 the size of the mother crab carrying it.

It is unlawful to use goldfish for bait in Florida, because it might escape, would multiply rapidly and drive other fish away.

No license is required for fishing in the brackish waters which surround Florida.



Hunting & Fishing Are Good in Sanford Mr. Sportsman!

Make This Your
Winter Headquarters

You'll Like
It Here!



Make This Store Your Headquarters
For All Your Clothing Needs.

- We Feature
- Mallory Hats
- Manhattan Shirts
- Interwoven Socks
- Florsheim Shoes
- Jarman Shoes

B. L. Perkins

CORRECT MEN'S WEAR



Buy or Build in SANFORD

IN THE HEART
OF
TROPICAL FLORIDA

Many attractions await you here. Seminole County is strategically located in "The Heart of Central Florida," is blessed with a wonderfully mild climate, has many natural scenic beauties, and is ideal in every way for the winter visitor.

If you are interested in buying or building a home in Florida, we urge you to first consider Sanford and Seminole County, for here we believe you will find the kind of home or location for a home that you want.

Consult any of the members of the Seminole County Board of Realtors for choice homesites, homes, farms or business property. They will be glad to assist you in every way.

See Any of the Following Members of the

SEMINOLE COUNTY BOARD OF REALTORS

Bayard Realty Co.
Sanford, Florida

Colclough Realty Co.
Sanford, Florida

A. P. Connelly & Sons, Inc.
Sanford, Florida

Walter L. Cooper
Sanford, Florida

H. C. DuBose
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Raymond M. Ball
Associated with Walter L. Cooper
Sanford, Florida

Howard Faville
Associated with A. P. Connelly & Sons, Inc.
Sanford, Florida

All of the above named realtors are members of the National Association of Real Estate Boards and are governed by its "Code of Ethics." Deal with a local "Realtor," and know you will be treated fairly.

GREETINGS

May Sanford and Seminole County
enjoy the many benefits which should
come as a result of the progressive
efforts of its citizens to attract winter
visitors.

MURRAY OVERSTREET
State Attorney

Florida Concerns Turn Out Special Artificial Lures

Tackle Designed For Use In This State Is Made By Firms

Lures which are claimed to be particularly suitable for use in fishing for Florida's famous large mouth black bass are being manufactured in the state by fishermen who have made a special study of the waters inhabited by this game fish.

One of the better known of these lure manufacturers is Jim Pfeiffer, who lives in Orlando, about 20 miles from Sanford. All Mr. Pfeiffer's baits are made from Spanish cedar, have seven coats of lacquer, and are entirely hand-finished.

The Pfeiffer line includes the gold and silver shiner under-water plug; the cripple shiner top-water plug; and the "painted ball" which has proved equally effective for salt water trout and fresh water bass.

Made by the Sealand Manufacturing Company of St. Petersburg, the "Wedgwood" lure contains a sponge rubber weed guard that is especially effective in weeds and pads. It has been on the market only a short time, but already is being sold in many states outside Florida.

The claim is put forth that this lure is especially good for night bass fishing among the weeds and lily pads along the shore of a lake. The manufacturer states: "The fisherman may cast blindly into the toughest weed and snag infested areas without fear of the hook becoming fast in anything but the jaw of the striking fish."

At Bartow, W. F. "Billy" Eger, sportsman and engineer, turned his hobby of whittling plugs into a commercial venture about five years ago by offering the tackle trade the first ball of his design.

Whittled Plugs

He had spent years in spare time experimentation, and when he designed a plug, he had tried it out on the best authorities on the effectiveness of plug design—the fish themselves. Out of 50 or more experimental baits he developed two which appeared successful.

The Eger Ball Manufacturing Company, in which Governor Spessard L. Holland is president, with development into what it believes is the largest ball manufacturing plant in the South.

One of the Eger line is the "Dillinger," a dove-running under-water plug with white body and black stripes. Another outstanding feature is the natural frogskin ball, in which nature's pattern on the frogkin is used instead of a painter's imagination what a frog looks like.

Another St. Petersburg concern, the Florida Fishing Tackle Manufacturing Company, has 35 employees making and marketing both fresh and salt water baits and tackle. Among its lures is the Florida Shiner, the Poppy Plug and the Reyna Trolling Plug. The latter quivers slightly when trolled, and is especially effective for bass and speckled trout.

In 1933, a Tampa, F. F. Eger, feeling that some of the artificial lures on the market that time gave the fish exactly what they wanted, while others until he had something he thought would turn the trick.

He painted it, mounted a spinning on the tail and, and went fishing in Lake Okechobee. A new home-made plug caught more fish than all those used by other anglers in his area.

The Eger Ball Manufacturing Company of Kalamazoo, Mich. is at

THE UNTOUCHED BEAUTY OF THE WEKIVA RIVER



Whether you are going fishing or are just along for the ride, the Wekiva River in the western part of Seminole County is a grand place to be, as the two men in the boat above will tell you. The Wekiva River, which gets its name from the Indian word meaning "red water", flows into the St. Johns River and is noted for its fine fishing. On either side of the river are floating water hyacinths, which are a mass of purple bloom during the summer and early fall.

Game Birds And Other Wildlife Are Big Assets

(Continued From Page 2A)

attractive to the waterfowl because of the abundance of food. As duck hunters well know, more water equals more ducks and therefore Florida is considered as a winter home for these transients.

While the water fowl are hunted in Florida under the same rigidly enforced conservation regulations as are found elsewhere on the continent, the prediction by authorities of a 15 to 20 percent increase in the duck population over last season has caused native hunters to look forward with eagerness to the approaching season which begins early in November and continues through December.

Duck hunting is permitted only from sunrise to 4:00 P. M. The day's bag is limited to 10 ducks, 3 geese, 25 coot and 15 snipe. In Central Florida waters can be found all of the species of migratory waterfowl found in Manitoba, Saskatchewan or Alberta during the hatching season. There are the mallards, the canvasback, the redhead, huffeduck, ruddy duck teal and protected wood duck.

During the more primitive days of Florida's history, wild turkey roamed over virtually the entire state and hunting this fine game bird was favorite sport among the natives. Three decades ago turkeys were so plentiful that quile often they proved to be a nuisance to the farmers because of their crop destruction. Development of the lands for agriculture and other purposes together with excessive hunting have greatly reduced their numbers.

However, there are still many to be found in the extensive forest wilderness surrounding Seminole County. They are still found in sufficient numbers to assure a real sport for nimrods, as testified by the fact that over three thousand of the birds were killed during the last hunting season.

In an attempt to conserve an ample breeding stock of game birds, sanctuaries have been established throughout the state for their protection. These areas are inviolate and in addition to providing protection for the birds, they serve as a natural propagation area from which surplus stock is trapped by conservation officers and released in overabundant areas.

Quail Restoration Project Under Way

TALLAHASSEE, Oct. 27—(Special)—John C. Warren, Jr., of Tallahassee has been appointed project leader for Pittman-Robertson Project S-D, quail habitat restoration in Northwest Florida. It has been announced by I. N. Kennedy executive secretary of the State commission of Game and Fresh Water, Fish and David H. Cascoyne, associate regional inspector of the U. S. Fish and Wildlife Service. Mr. Warren is a graduate of the School of Forestry of the University of Florida.

The project calls for co-operative agreements with landholders in 11 counties in the northwest section of the state for improvement of quail habitat on farms and other areas now deficient in food and cover for Bob-white quail.

A 16-year-old boy does not have to buy a fishing license in Florida, if he fishes in his home county with a pole and line.

present manufacturing this lure under the name of the Dalton Special.

QUAIL



"Spot," pointer owned by Andrew Carverway of Sanford, on a perfect point of a cove of quail, a few seconds before he would flush them. This picture was made on a recent trip to the western part of Seminole County, near Geneva, by Mr. and Mrs. Carverway. They had a good day, and returned with about 14 birds.

There is a good reason why Florida has several different kinds of quail, only one of them while spawning.

Come To Sanford, Florida

It is really just all of Seminole County in the making. In Sanford, Florida, you can find all the amenities of a big city, and the beauty of a small town. The climate is just what you need for a pleasant winter vacation. Come to Sanford, Florida, and enjoy it all.

7.



CELERY... SANFORD'S GREEN GOLD

CABBAGES GROW BIG IN SANFORD



FIELDS APPEAR TO AIR PASSENGERS

Sanford, Fla., is a typical Florida agricultural community, being 130 miles from Jacksonville and Tampa, being 120 miles from Orlando and Jacksonville and 120 miles north of Miami. It is situated on Lake Howard, through which flows the "River of America," 171 miles long. Sanford, Florida, is 22 miles from Orlando, 12 miles from Jacksonville, and 12 miles from Tampa. It is 12 miles from the water front which the Sanford Canal connects with the Gulf of Mexico.

The Florida State Farmers Market handles in excess of 7,500 truckloads of produce in addition to rail shipments. Celery, totaling around 6,000 carloads, is shipped from Sanford, and escarole amounts to some 300 cars, cabbage around 80 cars, lettuce around 100 cars, miscellaneous vegetables some 500 cars and citrus in excess of 4,000 cars.

The Sanford community has a long history of agriculture and the market has been instrumental in various allied industries to market, finance, furnish with fertilizer, crates, farm supplies, building material and farm implements. Substantial and permanent investments have been made in packing, pre-cooling, ice and fertilizer plants. Among the largest of these are:

Chase & Co., marketing agency, fertilizer manufacturers, farm and building supplies, pre-cooling and vegetable packing plants, citrus packing plants; American Fruit Growers marketing agency, packing plants; Sanford-Orlando Truck Growers, co-operative agency, pre-cooling and packing plant; Lee H. Hamilton marketing agency, packing plant; E. H. Williams marketing agency, packing plant; E. H. Williams marketing agency, packing plant.

Sanford Farmers Market Is Third Largest In State

Annual Business Is Around \$700,000 In Florida Products

Oldest of the 27 Florida State Markets, the Sanford State Farmers Market is at present the third largest in point of plant acreage and volume of business transacted. It was established in 1935 and opened for business in December of that year.

In recent years, the Sanford State Farmers Market has done an annual business of around \$700,000, mostly in Florida grown products. Business has constantly increased since the organization of the market, according to H. J. Lehman, manager.

Located on French Avenue, the Farmers Market covers an area of 20 acres and has its own filling station, restaurant, vegetable cooling room, citrus packing house, telegraph agencies, and weighing platform.

At the filling station, truck drivers who buy gasoline may take shower baths free of charge, and they are furnished towels and soap. Mr. Lehman says a surprising number of truckers who come to the market take advantage of this privilege. Last summer a lift was installed at the market to handle trucks up to 10 tons. This is one of the largest in this section and the largest in Seminole County.

The vegetable cooling room is designed for the storage of vegetables until they are ready to be shipped. This was built by Chase and Company at the end of the market platform, and after a five year lease will be available to the market.

The cooling room is also used for iceberg lettuce and other vegetables which must be chilled as soon as they are brought in. A second cooling room is being discussed by market officials.

Both Western Union and Postal Telegraph install branch offices at the Farmers Market during the shipping season for the

SANFORD STATE FARMERS' MARKET



Through the farmer's State Market, oldest in Florida and third largest, annually flows a volume of fresh fruits and vegetables with an estimated value of around \$700,000. From this market Seminole County produce is shipped to practically every state in the Union.

convenience of buyers, farmers and shippers. The weighing platform, one of the largest in the state, registers to 38 tons.

There are 19 stalls at the market, each 22 feet wide and 35 feet long, where the farmers and the dealers do most of their business. The stalls are built along the main platform, so that trucks may be loaded easily. There are about four or five acres of paved road over the market property.

For the payment of a small fee, a farmer has the privilege of coming to the market and selling to anyone he wishes. Mr. Lehman says, "He may bring a load of produce and sell directly to the trucker or work through a dealer. If he has citrus, one of the best citrus packing houses in the state adjoins the mar-

ket, operated by Harry Tooke. Last year 66 different kinds of farm products were handled at the State Farmers Market at Sanford. Only one percent of the total cash volume went toward operating costs.

Among the varieties of vegetables you may see on the busy market platform during the season are carrots, beans, celery, lettuce, arange, pears, peppers, potatoes, chloery, radishes, strawberries, tomatoes, cucumbers, cauliflower, turnips, watermelons, squash, chayote, water chestnuts and many others.

Some idea of the volume of business handled during a season at the market may be obtained from the following gross sale figures:

Stringless beans, \$47,088.50; cabbage, \$49,238.32; celery, \$135,992.80; grapefruit, \$34,100.89; oranges \$62,305.25; potatoes, \$18,414.15; and tomatoes (one variety) \$71,339.18.

All of Sanford derives benefits from the market. Mr. Lehman points out. Truckers and buyers who come here purchase gasoline, food, lodging and incidentals. Some buyers come here at the beginning of the season and remain all winter to supervise purchases for their trucks.

Dealers at the Farmers Market are licensed by the federal government, and as a result of action of the recent Legislature also by the State. Each dealer is required to put up a bond if he deals on other than a cash basis. This bond may range from a minimum of \$1,000 to \$100,000, depending on the volume of business he handles, and can be taken away if he misrepresents his goods or fails to pay his debts.

The market season generally extends from October to July, depending on the length of the vegetable season. The office during the winter is open from 7:30 o'clock in the morning until midnight or later to take care of the rush of business. Visitors are welcome to come out to the market and see how the business of buying fresh vegetables in large quantities is handled.

The market at Pompano is the largest in the state, followed by Plant City and Sanford in that order. Approximately 124 persons are employed by the local market.

Among those who were instrumental in establishing the first market in Sanford were Frank Melch, Fred Dorner and George Babson. Later John Misch, H. E. Papworth, both of Sanford,

L. M. Rhodes of Jacksonville, State marketing commissioner, and Nathan Mayo, State commissioner of agriculture, became interested in the project.

The market was built on land which was owned by the City and the County, and donated to the State for the market building. H. J. Lehman is manager and H. M. Papworth is chairman of the advisory committee. Mr. Papworth has served the market almost continuously since its establishment, and is known as the oldest chairman of the oldest farmers market in the state.

Other members of the advisory committee are John Melch, Charles Dunn, Sr., B. F. Haines, Gus Schmah, Ralph B. Wight, Charles Lee, W. A. Laffler, and Henry Nickel. C. R. Dawson and Alex R. Johnson are advisors.

Other State Markets in Florida are located at: Arcadia, Bonifay, Branford, Bushnell, Chipley, Cocoa, Dade City, DeFuniak Springs, Florida City, Fort Pierce, Holly Hill, Jay, Lake City, Live Oak, Marianna, Central Florida Market at Ocala, Pahokee, Paltaka, Palmetto, Plant City, Pompano, Starke, Titusville, Wauchula and Williston.

Records Essential In Chicken Raising

Gainesville, Oct. 27 —(Special) —Accurate records are one of the essentials of successful poultry production in Florida, according to Norman R. Mehroff, poultry specialist with the State Agricultural Extension Service.

In urging producers to keep accurate records of costs, production and returns, Mr. Mehroff pointed out that poultrymen agreeing to keep records and send in regular reports may obtain record books from the Extension Service here. The new year for poultry records began Oct. 1.

Commercial and small flock owners wishing copies of the record books should write to the State Agricultural Extension Service and give the number of chickens they have in their flocks.

Archaeological explorations of the various ruins in Crete indicate that its civilization in 3500 B. C. was equal to that of the Egyptians.

The Ohio legislature once authorized a lottery for the benefit of a Lancaster man whose woolen mill had burned.

Most Of Nation's Deer Tongue Is Grown Near Here

Weed Is Vital To Tobacco Industry In Curing Process

Most of the nation's supply of deer tongue, a weed that is vital to the tobacco industry because it is used in curing, comes from Central Florida, where the picking season begins about the middle of May and continues until August.

L. E. Bauman, manager of a grocery store, buys the deer tongue from workers during the picking season and ships it to a firm in Richmond, Va. He has his headquarters at the Sanford State Farmers Market and last year paid nearly \$7,000 for the weed.

Before it is shipped, the weed must be dried and in this process it loses most of its weight. Only about 18 pounds of dried leaves are obtainable from 100 pounds of green leaves. After drying, the leaves are placed in bags and shipped by rail to Richmond.

Mr. Bauman says that the weed was formerly shipped by boat, which meant a saving in freight costs, but that this had to be stopped when it was found that the leaves absorbed water during their journey. A hundred pounds would be shipped by boat from Sanford, and would weigh 120 pounds when it arrived at Richmond.

At Richmond the company dries the leaves a second time, after which the weed is blended with the major tobacco companies. These companies spray the liquid deer tongue on tobacco to improve its taste and aroma. About five pounds of liquid deer tongue is sprayed upon every 100 pounds of tobacco.

Mr. Bauman, who has been in the deer tongue business for about five years, ships something like 600,000 pounds a season. The weed, also used in making imitation vanilla, derives its name from the shape of the leaves, which look like tongues of deer. Deer tongue grows on both high and low ground and averages about three feet in height. The leaves vary from four inches in width and 1 to 12 in length.

Seminole, Sarasota and Palm Beach counties account for 85 percent of the celery produced in Florida.

Seminole and Volusia produce 70 to 75 percent of Florida's acacole.

Manager Of Market Is Active Booster

One of the most active boosters for diversified farming in this section is H. J. Lehman, former representative in the State Legislature and now manager of the Sanford State Farmers Market.

Mr. Lehman suggests to farmers that they set aside five acres of their land each year on which to grow a different crop. With the

influx of army men into the state, he says he believes that variety in vegetables will pay this winter.

Products he pushes are spinach, cabbage, squash, strawberries, beets, collards and others.

In addition, Mr. Lehman encourages farmers to grow more uniform crops by purchasing the same seed strains. "Then," he explains, "we can get up big loads of one type of produce at the market and have more to offer truckers and buyers."

Sebring, founded by George Sebring, was modeled after a mythical Greek city. It is the center of citrus fruit industries and recently was chosen as the site for a great government training camp.

Tomatoes, beans, celery, potatoes, strawberries and peppers are the "big six" in the value of production in Florida. These account for 80 percent of the total value of the state's vegetable, strawberry and watermelon production.



Mr. Tourist! Come To Sanford For A Pleasant Winter Vacation - You'll Like It Here

We take this opportunity to express publicly our confidences in the future of Sanford as a tourist center, as well as a great agricultural community. Seminole County has many natural attractions, is strategically located and has many other assets which should attract a fair share of tourists to this section.



We are confident that, as we in Sanford do our part in proclaiming Seminole County's many natural scenic and cultural advantages, tourists will avail themselves more fully of the opportunity to spend the pleasant winter that awaits them here.

C. I. & M. DINGFELDER

PRODUCE DISTRIBUTORS

SANFORD, FLORIDA

NEW YORK CITY

COME TO SEMINOLE COUNTY

"In The Heart Of Central Florida"



Wonderful Recreational Facilities for Your Enjoyment

- GOLFING
- FISHING
- BOATING
- TENNIS
- HUNTING
- BATHING
- DIAMOND BALL
- SHUFFLEBOARD
- HORSE SHOES

While Spending The Winter Here Make Your Automobile Headquarters At The

SEMINOLE SHOP

SEMINOLE COUNTY IS THE BEST PLACE IN FLORIDA TO SPEND THE WINTER

It is indeed a pleasure to join the other Merchants, Business Men and Citizens in extending to tourists a most cordial invitation to spend their winter here.

Next to your Doctor

AGAIN WE SAY:
"We Are Proud Of The Part We Play In The Life Of Our Community...."

Reviewing the progress of Sanford and Seminole County, the STANDARD GROWERS ASS'N. is proud of the part it has played in the development of this great agricultural section.

Ideally situated for the production of fruits and vegetables, well populated by progressive and energetic farmers, Seminole County bids fair to take the lead of those sections now emerging from the depression. We look forward confidently to years of progress and prosperity.

What "Standard Brand" Means

This label identifies our product as possessing the finest quality, assuring the consuming public of perfect satisfaction.

By adhering to strict grading regulations we feel the demands for our celery will be increased and the members of our association thereby rewarded.

Standard Growers Ass'n
SANFORD, FLORIDA

Seminole Celery Supplies Quarter Of U. S. Demands

Experiment Of Fifty Years Ago Ranks As Principal Crop

Nearly one-fourth of the nation's supply of celery is grown in Seminole County, and the crop and its allied activities have assumed such proportions that the county seat, Sanford, is widely known as the "celery capital of the world."

First planted in this section over 50 years ago as an experiment, the growing of celery now ranks as the principal crop of this county. Nearly 6,000 carloads are shipped to markets in the north each year.

Celery growing in Seminole County is a big business, and there has been established a large number of wash houses and packing plants where the crop is prepared for shipment. Dependent also to a large extent on the celery farms are seed companies, fertilizer plants and crate factories. The largest initial celery plant in the world is located here.

"In Seminole County the only area in Florida where celery is grown," visitors sometimes ask. "No," residents reply, "but it produces the most because of ideal soil and climatic conditions."

Orange Festival In Winter Haven Has Bright Prospects

WINTER HAVEN.—If increase in inquiries for booth space is any indication, the 18th annual Florida Orange Festival, to be held here Jan. 19-24, inclusive, promises to outclass any previous effort in the association's history. The recent reorganization of the festival directorate, with the selection of a practically 100 percent grower-shipper personnel, seems to have inspired confidence and caused renewed interest in plans for the show, indicated by the increased inquiries for exhibit space from citrus houses,

which now is in better condition than the finest garden. A marker consisting of a wooden frame with five prongs located 30 inches apart, is dragged across the field to make eight straight lines or furrows. When this has been completed, a small marker with wires 3 1/2 inches apart on the rim is run over each furrow to mark cross lines.

The celery plants are then strewn along the furrow, and a worker places a plant beside each cross mark. A setter follows on his knees, some of them setting as many as 40,000 plants a day. Another worker with a large sprinkling can follows the setter to wet thoroughly the row of plants.

In about 3 1/2 months the crop is ready to be "boarded," when a long strip of paper board about 12 inches high is placed on either side of the rows to bleach the celery. The board remains in place about 14 days when a cutting crew is put into the field and the crop is harvested.

A recent meeting of the executive committee noted progress in formulating plans for many new features at this festival, while the industry promotional committee, whose chairman, J. C. Morton is festival vice president, is going ahead with a well-defined program that calls for the visit of 2000 members of the national United Fruit and Vegetable association and special features to mark "Governor's Day" and "Growers' Day" when Governor Holland, Commissioner of Agriculture Mayo and other prominent State and state and federal industry officials will be special guests.

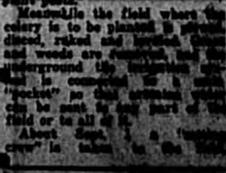
Seed Beds
The celery season in Sanford begins about the middle of August when a "seed bed" some 300 feet long and 3 1/2 feet wide is prepared. This bed is worked until it is like powder. An ample supply of fertilizer is added and sub-irrigation provides the proper amount of moisture.

In 10 days to two weeks, celery seed is either drilled or broadcast over the bed, and an inverted V tent with removable sides is placed over the bed to shelter the tender shoots from too much rain or sun. The sides of the tents can be raised or lowered to control the amount of sunshine admitted.

About once a week, or often if necessary, the small plants are sprayed or dusted to prevent mildew or disease to ward off plant pests.

Meanwhile the field where the celery is to be planted is plowed, disced, raked and leveled. Small holes are dug in the rows and the seedlings are set in them. The amount of water to be sent to each part of the field or to all of it.

Come To Beautiful Sanford And Seminole County For A Pleasant Winter

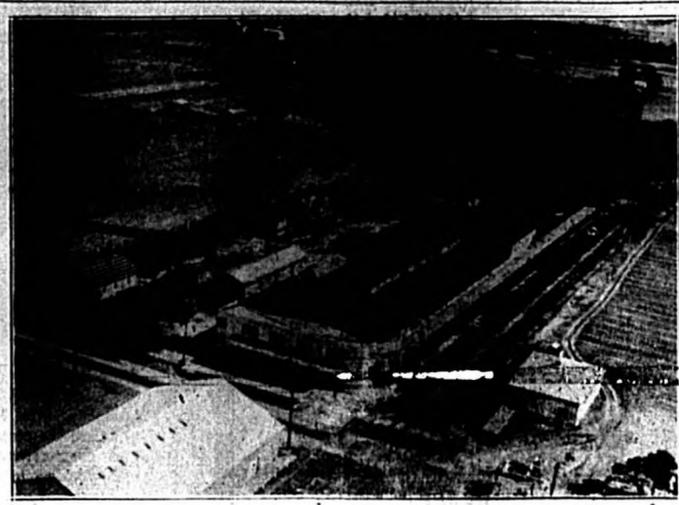


On the beautiful St. John's River, Sanford and Seminole County offer much to the winter visitor. Centrally located, blessed with a wonderfully mild climate and resided in by a progressive, friendly people, it is ideal as headquarters for your trip to Florida.

Congratulations to the people of Seminole County on their progressive efforts to attract tourists to the finest place in Florida. May Sanford and Seminole County grow and prosper in the future.

H. M. PAPWORTH

PACKING HOUSE IN CENTER OF CELERY FIELDS



Chase & Company's huge plant for processing celery for delivery throughout the country. Here celery is brought from the fields, is washed, graded, packed and pre-cooled before being placed aboard refrigerator cars for destinations far away.

CELERY SEED BEDS



From such seed beds as these, dotting the Sanford landscape in the early weeks of the Fall, come the little celery plants which are soon transplanted into long rows of celery covering many additional acres.

allied industries and commercial organizations.

President John Snively, Jr., in a recent statement, urged all interested parties to write Festival headquarters regarding space for exhibition purposes, reminding them "not to delay, as present indications are that more desirable spots will be taken early this year." Snively added, however, that more space for such purposes would be provided this year in addition to the two large permanent halls and auxiliary buildings which have been used in recent years.

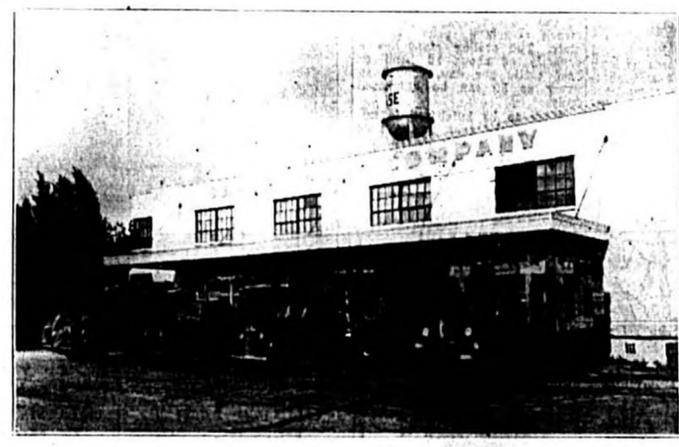
A recent meeting of the execu-

COME and VISIT Florida's Garden Spot

Another Year Comes Around and We Join Our Neighbors In Sanford And Seminole County In Extending To Our Visitors A Welcome.

Visitors Here For The First Time Often Express A Wonder At This County's Well Kept Farms And The Industry And Friendliness Of Our People.

You Should Spend A Part Of Your Vacation Time In This Central Part Of Florida, See Its Beauty And Taste Its Charm.



Sanford Is A Good Place Both To Live And To Do Business In

With over 57 years of business in Sanford and Seminole County, Chase and Company has done its best in helping this section develop and grow in step with our great country.

Contributing taxes for the upkeep of the city, county and nation, Chase and Company as a business organization in this great democracy, has shared its good fortune and bad, its joys and sorrows, and looks optimistically into the future with the firm belief that Sanford and Seminole County will be a better place to live in and work in than ever before.

CHASE and COMPANY

MAIN OFFICE 200 OAK AVENUE
SANFORD, FLORIDA

Packers And Distributors Of

FLORIDA FRUITS AND VEGETABLES

BUILDING MATERIAL
FARM SUPPLIES & FERTILIZER

Cattle Industry Grows With Good Pasture Lands

Lee-Long Ranch Includes Several Thousand Acres

Better markets and improved pasture lands have aided in the growth of the cattle industry in Seminole County, and the outlook is good for its continued development.

According to Orle Mathieux, administrative officer of the County agent's office, Charles Lee of the Lee-Long Ranch is probably the largest owner of pasture land in the county and has also pioneered in the improvement of his pastures. Mr. Lee has several thousand acres of improved pasture land.

Others who are well known cattle raisers in Seminole County are J. W. Limerick and Sons, John Wright, Walter Hand, Barney Beck, E. H. Kilbee, William Kilbee, Walter Prevatt, Grover LeFils, George Jacobs and Nolan Fore.

Some of the cattle raised here are sent to nearby Kissimmee to be sold, while others are shipped to Ocala. Sometimes trucks operated by meat companies cruise through this section and buy their beef on the hoof.

The fact that Seminole County is tick free is a boon to cattle owners. Compulsory dipping has been in effect for several years, and Seminole was one of the first counties to become free of ticks. An abattoir built last year by Perry Cameron of Sanford is another advantage of cattle men who have stock to be slaughtered.

A permit to sell and transport meat was issued recently to the Cameron abattoir by the State Live Stock Sanitary Board, and will remain in full force as long as the packing house and abattoir comply with the regulations of the board. Regardless of municipal ordinances, meat slaughtered at the Cameron abattoir can now be sold all over the state since the establishment is

CATTLE ON THE ST. JOHNS



Such scenes as this are familiar sights to travelers of the St. Johns River valley where fertile soil combines with ideal climatic conditions to provide excellent pasturage.

licensed by the State.

An inspector from the State board visits the abattoir at regular intervals when cattle are butchered to see that the product meets the specifications both before and after slaughtering. Several Sanford meat markets are handling the products of the Cameron abattoir.

The abattoir, which was built in the rear of Mr. Cameron's home on Miller Avenue, is one of the most up-to-date privately owned slaughter pens in the state. The cooling plant has a capacity of about 16 head of beef cattle per day, though as many as 50 can be butchered daily.

Stock to be butchered is unloaded in the pens in the rear of the plant and is driven into the "death chute" where the

BRAHMAN BULL



The quality of Florida beef has been immensely improved in recent years through the importation from South America of Brahman bulls noted for their heavy powerful shoulders.

Small County Ranks High In Cultivation

Modern Farms, Specialized Machinery Make Work Lighter

With only 230,400 acres of land, Seminole County is ranked as the third smallest in the state by the latest federal census. But its soil is so rich—part of it lies in the fertile St. Johns River Valley and the rest is watered by large lakes—that it claims the distinction of being one of the most extensively cultivated areas in Florida.

Of the county's total acreage, 40,698 is in farms. There are 759 farms, while 118 additional ones are rented. Non-farms or those growing livestock, poultry or bees, total 226, the census shows.

The farms are modern ones and specialized machinery relieves today's farmer of much of the drudgery which his grandfather experienced. Nearly \$700,000 is invested in farm machinery in Seminole County, and there are also a number of gas engines, electric light plants and water works on the farms.

Various uses to which the land is put are listed in the following table, which gives the number of acres with each topic:

Acres cultivated to field and truck crops, 9,210; acres in groves, 9,811; acres in merchantable timber, 947; acres in non-merchantable timber, 7,170; acres in improved pasture, 1,782; acres in cut-over pasture, 13,826 acres; acres in double crops, 1,578.

Nearly every kind of truck and field crop is grown in Seminole County, and the annual value of these crops exceeds \$3,000,000, the state census reports.

Here is a partial list of the crops grown in this county:

Corn, Irish potatoes, sweet potatoes, sugar cane, field peas, peanuts, field pea hay, hay, native grasses, millet, natal grass hay, peanut hay, sorghum forage, velvet bean hay, cabbage, lettuce, celery, string beans, lima beans, English peas, peppers, tomatoes, egg plants, watermelons, cucumbers, onions, collards, parsley, sugar corn, broccoli, spinach, beets, squashes, escarole, romaine, chicory, okra, turnips, radishes, cauliflower, carrots and strawberries.

Lehman Sees Future In Strawberry Crop

One of the up-and-coming crops of Seminole County is strawberries, and next year 35,200 acres were said to be in the Sanford State Farmers' Market. All these were locally grown, mostly in the Lake Monroe section.

Manager H. J. Lehman at the market believes Seminole County could be one of the leading strawberry sections of the state if farmers here became interested in the crop.

Returns are high but a great deal of care is necessary for raising strawberries. The soil of this section is well suited to grow the berries, Mr. Lehman says.

of the lettuce.

Citrus plantings in Seminole County also are revealed by the report, which discloses that a total of 824,023 trees are planted here. Of this total, 410,609 are orange trees; 88,423 are grapefruit trees, and 47,823 are tangerine trees.

Though this county is the second smallest of the state's 67 in area, it ranks 10th in the number of citrus trees, according to the office of the County agent. Polk county is the top-ranking citrus county in Florida.

County, Federal Offices Give Aid, Advice To Farmers

Information and advice for Seminole County farmers is available at the office of the County agent at the Court House. Maintained jointly by the State, the County and the federal governments, the office "tries to help the farmer in every way possible," C. H. Dawson, agent, declares.

A home demonstration agent, maintained under the same set-up, gives assistance to women in canning, gardening, sewing and other projects. The demonstration agent is Mrs. Ouida Wilson.

The County agent's office gives advice on the proper fertilizer, collects fertilizer samples for analysis by the State chemist, disseminates market information, and also handles the claims of farmers under the perishable agricultural commodities growing—livestock, poultry or bees.

Personnel of the agent's office is headed by Mr. Dawson and

Mrs. Wilson, demonstration agent. Orle E. Mathieux is administrative officer; Miss Martha Wright is the clerk directing planimeter work on the aerial photographs, and Miss Mary Beldin is stenographer.

The old Tampa Bay Hotel, which cost \$3,500,000, and said to be the finest example of Moorish architecture in the United States, now houses the University of Tampa. De Soto is reported to have talked with Indalun under a huge oak in the grounds.

St. Augustine, advertised as the oldest city in America, was the terminus of the first transcontinental highway. U. S. 90, known as the Old Spanish Trail, runs substantially on the same route across the state.

Palm Beach and Broward counties ordinarily grow around 85 to 90 percent of the commercial bean production in Florida.

Manatee, Seminole and Palm Beach counties grow 80 percent of the state's lettuce crop.

SEMINOLE COUNTY

Is One of Florida's Greatest Agricultural Centers.

We believe also, that it is the logical place in Central Florida to spend the winter and therefore, take this opportunity to congratulate the people of Seminole County on their progressiveness in seeking to attract more tourists to spend the winter here.

K. W. FRUIT CO.

WHOLESALE FRUITS & PRODUCE
413 W. Fourth St. Sanford, Florida Phone 266

CONGRATULATIONS TO THE PEOPLE OF SEMINOLE COUNTY



On their progressive efforts to make Sanford and Seminole County more prosperous by attracting tourists to "The Heart of Central Florida."

We are truly glad to add our sentiments to everything that has been said in regard to the many natural assets and attractions of Seminole County for the winter tourist.

MILLARD B. SMITH
JUDGE NINTH JUDICIAL CIRCUIT



TO HAVE MORE FUN

Come To Florida This Year And Make Sanford Your Winter Headquarters

You will like it here in the heart of Florida.



What To Do To Have A More Modern Home?



INSTALL MODERN PLUMBING WITH AN EASY F. H. A. LOAN

NEW FEDERAL F. H. A. TERMS

We do first class plumbing and make a specialty of installing sun water heaters.

HOWARD LONG
PLUMBING

Commercial Ave. Sanford, Florida

PHONE 388

REPAIRING EQUIPMENT

New Industry Utilizes Lowly Pine Tree Crop

The pine tree, sometimes referred to as Florida's fool-proof crop, is one of the native plants and trees from which are obtained materials used in the handicraft industry. From the pine tree are obtained long sick needles used in making baskets, trays and table mats; pine cones for ornaments and favors, and pine chips to be used with resin and used for starting fires.

In order to give rural people an opportunity to supplement their incomes and at the same time to promote the natural resources of the state, a program of handicraft training is at present under way in Florida.

Sponsored by the State Board of Education and the State Agricultural Marketing Board in Jacksonville, the program was begun in July, 1940. For a time a class was held in Sanford, and a number of women took part in it to learn to make useful things from native plants.

One of the classes is now in progress at Holly Hill, just above Daytona Beach and about 50 miles from Sanford.

Receiving the most attention at this time is the course relating to Sea Island cotton. A complete set of looms for hand-weaving the long staple cotton has been set up at Holly Hill and an ever-increasing group is being taught the technique of weaving the cloth and making such useful articles as towels, luncheon sets, table covers, hand bags, dresses, scarfs and other items.

Among other natural resources which are being utilized in this training work is the coconut palm, which furnishes fiber, trend braids and shells for making many lovely articles. The scrub and cabbage palms, Florida wiregrass, the cat-tail rush, the silver palm, corn husks, gourds and bamboos also are used in the handicraft industry.

Animals are killed and dropped through a trap door into the butchering room. Here the animal is bled, dressed, weighed, and the meat taken into the pre-cooling room. After being thoroughly pre-cooled, the meat is aged for about two weeks before being placed on the market.

Palm Beach, St. Johns, Polk, Marion, Flagler, Orange, Alachua, Marion, Lake, Manatee and Brevard each account for 15 to 20 percent of the cabbage produced in Florida. The counties are ranked in the order of acreage volume.

The St. Petersburg Independent has been given 4000 acres near the town of Dunedin for the purpose of growing cabbage. The land was purchased by the State from the U. S. Government.

Fruit, Vegetable Acreage Is 6,920 In '39-'40 Season

During the 1939-40 season, vegetable acreage in Seminole County totaled 6,920 acres, according to the annual fruit and vegetable report issued recently by the Florida State Marketing Bureau.

A breakdown of the type of crop and the total acreage of each is as follows:

Beans	400
Cabbage	600
Celery	4804
Eggplant	48
Escarole	500
Lettuce	550
Peppers	128
Potatoes	100
Total	6920

It is also disclosed that total fruit and vegetable shipments out of the county during the 1939-40 season totaled 6,618 cars. Seminole and Manatee counties produce 75 to 80 percent of the escarole in Florida, while Seminole, Manatee and Palm Beach counties grow 75 to 80 percent



MAKE YOUR WINTER HEADQUARTERS IN BEAUTIFUL SANFORD FLORIDA

Leave the thoughts of those below-zero mornings, slippery pavements and a sputtering motor behind. This year spend the winter in tropical Florida and see the "Sunshine State." From Sanford you can visit other points of interest in Florida without more than a six hour drive over well paved roads.

We gladly join Sanford merchants, business men and citizens in extending to tourists a most cordial invitation to spend the winter here.

Kilgore Seed Company

404 W. First St. Sanford, Florida

County Claims Fine Milk Supply Second To None

Six Dairies Located Within Short Distance Of Sanford

A milk supply second to none in the state for purity and food value is claimed by Seminole County, and the claim is substantiated by figures issued by government milk inspectors.

Sanford's milk supply comes from six modern dairies located within a short distance of the city. In these dairies are more than 350 select cows, mostly Jerseys and Grade Jerseys. Before they are added to the herds, the cows are tested by federal and state veterinarians to see that they have no communicable disease.

The Spencer Harden Dairy is the largest in the county, with a herd of over 200 cows. During the winter months George Harden's plant produces about 250 gallons of milk daily in a dairy that is a model of cleanliness.

Other dairies in this area are those of C. W. Baker, Mrs. C. C. Howard, the Stevens Dairy, J. A. Benson, and the Moore Dairy.

Milk Tested

Partial tests of the milk from these dairies are made on the average of every 30 days under the supervision of Grady Duncan, City Inspector, and a complete test is made each Fall and Spring. These tests prove conclusively that milk sold here is of excellent grade.

For the dairies which sell Grade A raw milk, an average bacteria count of only 8,300 is listed, while the maximum allowed under city ordinance is 40,000. The three dairies which produce pasteurized milk have a bacteria count of 5,200, which is far below the maximum of 20,000, Mr. Duncan reports.

The dairy industry in the county represents an investment of well over \$100,000 in cattle and equipment and it has an annual payroll of more than \$40,000. More than 50 persons are employed in the dairies.

The minimum butter fat requisite is 3.4, but Seminole County's dairies count from 4.0 to 4.5 in their output.

Because of the regular tests and rigid inspections, the milk that is produced here is the safest and highest in nutrition content that money and science can produce. The Florida Milk Commission regulates retail and wholesale prices in relation to

A STURDY PAIR



This Brahman bull and cow in typical Central Florida setting are fine specimens of the steadily improving stock now found in Florida which is responsible in large measure for the rapidly expanding cattle industry.

a dairyman's production costs. Approximately \$6,000,000 annually is expended for feed alone by dairies in Florida.

There are no general dumping vats in Florida where dairies haul their milk to be tested, pasteurized and bottled. Instead, each dairy has its own refrigeration, pasteurization and bottling plant for immediate care of the milk. This eliminates dangers of contamination in bulk hauling and sends milk straight to the consumer with the safest possible care. This system also holds each dairy responsible for the purity of its own products.

Herds are regularly tested for disease and heifers are bred by each dairy from its own stock for improvement in the breed and isolation from disease. New stock is quarantined for a stated period and doubly tested.

The responsibility of the dairyman to the health of his community is a thing to be appreciated, since 99 percent of the population consumes milk.

Sanford Strict

Inspector Duncan says that to his knowledge Sanford is the only city which has an ordinance requiring chocolate milk to be whole milk. As a rule, this type of milk is lower in butter fat than plain milk, and for that reason is not as healthy.

But Mr. Duncan, realizing that principally children consumed chocolate milk, urged the City Commission to pass the ordinance regulating its butter fat content.

Since milk by nature draws to itself all the odors and impurities to which it is exposed, the precautionary measures which must be taken are exacting. The visitor to a dairy is intrigued by the precision and cleanliness he sees there.

At the Spencer Harden Dairy, which is typical of the others here, the cows come in from their pastures at milking time and take their places inside the

concrete-floored milking house. The latest thing in dairy equipment—automatic vacuum milking units—are employed at the Harden Dairy. The floors of the milk room are kept clean at all times and are thoroughly disinfected before and after milking. The cows also are washed before the milking takes place.

Mr. Harden has just recently installed a new automatic bottling machine which eliminates the human hand altogether in putting up milk.

The milk, after coming from the milking room, is placed in a modern stainless steel pasteurizing vat. Pasteurized milk is natural Grade A milk which is heated to 145 degrees for 30 minutes and immediately cooled below 50 degrees. Preventing any carelessness on the part of the operator, a recording thermometer automatically records the temperature at which the milk is pasteurized and the length of time held at that tem-

perature. All equipment used in milking, pasteurizing and bottling is sterilized in a room sprayed with steam for several hours after the operation has been completed. When the milk has been bottled and capped, it is placed in a cold storage room to await delivery to stores and homes.

Winter Park, Site of Rollins College, was established in 1885. Across the campus is the "Walk of Fame" made of stones from the birthplaces of some 100 celebrities.

Harden, Alachua, Sumter, Union, Martin and Lee counties account for about 50 percent of the cucumbers produced in Florida.

Tomatoes, beans, celery, cabbage, potatoes and peppers are Florida's "big six" in volume, accounting for 80 percent of the total volume of vegetables.

Plant City is known as the "Winter strawberry capital of America." More than a million dollars worth of strawberries are sent from there to the northern markets each year.

Palm Beach and Alachua counties produce 65 to 70 percent of the lima beans in the state. Baby limas or butter beans are grown mostly in North Florida.

The governor of Florida cannot succeed himself in office.

DON'T WRITE---
TELEGRAPH
WESTERN UNION
L. THARP, Mgr.

An Invitation To Mr. & Mrs. Tourist

You will enjoy the winter this year if you spend it in Seminole County.

AN INVITATION FOR Mr. AVERAGE CITIZEN

We hope that every person in Seminole County feels free to come in and deal with us on any financial matter. We'll do our best to make every one feel "at home" with us. For we're here to serve.

Through the strictest regulation by state and federal authorities, through the guarantee of accounts by the Federal Deposit Insurance Corporation, and through our own careful attention to conservative banking practices, we render our depositors a safe depository for their funds.

Over \$600,000.00 On Deposit
2 Percent Paid On Savings Deposits

If you haven't already taken advantage of the facilities of this bank, we invite you to do so.

"SERVICE" TO THE PUBLIC OF SEMINOLE COUNTY IS OUR MOTTO

The Florida State Bank
OF SANFORD

Deposits in This Bank Are Insured By THE FEDERAL DEPOSIT INSURANCE CORPORATION With \$5,000 Maximum Limitation For Each Depositor

We express our appreciation to the people of Sanford and Seminole County for the splendid manifestations of confidence in our institution on June 2, 1910.

SANFORD STATE FARMER'S MARKET

CONTROLLED BY FLORIDA STATE AGRICULTURAL BOARD

Located on French Avenue and Thirteenth Street, Sanford, Florida
Local Phone 45—Long Distance Phone 9133

Oldest State Market in Florida, it was erected under the supervision of the Florida State Agricultural Marketing Board and is directed by that board, a local supervisory committee and a market manager. It is located in the central part of the state and is convenient for all growers. Good roads lead here for speedy loading and delivery by truck, rail and water.

State Marketing Board

Spessard L. Holland
Governor

Nathan Mayo
Commissioner of Agriculture

L. M. Rhodes
State Marketing Commissioner

William L. Wilson
Director State Markets

Local Advisory Committee

H. M. PAPWORTH
Chairman

CHARLES DUNN, SR.
BENJ. F. HAINES
CHARLES LEE
W. A. LEFFLER
JOHN MEISCH, SR.
HENRY NICKLE
GUS SCHMAH
RALPH WIGHT

Agricultural Advisors

A. R. JOHNSON
C. R. DAWSON

H. J. LEHMAN
Market Manager

The Sanford market last season supplied fresh fruits and vegetables for truckers from cities, towns and villages east of the Mississippi River while some of the produce found its way as far west as Texas, Oklahoma, Kansas, Arkansas and Colorado and as far north as North Dakota and several points in Canada. The market grounds cover 20 acres and include 10 buildings. The market is in full operation from October 15th to June 1st.

MARKET DEALERS

Harold H. Kastner Co.	B. E. Aiken & Son	Chase & Company
Stevenson & Britt	Roy S. Taylor	Watson & Co.
H. C. Wheelchel	Jack Flynt	American Fruit Growers
Wm. Williams & Sue Williams	Azzarello & Longwell	Cross Roads Packing Co.

OTHER DEALERS ARE ALSO EXPECTED TO BE LOCATED AT THE MARKET THIS SEASON

SANFORD FRUIT COMPANY—HARRY E. TOOKE, Mgr.
Florida's finest tangerines, oranges and grapefruit are packed for both individuals and for trucks.

MARKET TEXACO STATION—W. A. PATRICK, Manager
Equipped for greasing trucks of any size or weight.

MARKET RESTAURANT—HUGH TILLIS, Manager
Delicious meals, sandwiches and coffee.

MARKET SCALE HOUSE—
Equipped to weigh anything up to 40 tons.

CHASE AND COMPANY PACKING HOUSE—
All vegetables properly graded and packed.

Market Is A State Owned Project For Use Of All Growers & Shippers

Central Florida Ideal For Small Chicken Farmers

Cost Of Operating Poultry Ranch Is Cheaper In South

If you have a notion tucked away in your mind that some day you'll retire and raise chickens, Central Florida is the place you're looking for provided you have a little capital and are equipped with some technical knowledge.

Seminole County is well suited to raising poultry, and generally speaking the costs of operating a ranch are less here than in the North.

Typical of three or four large ranches in this county is that of Lee Hendricks at Lake Mary, which is one of the three or four largest in the state. Starting with 500 birds and a few hundred dollars five years ago, Mr. Hendricks has built his ranch through hard work and careful planning.

Six men are employed on the 25-acre ranch, and the number of birds averages about 5,000.

Though Mr. Hendricks has made a success with his ranch—he ships 1500 dozen eggs every week—he still doesn't advise any one to go into the business unless he is equipped with both the technical knowledge and the capital.

"Many people make the mistake of thinking just because a hundred or so chickens in their back yard will bring a profit of \$100 a year, they can expand their flock to 5,000 birds and make \$5,000 a year," he said, "but it's not so easy as that. A few chickens can be fed table and backyard scraps, but with a big flock, food must be bought and the housing problem must also be considered," Mr. Hendricks says.

Good Profits
But if you have a little capital and the foresight to operate a chicken ranch as a profitable business, Mr. Hendricks says there's plenty of room for you.

HENDRICKS' POULTRY RANCH AT LAKE MARY



White Leghorns at the ranch of Lee Hendricks at Lake Mary, center of poultry raising in Seminole County, are shown above. Almost 9,000 birds are maintained at present by Mr. Hendricks on his ranch, which is the largest one in the county. Nearby are half a dozen other poultry ranches which establish Lake Mary's claim as the poultry center of Seminole County.

Larger profits come only with the larger flocks of 1,000 and over, though, he points out.

Mr. Hendricks' ranch is sprawled out through the tall pines and stump oaks of a typical scrub forest, with four or five big pens and a dozen or so breeding houses dotting the 25 acres. There are chickens of all ages on the farm, and the small ones are kept warm at night by automatic gas heaters in their enclosed pens.

Most of the rancher's sales are eggs and day-old chicks, sold principally within a radius of 50 miles. Eggs are shipped to Orlando three times a week, in lots of 50 cases with 30 dozen eggs each.

When the eggs have been gathered, they are brought to the "egg room," where they are examined, washed and packed in crates. When shipping time rolls

around three times a week, the crates are stored in a truck and carried off to their destination.

If the eggs are to be hatched, they are carried to the storage room, located near the egg room. Here they are put into a cold storage box, and remain at a temperature of 55 degrees until taken out and put into the incubator. The incubator is loaded once a week when enough eggs have accumulated in the cold storage box. The incubator has a temperature of 92 1/2 degrees, and it holds 11,000 eggs at one time.

To simulate as much as possible the conditions under which eggs are normally hatched the eggs in the incubator are placed on racks which can be turned by a crank. They are moved just as a hen would turn them while setting.

Incubators
After remaining in the incubator for 18 days, the eggs are removed to the bottom of the incubator, where they stay for three days until they are hatched. Most of the hatching is done from the first of February to the middle of May.

Mr. Hendricks, who grew chickens in Lake county before coming to Seminole, says the average profit to be expected per bird on a ranch is \$1, though this figure will vary. Until he moved to Lake Mary five years ago, he had a small chicken farm at Oviedo for two years. Since building up his ranch, he has shipped poultry products to points as far away as Texas, Ohio and Georgia, and as far south in Florida as Miami.

Next to the Hendricks ranch, the largest in the county is the Flowers Poultry Ranch and Hatchery located on Celery Avenue, and operated by Cecil Flowers. Mr. Flowers is a former filling station owner who turned to raising chickens and now has between 5,000 and 8,000 birds on his ranch.

Every week, he ships between 500 and 1,000 pounds to Camp Blanding for the officers' mess. His ranch differs from that of Mr. Hendricks in that it is principally a hatching and breeding farm, and does not deal in eggs.

Mr. Flowers' average flock is about 5,000 birds but in the winter season he has as high as 15,000 at one time.

Recently he installed a new machine which is providing a real labor saver—a feather picking device. It consists of a drum with rubber teeth, operated by machinery. A worker holds a chicken which has just been washed up against the drum, and all the feathers are soon removed.

Prize-winning Fowl Raised On Bistline Farm

Silver Wyandotte Hen Wins Honors At Exposition

Raising prize-winning Silver Wyandottes here is the specialty of the J. A. Bistline farm, located about 10 miles south of Sanford where some of the best fowl of this strain in the country are bred.

In the Silver Wyandotte class at the Eastern States Exposition held in Springfield, Mass., one of the hens entered by Mrs. Bistline walked off with top honors after being adjudged the best fowl shown. "There is no question but that she is one of the best Silver Wyandottes ever shown," remarked one of the judges in writing a resume of the show.

Mr. Bistline has produced many outstanding champions in the last few years and has won some remarkable trophies as an exhibitor himself.

Often called by exhibitors all over the nation as the "King of the Silver Wyandottes," Mr. Bistline sells brooding stock and show birds throughout the United States and often to foreign countries.

An example of the winning ways of his birds is shown in his entry of 118 silvers in the Pennsylvania State Farm Show at Harrisburg, one year. In this show he won first, third, and fourth cock; first and fourth cock; first and second hen; second and eighth pullet; and also special honors for the best cock, cockerel, and hen in the single class.

built at low cost. Poultry suffers no toll of cold weather and water is always available at low cost.

"Today, in Florida, we have a poultry industry that represents an investment of approximately \$19,000,000. The annual income from the poultry products of the state is in excess of \$9,000,000, but we buy and consume from outside sources about \$15,000,000 worth of poultry and eggs."

Declaring that "there is a good market at profitable figures for all the poultry and poultry products that can be raised which will meet Florida market specifications," Mr. Therildson points out that "success with poultry is 40 to 50 percent brains, 40 percent hard work and 10 percent chickens." He further explains that 50 percent brains means right stock, right methods, right grading and right merchandising.

"Then," he adds, "if you have good gear—brains also, be sure that you must work, and do that intelligently too. Chickens will not grow into money, but they must be developed into a quality which both poultry and egg raisers will be willing to spend money for."

Prospective Florida poultrymen will find the Poultry School and Extension Service at Gainesville an aid in their work.

Farmers Urged To Fight Leaf Worm Quickly

GAINESVILLE, Oct. 27.—(Special)—When a Sea Island cotton grower finds the cotton leaf worm in his field he had better hurry and do something about it.

This, in effect, was the advice given by State Experiment Station entomologist, Fred C. Lewis, to Sea Island growers. Cotton leaf worms move with such rapidity and efficiency that they have been known to defoliate an entire field within 48 hours after being discovered.

And here's the entomologist's recommendation to the grower who finds the pest in his field: As soon as possible after discovering the worm, apply from four to six pounds of concentrated

Farmers Develop Ways And Means With Resources

"Necessity is the mother of invention," goes the old saying, and Florida's people certainly have brought out some striking examples to prove it.

Farm people who have developed ways and means of doing the tasks with resources they have or can afford are justly proud of them.

To show the ingenuity and ingenuity of Florida rural folks along these lines, we cite a few examples today.

A farm family wanted a tank for storing water to be hined into the home, but they didn't have the money to buy a metal one, so they rigged up a heavy, waterproof cask on a platform, attached the pump to it, and that did the job.

To provide housing for his chickens more economically than he could have done otherwise, a farmer planned and built a poultry house out of pole horse racks coated with cement.

Numerous rural families have made very attractive furniture from crates, boxes, and barrels, with the men often doing the sawing and hammering and the girls and women doing the painting and making the upholstery.

For years, many farmers have been using old automobile engines to pump power for many other tasks.

Home-made watering and feeding devices, hoppers, brooders, and other equipment needed on the farm have been made and are performing satisfactory service.

Tobacco stents, used for bringing in the bright leaf crop in Florida, are made on the farm.

Attractive lamps, decorated gourds, picture frames, and many other articles for the home have been made by girls and women.

A couple of Negro farm families wanted good homes but they didn't have the funds for buying lumber and other materials. They did have a lot of rock on their places, however. So they went to work with what they had and succeeded in building two very attractive rock homes.

These are only a few examples of Florida farm ingenuity, but they serve to show that rural people can and do work out their problems with what they have. It is satisfying to know that folks on the farm still retain that characteristic which the pioneers of long ago had to have in order to succeed.

Many new, fascinating and different scenes await you here in Central Florida, Mr. Tourist. Birds, trees, flowers—climate, hospitality, entertainment. You'll find that and more if you make your winter headquarters here in picturesque Sanford, Florida.

calium arsenate dust to each acre of the field. This material can be applied with any type of good duster.

The Experiment Station workers advised use of the straight calcium arsenate dust without the addition of paris green, as the latter might defoliate the plants by turning. They made their recommendation after receiving reports of several fields being severely damaged by the worms.

Admiral Francois Darlan of France holds the British Grand Cross of the Royal Victorian Order.

Natchitoches, the site of Louisiana State Normal College, was the first white settlement in Louisiana—founded in 1714, four years before New Orleans.

ANOTHER YEAR OF SERVICE TO THE GROWERS AND SHIPPERS OF SANFORD AND SEMINOLE COUNTY

Hampers — Crates — Strawberry Cups — Wirebound Crates — Baskets — Nails — Bunching Bands — Celery Tape — Parchment Crate Liners

International Fertilizer
"SATISFACTION AT HARVEST TIME"
ALSO SPECIAL FLOWER, LAWN, & AERIAL FERTILIZERS

VERNAV CRATE CO.

RANDS RIDING—W. 1st ST. TELEPHONE 646



"A WISE OLD BIRD IS THE PELICAN HIS BEAK CAN HOLD MORE THAN HIS BELLICAN THOUGH WE DON'T SEE HOW THE HELICAN"

Many new, fascinating and different scenes await you here in Central Florida, Mr. Tourist. Birds, trees, flowers—climate, hospitality, entertainment. You'll find that and more if you make your winter headquarters here in picturesque Sanford, Florida.

TUXEDO FEED & SUPPLY COMPANY

Arcade Building Sanford, Florida



For A Pleasant Winter Come To Beautiful Sanford, Florida

You will like it here, Mr. and Mrs. Tourist, for here you can see the Sunshine State at its best. Sanford is not more than a six hour drive from any other point of interest you might wish to visit.

For All Kinds Of Burpee's Seeds, Vegetable and Flower Plants
Come To
HENRY A. RUSSELL SEED CO.
100 W. FIRST ST. SANFORD, FLORIDA
"BURPEE'S SEEDS GROW"

"BURPEE SEEDS GROW"

ASK YOUR DEALER FOR BURPEE'S SEEDS

Now is the time to plant Calendula—Yellow Shaggy; California Poppy; Harvest Gold; Nasturtium—Cherry; Peunia—Cream Star and other flower and vegetable seeds of merit.

Beautiful Sanford And Seminole County Is An Ideal Place To Spend The Winter.



VACATION

In Beautiful Seminole County—The Ideal Place To Spend The Winter

Escape winter with all its fury and come to Central Florida where the climate is just the thing you need.

Alice Burpee Co. RANDOLPH

Sea Island Cotton Newest Crop In County

Association Formed To Maintain Particular Strain

One of the newest crops to be added to Seminole County's long list of agricultural products is Sea Island Cotton several hundred acres of which are now being grown here. Florida is one of the leading states in the production of Sea Island cotton, and from the standpoint of soil and climate is regarded as ideal for growing the crop.

At the beginning of the summer growers organized the Seminole County Sea Island Cotton Association to standardize the crop and maintain a particular strain of the plant.

Seabrook was the strain chosen by the association, and this variety is noted for its extra long staple and silky quality. It cleans well and has a high staple rating, demanding a better price than the average cotton of average staple length.

Sea Island cotton is a profitable crop, according to E. B. Roberts of Leesburg, who has been named winner for the Seminole County Sea Island Association. Says Mr. Roberts:

"While other Central Florida crops may make more money for growers in one year or another over a period of years Sea Island will probably bring more satisfactory returns because it is a staple crop. There has never yet been an over production of Sea Island. This is due to the fact that this variety's long staple cotton can be grown success-

SEA ISLAND COTTON



This field of Sea Island Cotton grown in Florida is one of the leading states in the near Sanford shows the vast production of Sea Island Cotton. Seminole County agricultural production.

fully only in certain areas of the southeastern United States."

Cost of growing and harvesting Sea Island cotton is about \$40 an acre and the average yield per acre ranges from 150 to 200 pounds. Cotton sold this year for about 34 cents per pound and a price of about 40 cents has been predicted for next season.

Though Sea Island is a comparative newcomer to Florida agriculture, it is making rapid gains because this state is so well suited to its production. Florida is looked upon as the seed producing center for Sea Island cotton, a venture which returns comfortable profits. Central Florida is the

State Ready To Fight Against Boll Weevils

Though to date the pesky boll weevil has been of little harm to Seminole County growers of Sea Island cotton, the State is ready to supply calcium arsenic to combat this insect should it be needed. C. R. Dawson County agent, announces.

In the interests of pest-free crops, no charge is made for the exterminator.

Sea Island prices are always good because there is so little of this "variety" of cotton. At least there is not much long staple cotton produced. The world's production last year amounted to only 20,000 bales. The United States raised 2,000 bales, 43 percent of which was grown in Florida, according to W. A. Methvin of the State Sea Island Cotton Control Board.

Lake County has nearly one-fourth of the total of Sea Island planted in Florida. The county's 4,000 acres of cotton is as much

leading producer of certified long staple seed. Much land suitable for growing this crop is available in Seminole County. Since this is practically waste land, there is a good opportunity for others to come here and start producing Sea Island cotton.

New Use Is Found For Mango Seeds

A new use has been discovered for the mango seed, which adds to the versatility of this useful fruit—employed in canning, preserving, or making up into marmalade.

The seed is fringed with a mass of hair-like fibers, and the artificial uses it in this manner: the fiber is washed, and combed, coming up as white as Santa Claus whiskers, and the delineation of eyes, nose and mouth on the seed converts the object into a striking resemblance of a bewhiskered college professor, or a white-faced scottie or old English sheep dog.

The heads, about three inches high, find ready sale in the novelty markets. Orders from Northern dealers are anticipated, thus carrying to the North a new Florida product.

as any other four counties of the state. Exclusive of Lake county there are 1,274 acres of Sea Island in Central Florida, as follows:

Polk, 708; Seminole, 817; Orange, 119; Volusia, 134; Bradford and Ocala, 28 each. Many Lake county farmers are growing their cotton between rows in young citrus groves. A large percentage of those growing Sea Island are "dirt" farmers although a considerable acreage was planted by "city" farmers.

State Values Local Citrus At \$3,000,000

Light Crop To Produce Good Fruit In Coming Season

Over 9,000 acres in Seminole County are devoted to citrus groves, according to the latest State census, and the value of this crop exceeds \$3,000,000. Though it is third from the smallest county in Florida from the standpoint of acreage, Seminole is one of the leaders in shipments of citrus. This county ranks tenth in the country in volume of citrus produced, according to the office of the County agent.

Citrus packing houses found wherever groves are located constitute one of the largest investments of any single business enterprise in Seminole County.

One of the biggest of these packing houses is the Foyate Company at Forest City. This company owns groves in several other counties, and also has its own fertilizer mixing plant. Another important packing house is that owned by Chase and Company on West First Street.

An up-to-date packing house is located at the Sanford State Farmers Market and is patronized by many growers in this section. Last season oranges and grapefruit valued at over \$115,000 were shipped from this packing house alone. It is managed by Harry Tooke.

Other packing houses in this section, most of which welcome visitors at all times, are the Lake Charm Fruit Company, and Nelson and Company, both at Oklawaha, and the Norman or Foyate Company, located on the Sanford-Orlando Highway.

Concerning prospects for the coming season, the office of the County agent had this to say recently:

"Present indications are that a relatively light crop will be produced in Seminole County this year, but because of this factor we should have a good quality of fruit and a large-sized yield. Good prices also are anticipated with the current boom resulting from defense expansion.

The latest census lists the following value of fruit trees in Seminole County: Oranges, \$2,511,112; tangerines, \$278,545; grapefruit, \$190,420; lemons, \$133; limes, \$1,708; and Japanese persimmons, \$1,235. The annual value of the field of these trees totals above \$3,000,000.

Farming Ranks As First Business In Seminole

marketing agency, packing plants; C. I. & M. Dinsfelder, marketing agency and packing plants; S. D. Shinholser, crate manufacturer; Crown Paper Co., manufacturer of citrus and vegetable wrappers; The Lee & Fuel Co., ice manufacturers; pre-cooling plants; Florida Pre-cooling Co., pre-cooling plants; Nelson & Co., marketing agency, fertilizer manufacturer; Chester C. Foygate Co., citrus packing plants, fertilizer manufacturer; Lake Charm Fruit Co., marketing agency, citrus packing plant pre-cooling plant; Huda & Sons, marketing agency, pre-cooling plant.

The cattle industry also is developing rapidly in this area. The St. Johns River Valley is considered as good as the best of pasture lands in the state, and it is claimed that there are 50,000 cattle and 1,000 hogs within the trading area of Sanford.

The poultry business in Seminole County is being rapidly developed, and it is estimated that there are 50,000 hens within the county. The returns from this business are a great deal better than in cold climates.

Seven commercial dairies are now operated in Seminole, consisting of about 400 head of good cows.

Seminole is the most important of Florida's flower and florist greens production areas, and the low cost of production due to climate and soil conditions with the continuous growing season offers a practically unlimited field for further production of bulbs, ferns and cut flowers.

Seminole County being an intensive farming area, the farms require a large part of the help. This farm help is a large reservoir for other undertakings that pay higher wages. Currently work is more or less seasonal, pertaining to the growing and harvesting of fruit and vegetable crops, the making of crates and containers, the making of fertilizers, trucking and railroad transportation. The season is from October to May, inclusive, the summer months, June, July, August and September being the time of least activity.

Native hardwood forests offer a variety of hardwoods which may be secured and logged at reasonable prices. Among these are gum, bay, both white and red, and a number of varieties of oak which attains good sizes and lengths. The Seminole swamp area also contains an excellent maple which is now being used in the manufacture of attractive medium-priced furniture which

seems to find a very receptive market. There are also other varieties of green turtle soup, crabs, Quiney, in Gadsden county, produces more than half of the world's supply of Florida cut. The Devil's Mustard is a world's supply of Florida cut. It is used as a substitute for black sink north and in oil refining.



ROUND-UP OF ALL TOURISTS WHO PLAN TO SPEND THE WINTER IN FLORIDA!

BE SURE TO SPEND AT LEAST PART OF THE TIME HERE IN SANFORD ON THE ST. JOHNS RIVER

SEE US FOR X-CEL FEEDS - X-CEL SEEDS and X-CEL FERTILIZERS Poultry Men! Use Our X-Cel Feeds and We Will Buy Your Eggs The Year Round!

THE X-CEL STORE

SEMINOLE FEED COMPANY N. ELM AVENUE TELEPHONE 91 P. S. SAVE COUPONS IN X-CEL FEEDS

Come To The Land Of Orange Blossoms, Sunshine & Flowers FOR A Pleasant Winter FRESH FLOWERS THE YEAR ROUND J. R. STEWART, FLORIST 814 Myrtle Ave. Sanford, Florida WE TELEGRAPH FLOWERS ANYWHERE, ANYTIME

KNOWN FOR ABSOLUTE DEPENDABILITY IN THE MARKETS OF THE WORLD

AMERICAN FRUIT GROWERS - AND - SEMINOLE COUNTY CELERY



Seminole County Growers are justly proud of the fine celery they produce in this centrally located section of Florida. There is no finer celery grown anywhere. Here indeed is something deserving of the finest marketing service obtainable.

American Fruit Growers Inc. is proud of its record in selling Seminole County celery successfully through the years in the markets of the nation and in foreign countries. It's a great team—this tieup between AFG and Seminole County Celery. AFG growers will tell you that.

AMERICAN FRUIT GROWERS, Inc. SANFORD, FLORIDA

Tourists Invited To Visit Celery Wash Houses

Camera Fans May Get Interesting Shots Of Negro Workers

Tourists have a standing invitation to visit the celery wash houses in the Sanford area, where this county's principal crop is washed, iced and prepared for shipment to markets in the North. Camera fans may bring their equipment and get some interesting shots of negro workers processing the celery and packing it.

Among the wash houses which handle the Sanford celery crop are those of Chase and Company, J. C. Hutchison, Standard Growers, American Fruit Growers, Charles Dunn, L. A. Brumley and the Sanford-Oviedo Truck Growers. In the Oviedo muck lands, where a later crop is grown, these packing houses ship celery: Al Dade and Sons, Lake Charm Fruit Company and Max Linnhart.

Chase and Company and the Lake Charm packing house have their own pre-cooling plants, where the celery is cooled before loaded into freight cars. These two companies also manufacture their own ice.

One of the largest wash houses in the entire world is located here, and each year visitors from nearly every state in the nation come to watch the fascinating work. This is the wash house of Chase and Company which employs a "straight-line" method of handling the crop in order to wash it from farm to market as quickly as possible.

At top capacity, this plant can turn out a solid carload of celery every 20 minutes.

Celery Packed
The celery, after being cut in the broad, flat fields by negro workers, is loaded on to trucks in crates and hauled to the packing house. Upon arrival at the loading platform, it is checked and carried over to the nearby conveyor belts. Here the nimble fingers of negro women pack the celery out of the crates and lay it evenly upon the rubber belts.

The celery has begun a journey that will not end until it is stowed away in a freight car. As the green-topped stalks move along the belt, the negroes discard any that is blemished or discolored. Still carried along on the belt, the celery next encounters a sharp saw that whisks

CELERY BEING PREPARED FOR MARKET



View showing inside of one of many celery packing houses and pre-coolers in Sanford where this lush green vegetable is washed, iced, graded, and packed for delivery in northern markets. Over 6,000 cars of celery are annually shipped from this area.

off the top of each stalk so that all are the same length. The strong pleasant scent of the cut leaves pervades the entire plant.

After the saw comes the first of the two washers, a sharp spray of water that removes about 50 percent of the dirt from the stalks. This water comes directly from the plant's artesian wells, and averages 70 degrees Fahrenheit. In the next bath, the water is squirted under pressure of 15 pounds per square inch and the remainder of the dirt is removed.

As little as possible is wasted in the highly systematized process of handling the celery. The spray from the second bath runs back into the tank where it forms the make-up water for the first washing. The tops of the stalks which are cut off by the saw drop on to another belt and are carried out, eventually to be re-turned to the fields as humus or

to be used as cattle food.

After the baths, the celery moves along on the belt for a distance of about 100 feet, while it is allowed to drain. Packers and sorters working on either side of the belt, make a final selection of the stalks, dividing them according to size. The smaller sizes are placed on a separate belt and packed as individual hearts.

Pre-Cooled
When the celery has been graded, it is packed in a paper lined box and begins its journey to the pre-cooler. This is a large tank through which conveyors carry the crates at a slow speed, so that the celery remains in the tank for about 30 minutes. Coils are located just over the tank, and water of about 33 degrees is showered upon the vegetable continuously. This pre-cools the

celery quickly and thoroughly.

After coming from the pre-cooler, the crates are moved into the refrigerator cars for shipment, or into a refrigerated storeroom to await loading. At top speed, between 5,000 and 6,000 crates are handled a day.

Chase and Company's wash house develops its electricity and ice in its own plant. The ice plant can turn out 43 tons a day. Usually each car carries five tons. The ice plant is adjacent to the car tracks, where as many as 50 cars have stood loaded and waiting to move off at one time. Huge piles are used to break up the ice into chunks, after which it is put into the bunkers of the refrigerator cars. The cars are loaded a day before the crates of celery are put into them, and another load of ice goes into the bunkers

just before the car pulls out.

On the second floor of the plant the celery crates are made. The nailing is done by four clattering machines, which can turn out a total of 900 finished crates every hour. The crate material is stored nearby in a big room that holds 15 carloads of the thin wood from which the crates are made. A conveyor belt takes the finished crate from the belt, where it is used for packing.

"Fresh celery handling has undergone many changes and improvements in recent years," W. A. Leffler, president of Chase and Company, says. "For a long time this vegetable was harvested and packed on the ground in the field. It was then hauled directly to the cars for shipment.

"The cars were standard refrigerator cars and the method of refrigeration then employed

was the standard one of ice bunkers, the celery being loaded without pre-cooling. Cars moved to their destination under what is known as 'standard refrigeration' that is, the cars were lead at every regular icing station.

"With these methods," Mr. Leffler explained, "there was considerable wilt and the celery had a ragged appearance. The refrigeration in the car was not sufficient to remove the heat from the celery in time to arrest decay. The tops often became yellow, particularly in the upper parts of the car where the air was warmer and the refrigeration was not so effective.

"Later, while the same method of packing was continued, top-icing of the cars was adopted to overcome some of the troubles. Under this method finely crushed ice was thrown all over the load after it was put in the car. This practice served to reduce the temperature of the celery very quickly and was a great im-

provement. Depending upon weather conditions at the time of the shipment moved, we used 'standard refrigeration' in addition to the top-icing. Sometimes only the initial bunker icing was used along with top-icing. In very cool weather, top-icing alone was used.

In this way refrigeration costs were reduced.

"Still later, the practice was adopted of packing the celery in packing houses where after packing it was chilled by spraying with refrigerated water. This proved to be only partly effective.

"From these methods was developed our present system of celery packing, found to be very effective. Under this plan, the harvested celery is placed in field boxes, transported to the packing house, washed, graded, pre-cooled, and put aboard the ice car. As a result of this method, decay has been almost entirely eliminated and the cost of refrigeration has been reduced. It is now possible, when weather con-

ditions are favorable, to move celery in tightly closed refrigeration cars with no other refrigeration than that due to the pre-cooling of the product, which enters the car at a temperature of about 34 degrees Fahrenheit," Mr. Leffler said.

Superintendent A. B. Mahoney is responsible for much of the smooth system under which the packing plant operates, and says it is similar in principle to that used in Henry Ford's factories. The celery never stops moving from the time it is unloaded on the platform until it is placed in the railroad cars. Mr. Mahoney originated the device which awns off the tops of the stalks, and a ticket system which speeds the movement of the crates through the plant.

The packing season begins in December and lasts until early June.

Wood is still the main fuel on many farms.



SPEND THE WINTER IN BEAUTIFUL SANFORD, FLORIDA

"In The Heart Of Central Florida"

With pleasure we join the merchants, business men and citizens of Seminole County in extending to tourists an invitation to spend the winter here in "the Heart of Central Florida."

McCRORY'S

5c-10c to \$1.00 Store
C. L. REDDING, Mgr.



SPEND THIS WINTER'S VACATION In SANFORD -- FLORIDA

You Will Like It Here In Our Friendly, Thriving City - Come And Get Acquainted - Investigate Our Many Good Business Opportunities - Make Sanford Your Home.

Here are a few of the many recreational facilities this section offers the tourist during the winter season.

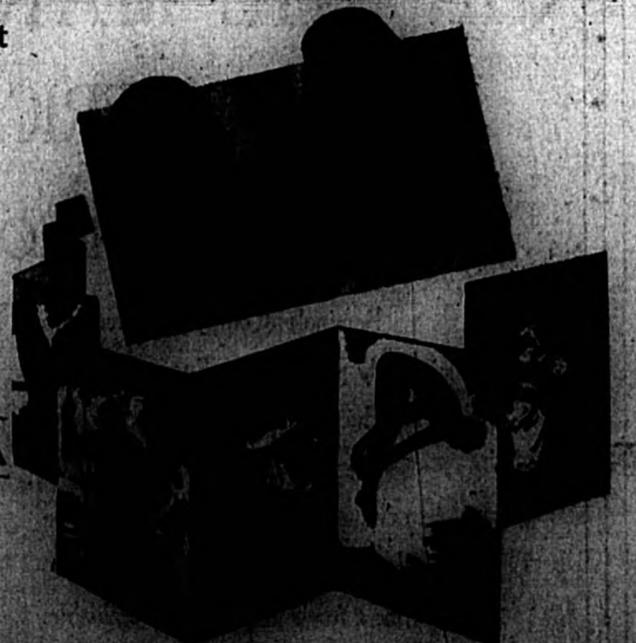
- Dog Racing
- Hunting
- Fishing
- Swimming
- Tennis
- Golf
- Badminton
- Bowling
- Sightseeing
- Boating
- Shuffleboard

Cost of living in Sanford is as low as in any other city in the United States.
Most strategically located city in Florida for seeing other points of interest in the state.
Situated on the shore of the beautiful St. Johns River.

SANFORD IS IN THE MOST BEAUTIFUL PART OF CENTRAL FLORIDA

You will enjoy the wonderful climate and the many natural beauties that abound here—you really live in this progressive, hospitable community. Play golf on our municipal course—see the finest zoo in Florida—fish the many beautiful streams and lakes—use our tennis and shuffleboard courts.

Sanford is a clean city of over 10,000 population, located on beautiful Lake Monroe which is navigated by freight boats and pleasure craft plying the St. Johns River.



City Commissioners Of Sanford

HILL GUY EDWARDS

Advantages Of Fast Service Factory Sites Offered By Here Are Many Coast Line

Ideal Climate, Low Living Cost Make Area Attractive To Industrialists

Sanford has many advantages both natural and artificial to offer to industries, and the truth of this is attested by the number of manufacturing concerns already located here.

Ideal climatic conditions prevail for factories and similar establishments. The mild winters make it possible to work full time each day in the year, thus insuring good working conditions and cutting down the cost of heating plants.

United States Weather Bureau figures show that Sanford has an average temperature of 71.7 degrees. The July average is 81.7 and the January average is 60.5.

The cost of building materials generally is lower here than in many other locations. Pine and cypress mills are nearby, and a low freight rate is available on water transportation for handling heavy materials.

Taxes in the City of Sanford and in Seminole County are not high, and in addition the State of Florida has no income or sales tax.

Florida exempts from taxation any industrial plant engaged primarily in the manufacture of steel vessels, automobile tires, fabrics and textiles, wood pulp, paper, paper bags, fibre-board, automobiles, automobile parts, aircraft, aircraft parts, glass, crockery, or oil or sugar refining.

Good Water supply

The City of Sanford derives its water supply from several deep wells that tap the water strata within the "Ocala" limestone of the Eocene Age. Ample water is available, since over a large area flowing wells can be obtained aside from the Ocala limestone.

An abundant supply of electric power service is available from the inter-connected power system owned and operated by the Florida Power & Light Company. Electric power service is dependable and is furnished at fair and reasonable rates.

An adequate and dependable supply of manufactured gas is furnished by the Sanford Gas Company, a subsidiary of the Florida Public Service Company.

Fuel oil for power production is available from the Jacksonville oil terminals, either by railroad tank car or by St. Johns River.

(Continued on Page Seven)

Line Is Vital Factor In Developing Tourist Business Of City And County

Today is no other place where the Atlantic Coast Line railroad is playing an important part in the growth and development of Sanford by maintaining rapid and efficient service for the transportation of supplies as well as tourists.

O. E. Rollins, district superintendent, predicts one of the greatest seasons in the history of the line this year, and declares that the usual winter passenger schedule will be maintained despite the increased traffic caused by the national rearmament program.

The Sunny South is close to the North by trains of the Atlantic Coast Line System.

Those running through Sanford include the Tamiami Champion, a streamlined train added last year which saves time over the old schedule; the Havana Special, and the Coast Line Florida Mail. The Havana Special connects at Fort Tampa twice a week with a steamship running directly to the Cuban capital.

Seat reservations are necessary on the Tamiami Champion (West Coast) alone, and Pullman reservations are needed on all the trains.

Diesel powered and containing individual reclining in seat coaches, the Atlantic Coast Line's streamlined Champion has lounge-dressing rooms for both men and women and a beautiful tavern-lounge-observation car where beverages and light refreshments are served.

The Champion until its last trip from New York on Dec. 11 is operated as two trains. Winter service is effective Dec. 12, and complete schedule will be announced later.

The Tamiami Champion (West Coast) operates daily between New York, Washington, Jacksonville, Sanford and Tampa, and Jacksonville, Gainesville, Ocala and St. Petersburg. On its southbound schedule it leaves New York at 12:30 P. M. and arrives in Sanford at 10:25 A. M. and in Tampa at 1:00 P. M.

On its northbound trip the Champion leaves Sanford at 5:00 P. M. and arrives in New York at 4:15 P. M.—less than 22 hours later. The Tamiami Champion (East Coast) operates between New York and Miami.

Other trains connect at Jacksonville with the fastest in the country for transportation North.

About 450 persons are employed in Seminole County by the Atlantic Coast Line railroad, and the payroll totals over \$50,000 a year.

The Coast Line which in 1902 took over the Plant system, had long been identified with the South. The parent railroad of the Coast Line system, the Petersburg Railroad, was chartered on Feb. 10, 1830. The line ran from Petersburg, Va., 59 miles south to a point one mile and a half below the rapids of the Roanoke River.

The road opened for traffic over one-half its length in October, 1832. It traveled on wooden tracks lined with strips of iron. At the beginning of the present century, more than one hundred small railroads built for the development of the Southeastern states were represented in the Atlantic Coast Line Railroad Company.

But long before the formation of the present system, on Apr. 21, 1900, the constituent roads, many of them representing earlier consolidations made up the most direct route between Florida and other parts of the Southeast and the North. It was in 1888 that these roads established the "Florida Special," operating between New York and Florida, which was so far as then known, the first de luxe tourist train in the world. It has been continued every season since then, and is the dean of all fine tourist trains.

Florida has a total population of 1,600,000 and during the winter season the state entertains thousands of visitors.

Florida has 25,000,000 acres—2,000,000 under cultivation, 19,000,000 in timber, 3,000,000 of water and 2,000,000 of prairie.



Gathered at the Atlantic Coast Line depot in Sanford, a group bids goodbye to a party of visitors who have spent a comfortable and enjoyable winter in the "land of sunshine." In addition to the type of train shown above, modern streamline trains also stop here to provide through service to points in the North. One of these, the Havana Special, connects twice a week with a steamship at Port Tampa which goes directly to Cuba. In the background of this picture may be seen the waiting rooms and district offices of the Atlantic Coast Line.

Trade Body Is Ready To Help Manufacturers

Chamber Makes Plans For Large Tourist Season This Year; Services Are Cited

Seminole County's Chamber of Commerce is fully prepared to aid manufacturers by seeking sites in the City or County and by obtaining special concessions from the local governments, Edward Higgins, secretary, declares.

Upon request the Chamber will mail a copy of an industrial survey, which gives accurate and detailed information about this section and which will aid in planning the erection of factories, Mr. Higgins added.

At present the trade body is laying plans for a big winter tourist season, and is making arrangements for the entertainment of these visitors as well as finding suitable accommodations for them.

In the annual report of the Treasurer of the Chamber of Commerce, it is shown that the group began its fiscal year on Oct. 1, 1940, with a cash balance of \$485.36. Expenditures during the year amounted to \$8,414.17, and at the end of the 1941 fiscal year there was a balance on hand of \$2,198.37.

Advertising, both in newspapers and on billboards, accounts for a large portion of the Chamber's expenditures, the report discloses. A total of \$205.35 was spent for this purpose during 1940-41.

Exhibits Sponsored

Other items included in the report are: building expenses, \$277; meetings and celebrations, \$50.10; exhibits, \$105.41; and board and convention fund, \$100.

The work of the Chamber of Commerce from Oct. 1, 1940, to Oct. 1, 1941, was described in a report recently made by Secretary Higgins, in which he pointed out that the group is the "promotional department of the City and County." This report touched on the accomplishments of the Chamber in connection with the new airport, roads, advertising, the hospital project, and other activities.

Feeling that the old municipal airport was inadequate the City of Sanford located a new site and completed its purchase in April of this year. Upon the advice of Washington officials the City immediately made application to the WPA for a project to build an all-over grass landing field. This application was granted and work was started on Apr. 17. The cost of the project was set at \$115,000.

In June the Chamber of Commerce began contacting officials of the Army and CAA to have the field certified for national defense and to supply federal funds for grading and paving runways.

Project Certified

On Aug. 9 the City received official notification of the certification of the project for national defense. The money allotted was \$67,000 by the CAA as co-sponsor, with the City for a WPA project to grade runways.

(Continued on Page Four)

Taxes Are Kept Low In County, Survey Reveals

Homeowners Exempt From Payment On Valuation To \$5000

Industrialists who are considering new locations for factories will find much in Sanford that will appeal to them in the way of low living costs, reduced taxation, mild climate and other natural advantages.

Only nine other counties in Florida had a lower tax rate than that of Seminole County in a recent survey. In addition to the low tax rates, home owners are exempt from paying taxes for the operation of the County government on an assessed valuation up to \$5,000.

The total assessed property value in the county upon which operating taxes are levied is \$16,646,833, according to records in the office of County Tax Assessor Sanford Doudney. The assessed valuation upon which levies for bond requirements are made is \$21,283,463.

Seminole County's millage rate last year, excluding bonds, was 22.5. This year, the assessed valuation has been increased and the millage rate has been reduced proportionately, O. P. Herndon, County Clerk, explained.

Millage Held Low

The Board of County Commissioners is authorized to levy as much as 9 1-3 mills but it is attempting to keep the millage down to eight, Mr. Herndon stated. This tentative figure includes a levy for hospital bonds should work be started on this project.

It is anticipated that, under the provisions of a law enacted by the recent Legislature, the interest and sinking fund requirements of the total outstanding bond debt of the County will be met by the gasoline tax, with no millage levied for County bond purposes against County property.

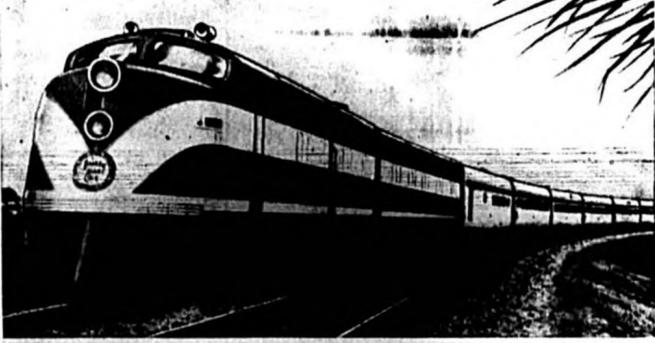
To date no millage has been set, since the budget must be approved by the State comptroller.

The trend in Seminole County to keep taxes to the lowest possible amount is witnessed by the fact that the tax roll for last year turned over to Tax Collector Jno D. Jenkins for collection was only \$242,502.68 as compared with a tax roll in 1938 of \$769,218.82. In 1938 the tax roll was an aggregate of \$623,606.84 and in 1935 it had been reduced to \$351,434.24.

As a further inducement for industries to locate in Florida, an amendment has been added to the Constitution which permits the Legislature to reduce the rate of taxation in the state for

(Continued on Page Seven)

STREAMLINED SERVICE



New York is only 22 hours from Sanford with the addition of fast streamlined trains to the service of the Atlantic Coast Line railroad. One of these trains, which make regular stops at Sanford, is shown above. It is equipped with individual reclining chairs, attendant service, and a modern lounge-tavern-observation car where light refreshments may be obtained.

Make Your Home In The Best Part Of The Sunshine State



Sanford, Florida in addition to affording you excellent recreational facilities and an ideal climate, is located in "the Heart of Central Florida," not more than a six hour drive from any other part of the state you might wish to visit.

W. J. KING PLUMBER
Telephone 50
715 W. First St. Sanford, Florida

PENTLAND, GRAY and MOORE
ACCOUNTANTS AND AUDITORS
ATLANTIC BANK BLDG. SANFORD, FLA.

SANFORD IS A SPORTSMAN'S PARADISE

Sportsmen, particularly, will like it here for here you can find the best hunting and fishing in Florida. Golf, tennis, badminton, shuffleboard and all other sports are played here the year around.

F. D. SCOTT'S STANDARD SERVICE STATION
301 South Park Ave.
Sanford, Florida Phone 377



Shinholser Mill Supplies Crates To Celery Farms

Oxen Are Used For Carrying Logs To Flat, Dry Woods

During World War I, when the influenza epidemic was raging through the United States, crate mills were so short of help that growers were suffering from inability to get crates for their products.

At that time S. O. Shinholser, Sr. was in the construction business and he had an electrically driven wood working shop in connection with this. He began to make celery crate heads as an emergency measure to help take care of the shortage.

After making a start in this business, and buying a few machines for making crate ends, Mr. Shinholser found the reception of Sanford-made crates to be so good that he could see no reason why a large proportion of Sanford's crate requirements should not be manufactured in Seminole County.

At that time all the crates used in this county were being shipped from other points and they seemed no good reason why this should be necessary, Mr. Shinholser explained.

Accordingly, he continued to carry his crate operations and for many years has been devoting his time entirely to making crates and has consistently manufactured a large part of the available containers used in Seminole County.

Equipment Added

Three years ago, the wire bound crate became so popular that it seemed advisable to add equipment for making the wire bound crates, which is located in West Sanford.

At the present time the mill is producing wire bound celery crates known as Howard crates, wire bound crates, called the Bruce Box, and the clip-top celery crate, originated and designed by Mr. Shinholser. Several million of this type of crate have been used in Seminole County by celery growers and shippers.

Mr. Shinholser's mill also makes packages such as pepper crates, small and large lettuce crates, tomato crates, potato crates and practically a full line of square packages which are used all over the county.

"I have always felt that Sanford and Seminole County were the logical place for the manufacture of the mill for over 20 years has been sold in the county almost exclusively, despite the fact that I have many inquiries for our products from other sections of the state. At present, for example, I am in receipt of a request from the War Department for bids on wire bound packages for use by the government."

The mill employs 75 persons and as many more find work outside the mill, cutting logs for a radius of 60 miles.

Practically all crates for celery are made of pine but today nearly all wire bound containers are made from hardwood. Wood is better adapted for use in slats. This wood grows only in few swamps and during the period of wet weather logging becomes very difficult. The hardwood must be cut in the bogy swamps and brought to higher land through water channels from several inches down to over the knees of work-

WHEN TRACTORS FAIL



Oxen have been used for hundreds of generations as work animals, and they are still in demand today in swampy sections where trucks would bog down. The Shinholser crate mill at Sanford has several oxen to haul hardwood logs from the swamps to the flat woods, where trucks carry the timber to the factory.

Sanford's Banks Are Vital Parts Of Business Life

Deposits Of Two Institutions Are Almost 2 1/2 Million

Sanford's two banking houses, the Florida State Bank of Sanford and the Sanford Atlantic National Bank, are important factors in the business life of the city and county. Both are members of the Federal Deposit Insurance Corporation which insures accounts up to \$5,000.

Newer of the two banks is the Florida State Bank. It celebrated its second anniversary recently and now has over \$600,000 in deposits.

A home-owned institution, it is headed by M. G. McNair as president, J. H. Van Hoy as vice president, and J. E. Rowland, Jr. as cashier. Directors are L. F. Boyle, Charles Dunn, Forest Gatchel, W. E. Kirchhoff, Jr., M. G. McNair, Ralph A. Smith and J. H. Van Hoy.

The Sanford Atlantic National Bank has deposits totaling over \$1,800,000. Its modern banking facilities include checking accounts, savings accounts, travelers checks, commercial loans, insurance loans, personal loan department, safe deposit boxes, a night depository and a trust department.

S. O. Shinholser is president of the Sanford Atlantic National Bank. Other officers include J. L. Ingley, executive vice president; G. W. Frasier, vice president; A. L. Betts, cashier and A. E. Collum, assistant cashier. Directors are George D. Bishop, L. I. Frazier, Joe Cameron and R. A. Newman.

Mattress Factory Marks Its 21st Year Of Business

Serving all of Central Florida, the Sanford Mattress Factory at Celery and Sanford Avenues is now in its 21st year of turning out scientifically constructed mattresses for wholesale and retail trade.

Housed in a white frame building, the company specializes in making inspring mattresses but also manufactures cotton mattresses, boat cushions and other similar items. From eight to 10 inspring mattresses can be turned out daily, while 30 or 35 plain cotton mattresses can be made each day.

In addition, the Sanford Mattress Company rebuilds old mattresses, upholsters furniture and makes box springs.

When an inspring mattress is to be made, cotton batting is unrolled on a special table and on top of this is placed a sheet of felt or an insulating material to get an insulating effect against the springs. Next the padding is placed on top of the padding and the top cover is placed over the padding.

The top cover is then placed around the mattress and bedding and the mattress is pressed in the form. When this operation has been completed, the mattress is taken to one of the stitching tables.

A workman with a large heavy needle stitches the edges of the mattress to hold it in shape and give it the characteristic form. The company's trademark label, "Good Comfort," is then sewn on the mattress and it is ready for shipment.

Northern Florists Use Gladioli From Sanford Nurseries

Growing and shipping gladioli—thousands upon thousands of them for wholesale dealers all over the country—adds another feather in the cap of industrial and agricultural Sanford.

About 10 years ago, W. E. Kirchhoff, Jr., of New York State began growing gladioli on a tract of land he had purchased in Sanford, Florida, principally at the big wholesale dealer, Mr. Kirchhoff set up a warehouse for packing and shipping the stately flowers.

Today Kirchhoff's gladioli farms and shipping plants are located in Florida, Alabama and Virginia, and the company ranks among the largest of its kind in the U. S. Each year hundreds of thousands of dozen bunches of "gladioli" are packed and shipped from Sanford alone.

The other farms are located in Fort Mayaca on Lake Okechobee in the Everglades, Fort Myers, Bradenton, Foley, Ala. and Drivens, Va., near Richmond.

The Sanford plant was established first, but has been succeeded in size and acreage by the Everglades farms.

About 60 persons are employed during the planting and harvest seasons in the Sanford plant of the Kirchhoff Company, and about 25 of these have year-round jobs. The season lasts about two or three months.

Office in City

The warehouse from which the gladioli are shipped and where the bulbs are stored is located on Beardsall Avenue about two miles outside Sanford. This is in the midst of the rich brush farming section of Seminole County, in town, across from the State

Fruit Wrappers Are Turned Out By Crown Plant

Factory In Sanford Is Biggest Of Its Kind On Seaboard

Largest plant of its kind in the East, the Crown Paper Co. could at top capacity turn out enough fruit wrappers in Sanford for all the oranges, grapefruit and tangerines grown in Florida.

Only three printing plants on the Atlantic coast are equipped to make fruit wrappers, since it is a highly specialized type of manufacturing. Two of these plants are located in Tampa, but the Sanford company can turn out more wrappers than the two combined.

About 25 workers are employed during the shipping season, which begins in September and continues through July. Dozens of different kinds of wrappers are printed by the Crown Paper Co., mostly for firms in Florida. Some of the wrappers, however, are used in Cuba, Jamaica, British Honduras and other West Indies islands where citrus, pineapples or tomatoes are grown.

Paper used in the big plant comes from the state of Washington, and is all virgin spruce. It is chemically treated and no ground wood is used so that the paper will be a superior grade. Long fibres are desirable, so Crown Paper uses no "second-hand" paper, but only virgin wood.

Railroads Used

The paper, in normal times is shipped through the Panama Canal to Jacksonville, whence it is brought to Sanford via the St. Johns River. With the current scarcity of shipping space, most of the paper is being brought across the continent by rail.

A citrus packer who desires to have wrappers printed with his brand upon them will come to the Crown Paper Co. and give them a rough idea of what he wants. The company will send the sketch to an artist, who makes a color drawing for approval of the packer. After this has been okayed, an engraving is made of the drawing and the wrapper is printed from castings of the engraving. All the work except drawing and engraving is done at the company's plant on Elm Avenue.

The plant of the Crown Paper Co. has various departments, each necessary to the making of a finished label. Paper, when it

When Tractors Fail

Oxen Are Used For Carrying Logs To Flat, Dry Woods

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SEMINOLE COUNTY OFFERS MUCH TO THE WINTER VISITOR

On the St. Johns River In the Heart of Florida



Ideally situated for seeing other points of interest in Florida, Seminole County has an excellent climate, a well rounded program of recreation and many unsurpassed scenes of natural beauty.

And it is with pleasure that your New York Life Insurance agent joins in extending to tourists an invitation to spend the winter here in "the Heart of Florida."

ROY HOLLER
AGENT
NEW YORK LIFE INSURANCE CO.
BRUMLEY-PULESTON BLDG. SANFORD, FLA.



For The Best Of Winter Vacations Come To Sanford Florida

For The Best In — Fountain Drinks — Wines Sandwiches — Sodas — Beers — Curb Service

COME TO
HOMER'S SODA SHOP
SANFORD, FLORIDA
First St. & Sanford Ave. Phone 9117

WHEN THE SNOW BEGINS TO FLY

Make Your Winter Headquarters In Sanford, Florida

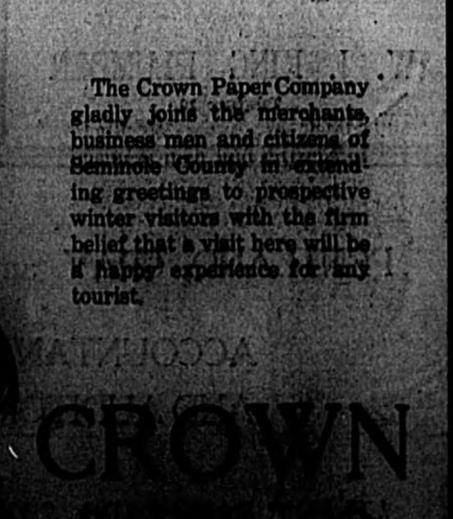
On The Beautiful St. Johns River

Sanford and Seminole County offer much to the winter visitor. Centrally located, blessed with a wonderfully mild climate and residing in by a progressive, friendly people, it is ideal as headquarters for your trip to Florida.

Sportsmen, particularly, will like it here for here you can find the best hunting and fishing in Florida. Golf, tennis, badminton, shuffleboard and all other sports are played here the year around.



The Crown Paper Company gladly joins the merchants, business men and citizens of Seminole County in extending greetings to prospective winter visitors with the firm belief that a visit here will be a happy experience for any tourist.



Brushes Made Of Palmetto Fibres Prove Resilient

Factory Near Sanford Is Largest Of Its Nature In Country

Around 5,000 brushes daily... The Oz Fibre Brush Co., Inc., located about a half mile off State Road 3 just beyond the Sanford bridge near Sanford.

Built in 1923, the factory is a branch of the main plant at Frederic, Md., and is owned by the family of the late J. K. Robinson, Sr., formerly president of the Diamond Match Co.

There are three plants similar to the Oz Fibre factory in Florida, but the one here is the largest of its kind in the world. The metamorphosis of a palmetto tree from a Florida swamp to a fancy clothes brush on a man about town's bureau is a lengthy process, but one that is absorbing to watch.

This steaming softens the wood, so that the next process is made easier. The bud is pressed against a revolving drum, the teeth of which loosen the "cones" that make up the bud. These cones are then stripped from the bud and fed into a roller crusher.

After being crushed the cones are shredded by another drum, also equipped with teeth. Water is sprayed down upon the fibre to reduce friction. The palmetto cone has now been shredded into long fibres and its journey toward becoming a brush is well under way.

The fibres are next placed on a rack and wheeled into the dryer, which is about 110 feet long and seven feet high and resembles a giant tube. The fibres remain in the dryer for 48 hours, with a large fan blowing air heated to a temperature of 160 degrees over it constantly.

Upon emerging from the drying kiln, the fibre is "combed," or drawn through upright nails to remove the short fibres and dust. After this the fibre is immersed into a tank of paraffin oil to give it resiliency and color.

When the fibre is taken from the paraffin tank, it has turned into a rich brown color, hence the name "ox fibre." After draining, the fibre is tied into bunches and placed in a storage room until it is ready to move into another room where it is combed again and graded for length and color. As many as seven different grades of fibre can be obtained from one palmetto bud.

Each process takes place in a different room in the factory, and where the noise of machines, paraffin, radials are turned on. This increases the efficiency of the negro workers and also lessens their tendency to talk among themselves.

When the fibre has been sorted into strands of equal length, it is tied into bunches and the ends are trimmed. Next, the bunches of fibre pass into another room where the final steps in making brushes are begun. The Oz Fibre Co. turns out

AN IMPORTANT INDUSTRY



Here is an aerial view of the Oz Fibre Brush Company, located near Sanford, which makes numerous varieties of brushes from the fibre of the scrub palmetto tree. The usable

portion of the tree is brought to the plant on the railroad spur shown in the picture and goes through the first of the many processes to transform it into a brush.

many different kinds of brushes, but the most popular is a small whisk broom. This is made by taking the fibre and attaching it by means of tightly twisted wire to a short handle, called a "down." This process is done by a complicated machine, which requires three months to learn to operate.

Brush Takes Shape After the stiff fibres have been attached to the handle, the brush begins to take shape. Next, the shoulders of the brush are built up, and it is tested to see that all the fibres are in good condition. Then the brush is shakedown, and a cap is attached. The process is still not finished, however. When the shakedown has dried, the brush is examined carefully for flaws, and any fibres that protrude are snipped off.

Then an attractive sheath is slipped over the brush, and it is ready to be packed for shipment. Though making brushes is an important item in the Oz Fibre factory, most of the fibre is shipped to the plant at Frederic, Md., which is much larger and turns out everything from toothbrushes to paintbrushes.

The beginning of the Oz Fibre Co. dates back some 50 years ago, when Mr. Robinson was seeking the country for a suitable wood to use in the manufacture of matches. He was much interested in Florida, and it disturbed him to see the palmetto trees so plentiful and serving no useful purpose. He found the wood was unsuited for matches, but he knew it had possibilities as a source of fibre.

ABOUT 1880, Mr. Robinson built a small plant in Sanford to extract the fibre and ship it to his brush factory at Frederic. This little plant probably a one-room affair, was located about where the St. Johns River Line warehouses are now. As the years passed, other com-

panies were built, other com-

Inspectors Check Coca Cola Plant For Cleanliness

Cleanliness is observed first and foremost in the bottling process of the Sanford Coca Cola Company, owned by the Florida Coca Cola Company and operated under the franchise of the Coca Cola Company of Atlanta. Company inspectors from Atlanta make regular visits and look at everything from the floors to the ceilings to protect their own interests. Clyde Parker, local manager, says:

Serving all of Seminole County and the town of Osteen in Volusia county, the plant keeps five men busy. Two men are employed as salesmen and two operate the plant under the supervision of the manager.

Besides the inspection of the plant and all equipment made by company officials, every bottle of Coca Cola is inspected under a strong light after it leaves the bottling machine to make sure no bottles containing flaws go out to the public.

Each bottle is emptied and run through a washing machine and washed automatically with a 6 percent alkaline solution at a temperature of 140 degrees. Each bottle stays in the machine for ten full minutes.

Syrup for the drinks is brought to the plant in stainless steel drums and pumped directly into a glass jar stop the bottling machine, ready for bottling. City water is used in the bottling though it is filtered first through a rock, sand and gravel base and then a charcoal base to remove any faint taste of sulphur.

The pure water is then piped through a large cooler to give an even temperature of 45 degrees, making an even carbonation of the water easier. In the process of carbonation the water is run into a revolving drum and stirred with paddles while the gas is shot into the drum under pressure.

The combining of the syrup and the water is culminated in the bottling machine at a mixture that never varies. The machine fills and caps 25 bottles a minute, producing 675 cases a day.

At no time during the entire process is the water or the syrup exposed to the open air or touched by hand. Each part of the plant is cleaned by steam.

Taxes Are Kept Low In County, Survey Reveals

(Continued From Page One) a period of 15 years without taxation. The fact that Seminole County's bonds are currently offered on the market at from one to seven points above par reflects the strong financial position of the County's total bonds of \$2,092,000, which were used principally for the improvement of 250 miles of County roads.

The total bonded debt of the County, \$2,092,000, is at interest rates of 3, 3 3/4 and 4 percent. The County receives about \$100,000 annually from the State gasoline fund to apply on the principal and interest of these bonds.

On May 1, 1937, the City of Sanford refunded its bonded debt, which at that date amounted to \$5,900,000. These bonds do not mature until 40 years from the date of issue, and the interest and principal is paid off each year.

Because of the low interest on these bonds the City will be able to continue to improve the rate of bond retirement without increasing the present rate of taxation. The low interest rate and long maturity makes possible the purchase of these bonds, for cancellation, at heavy discount from face value.

Other facts which are of interest to the prospective manufacturer include the population of the County, which was listed as 22,226 permanent residents by the census of 1930. In area the County is nearly the smallest in the State, but its population ranks it seventeenth.

Rain Aids Climate Annual average rainfall in Seminole County is 51.1 inches. Most of the rain falls during the summer months, an important factor since it makes for cool summers and warm dry winters.

About 800 lakes are scattered throughout the county, and the principal farming areas—producing crops valued at more than \$5,000,000 annually—are located on the southern shores of these lakes. This affords water protection for crops from the northwest from which direction most of the cold which reaches Florida comes.

Seminole County's hammocks and swamps filled with virgin timber, including pine, cypress, gum and maple provide another of the county's natural assets. The timber if used in the operation of the numerous sawmills, is also the habitat of wild game and birds, making it a paradise for the hunter. Embracing many lakes, the St. Johns River and its tributaries, Seminole County is an excellent place for lovers of the field and stream.

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Paper Company Buys Subsidiary Groups

NEW YORK, Oct. 27.—(AP)—Scott Paper Co. has signed an agreement with International Paper Co. to purchase from the latter some of its subsidiaries, plants and manufacturing facilities at Marinette, Wis., and Glen Falls, N. Y.

Spend the Winter In Sanford Fresh Vegetables & Meats All Kinds Of Staples & Groceries CALDWELL'S GROCERY -AND MEAT MARKET- 805 W. 3rd St. Sanford, Florida Phone 597

SEE FLORIDA from

SANFORD

We are glad to join the merchants, business men and citizens of Seminole County in extending to prospective winter visitors a most cordial invitation to spend the winter here in the friendliest town in Florida.



Title Guaranty And Abstract Company

107 South Park Avenue Phone 708

ABSTRACTS TITLE INSURANCE

H. M. WATSON, President

MAKE SEMINOLE COUNTY YOUR HOME THIS WINTER

Visit an aggressive section abounding in natural beauties that is also prolific in the production of vegetables and citrus fruit. And a Sportsman's Paradise is this, "The Heart of Florida."

The climate is mild, the people are friendly, and it's a great place to live. Beautiful scenery and a multitude of attractions await the winter visitor to Seminole County. We hope you will come—we believe you will like it.

We also take the opportunity to congratulate the merchants, business men and general public of Seminole County in their progressive efforts to make this section more prosperous by attracting tourists here to "The Heart of Central Florida."



WHOLESALE GROCERS

"Since 1910"

WIGHT GROCERY CO.

SANFORD, FLORIDA.

HUNTERS! AND OTHER SPORTSMEN If you are looking for THE PLACE to spend the winter—SANFORD IS IT! Not only can you find the best places to hunt, fish and swim; you enjoy all other kinds of sports here, too. And excellent is the word for our climate. Tennis, golf, bowling, badminton, basketball, baseball, diamond ball and football are only a few of the many sports enjoyed here. With strong incentives for Sanford, come on down for the winter and you'll like it here too. WIGHT GROCERY CO.

Sanford Is Home Of Largest Ice Plant In South

Factory Supplies Refrigerated Trains Carrying Produce

Ice for cooling the refrigerator cars which carry the products of fertile Seminole County truck farms is supplied by the City Ice and Fuel Company's immense plant at Sanford, Fla.

In addition to ice for delivery to other parts of the county, the Sanford plant, the largest in the South, is also a source of supply for the City Ice and Fuel Company's immense plant at Sanford, Fla.

The water which later will become ice is pumped into the plant from the St. Johns River through a long pipeline.

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AIR VIEW OF WEST SANFORD



The sprawling plant of the City Ice and Fuel Co., largest of its kind in the South, is shown in the above airplane view. It is located in the midst of the farming section just outside Sanford, and is adjacent to the railroad tracks. Refrigerator cars carrying fresh vegetables are loaded at this plant so that the product will be crisp and edible when it reaches its destination. As many as 65 refrigerator cars can be served at one time by this plant, which has a capacity of 4,000 tons of ice a week.

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FOR A DELIGHTFUL WINTER COME TO SEMINOLE COUNTY

"In The Heart Of Central Florida"

We are glad to join the merchants, business men and citizens of Seminole County in extending to prospective winter visitors a most cordial invitation to spend the winter here in the friendliest town in Florida.



Give Your Family A REAL Home

Select your furniture at the Sanford Furniture Co., and you will have a home that you will be proud of. We can supply your every need in living room, bedroom and kitchen furniture.

Winters Are Mill Summers Are Mill Here

Florida has been established as the winter home of the North and South, and this is the reason why so many people are flocking to Florida winters and the summer months.

The Sanford Furniture Co. is the largest furniture store in the South, and we have a complete line of furniture for every room in the house.

Our furniture is made of the finest materials and is guaranteed to last for many years.

Visit our store today and see for yourself the quality and variety of our furniture.

Sanford Furniture Co., Sanford, Florida

Phone 222

Open Monday through Saturday, 10:00 a.m. to 6:00 p.m.

Free delivery service in Sanford and surrounding areas.

Sanford Furniture Co., Sanford, Florida

More Factories Setting Up New Florida Plants

Florida, long known mainly as the "playground of the United States," has a new role to play in the industrial world.

The state is being utilized more and more for the production of goods and services.

Many new factories are being built in Florida, and the state is becoming a major industrial center.

The growth of industry in Florida is a result of the state's strategic location and abundant resources.

Florida's climate and natural beauty are also attracting investors and workers.

The state's infrastructure is being improved to support the growing industrial sector.

Florida is becoming a more diversified economy, with a strong emphasis on manufacturing.

The state's population is increasing, and the demand for goods and services is rising.

Florida's industrial growth is a sign of the state's economic progress.

The state's future is bright, and Florida is poised for continued growth.

Florida is becoming a more important part of the national economy.

The state's industrial sector is a key component of its economic development.

Florida's industrial growth is a testament to the state's potential.

The state's industrial sector is a source of pride for Floridians.

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Contracts For Army Hip Boots Are Let

BOSTON, Oct. 27.—(Special)—Seven manufacturers have been awarded negotiated government contracts for a total of 50,000 pairs of hip boots by the Army quartermaster here.

The contracts were awarded to the following firms: Lawrence Rubber Mills Co., Lowell, Mass., 10,000 pairs at \$1.45; Cross, W.D., 10,000 pairs at \$1.45; U.S. Rubber Co., Newark, N.J., 10,000 pairs at \$1.45; Goodyear Rubber Co., Akron, Ohio, 10,000 pairs at \$1.45; Goodyear Rubber Co., Akron, Ohio, 10,000 pairs at \$1.45; Goodyear Rubber Co., Akron, Ohio, 10,000 pairs at \$1.45; Goodyear Rubber Co., Akron, Ohio, 10,000 pairs at \$1.45.

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Florida Fruit Oil Made Into Perfume

CLEMMONT, Oct. 27.—(Special)—Converting the oils of Florida fruits, flowers and herbs into early perfumes is all in a day's work to Vito Martini of this city.

From the flowers and fruits he has found in Florida, Martini has made such perfumes as the Florida Night type which sells for \$1.20 a quart, Tropic, Blue Flower, L'Origen, Evening in Paradise, and many other types.

The perfumes which he uses are a closely guarded secret. The formulas are prepared by Martini and are then blended with balsams, gums and other resin and aged for several months in glass-lined tanks.

The Chamber of Commerce at Sanford is sponsoring a contest for the best perfume made in Florida. The contest is open to all residents of the state and the winner will receive a cash prize of \$1,000.

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Trade Body Is Ready To Help Manufacturers

(Continued From Page One) Trade bodies are being organized in Sanford to help manufacturers.

The Sanford Trade Association is being organized to help manufacturers in the city.

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Sanford Airport Project To Cost Around \$400,000

Runways 4,000 Feet Long To Be Paved From Defense Fund

Work is under way at the present time on one of Central Florida's largest national defense projects—the Sanford municipal airport. Funds totaling approximately \$400,000 already have been appropriated by the City of Sanford and governmental agencies, and upon completion of the project Sanford will have one of the finest air fields in the state.

The location of Sanford in the heart of Florida increases the military importance of the field, which will be sufficiently large to permit its use as a base for the Army's largest type bombers.

As it stands today, the project has been designated as "necessary for national defense" by the Civil Aeronautics Administration. This agency has appropriated \$218,000 for the development of the field. A total of \$47,000 of this amount is a WPA non-profit allocation for the clearing, grading, draining, mulling and leveling of the two landing strips, which will be 4,000 feet long.

Fencing the field is also provided in the CAA-WPA allocation. The remaining \$148,000 will go for the construction of taxi strips and taxi lanes and taxi base lighting facilities.

Last April the tract of land for the new airport was purchased by the City, and an allotment was made to secure national defense funds for its development. A WPA project was immediately submitted and approved for clearing and grading of an all-grass field, and this project is nearing completion now.

The phase of the work called for the expenditure of federal and WPA funds totaling approximately \$118,000.

In June the City Commission made application to the Civil Aeronautics Administration for the certification of the field for national defense. This request was granted in a letter to Mayor W. C. Hill from the regional manager of the CAA in Atlanta, Ga.

Upon receipt of this communication, City Engineer Fred T. Williams set to work surveying the field for runways and taxi strips, and the data for a WPA project application which was delivered to the Orlando office on Sept. 2.

The airport project is viewed as vital not alone from the standpoint of its exact position in the state, but also from the fact that there is expected to be a great increase in air travel, and Sanford will be ready to handle it.

Celery Juice Is Canned At Plant Located In City

Nearly 7,000 tons of celery are expected to be used by the Frank E. Stokes Company's Sanford plant during the coming season which will open about Dec. 15, according to Edward S. McCall, manager.

Juice from the celery is canned and used as a basis for cocktail sauce, for seasoning and for medicinal purposes.

The plant, only one of its kind in the South, was opened last year when the Stokes Company, which has offices in St. Vincent, N. Y., purchased the old Canning Plant at West Sanford, Sanford and Elm Ave.

The plant was renovated and new machinery was installed under the direction of Carl F. Williams, chief engineer of the company.

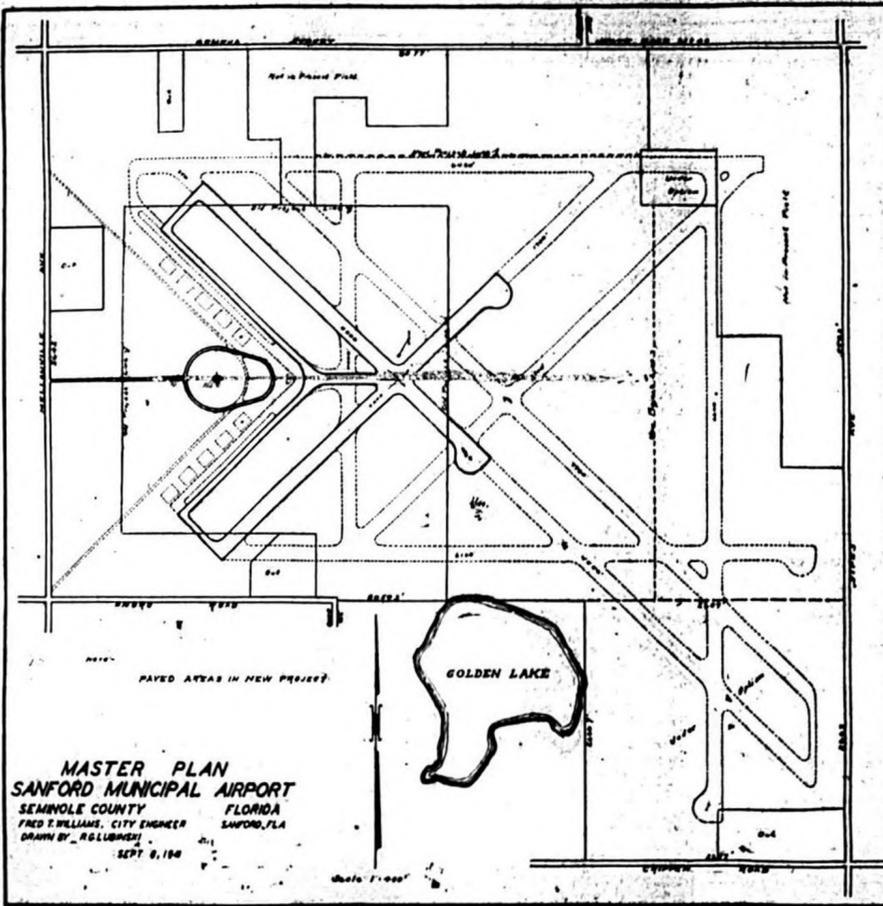
A 30-day experimental run was made in the Spring, approximately 100,000 pounds of canned celery were produced by the Stokes plant, which is now being marketed in the United States and other countries.

The plant is located in the city of Sanford, in the heart of the celery growing region of the state.

The plant is now being considered for expansion.

McCall stated recently that he has been in the United States for several years, and that he has been in the celery business in that region since 1920. He has been in the celery business since 1920, and has been in the celery business since 1920.

WORK BEGINS ON NEW AIRPORT



This map shows the layout of the new airport, upon which work is now proceeding. Over \$400,000 has been allotted by the City of Sanford and the federal government to paving runways and taxi strips, planting grass, fencing the area and lighting the field. When completed, it is expected to be one of the most modern airports in Central Florida. The project has been certified as "necessary for national defense" by the Civil Aeronautics Administration. The City has acquired sufficient land surrounding the initial project to make later expansion possible.

Principal Florida Cities Are Served By St. Johns Line

Eight Boats And 100 Trucks Operated By Transport Group

Operating a fleet of eight river boats and nearly 100 trucks, the St. Johns River Line carries more than 100,000 tons of freight yearly to terminals in principal Florida cities.

The major inland terminal for the boats and the maintenance shops for the truck fleet are at Sanford, where the St. Johns River Line payroll totals about \$1,200 weekly. A huge warehouse, with 25,000 square feet of floor space, is located at Sanford in addition to the shops and docks.

Only company of its kind plying the inland waterways of the Southeast, the St. Johns River Line was begun in 1920 as a small trucking business. As volume increased, the trucks were put on a regular schedule, connecting with boats of the Clyde Line. During Florida's boom years, business overtaxed Clyde's capacity and G. F. Treasher, founder and president of the company, bought a 65-foot boat to handle some of the trade.

By 1929, after the collapse of the Florida boom, the Clyde Line had withdrawn from East Florida's inland waterways. The St. Johns River Line weathered the uncertain period and in October, 1931, started inland water traffic between Brunswick, Ga., and Jacksonville.

Company expansion. Despite a national depression, the company expanded steadily and added more trucks and boats to handle its business.

The City of Sanford, both in the company's own records, of 1920, and in the San Francisco Chronicle, which was the first newspaper to publish the story of the St. Johns River Line, its overall dimensions are 1920-1930. The record of the company's growth is a story of the city's growth.

of lubricating oil. The St. Johns River Line is equipped to handle its own maintenance work. At the shipyard in Jacksonville, a foreman with a crew of four takes care of all servicing and repairs required by the eight boats. Most of the trucks operate out of Sanford and the company's principal garage and machine shop is located here.

Average daily trip for a truck is 250 miles, and on his return the driver must fill out a detailed questionnaire concerning every point on the performance of his equipment.

This report is turned in to the maintenance department which checks every hint of trouble. Regardless of the reports, each truck is given a thorough inspection once a week. The service man determines whether work suggested by the driver's report needs to be handled immediately, or can be left safely to the regular weekly inspection.

After approximately 100,000 miles of service, an engine is taken down completely and put in first class condition.

Much Freight Handled. About 200 tons of freight daily are handled through the Sanford branch of the St. Johns River Line, and in the winter season this amount jumps to 400 or 500 tons daily. Fifteen trucks leave here every day to supply direct service to these cities: Ocala, Daytona, DeLand, Orlando, Lakeland, Winter Haven, Sarasota, Sebring, Bradenton, Leesburg, Tampa, Clearwater, St. Petersburg and Fort Myers, on the West Coast, are supplied by means of inter-connecting lines.

One of the principal products handled during the season by the St. Johns River Line is citrus and winter shipments average 4,000 boxes daily. A large amount of canned citrus fruit and juice also

is shipped from here. Officers of the company are G. F. Treasher, president; F. H. Treasher, vice president; J. A. Biles, traffic manager; C. A. Velez, secretary and treasurer; George H. Cochran, superintendent of truck transportation; Otto Caldwell, superintendent of maintenance; F. D. Barzdale, comptroller, and R. E. Ashdown, Sanford branch agent.

Central Florida Served By Wight Grocery Company

Established in 1910, the Wight Grocery Company, on Fourth Street in Sanford, is the only wholesale grocery dealer in the city and one of the largest in this section.

Retail grocery stores in a radius of 50 miles of Sanford are supplied by the Wight Grocery Company, and five trucks are maintained to carry groceries of all kinds to these stores. Over 400 independent retail stores are served by the company.

The warehouse of the Wight Grocery Company covers 11,500 square feet, and is filled with hundreds of cases of canned goods, dusty sacks of flour, paper bags and brooms.

A railroad enables the goods to be brought directly to the warehouse, and the trucks carry it from there to the grocery stores. Some of the canned stuff is brought in by boat on the St. Johns River. In the rear of the warehouse is a garage for the trucks.

Fresh produce is handled by the warehouse, and Wight is a member of the Florida Citrus and Fruit Association.

Florida's annual catch of mullet is 25,000,000 pounds and of shrimp, 5,000,000 pounds. About 75,000 persons make their living in the fish industry.

Nearly 320,000,000 gallons of gasoline a year are consumed in this state. Cedar chest manufacturers at...

tribute a sharp increase in business this year to girls reviving the hope chest plan while boy friends march off for army service.

VACATION

In The Heart Of Sunny Florida

Sanford and Seminole County have much to offer you in the way of natural beauty, recreation and "happy days." We gladly join the other merchants and business men of this section in extending to you a personal invitation to spend the winter here.

For Quality Printing Come To Celery City!



Business Forms - Letterheads, Etc.

Now is the Time for Growers and Shippers to have a Pre-Season Check-Up on Office Supplies and Printed Forms.

It will save you money, Mr. Grower and Mr. Shipper, if you let us go over your needs now. We specialize in printed office forms and office stationery for every kind of business.

Celery City Printing Co.

"MASTER PRINTERS SINCE 1920"

115 PARK AVENUE SANFORD, FLORIDA PHONE 340

Art Metal Steel Letter Files Transfer Cases Index Card Cases Loose Leaf Binders Columnar and Ledger Sheets Printed Legal Forms Rubber Stamps Stamp Pads and Stamping Inks

SEE SUNNY FLORIDA From SANFORD

On the shores of beautiful Lake Monroe and the St. John's River, Sanford and Seminole County abound in many attractions for winter visitors.

You will have a pleasant winter if you make this progressive, Central Florida city your headquarters.

The locally owned NeHi Bottling Company joins the merchants, business men and citizens of Seminole County in extending to tourists a most cordial invitation to spend the winter in this beautiful section of "The Sunshine State."



DRINK NEHI BEVERAGES

In Your Favorite Flavors

All Beverages Bottled With Filtered Water Made For A Specific Purpose. Bottled In Sterilized Bottles.



Par-T-Pak In Flavors
Royal Crown Cola



NEHI BOTTLING CO.

504 Cherry Avenue

Sanford, Florida

C. E. MCKEE
Owner

Telephone 173

Sanford and Seminole County Offer Much to Winter Visitors

WANT YOUR WINTER VACATION TO BE A REALITY OF FUN — Winter time is PLAY TIME in Florida. Here you will find swimming, sunbathing, thrilling sailing, sporty golfing... And remember, there is nothing more, so exciting, but nothing, warm sunbathes and hammocks in the winter...

The C. E. McKee Company is glad to take this opportunity to join the merchants, business men and citizens of Seminole County in extending to tourists a most cordial invitation to spend the winter...

County Works On Plans For Modern 39 - Bed Hospital

Ground Has Already Been Cleared For Modern Structure

Seminole County will have one of the most modern and completely equipped small hospitals in the state if plans now under consideration by the Board of County Commissioners go through.

A new hospital has long been sought by residents of the County, and in the last Legislature laws were approved to make this project possible. The system set up called for two elections, the first to vote approval of a special hospital act, and the second to authorize the issuance of additional bonds for the project.

The first election was held last summer and the act was approved overwhelmingly by the freeholders. The County Commission now has the authority to set the amount of bonds to be issued and to call another election for approving these bonds. The new issue will be added to another series of \$70,000, already approved and validated.

Land Graded
Land for the hospital, which will be located on First Street facing the St. Johns River, already has been cleared and graded.

Architect Elton J. Moughton, who has drawn plans for the new hospital, describes it as two stories high and to be built of architectural concrete. It will have 39 beds. The hospital will be set back from First Street and the grounds surrounding it will be landscaped.

In the southwest corner of the grounds a nurses' home with capacity for eight will be built. The nurses' quarters, one story high, will contain a living room, kitchenette, bath and front and back porches.

On the ground floor of the building will contain the lobby and waiting room, business and private offices, storage rooms, kitchen, nurses' and help's dining rooms, emergency and accident room, X-ray room and dark room, rest room, county dental room, isolation ward, laboratory and the colored section consisting of four wards and one private room.

The second floor will contain the entire white section and surgical suite. This section will contain four wards, two semi-private rooms and two private rooms. The surgical suite is composed of an operating room, delivery room, nurses' work room, doctors' dressing room and nurses' dressing room. In addition there will be nurses' station, tablets and bath, utility rooms, surgery and babies' bath.

Steam Sterilizers
The building will be heated with a forced hot water system with a condenser which will furnish live steam to the sterilizers and 180 degree water to the kitchen, scullery and soiled linen chute.

Plans call for the plant to be completely wired for all possible electrical equipment, including a paging system, interphone communication, nurses' call system, emergency lighting system, radio, electric appliances and other devices. The elevator in the building will be the hospital type, automatic push-button operated with all safety devices. To reduce sound, the second floor corridor floors will be furnished with linoleum and an acoustical finish will be used on the ceilings of first story corridor, first and second floor sculleries, and other places where it will be required.

Advantages Of Factory Sites Here Are Many

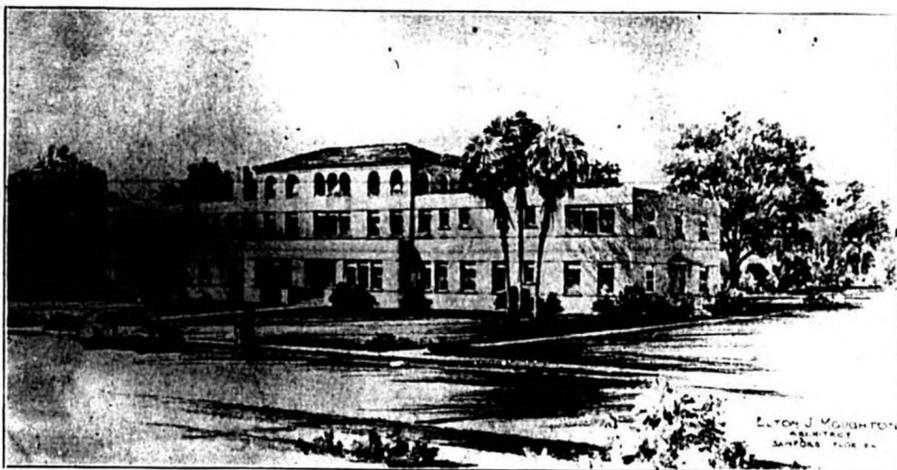
(Continued from Page One)
Sanford is the hub of transportation for Central Florida, and the rich citrus and truck crops in this section are easily available by water, rail or truck. Sanford is the district headquarters of the Atlantic Coast Line Railroad, with round house and car shops and extensive yards located here.

Because of the excellent water transportation at the city's doorstep, Sanford has long been known as the "Port of Central Florida." The St. Johns River, which winds at Sanford to form beautiful Lake Monroe, has a navigable depth of 30 feet from Jacksonville to the Atlantic Ocean, 12 feet from Palatka to Jacksonville, and eight feet from Palatka to Sanford. Deepening of this channel is being sought at present.

Old Storage Tanks
The Standard Oil Company, George H. Rife Oil Company, Gulf Refining Company, E. O. Company, American Oil Company, Shell Fuel Company, Wm. A. French Grocery Company and Shell A. Company maintain storage tanks in the Sanford area.

Locks and Keys—Guns Repaired
Tennis Rackets Re-Strung
GEORGE DEECH

PROPOSED HOSPITAL



An architect's drawing of the proposed new hospital for Seminole County is shown above. The building will face the St. Johns River and will have 39 beds. Complete facilities for the handling of the sick will be installed in the hospital, including several operating rooms and sterilizers, in addition to an automatic elevator and soundproofed walls. A two-story nurses' home also is provided in the plan.

Fertilizer Mixing Plant Is Operated By Chase Co.

Eighty Tons Per Day Are Turned Out By Concern In Sanford

Chase and Company's fertilizer mixing plant, located about a mile east of Sanford on First Street, is one of two such industries in Seminole County and produces about 80 tons of fertilizer daily throughout the year. Despite its close affiliation with agriculture, the fertilizer manufacturing industry is a year round one, and has no specific seasonal peak.

The plant of Chase and Company is the larger of the two mixing plants. The other is the Wheeler Fertilizer Company, located at Ovid.

Seven standard citrus formulas and seven vegetable mixtures, all bearing the trade name, "Chase," are produced by the Chase fertilizer branch. Most popular mixture is one called "rainbow vegetable fertilizer No. 8," which is used for general truck crops. Special mixtures are made up on request, from materials which are shipped from other points. A produce siding has been built by the company alongside the warehouse to receive shipments of fertilizer materials. Other supplies are brought by truck.

The fertilizer plant was first located in Sanford, but in 1938 it was moved to the larger warehouse it occupies at present. Fertilizer materials which arrive by train or truck are stored on the first floor in giant bins until they are needed for mixing. Depending on the formula, various amounts of different materials are placed in a hopper and carried to the third floor by elevator cabs. Here the materials are mixed in a hopper, and conveyed into sacks on the second floor.

When the sack has been filled and weighed, it is moved by a conveyor riding to the automatic sifter, which sorts the top of the sack of fertilizer is then ready for shipment to the grower.

Chemists employed by Chase and Company have devised fertilizer formulas to fit almost every need of the farmer and to supply many deficiencies of the soil. The Chase brand is known and used by farmers throughout the state of Florida. Eric Nordgren is plant foreman, and he has supervision over the 18 men who are employed there.

their products are:
The Crown Paper Co., largest manufacturer of paper fruit and vegetable wrappers in the East; Wright Grocery Company, wholesale distributors of groceries; P. Williams C. Sons, large distributors of beer and ale, and the St. Johns River Line, which operates a fleet of boats from Jacksonville to Sanford together with a number of trucks.

Factories in Florida annually produce goods valued at \$20,000,000.

Florida Produces 84% Of Phosphate

Florida leads the nation in the production of celery, grapefruit, Fuller's earth and phosphate. This state produces 84 percent of the nation's output of the latter mineral.

In growing winter crops, such as tomatoes, snap beans, egg plant, cucumbers, peppers and Irish potatoes, Florida also takes first place. Its waters yield about 137,000,000 pounds of fish yearly.

Though Florida grows a greater variety of food products throughout the year than any other state, there are still nearly 10,000,000 acres of farm land yet to be developed.

Brushes Made Of Palmetto Fibres Prove Resilient

(Continued from Page One)
panies began getting fibre from the palmetto trees. One of these was the Tropical Fibre Co., in Jacksonville. When this factory was destroyed in the great Jacksonville fire, the Robinson interests rebuilt it and moved the Sanford plant up there.

Selects Site Here
Several years ago the company realized that it would be better to locate near the source of production, and hence the Sanford location because of the availability of both land and water transportation.

It was Mr. Robinson who gave the company its name. He said the color of the fibres always reminded him of the Devon ox, and since the ox was a symbol of strength, the company was called the Ox Fibre Brush Co. It is incorporated in Delaware, and its principal offices are in New York City. Sales offices are maintained in the larger cities of the United States, and in the past 40 years, the company has grown from a \$20,000 investment to a \$2,000,000 corporation. About 120 of its 750 employees are in Florida.

The company owns a 10-acre tract, of which 10 are fenced off for the buildings. Near the entrance to the factory gate is a small frame office building while farther up the road are four foreman's houses. Nearby is a row of 18 frame houses where the negro workmen live.

Sanford Benefits
In addition to the direct payroll, the company draws heavily on Sanford and Seminole County for its supplies and equipment. About 50 men derive employment by supplying the company with palmetto bark.

This work is done by private contractors not connected with the company, and the beds usually are cut on big tracts of land used for cattle grazing. The cattle growers have found this improves the land for pastures, since the prolific palmetto would otherwise grow so fast it would reduce the pasture acreage. James A. Wright is manager of the Ox Fibre Brush Co.'s plant and factory.

Means are being sought to keep large birds from breaking windshields of airplanes in flight, the Department of Commerce reports.

Cleanliness Marks Bottling Plant Of Nehi Corporation

Serving parts of Seminole, Volusia and Lake counties, the Nehi Bottling Company on Celery Avenue has a capacity of 50 cases a hour and employs six persons.

C. E. McKee is owner of the bottling plant, and has been at its head since the plant was erected in 1925. The building occupies an area 40 feet by 60 and at about 30 feet by 40 has been added. The Nehi beverage line is a popular one, and Mr. McKee revealed that his business showed an increase this year over last.

Cleanliness is one of the by words of the Nehi Bottling Corporation. All bottling is done by machinery, and the product is not touched by hand. The bottles are sterilized before being refilled. Products of the plant are the Royal Crown Cola, Par-T-Pak and the Nehi beverages. All are approved by the institute of the Food Housekeeping magazine. District supervisors of the Nehi Corporation inspect all the plants regularly, to see that the standards of the company are being upheld.

Par-T-Pak ginger ale and club soda are included in the "best buys" listed by the Consumers Union Report, Mr. McKee states. The company is proud of the record it has made in the "safety tests," conducted all over the country. On the average, Royal Crown Cola has won these tests five out of six times. All the tests are conducted in the presence of a sanitary public.

One of the oldest companies of its kind in the country, the Nehi Corporation formerly produced Chero-Cola, and patented the Nehi drink in 1921. The Sanford plant is the only home-owned bottling company in the city.

Mineral Resources of Florida are Valued at \$1,000,000 in Annual Output

Mineral resources of Florida are valued at \$1,000,000 in annual output.



Mr. and Mrs. Tourist!

Sanford maintains a department of the City Government to care for your entertainment and recreation along the following lines.



Atom-Smasher Is Increased In Power

CHICAGO, Oct. 27 — The atom-smashing power of cyclotron has been increased three-fold and the capacity of the 4.5 million electron instrument at the University of California has been raised to more than 1,000,000 electron volts, enabling it to smash through the heavy electron fortifications of the heaviest atoms. Professor Ernest O. Lawrence has announced heavier projectiles will be used. The California cyclotron was designed to produce a disintegrating beam of 100,000,000 electron volts, using deuterons, or heavy hydrogen atoms, as bullets. These have demonstrated that carbon atoms, with an atomic weight of 12, can be used successfully to increase the disintegrating power of the atom-smashing beam.

Four times as much crude oil is processed and nine times as much motor fuel is made now in the United States as in 1917, the year the country entered the World War.

MarineLand, Fla., the states smallest incorporated town, claims to have the smallest telephone directory in the world. It measures three and a half by five inches and has eight pages.

ELTON J. MOUGHTON ARCHITECT

MEISEL BLDG SANFORD, FLORIDA

For A Pleasant Winter Come To Sanford And Seminole County Florida

- Hunting
- Boating
- Bathing
- Golfing
- Tennis
- Shuffle Board
- Diamond Ball
- Horse Shoes
- Checker Clubs

WHILE HERE BE SURE TO VISIT THESE ATTRACTIONS

The Big Tree, oldest and largest cypress in the U. S.; Seminole Driving Club, where some of America's finest horses are trained; greyhound race track; Sandlot Springs and tropical park; World's largest celery fields; and many other points of interest.

Within 30 miles of the ocean, Sanford is located "in the heart of Central Florida." You can visit practically everything you want to see in the "Sunshine State" by a 2-hour drive on roads that are well paved.

S. O. Shinholser

MANUFACTURER OF GOOD CRATES



SPEND THE WINTER IN SANFORD, FLORIDA

ON THE BEAUTIFUL ST. JOHN'S RIVER

On the shores of beautiful Lake Monroe and the St. Johns River, Sanford and Seminole County abound in many attractions for winter visitors.

It's a land just made for sportsmen — whether you're a bowler, hunter, fisherman or baseball fan. The climate is mild, too, and in every way you will find it to be THE place to spend the winter in Florida.

It is with great pleasure that we join the merchants and businessmen of Seminole County in extending to tourists a cordial invitation to spend the winter here in "The Heart of Central Florida."

Ask Your Florist For Kirchhoff Gladiolus

W. E. Kirchhoff, Jr.

Wholesale Grower of Cut Gladiolus

SANFORD, FLORIDA

Seminole County Is The Best Place In Florida To Spend The Winter

We gladly join the other merchants and business men of Seminole County in extending to tourists a cordial invitation to spend the winter here.

Locks and Keys—Guns Repaired
Tennis Rackets Re-Strung

GEORGE DEECH

Come To Sanford Once and You'll Come Back Again!!!

The Best In Entertainment Awaits You Here --

THE LATEST MOTION PICTURE HITS ARE BOOKED AT THE RITZ

All the refinements that technical skill and financial support can produce have been incorporated into the motion picture presentations seen at the Ritz Theater. One need not travel any longer to metropolitan centers to see and hear the finest artists... they come to you daily at your local playhouse. You may relax in luxurious comfort and enjoy the freedom from care in overflowing measure while you witness the outstanding films of the year.

LISTED BELOW ARE JUST A FEW OF THE MANY FINE PICTURES BOOKED FOR YOUR ENJOYMENT THIS FALL AND WINTER SEASON:

Margaret Sullivan—Chas. Boyer in "Appointment For Love"	Tommy Harmon—Anita Louise in "Harmon Of Michigan"	Claudette Colbert—Ray Milland in "SKY LARK"
Randolph Scott—Gene Tierney in "BELLE STARR" IN TECHNICOLOR	Olsen & Johnson and Mariha Raye in "HELLZAPOPPIN"	Jeanette MacDonald—Gene Raymond in "SMILIN' THROUGH" IN TECHNICOLOR
Bing Crosby—Mary Martin in "Birth Of The Blues"	Clark Gable—Lana Turner in "HONKY TONK"	Cary Grant—Joan Fontaine in "SUSPICION"
Jack Benny—Kay Francis in "CHARLEY'S AUNT"	Deanna Durbin, Charles Laughton in "It Started With Adam"	Irene Dunne—Robert Montgomery in "Unfinished Business"
Spencer Tracy—Lana Turner in "Dr. Jekyll & Mr. Hyde"	Loretta Young—Dean Jagger in "The Men In Her Life"	Tyrone Power—Betty Grable in "A Yank In the R. A. F."
Rosalind Russell—Don Ameche in "The Feminine Touch"	Bob Hope—Paulette Goddard in "Nothing But The Truth"	Henry Fonda—Barbara Stanwyck in "You Belong To Me"
Laurel and Hardy in "GREAT GUNS"	Abbott & Costello in "RIDE 'EM COWBOY"	Fred Astaire—Rita Hayworth in "You'll Never Get Rich"

Latest issues of Paramount, Metro and Universal News Weeklies and cartoons, novelties and other selected short subjects have a prominent place in our programs.



== Ritz Theater ==

North Border Of County Is Made By River

Longest, Most Beautiful Tropical River In America, St. Johns Flows North

Lending the charm of its tropic beauty to each part of the state it touches, the majestic St. Johns River flows right through Sanford's front yard and provides an opportunity for many hours of delightful boating and fishing.

Since there are comparatively few times during the year when the weather is too unpleasant for boating, pleasure craft and fishing boats dot the broad expanse of the St. Johns River from its mouth at Jacksonville to its source in the unexplored swamps of Hall 'n' Blakes Lake through-out most of the year.

Sometimes referred to as the "Nile of America," the winding river is a source of unending beauty, with its dark blue waters bordered by ancient moss-hung oaks, lifting their heads from a tangle of rich vines and colorful wild flowers.

One of the best ways to enjoy the beauty of the St. Johns River is to take a boat trip along its twisting course, as it cuts through the wild loveliness of a thick Florida jungle.

Here Archie Smith holds forth as manager, and under his care are 30 odd boats owned by Central Florida yachtsmen.

Boats For Rent At least two boats, one a splendid 40-foot cruiser, and the other a 22-foot runabout, are available at any time for charter at the Sanford Boat Works.

For shorter trips along the St. Johns River, or for fishing expeditions, the smaller boats are suggested. The charge for it is from \$5 to \$15, depending again on the length of the trip.

Quite often, Mr. Smith says, groups of people such as clubs, business organizations, Sunday school groups, and others, give a cruise-party aboard one of the boats and split expenses.

The favored trip on these expeditions is to Blue Springs, near Orange City, where the swimming is good and where fish are plentiful.

A shorter cruise to Lemon Bluff, on the river, is also popular with parties, Mr. Smith says.

The other boats at the Sanford Boat Works are owned by men who live in DeLand, Lake Mary, Orlando and Sanford. They are: George A. DeCoster, Arthur Young, Verbridge, Ralph Boyd, R. J. Palmer, Alex Johnson, Charles Swenney, Ralph Wight, H. B. Pope, Berner Winn, William A. Leffler, John L. Bramley, C. J. Patterson, Frank MacNeill, William Hoffman, and Henry Witte, Jr., all of Sanford.

A. C. Brown, Russell Hughes, Colonel George Johnston, H. R. Cloud, Frank Road, H. C. Griffith, Horace Hartsell, all of Orlando; Harvey Paul, of Gary; and O. G. Knowles, DeLand.

The Sanford Boat Works is completely equipped for taking care of all kinds of craft, and its drydock, built by a firm in Jacksonville, has a capacity of 45 tons. In addition, boats of all sizes are built there.

Ballboats, usually more numerous of make than craft with motors, are in the midst of being built around Sanford, though Mr. Smith says he would like to see the sport developed.

Ballboats could be kept here at the boat works, and a club could be organized to build them, and which could easily get to Jacksonville, which is the best place to buy them.

Sanford Boat Works is located on East Celery Avenue at the Queen bridge.

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THROUGH THE LOOKING GLASS ALONG THE ST. JOHNS



Aged Cypress At Longwood Draws Crowds

Beautiful Park Surrounds 3,500 Year Old Tree, Popular As Site For Picnics

Imagine a cypress 3,500 years old. Picture in your mind a giant of a tree 136 feet tall as huge that five modern bungalows could be built with the lumber it contains.

You won't have to imagine this unique sight if you come to Sanford, for just about 20 minutes' drive from here is the "Senator," the oldest and largest cypress tree in the United States. It towers high above a luxuriant park, which recently has been improved for the use of picnickers.

Sunday is, of course, the biggest day for the visitors who flock to get a glimpse of the big cypress, and N. E. Caldwell, World War veteran who sells articles made from cypress "knives" at the entrance of the Big Tree Park, declares that "motorists hardly have room to park their cars on Sunday, there are so many people here."

The park and tree are located just off the highway to Orlando, tourists come driving in usually in groups, all during the week, Mr. Caldwell says, from every state in the Union and from foreign countries as well. The Big Tree is sometimes called the "Senator" after Senator Moss O'Neel of Orlando, who donated it for a public park. It was young strong when Christ was preaching to the people of Western Asia. For over 35 centuries it has weathered all extremes of wind and weather, well protected by a thick growth of other cypresses around it.

Named "Senator" After nature had given up trying to destroy the old tree, woodmen came through the swamp some 22 years ago, but they left the "Senator" standing because they found it was hollow. It has been estimated that if the tree were sold, there would be enough lumber in it to construct five bungalows.

The Big Tree has been recognized as a scenic attraction for about 15 years. Before a trail had been built leading to the cypress, groups of people would slip on rubber hip boots and wade through the swamp to get to the tree. (Continued on Page Three)

Sanlando Springs Has Big Appeal In Summer, Winter

More Than 15,000,000 Gallons Of Pure Water Flow Daily

Sanlando Springs, whose lush tropical growth and cold gushing springs make it one of the loveliest spots in Central Florida, is a mecca for tourists during the winter season when its more than 10,000 acres burst into bloom to transform the park into a brilliantly colored wonderland.

Originally part of a huge tract bought by a turpentine distiller, Sanlando Springs lies midway between Sanford and Orlando, and its name is a combination of those of the two cities.

Sanlando Springs is one of the few resorts that can lay claim to a year-round attraction. In the winter there are the azaleas and varietals, the various varieties and species which are worth coming miles to see. In the summer the pool and the springs with its white sand beach are the top attractions.

It is only recently, however, that the Springs has been a resort center.

Some 30 or 40 years ago, C. W. Entaminger and Moss Overstreet bought up miles of land throughout Central Florida to tap the trees for turpentine.

Sanlando Springs, then a small pool surrounded by weeds and other wild growth, was included in the big tract.

Mr. Entaminger, whose wife is now employed at the Springs, was one of the first commissioners of Seminole County named by the Governor when this county was formed from a part of Orange county. Mr. Overstreet, who later became a State senator, still owns the property surrounding Sanlando Springs and his son, Robert F. Overstreet, is the present manager of the 100-acre tract.

During the Seminole Florida land boom of the twenties, a developer bought the property from Senator Overstreet, and attempted to make it a tourist attraction. His scheme failed, and the property was sold to the present owners.

Mr. Overstreet, who has been a State senator, still owns the property surrounding Sanlando Springs and his son, Robert F. Overstreet, is the present manager of the 100-acre tract.

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Fastest Trotters In The World Kept At Seminole Driving Park

If you like to see beautiful horses put through their paces, you'll want to pay a visit to the Seminole Driving Park, two miles off the Sanford-Orlando highway, where some of the world's champion trotters and pacers have worked out.

Though no races or trotting exhibitions are staged at the park, officials welcome visitors who want to come out and watch. Training goes on during the morning only.

Located on 300 acres of alternately flat and rolling country, the Seminole Driving Park was completed in 1926. A spacious grandstand was built and under this is a clubhouse and restaurant. In front of the grandstand, circling a small lake, is the track.

The park was originally built for racing. The venture didn't pan out, though some races were held in the Fall of 1926.

The grandstand is seldom used, but the white stucco clubhouse and the restaurant beneath it are open every winter for the convenience of owners, trainers and visitors. The track is in constant use during the morning hours to time the horses as they trot about the oval, pulling the sulks.

Atop a small hill across from the clubhouse are 13 barns, each of which will hold about 22 horses.

Since 1930, when a group of wealthy horseowners formed a club to buy the former racing plant as a training ground, several champion trotters and pacers have worked out at the Seminole Driving Park.

Champion One of these trotters, Greyhound, set a world record of 1:54 1/2 at Lexington, Ky., in September, 1929. Owned by E. J. Baker of St. Charles, Ill., the horse has since been retired at Alton, S. C.

A full sister of Greyhound, named Miss Greyhound, was quartered at Seminole Park last winter together with 22 other horses. Miss Greyhound is owned by W. N. Reynolds of the Reynolds tobacco family, who also owns seven other horses in the park.

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Smaller Towns Make Up Half Of County's People

Many Small Enterprising Communities Found Here

Seminole County's population is almost evenly divided between Sanford and a number of thriving communities and the rural area is outlying sections. Sanford has a population of a little over 10,000 and the county's total population is 22,226 according to the latest census.

In addition to the larger towns of Oriedo, Geneva, Lake Mary, Longwood and Altamonte, Seminole County boasts a number of fine smaller communities.

Chuluota, important because of its citrus groves and cattle ranches, lies southeast of Sanford. There are a number of attractive homes on the shores of lakes near Chuluota and there is also a modern elementary school, Slavia, south of Sanford, in the center of the muck land farming district and is noted for its celery crops. About 1000 acres of land are under cultivation in this section. A Duda and Sons, largest of the growers, have a pre-cooling and processing plant located at Slavia. Most residents of this progressive community are Czech-Slovak in origin. A general store owned by Martin Slanko supplies the needs of the section.

Gabriella and Goldenrod are centrally located on Seminole County's southern boundary, a section famous for its large citrus acreage. The Seaboard Air-Line Railway serves the section.

Here Lake is also located in the ridge section of the county that is already suited to the production of citrus fruits. There are many fine homes in the area. (Continued on Page Four)

KEEP AN EYE ON SANFORD, FLORIDA

When Planning Your Winter Vacation

We are glad to join all of Seminole County in extending to tourists a most cordial invitation to make their winter home here in the heart of Central Florida.

DR. J. L. INGRAM

OPTOMETRIST

116 Magnolia Ave. Sanford, Fla. Phone 31

BOWL

FOR HEALTH . . . EXERCISE . . . RECREATION

Many attractions are in store for the tourists who this year visit the Celery City.

With pleasure we join the merchants, business men and citizens of Seminole County in extending to tourists an invitation to spend the winter here in "the Heart of Central Florida."

Tenpins-Duckpins - - Modern In Every Way

SANFORD BOWLING CENTER

ACROSS FROM RITZ THEATER ON MAGNOLIA AVENUE



Doctors recommend bowling as a really healthful exercise. Why don't you make it a point to bowl at least one night a week? It doesn't cost much and you will get a lot of fun and a new feeling of life out of it. Start this week and enjoy life more!

SANFORD, FLORIDA

Orlando Editor Locates His Farm Near Longwood

Martin Andersen Decides Seminole Is Best For Farming

Indicative of the national trend from the city to the country, whether it be just to get away from it all or to beat the high cost of living by producing one's own vegetables, is the fine new farm, complete with all essential buildings, which has just been constructed near Longwood by Martin Andersen, publisher of the Orlando Sentinel and Reporter-Star.

Early last summer Mr. Andersen purchased some 13 acres on Lake Wildmere east of Longwood and since then his tractors and a crew of men have been busy removing stumps, building fences, planting grass and erecting a number of buildings which comprise a modern farming layout.

In addition to the main house there is an attractive five room house where the tenant who operates the farm lives. The chicken house, in which some 250 New Hampshire reds are housed, includes all the latest electrical equipment for brooders, maintaining proper temperature and maximum egg production.

Two milk cows add to the livestock already quartered on the farm and they are taken care of in a separate building where the latest sanitary devices for modern milking are in evidence. A house, and a garage and woodshed have also been constructed.

In the rich muckland on the shore of the lake a vegetable garden has been laid out. Nearby in a slat house are 10,000 muskmelon plants in the early stages of their development.

The main house is not pretentious, but possesses both charm and originality. The living room, which also serves as a dining room, is informal, pleasant and paneled in knotty pine. A brown rug and yellow curtains on which tan and brown banana leaves grow blend with the mellow color of the pine. A huge fireplace of Florida field stone lends character to the bamboo furniture the Philippine hats on the walls, the rattan bar, a duplicate of the one pictured in "Life" magazine.

The bar does double duty and serves as a soda fountain too for the publisher's little daughters, Maria and Doris. A playful touch is seen in the luscious mahi-mahi chocolate ice cream soda that stands behind the bar in the sophisticated company of the cocktail glasses. A punchkin spritz is also shown in the title of the farm, "Manana," in the old Mexican ranch house bell that hangs outside and can be rung by a rope that comes down through the chimney breast, in the barbecue pit on the screened porch where a spit large enough to accommodate Henry VIII's prodigious joints of beef is propelled unexpectedly, by electricity, and in the play room replete with everything from a pingpong table to a jock organ.

Three bed rooms are furnished in bamboo. One has red curtains and gray wall paper upon which comical Mexican peons in huge sombreros stand among cactus plants. The two screened porches and all the windows frame glimpses of the Florida woods, myrtle and magnolia, sweet bay and pine, of two blue lakes where white geese strut on broad shores of the barn yard, the cows and chickens, and the fields under cultivation, freshly reclaimed from a tangle of undergrowth and cabbage palmetto.

There is about it all the feeling of vitality and growing things characteristic of a farm anywhere but accentuated especially

MODEL FARM LIVING ROOM



The living room of the Martin Andersen farm near Longwood is paneled with knotty pine with a beamed ceiling and includes a huge fireplace of Florida fieldstone. It is furnished with bamboo furniture, a rattan bar while native Philippine hats hang on the walls.

Sanlando Springs Has Big Appeal In Summer, Winter

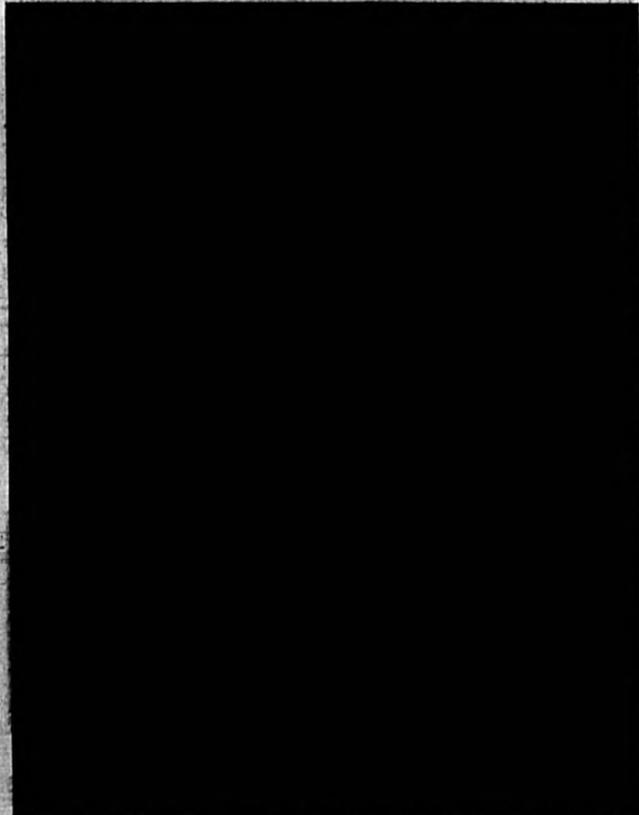
(Continued From Page One) there to the Wekiwa River. The Wekiwa River, which gets its name from the Indian word meaning "red water," flows into the St. Johns and eventually into the Atlantic Ocean.

A photograph of the springs, taken about 40 years ago, shows that then it was little more than a small pool, surrounded by weed-grown banks and oak trees. When the pool was widened several years ago, Kuba Marlow, a nearby resident, found an Indian bowl said to be several centuries old. It has been used probably by an early tribe, long before the Seminoles came to Florida. About 20 years ago A. Y. Fuller found a bone near the springs which he took to the museum at Rollins College, where it was identified as an Indian foot. It is believed that Indians once used the springs as a bathing place, but no proof of this has been found.

Pool Built
The pool at Sanlando Springs, built in 1925 as an addition to the park's facilities, has been visited by a number of well-known swimmers, including the former Katherine Rawls of Ft. Lauderdale and Pete Des Jardins, Olympic diving champion. Des Jardins appeared at the Springs in 1934, and the following year the entire Rawls family, Katherine, Peggy, Evelyn, and a cousin, (Continued on Page Four)

In the rich black muckland of Seminole County.

SANLANDO SPRINGS



Most popular bathing resort in Seminole County is Sanlando Springs near Longwood where a daily flow of 18,000,000 gallons of underground water provide a clean and refreshing pool in which to swim.

Longwood Offers Plenty Of Sport For Its Visitors

Horse Track, Dog Racing, And Big Tree Attract Many

Longwood is located in the heart of Seminole County's citrus section and offers a variety of amusements for tourists and residents of the little city.

For horsemen, the Seminole Driving Club is but five miles away. Its stables containing pacers, trotters and various gaited horses. While for people who enjoy dog racing, the Sanford-Orlando Kennel Club is situated in Longwood.

Many lakes and forests in that section of the county make it good grounds for hunters and fishermen and Sanlando Golf Course is near at hand. Palm Springs and Sanlando Springs are but a short distance from Longwood.

Sightseers in this vicinity visit the Big Tree Park in Longwood where is located the largest living cypress in the United States, which, according to reliable estimates, is 2,400 years old.

Located in the Town of Longwood is Sunnyside Park, recently completed, with many recreational facilities which are adequate for needs of picnickers, baseball players and other sportsmen and accommodations for outdoor cooking are particularly popular with visitors in the little town.

The City's form of government is a town council and the community has two churches, the Longwood Baptist Church and an Episcopal Church, as well as a Town Library for the use of the public. A modern, fully accredited high school is attended by 200 pupils and these students boast a good football squad for the school's size. The athletic teams participate in competition with the Central Florida Athletic Conference.

Longwood is active in tourist projects and the local organization, The Longwood Tourist Club has had 100 members and many programs of entertainment are provided through this club.

Another outstanding club is the Civic League, composed of local business men. The town has its own municipal water works which serves persons who live inside the city limits.

Residents also point with pride to another place of interest near Longwood, the Bays Tropical Biological Gardens, which cover 100 acres of highland marshes and are devoted to the raising of tropical fish and plants.

YOU'LL LIKE SANFORD

Excellent fishing, hunting, boating, motor-ing, swimming, recreation. Sanford is famous for its scenic river drive along the St. Johns River where one-fourth of the world's celery and much citrus is produced.

SANFORD CASH FEED STORE

202 Sanford Ave. Sanford, Florida

Telephone 9138

BILL WOOLLEY, Manager

We sell fine feeds in the finest little city in Florida.



DELICIOUS STEAK AND CHICKEN DINNERS!

White Heron

Sanford-Orlando Highway

BE SURE TO HAVE ONE GLORIOUS DAY At Beautiful

SANLANDO SPRINGS

The Tropical Park Of Many Pastimes

SANLANDO SPRINGS is Central Florida's Favorite Outdoor Resort and a Natural Wonder, with its flow of 15,000 gallons of crystal-clear water daily—always at 72 degrees.

DELIGHTFUL BATHING—WINTER OR SUMMER



Some of the SANLANDO will be like a trip to Fairyland. At SANLANDO you can enjoy Movie, Dance, Play or Excursion in a truly beautiful setting and at the same time refreshment.

MR. AND MRS. TOURIST

Make Sanford your Winter Headquarters

We are glad to join all of Seminole County in extending to you a most cordial invitation.

You Will Like It Here In The Heart Of Central Florida



It's an ideal place in which to spend the winter.

RATLIFF & SON

WRECKER SERVICE NEW AND USED AUTO PARTS

Phone 227-W and 227-J

Sanford, Florida

Candy Cigars Cigarettes Fountain Pens



Cameras Perfumes Cosmetics Magazines

WE WISH YOU EVERY HAPPINESS AND WILL BE GLAD TO SERVE YOU

Prescriptions Carefully And Promptly Filled

MICKEY'S PHARMACY

110 Park Avenue Sanford, Florida

Fern Park Noted For Fine Ferns Produced There

Biggest Fernery Ships Asparagus Plumosus To 44 States

Fern Park, located midway between Sanford and Orlando, is a small community centered about the industry of raising ferns for florists in the North. Its lakes, orange groves and well kept homes make it an attractive town.

Largest of the ferneries in this Seminole County community is that operated by Gordon Barnett, who has sent asparagus plumosus ferns to 44 states and Canada. Mr. Barnett came to this section about 20 years ago from New York with his father, the Rev. A. E. Barnett.

The two Barnetts had the idea of starting a company to produce ferns for florists in the North. The first time bringing good prices on Northern markets. They encouraged people to come there to live, and gradually the clearing in the Florida flat woods began to spread. At that time the present highway between Sanford and Orlando had not been built, and the settlement was some distance from the old road.

Today, half a dozen others are raising ferns and in all about 25 acres are devoted to this business. The other growers in Fern Park include Charles Wales, A. J. Vaughn, the Rev. Hart Fuller, C. A. Metzner, Mrs. C. H. McCullen and R. F. Haines of Altamonte, who operates the Standard Fernery.

These people, together with their employees, several tourists and other business men, make up the community of Fern Park. It has its own post office and is served by trains of the Atlantic Coast Line railroad.

The business side of the Barnett nurseries is carried on in a modern office building of which Ben Jones is manager. Two years ago the former office building burned, and the new one was built of steel and concrete so it would be fireproof. The ridiculously high prices formerly paid for fancy ferns have come down to a more sane level, but the growers in Fern Park are making a good living from their original investments.

Mr. Jones described the process of cutting and backing ferns for shipment as follows:

"A group of men go through a greenhouse cutting the ferns and gathering them in bunches. When they have accumulated a supply, they carry the ferns in-



Seminole County has scores of beautiful small lakes such as this one, besides the larger lakes of Monroe, Jessup and Harney, all of which help provide a moderate temperature both in summer and winter. Many of them are well stocked with fish which add much to their appeal.

REFLECTIONS MIRRORED IN LAKE ONORA

Aged Cypress At Longwood Draws Crowd

(Continued From Page One)

through the muddy swamp for a view of the monarch of the forest. Later, as more people became interested in seeing the unusual sight, a trail was laid to make walking to it easier.

Recognizing the value of the attraction to Seminole County, the Board of County Commissioners sponsored a WPA project in 1933 to build a public park in the area. Over \$10,000 was spent by the two groups in beautifying the grounds, constructing a new trail with cypress banners on either side, clearing the brush, and erecting rustic fences. In addition, the various species of native Florida trees in the park were labeled with their common and scientific names, making them easily recognizable by visitors.

The Florida Federation of Garden Clubs sometime ago erected an iron fence around the tree to prevent people from carrying their initials on its old bark. A marker has been placed on the fence giving information that the tree is between 3,000 and 3,500 years old, that it is 125 feet high, 47 feet in circumference, and 17 1/2 feet in diameter.

What was formerly a swamp has been transformed into a natural park. Drainage ditches were built to carry off the excess water so the ground is usually dry. The Big Tree Park has become one of the beauty spots of Central Florida, and many people take advantage of the picnic benches there to enjoy a meal in the midst of the tropical setting. An outdoor oven has also been

erected to barbecue meats.

Curio Dealers in Florida curios have built their stands along the path leading to the large cypress, and here tourists may buy a cypress knee or the photograph of the Big Tree, as a souvenir. The cypress knees are carved as flower pots and vases, and after an initial soaking will hold water.

One of these stall keepers is John Henderson, who says he has been in every country in the world interested in trees. Mr. Henderson has appointed himself an official lecturer on the Big Tree to curious visitors.

"It is the most beautiful cypress I've ever seen," he says. "You don't always see the ones so straight and symmetrical."

Seminole County can claim the largest cypress in the United States, Mr. Henderson concedes, but the distinction of having the largest one in the world belongs to Tampico, Mexico. A cypress near there is an estimated 5,000 years old and is 18 feet in diameter.

Mr. Henderson manages a stall owned by Frank I. Koonitz, who first recognized the tree as a tourist attraction and began to make it famous. Copies of the first photograph of the large cypress, taken in 1926 are still for sale at the stand. The picture shows the bark of the tree slashed with countless initials, most of which have disappeared now that the fence has been erected. Mr. Koonitz has been appointed by the Board of Commissioners as caretaker for the tree.

Comparing the Big Tree with others he has seen during his world travels, Mr. Henderson declared that the largest tree in the world was a gum tree in Australia, which was 52 feet in diameter. The largest redwood, he added, is 37 feet and four inches in diameter.

Mr. Henderson enjoys talking to the visitors who come to the park about trees, and especially about the Big Tree. Recently, a friend whom he met in India 40 years ago came there, and the two immediately recognized each other. Mr. Henderson says people from Denmark, France, Germany and England also have visited the tree. Among well known sightseers there have been the late Calvin Coolidge and Mrs. Coolidge.

Near the Big Tree is another one almost as large, called the "Sister Tree." It is 2400 years old, and has a diameter of 13 feet. The Big Tree does not have large branches, and it is believed that the top part was destroyed during a storm long ago. Cypress trees generally do not have much foliage, deriving much of their nourishment from the water in which they usually stand.

In a syndicated newspaper feature, "Strange as it Seems," the unusual story of the Big Tree was told several years ago, together with an illustration.

The Seminole County Chamber of Commerce urges tourists visiting Sanford to pay a call on the old "Senator" but adds that it won't be necessary to hurry because the huge cypress will be standing there majestically for many more years.

The first national wildlife refuge, then called a bird reservation, in Florida—was, incidentally, in the entire United States, was authorized by President Theodore Roosevelt on Mar. 14, 1893. It was the Pelican Island Refuge, consisting of 15 acres, in Indian River county.

GROWERS YIELD INCREASES

WAUCHULA, Oct. 27.—(Special)—The first report of the Fall season issued by Manager John McEwen of the Wauchula farmers state market, showed a total of \$130 packages of vegetables had passed through the auction, giving the growers a cash yield of \$15,234.

There are about 1,500 kinds of birds in North America, north of Mexico.

CENTRAL FLORIDA'S FAVORITE RESORT

Sanlando Springs
TROPICAL PARK
BETWEEN ORLANDO AND SANFORD

Skunks are, on the whole, beneficial animals. They eat largely mice, grubs, worms, and insects that are usually damaging on farms.

COME SOUTH TO FLORIDA VISIT SANFORD!



A friendly progressive town in the heart of the "Sunshine State."

"We are proud to serve the community."

HANSON'S SHOE SHOP

East First St. Sanford, Fla.

The H & A Department Store Complete Outfitters For The Entire Family

401 Sanford Avenue Sanford, Florida

We gladly join the other merchants and business men of Seminole County in extending to tourists a cordial invitation to spend the winter here.



We have the largest and most complete stock of shoes in Sanford and Seminole County. — All styles and sizes for every member of the family at "smart-to-be-thrifty" prices.

For A Pleasant Winter Come To Sunny Sanford, Florida



COME TO TAKACH RESTURANT

In business here 53 years.

MAKE BEAUTIFUL SEMINOLE COUNTY YOUR WINTER HEADQUARTERS—

YOU'LL LIKE IT HERE



COST OF LIVING IS LOW IN SANFORD

BUILD - REMODEL and REPAIR with SECURITY

Again we express our confidence in the future of Sanford and Seminole County as the scene of increased building activity and progress as a result of the agricultural community and as a greater attraction to tourists who spend the winter in Florida.

Security Lumber and Supply Yard

J. H. TRULOCK, Assistant Manager Sanford, Florida Phone 157

YOU HAVEN'T BEEN IN FLORIDA UNLESS You've Been In Sanford And Seminole County



Sanford offers the winter visitor many attractions that are not to be found elsewhere in Florida. Located on the St. John's River, it also is an ideal location from which to visit other places of interest in the beautiful "land of sunshine." Lodge and Son, independent local grocery store, is happy to join the other business men and merchants in extending you an invitation to make Sanford your winter home.

18 Years of Service to Sanford and Seminole County Housewives Who Have Found That They Can Always Get Fresh Fruits & Vegetables & Tender Delicious Meats at Lodge and Son's Grocery Store!

For 18 years now we have been selling the people of Sanford and Seminole County fine quality foods at low prices. We carry only the best in crisp fruits and vegetables from local farmers, choice native and western meats, fat turkeys, ducks, chickens and guineas, and all kinds of staples.



LODGE & SON, Grocers

305 East Second Street

Sanford, Florida

Telephone 400

Oviedo, 2nd City Known For Fine Agricultural Land

Celery Growing Leads In Economic Activity Of 2,000 Residents

Oviedo, second largest city in Seminole County, is a progressive and substantial community with fertile celery farms and citrus groves, comfortable homes, fine churches and a good school. Its 2,000 farmers, business men and housewives, lead a calm, unhurried life that allows plenty of time for simple and satisfying pleasures.

Black Hammock and Mitchell Hammock are the principal celery growing regions in the Oviedo section and these rich, black mucklands produce hundreds of cars of this crop each year. Celery grown in Oviedo ripens about the time the season is winding up in Sanford. The two mucklands are good celery land because they need little irrigation and require less fertilizer than sandy soil.

To process and ship the celery crop two packing houses have been erected in the Oviedo area. One of these is Nelson and Co., of which B. F. Wheeler is president and T. L. Lingo is secretary and treasurer. Nelson and Co., which also operates a hardware and farm implement store, ships and packs both citrus and celery. Each year, approximately 600 carloads of both these crops are shipped from Oviedo by Nelson and Co.

The Wheeler Fertilizer Co., a subsidiary, mixes crop fertilizer and has a capacity of over 400 tons per week. J. P. Cox is manager of the fertilizer factory. An ice manufacturing plant and a pre-cooling station are operated at Lake Charm by the Lake Charm Fruit Co. W. A. Ward of Winter Park is president and manager of this company. Other growers and shippers include Max Len Leinhardt at Oviedo and A. Duda and Sons at nearby Slavia. Mr. Duda also operates a pre-cooling plant which handles some 600 cars of produce yearly.

Prospects for the coming agricultural season look good, according to Mr. Wheeler and Frank Talbot, who is affiliated with Nelson and Co.

Coast and Geodetic Survey, Department of Commerce, is cooperating with Latin American Republics in establishing aids to navigation.

CENTRAL FLORIDA'S FAVORITE RESORT
Sanlando Springs
TROPICAL PARK
BETWEEN ORLANDO AND SANFORD

SLAVIA IS A FRIENDLY CITY STANKO'S GROCERY SLAVIA, FLORIDA

BEAUTIFUL SEMINOLE COUNTY IS IN THE HEART OF TROPICAL FLORIDA - THE LAND OF SUNSHINE AND THE CELERY CENTER OF THE WORLD.

We are happy to join all of Seminole County in extending to tourists an invitation to make their homes in this part of the "Sunshine State."

SLAVIA IS
A FINE LITTLE COMMUNITY
IN THE FINEST SECTION OF
FLORIDA. OUR FRIENDLY
SLOVAK PEOPLE WILL EXTEND
YOU A WELCOME LIKE YOU'VE
NEVER HAD BEFORE.

A. DUDA & SONS
SLAVIA, FLORIDA
GROWERS AND SHIPPERS
OF FANCY CELERY

BEAUTY IN CELERY



Some of the finest celery in Seminole County is grown on the rich mucklands of Oviedo's Black Hammock. Here Miss Muriel Knox and Miss Ellizabeth Pippin are examining some unusually choice plants.

New Construction In Oviedo During Year Hits \$25,000

Betterment Program Includes New Home And Phone System

Half a dozen new homes have gone up in Oviedo during the past year, and building permits to date total over \$25,000, according to the records of L. E. Jordan, City clerk.

New homes have been built or are being erected for Frank Talbot, H. W. Estes, J. P. Cox, Milton Gore and L. H. Gore. Other new building included an addition to the Wheeler Fertilizer Co.

Recently dial telephones have been installed at Oviedo to replace the old "central" system, and are proving more efficient because of the time saved. The number of telephones in this Seminole County community has increased with this improvement in service.

Over 70 percent of the 1940

AN ATTRACTIVE RESIDENCE IN OVIEDO



This beautiful home is the property of B. F. Wheeler, one of Seminole County's leading citizens and head of the prominent packing and fertilizer company of Nelson & Co.

taxes have been paid to date. Mr. Jordan states, which is "substantially ahead" of the percentage for last year at this date. Assessed valuation of real property in Oviedo is \$605,799.50, while personal property is \$4,000,000.

Smaller Towns Make Up Half Of County's People

(Continued From Page One) Lake section, most of them surrounded by groves. There are three principal lakes—Bear Lake, Little Bear Lake and Cub Lake. Each winter many Northern visitors reside in cottages on these lakes.

Markham, Seminole County's westernmost town, is a naval stores station. L. F. Hagan, former representative in the Legislature from Seminole County, obtains turpentine from trees in this region and ships it to distilling and processing plants. The land is fertile, and crops raised include corn and cotton. In the adjacent Wakulla River Valley are thousands of acres of good grazing land under fence, and the cattle industry is a thriving one.

Oscola lies east of Sanford and is the home of the Oscola Cypress Company's mill. Millions of feet of lumber have been made into lumber at this mill, which has been in operation since 1917. There is also some commercial fishing near Oscola, and good cattle land.

Forest City is the site of a number of citrus groves which produce a good quality of fruit. The principal business at this small community is the Foggate Packing Company, operated by

owned at \$701,808.75. A tax rate of nine mills is levied.

Financially the city is in as good condition as any in Florida, Mr. Jordan believes. Besides indebtedness totaling only \$2500, which was incurred for paving about eight miles of streets in the city.

Oviedo is served by the Atlantic Coast Line and Seaboard Coast Line, which combine to provide a direct route to the coast.

Sanlando Springs Has Big Appeal In Summer, Winter

(Continued From Page Two) Dorothy Rawls, invaded Sanlando for an exhibition.

The temperature of the water remains at 72 degrees the year around, and is usually warmer than the atmosphere in winter and cooler than the air in summer. Bathing is enjoyed all the year long. White sand has been brought in to make a beach at one side of the large pool surrounding the springs, and diving boards and a water slide have been erected. Swimming lessons are given to the children free of charge during the summer with the co-operation of the Red Cross.

Though the pool and Springs are enjoyed by many during the winter months, it is the park itself which is the biggest drawing card now. The azaleas, several varieties and of all colors from white to deep red, will soon be at the height of their blooming season.

The beautiful azaleas, while beautiful, are by no means all that attract visitors to the park. There are the trails which lead past a big bed of gardenias, a dark lily pool splashed with vivid colors, and over a rustic bridge above a hurrying stream. There is also the "jungle," where all kinds of flowers and trees thrive in the rich soil beside the Little White.

Other flowers, including Florida orchid, fragrant yellow jasmine, and the "Cherokee waterfall," a rose vine covered with white flowers, add their beauty to the park.

Some of the strange plants, brought from other lands, are labeled for the convenience of flower lovers. Among these are the shrimp plant from Mexico, an African leaping date palm, a Chinese fan palm used to make fans, and the Mexican yucca. A score or more varieties of trees, including the palm, two kinds of oak, sweet gum, bay, magnolia, and black gum, grow in the park, helped by the warm water from the Springs which flows nearby.

Since it really takes the best part of a day to enjoy the attractions of Sanlando Springs, facilities for picnics are provided. There are tables built under the old oak trees, and two grill ovens have been constructed nearby. After dinner, dancing can be enjoyed on the terrace oval near the picnic tables. Facilities are also provided for badminton and horseshoes.

Assessed Valuations Hiked Nearly 4 Times

TALLAHASSEE, OCT. 27.—The 1941 assessed valuation of property in 43 Florida counties was announced by Comptroller J. M. Lee as \$1,222,159,087—nearly four times as much as it was for the same counties last year.

With 24 county tax rolls still to be approved, Lee said he expected the total valuation for the State this year to run above two billion dollars. Last year, the State total was \$334,389,103.

A new State law requires all property to be assessed at full value for tax purposes, to be reduced in proportion to the assessment increase. Two years ago, the courts found in a railroad tax suit that the average assessment throughout the State was on a basis of slightly more than 24 per cent of full value.

One of the needs of the community, southwest of Lake Monroe is Paola. Here, too, citrus growing is the principal enterprise and the I. L. Smith Fruit Co. has a large packing house. Located on a branch line of the Atlantic Coast Line, Paola is served by two churches and a school, the Wilson School.

Though Our Primary Aid In Business Is To Furnish Seminole County With The Best In Finished
-WOODWORK-
We are still happy to join other local business men and women in inviting tourists to spend the winter in "The World's Celery Center"—Sanford and Seminole County, Florida. Bring your carpentering problems to us
CLARK VARIETY WORKS
411 Elm Ave. Sanford, Fla.

OVIEDO IS A WONDERFUL PLACE TO LIVE!
Jack C. Kasell
• Ready To Wear
• Dry Goods
We are happy to join the business men and merchants of Seminole County in extending to tourists a cordial invitation to spend the winter here.

WINTER VISITORS COME TO OVIEDO
and live in the heart of Tropical Florida.
"Don't Fuss, Call Us"
JAMES STALEY'S SERVICE STATION
OVIEDO, FLORIDA

We Are Proud Of Our Community And Gladly Join Our Friends In Proclaiming The Many Natural Advantages Of OVIEDO, FLORIDA.
• Good Climate
• Friendly People
• Sweet Fishing
• Excellent Hunting
• You Can't Help But Like It
Oviedo Drug Store
OVIEDO, FLORIDA AL HUNT

Lake Charm Fruit Company
OVIEDO, FLORIDA
CITRUS FRUITS BOUGHT, PACKED AND SHIPPED
ICE WHOLESALE AND RETAIL
CELERY WASHED AND PRE-COOLED

OVIEDO SWIMMING POOL



Not content with going a dozen or more miles to find a suitable place for swimming, enterprising Oviedo citizens set to work and built themselves this fine swimming pool which is a popular meeting place for young and old alike.

New Swimming Pool At Oviedo Is Popular Spot
Dance Floor And Park Appeal To Many For Picnics And Parties

One of the most popular places in Oviedo on a warm summer day is the municipal swimming pool, completed recently at a cost of \$10,000. Weekly attendance at this rendezvous amounts to about 200 persons, B. B. Brown, manager, estimates.

Built by the city with federal aid, the swimming pool ranges in depth from 3 1/2 feet to 9 1/2 feet, and is 35 feet wide by 75 feet long.

A dance floor has been erected near the pool and it is a favorite place for the routine at Sweetwater Park. The pool is located in an ideal place for picnics. Tables are provided under shady trees and for evening parties the park is lighted.

If swimming isn't your idea of a good time, Oviedo residents urge you to try fishing for the game black bass in one of the many lakes in the section. Lake Jessup is probably the best of these, and here the visitors may find boats for rent. Lake Chum is also noted for its good fishing, and in addition is the site of many informal speedboat races among Oviedo enthusiasts.

Three lakes are located within the city limits, Long Lake, Short Lake and Lake Charm. Game may be found in the unsettled parts of this section. Buck Point Ranch, which is kept well stocked with deer and quail, is only 12 miles from Oviedo.

Oviedo's school also serves the purpose of a recreation center and it is here that tennis courts, shuffleboard courts, and baseball diamonds are found. The public is welcome to use these facilities, as well as those of the school gymnasium. R. F. Cooper is principal of the school.

The government of Japan is reported as taking a national inventory of stocks of 97 strategic materials.

Consumption of tea in Ireland is normally about 24 million pounds a year.

Intellectual Life In Oviedo Helped By Woman's Club

Town Library, Beautification, Schools, Among Projects

Organized 35 years ago and now functioning in its recently remodeled clubhouse, the Oviedo Woman's Club is one of the most active organizations of the

city's feminine residents. Mrs. Charles Niblack is president and Mrs. James Wilson is president-elect.

One of the most successful projects which the Woman's Club has sponsored is the town library. Mrs. W. P. Carter is librarian and through her efficient work there are now about 500 subscribers each month. The children's story hour at the library serves to introduce good books to young readers.

Clean-up and paint-up campaigns are carried out by the Woman's Club twice a year, and a Red Cross sewing project also is maintained.

One of the first members of the club was the late Mrs. Theodore Mead, wife of the famed Oviedo naturalist for whom the Mead Gardens in Winter Park are named. Always an active supporter, she donated many things to the club, including its piano. She also served for a time as librarian.

The active Parent-Teachers Association of the Oviedo school is headed this year by Mrs. R. W. Estes.

Church organizations also provide opportunities for the women of the town to band themselves together for service, study and worship. Oviedo has a Methodist Church and a Baptist Church.

Men's organizations include the Oviedo Chamber of Commerce, of which George W. Morgan is president, and the Masonic Lodge. The trade body, which formerly was the Lions Club, sponsors clean-up campaigns and gives away baskets to the needy at

Christmas time. It also is active in other projects for the good of the community, such as paving and repairing roads.

Demand for women's American-made wearing apparel in South Africa has increased recently.

Japanese fishermen are now reported as catching less expensive but more nutritive fish.

ANGLER CASTS 200 FEET
 (LEBURNE, Tex., Oct. 27.)—Fish within 200 feet of the lute fly-rod of John Sparks, Waco, Tex., are in dangerous waters. Sparks, national fly-casting champion, tossed the lure two-thirds of a city block in an exhibition here.

An extensive program of beautification in the suburbs of Panama City has just been launched.

FOR A DELIGHTFUL WINTER COME TO SEMINOLE COUNTY "In The Heart Of Central Florida"



You'll be on top of the world, Mr. and Mrs. Tourist if you come to Seminole County this winter. Located on the shores of beautiful Lake Monroe and the St. John's River, Seminole County is in the "Heart of Central Florida," the ideal place to spend the winter.

See us for fresh Fruits, Poultry, Meat & Vegetables Every Day.

PALMETTO GROCERY

317 Palmetto Ave. Phone 144 We Deliver

For Your Winter Needs Come To Sanford, Florida

For Your



Come To The

City Drug Company

204 E. First Street Phone 375

ON THE BEAUTIFUL ST. JOHNS RIVER



GREETINGS FROM SANFORD . . .

You'll find a cordial welcome here in Sanford, the center of scenic Florida. Here is a city big enough to have all modern conveniences, yet small enough for relaxation and enjoyment of life. There are scores of beauty spots within easy drive of Sanford.

Sanford enjoys dependable, economical gas service. Gas is the modern cooking fuel preferred by 16,000,000 American women. Use gas for cooking, hot water, refrigeration and home heating.

USE GAS — THE MODERN FUEL

Sanford Gas Company

VISIT SANFORD

A friendly, progressive town where "summer spends the winter."

Moran's Market

Quality Meats & Poultry

Sanford Ave., next to McReynolds Drug Store



See Sunny Florida From Seminole County

"In The Heart of Florida"

We invite you to let us make you at home in Seminole County. We believe you will want to make this, "the heart of Central Florida" your winter home or year 'round home.

Gladly Sanford's Kelly Springfield dealer invites you to make this your winter headquarters.



KELLY TIRES

W. H. Reitz Service Station

Sanford, Florida

New Homes For Tourists Built In Lake Mary

Good Water Supply, Fertile Soil And No Taxes Appeal

Lake Mary, which is only 10 minutes from Sanford over a good highway, is primarily a residential community though some of its citizens have orange groves or raise chickens. A town of about 500 persons it is unincorporated and has only State and County taxes.

Lake Mary derives its name from the lake around which it has been built. The country is rolling, and the tall, evergreen palms and pines together with the lake make it one of the most attractive sections of Seminole County.

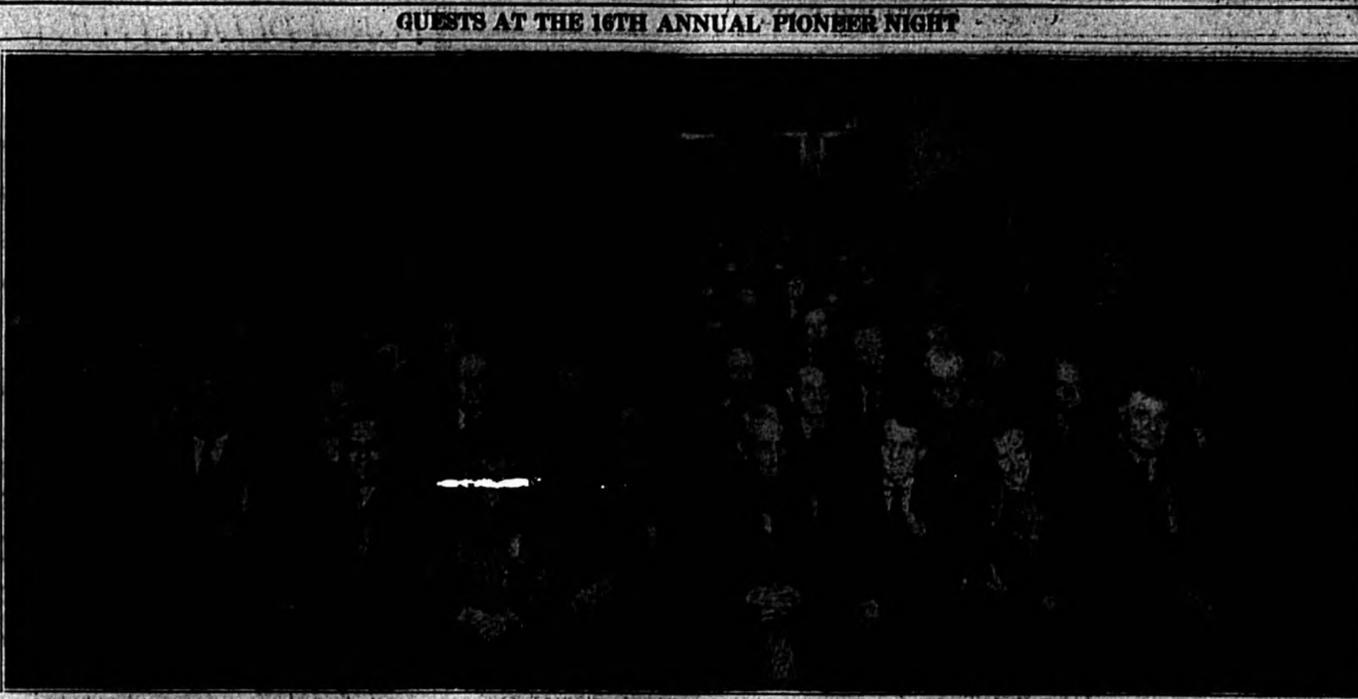
Lake Mary is proud of its good, healthful water supply, furnished by three large tanks located in different parts of the community.

About 60 pupils are enrolled in the Lake Mary School, which has a staff of three teachers. This building, a spacious one-story structure, is surrounded by a playground for the children. Older students attend Seminole High School in Sanford.

Lake Mary is really two lakes, connected by a short canal. The shore of the larger lake is the site of a number of attractive homes already, but there is still room for newcomers. The lake is ideal for residences, since the natural beauty of the Florida countryside is still unspoiled.

Frank Evans, pioneer Lake Mary resident who is primarily responsible for much of its development, has built two new homes on the lakefront for tourists this year. During the past four years he has erected a total of five homes, and hopes eventually to build them all around one side of Lake Mary.

Spacious and comfortable, all the houses face the lake and provide easy access to boating, fish-



Six foreign nations and 23 states were represented at the 16th annual Pioneer night held last New Year's Eve in Lake Mary where everyone in the county over 60 years of age was especially invited to be the guest of the Lake Mary Chamber of Commerce through the courtesy of Frank Evans who has just announced plans for holding a similar event this coming winter. Last year the program included a number of addresses by prominent citizens, a comedy trio, singing, an orchestra and dancing by the pioneers.

Pioneer Night Held Annually Is Big Occasion

Custom Started By Frank Evans In Its 16th Year

Pioneer night, Lake Mary's annual celebration at which old-timers get together to swap yarns about the "good old days," will be held on Thursday, Jan. 1, this year, Frank Evans, at nounce. Mr. Evans will be master-of-ceremonies of the event, which has been held annually for the past 16 years.

A varied program of entertainment, including skits, songs, dancing, talks and games, is being planned. Pioneer Night will be held in the Chamber of Commerce building in Lake Mary.

Conceded to be one of the outstanding events on Seminole County's tourist calendar, Pioneer Night attracted more than 100 persons over 60 years of age last year who held the spotlight with their interesting comments about early days in this section. Six foreign nations and 23 states were represented in the group.

Pioneer Night is one of the pet projects of Frank Evans, who himself is one of the most interesting pioneers in Lake Mary. At the age of six months, Mr. Evans was brought to Lake Mary in an ox cart by his parents. The house which they built by the side of the lake is in good condition today, and is occupied by Mr. Evans' brother.

Apparently the country life was too tame for Mr. Evans, for at an early age he joined a circus as an acrobat and tight-rope walker. He had been practicing stunts of this kind since a small child. He was in show business for a number of years, and his most difficult feat was riding a bicycle across a tight rope while juggling four plates in his hands.

After the turn of the century, Mr. Evans entered the shoe business in the north and by 1915 was in business for himself. Though his schooling had been (Continued From Page Seven)

Evansdale Park Is Popular Spot Among Tourists

New Dock, Diving Tower Will Be Added To Facilities

Improvements to Evansdale Park at Lake Mary, which will include a new dock and diving tower, will be started soon, Frank Evans, owner, announces.

Evansdale Park was built by Mr. Evans for the use of the public and there is no charge for the bathhouses, docks, swimming or the picnic tables. It is popular with residents of Lake Mary and Sanford citizens also visit it frequently.

A brick oven is provided for those who wish to roast hot dogs or toast marshmallows after an afternoon of swimming. In order to keep Evansdale Park as attractive as possible, Mr. Evans forbids the operation of concession stands.

Swimming and sun bathing most of the year is only one of the advantages of Lake Mary. There is good bear fishing in the lake and rowboats or power boats are available from Mr. Evans at his home. For the thrill of your life, try authentic fishing baited with a nearby restaurant.

CITRUS SALES INCREASE

WINTER HAVEN, Oct. 27.—(Special)—Citrus movements last week took a decided upswing as 484 cars, or 193,707 boxes, were moved to northern markets as compared to 33 cars or 95,752 boxes the week before.

Raising Poultry Is Profitable For Lake Mary People

One Of Biggest Ranches Has Several Thousand Chickens

Poultry raising is one of the principal sources of income among Lake Mary residents, and a recent check showed that nearly a dozen persons have ranches of over 200 chickens each.

Largest of these is the Lee Hendricks farm, which has several thousand chickens of various kinds.

Others include E. A. Douglas, N. H. Benton, J. E. Robinson, J. E. Hendon, Sidney Fowler, J. A. Lloyd, Albert Shriner, W. F. Emme, William Matthews and the Zollinger Ranch.

All these chicken farms have laying hens only and furnish wholesale dealers. Trucks come from the dealers each day to pick up the eggs, and the poultrymen are saved the trouble of going into town each day to deliver eggs.

Another Lake Mary enterprise which is proving profitable is growing dish gardens or miniature plants. Gerald Beers, a mechanical engineer who formerly lived in Newark, N. J., retired in 1936

Fastest Trotters In World Kept At Seminole Park

(Continued From Page One) and horses required the expenditure of considerable money on their training. Several are now owned by the State of Florida.

Mr. White is reported to be the owner of the fastest trotting horse in the world, a white Arabian named "The White Arabian," which he has trained in a special way at the Seminole Park.

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Sunny Sanford, Florida Is An Ideal Place To Make Winter Headquarters

Maffett's Auto Service

Gladly we join all of Seminole County in inviting tourists to a place where summer spends the winter and people are friendly as friendly can be.

Maffett's Auto Service
8 PARK AVE.
SANFORD, FLORIDA

MR. TOURIST! FOR A PLEASANT WINTER COME HERE TO THE HEART OF BEAUTIFUL CENTRAL FLORIDA

An example of how Florida lures permanent residents away from other climes is typified in the person of Howard Boteler, candy confectioner of Sanford, who came here 18 years ago seeking health and the warmth and sunshine of a semi-tropical country.

Mr. Boteler, who started his candy career at the age of 19 in the year 1896, has labored continuously at his chosen business with the exception of 4 years during the World War when he served with the Department of Justice, acting part of the time as head of the Baltimore office.

Giving credit for his native life to the healthful climate he found here, Mr. Boteler relates that he is the oldest man in the candy business in the state of Florida during the period of his life before I entered the candy business for myself," he reflects, "and I have never been out of a job a week in my life."

Today, after showing a steady increase in volume from the first day I started, we enjoy a business of his kind second to none in Central Florida, covering this whole area with a fleet of trucks. Naturally, I am deeply appreciative of the business we have enjoyed from many kind-hearted customers, and I wish to thank them for their patronage and loyalty."

Mr. Boteler's business here for this state is reported to be the best he has ever had in any other place in the world. He has no other place in which to live from a climatic and health point of view than Central Florida.

Mr. Boteler was born in Maryland, near Baltimore, and came here from Charlottesville, Va. During 22 years of his life he worked for 3 wholesale candy companies in the north, and during these years and another 18 years he was using horses and

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COME TO SEMINOLE COUNTY ON YOUR WINTER VACATION



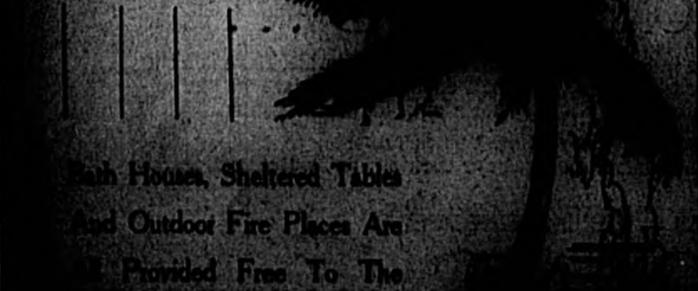
And it is with pleasure that we join in extending to tourists an invitation to spend the winter here in "the Heart of Florida."

H. M. GLEASON
FLOOR SANDING
Lake Mary Florida Phone County 2664

EVANSDALE PARK

Invites You

Bring your family and spend the day—there is no admission charge. Bathe in the crystal clear waters of Lake Mary and rest or play on its sandy beach.



Bath Houses, Sheltered Tables and Outdoor Fire Places Are Provided Free To The

POULTRY INCREASE

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Welcome To Sanford

Sanford is a beautiful city with many attractions. It is a great place to visit and enjoy. We welcome you to Sanford and hope you will have a great time.

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Casselberry Seen As Fast Growing City In Seminole

New Stores, Homes Built Last Summer; No Municipal Taxes

Impressed with Florida's year-round sunshine and the opportunity of being in the open most of the time, Hibbard Casselberry left a profitable wholesale hardware business in Chicago in 1926 and came to Seminole County to raise ferns and azaleas.

When he first came to the section halfway between Orlando and Sanford it was wild and desolate. The present highway connecting the two cities was not to be built until two years later and Mr. Casselberry literally had to "carve" himself a place in the woods.

His plan was to build a town where retired Northerners could join him in raising ferns and azaleas and enjoy Florida's balmy climate.

Though Casselberry—or Casselberry Gardens, as it is sometimes referred to—is an incorporated town, there are no municipal taxes. Yet the city has its own water supply, a community center, electricity, garbage disposal and a volunteer fire department. If any funds are needed for new city projects, they are collected by popular subscription.

In the administration of civic affairs, the town of Casselberry has taken its cue from the old New England townships governments and its officials serve without pay. Present officers are Hibbard Casselberry, mayor; Mrs. Mary Hallett, town clerk; Tully Hattaway, town marshal; Mrs. Newton Merrill, Mrs. Helena K. Smith, Paul Bates, Cedric Bens and Willett Drake, aldermen.

New Homes

Casselberry is growing. Several new homes have been built recently, and during the summer three stores were erected and opened for business. These are a soda mart, operated by Mr. and Mrs. G. E. Watson Weaver's grocery, and Miss Eda's Beauty Shop. In addition to these, the White Heron tea room at Casselberry is known throughout this section for its good food.

Principal industry of Casselberry is raising and shipping ferns and azaleas, and last year over \$25,000 was paid in express charges alone on shipments. About 50 acres are devoted to the raising of ferns, and around them and a half million azalea plants are set out. Unfortunately for those who would like to see this mass of plants in bloom, the plants are shipped North before they bloom. Mr. Casselberry's ferns and azaleas have gone to such of the 48 states and to every province of Canada.

Julius J. Collie, a native of Ghent, Belgium, grows the azaleas and is a partner in Belgian Azaleas, Inc., which supervises this work.

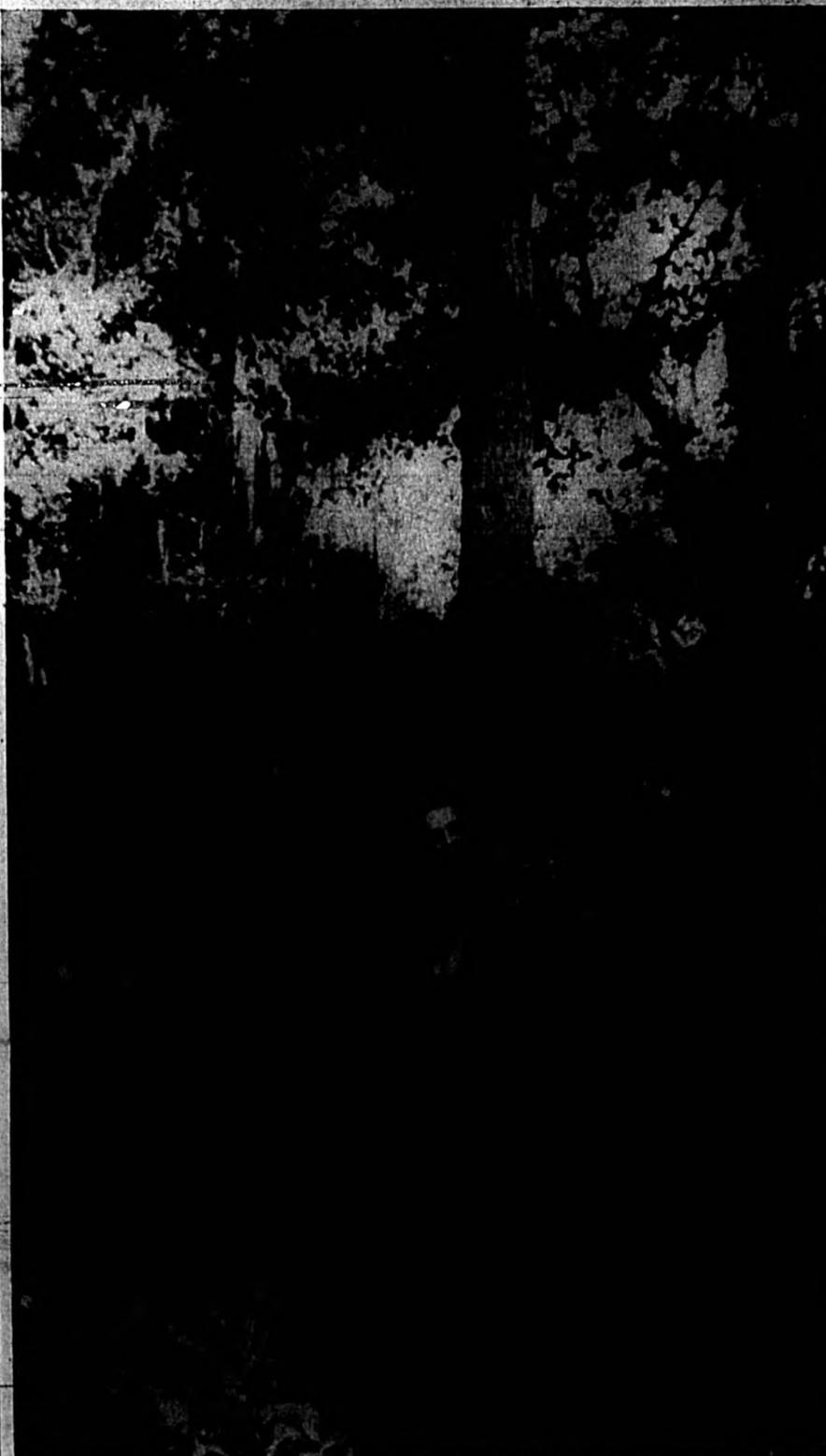
Town council meetings are held monthly in Casselberry and the sessions are open to all residents, who take an active part in the government of their city.

On Sunday mornings Sunday school and community church services are held at the community center. Entertainment in Casselberry includes movies on Sunday nights, and Monday night boxing matches, which attract people from miles around. Usually the boxing matches are followed by a social gathering, which includes square dancing to a real Florida "hill-billy" string band.

Financial Aid

Mr. Casselberry is encouraging new residents to move in. He has announced that his firm will be glad to assist newcomers in choosing spacious lakeside lots and will also aid them financially in building their homes. These

A WOOD NYMPH AT PALM SPRINGS



Palm Springs is a popular resort among those who prefer the quiet solitude of cool refreshing waters and is often the scene of high school and church picnics. It is located near Longwood, west of the State Highway, and is readily accessible to visitors in Seminole County.

There is plenty of room for expansion in Casselberry, and the town's founder declares that the advantages offered to residents and industries are to be found in few other places.

For visitors remaining overnight or for a few weeks, there is the Lake Side Tourist Lodge, operated by Mr. and Mrs. Clemons Hallett. Located on Lake Oconee, this lodge is set far from the site of old Fort Concord.

The business center of the town has followed the Williamsburg style of architecture, while many of the residences are Newberry in design. Some homes, including that of Mr. and Mrs. Ed Collier, are flood lighted at night and attract much attention from motorists.

Of a total production of 1,639,900 shrimps reported in the Census Bureau by the Fisheries Industry in the last two Censuses of Manufactures, 197,541 were double-barreled, and 541,437 were single-barreled, including automatic, repeating and slug shot.

Favorable market conditions have resulted in the establishment of numerous small lumber mills.

There are more than 450 kinds of woodpeckers in the world.

To keep American beds warm, the electrical appliances industry annually produces, according to Census Bureau reports, about a million heating pads and electrical blankets. In 1939, the industry's output was 903,871 units, and in 1937, 1,012,350 units.

North Border Of County Is Made By River

(Continued From Page One)

for travel and pleasure. The history of the river is the history of the people who have relied upon it, using it to push their way deeper and deeper into the interior of the state.

The river has not always been called the St. Johns. It was once known to the Spanish as the San Mateo River, and later was re-named the River of May by the French, after the month in which they discovered it. The present name is the English translation of another Spanish name, San Juan.

River Towns

After the first pioneers had shown the way, towns began to spring up along the banks of the St. Johns River. At one of these, San Mateo, lived a woman who is credited with introducing to the river the water hyacinth, which despite its beauty causes considerable interference to boats. The San Mateo woman went to the New Orleans Cotton Exposition in 1884, where specimens of the hyacinth were being exhibited for the first time in this country. She brought several of the plants home for her garden pool, but they grew so rapidly that she had to throw some of them into the river. No effective way has yet been found to get rid of them.

At another town along the river, Mandarin, Harriet Beecher Stowe, author of Uncle Tom's Cabin, lived and wrote a book of sketches describing that section. Sidney Lanier, the Georgia poet, journeyed up the St. Johns to gather material for a guidebook of the state. He passed Sanford, which had been settled only about five years ago, and mentioned it in his book.

Since 1841 small steamers have been puffing up the St. Johns as far south as Sanford, 200 miles from Jacksonville, and this formerly was the principal means of reaching the interior of Florida. The boat trip was usually a pleasant one, but one early woman writer admitted that "it requires the fortitude of a Livingston to commence a trip into many of the most attractive

parts of Florida." Because trains and automobiles now afford a faster way of travel, passenger boats have almost completely disappeared from the St. Johns River. It is still used considerably for freight boats, and the St. Johns River Line maintains a fleet of vessels which make regular trips between Sanford and Jacksonville. Though the commercial aspect of the river is important, its use as a medium of pleasure is steadily increasing. Both the river and the lakes along its course are filled with one of Florida's gamest fish, the black bass. Boats, both sailing and motor craft, provide many hours of amusement, so that today "the place is still as pleasant that those who are mischievously would be forced to change their humor", as Rene de Laudonniere described it over 400 years ago.

PIGEON CONVENTION

TAMPA, Oct. 27.—(AP)—Tampa will be host to the 1942 convention of the American Pigeon Racing union of the United States, Hawaii, Canada and Cuba. It was awarded the annual meeting at the final business session recently of the organization at Baltimore.

COME TO SUNNY SANFORD In The Heart Of Beautiful Florida



Many attractions are in store for the winter visitor who makes his headquarters in this part of the Sunshine State.

SEMINOLE COUNTY CREDIT ASSOCIATION

108 1/2 Park Ave. Sanford, Fla.

PIGGY WIGGLY LOVETTS

Sanford, Florida 327-529 Sanford, Ave.

Budgeteer's Buys in MEATS

Mr. Tourist! For a pleasant winter come to Sanford and Seminole County, Florida.

Piggly Wiggly and Lovett's Help Keep the Cost of Living Amazingly Low Here in the Heart Of Florida.

Fresh FRUITS & VEGETABLES!

Fresh delicious vegetables for your table the year around. Sanford is one of Florida's greatest agricultural sections and you, through your conveniently located Piggly Wiggly and Lovett's stores, can obtain all your food needs at prices that are amazingly low.

WHAT TO DO

...SIGNALS OF THE TIMES

...come to Seminole for a pleasant vacation. You will like it here. Tourist. This is in the heart of Florida.

REALTY TRUST COMPANY

601 ATLANTIC BANK BUILDING

Authorized By Law To Act As Trustee Under Wills and Trust Deeds Of All Kinds

WILLIAM C. ...



FOR A DELIGHTFUL WINTER COME TO SEMINOLE COUNTY "In The Heart Of Central Florida"

We are glad to join the merchants, business men and citizens of Seminole County in extending to prospective winter visitors a most cordial invitation to spend the winter here in the beautiful town in

WILLIAMS & ANDERSON

ALL DENOMINATIONS GATHER FOR EASTER SUNRISE SERVICE



Central Location Seen As An Asset For Winter Here

Good Roads Run To Main Attractions Throughout State

Because of Sanford's central location in the heart of Florida and the system of highways converging on it from every section of the state, this city makes an excellent winter headquarters for the tourist, with such outstanding attractions as the Mead Botanical Gardens, Bok Tower, and...

Information Booth On Boulevard To Open November 25

Nov. 25 has been chosen for the opening date of the Information Booth, operated on Lake Shore Boulevard by the Sanford Junior Chamber of Commerce for the convenience of tourists.

The Information Booth, which saw its first winter of service last year, is located on the right hand side of the highway as motorists enter Sanford. A driveway curves in front of the booth to make it easier for the visitor to secure information.

Origin Of Sanford Is Found In Fort Erected Long Ago

Capt. Charles Mellon Died In Battle On Site Of This City

Tracing its origin back over a hundred years to the construction of a tiny fort on the shores of Lake Monroe during the Seminole Indian war where Capt. Charles Mellon lost his life, laid out as a city some 80 years later by Gen. Henry S. Sanford, the distinguished diplomat who gave the

town his name. Sanford has a tradition which is steeped in historic lore.

Three hundred years before United States soldiers were ambushed on Lake Monroe, Timucuan Indians plied their tiny canoes up and down the river, built a camp on its banks east of Lake Monroe and there as the years went by constructed a burial mound which still exists though towering oaks now grow out of its top.

Almost two hundred years ago, a tribe of Creek Indians came to Florida from Alabama with their chief, Seacoffee. They liked this land of eternal Spring, stayed here, and became known as the Seminoles. Where the city of Sanford now stands, the smoke of their camp fires once drifted hazy and blue through the branches of the giant live oaks.

In 1826, Colonel Fanning, acting for the United States Government, located an army camp on the shore of Lake Monroe upon land which had been granted to Philip Yonge by the Spanish Crown in 1815. This land had changed hands many times but was not occupied until 1836.

At dawn on Feb. 9, 1837, about 400 Seminole braves under King Philip and his son, Coacoochee, attacked the post. The government forces numbered two companies of artillery, four companies of dragoons, and some Creek. The battle lasted three hours with brave fighting on both sides. There is peculiar pathos about the fact that the Indians were terrified by the sound of the cannon on the government supply boat, and believed that their Great Spirit was helping the enemy with a fearful storm.

Mellon Killed
Capt. Mellon was killed in the engagement and the name of the post was changed to Fort Mellon in his honor. In 1839, Colonel Zachary Taylor, later president of the United States, laid out a town through the forest from Taylor to the landing of the Mellonville. The landing of this town is now known as Mellonville.

Mellonville Avenue, and Fort Mellon in time came to be called Mellonville.

At first Mellonville was in Mosquito county but in 1849 Mellonville became part of the newly created Orange county and was made the county seat.

Mail was brought to Mellonville from Jacksonville by boat, and the arrival of the boat was a great event. The settlers came from miles around on horseback, and probably enjoyed the social ability of the occasion as much as they did their mail.

The settlement of Orange county falls naturally into two periods—the first just after the Seminole War in 1858 when many of the volunteers in the army, who had enlisted merely for the duration of hostilities, remained here as permanent residents. The second influx occurred just after the Civil War in 1866. Many Southerners, dis-

turbed in their plantation life at home migrated here, hoping to find a substitute for King Cotton in the golden apple of Florida. From the North, came those who were beginning to hear of the healthful climate of the state and the opportunity for investment.

(Continued on Page Eight)

(Continued on Page Eight)

WATSON

AT TROPICAL SUNNY SANFORD, FLORIDA

FOR THE BEST IN ALL KINDS OF FINE WINES & LIQUORS

COMB TO THE ARCADE PACKAGE STORE

W. B. FARRALL, Prop.

Sanford, Florida

MACK

BUICK

PONTIAC

More Power "Best Buick Yet" Greater Safety

Beauty "Pontiac Streamliner Torpedo" Comfort

Powerful "Mack Trucks" Durable

SANFORD BUICK COMPANY

Day And Night Wrecker Service

210 Magnolia Avenue
Telephone 367

5,000 Students Attend School In This County

Tourist Children Go To School Without Charge To Them

There are more than 5,000 students in Seminole County who receive instruction each year in the modern school system which involves an expense of more than a quarter million dollars every year.

Of particular interest to tourists who have children and who intend to visit Florida this winter is the fact that they may enter their children in Seminole County schools without the outlay of a single penny. They are required to pay no tuition fees and are accorded the same privileges as local students, including transportation to and from school if they live in outlying sections.

T. W. Layton, County superintendent of public instruction since 1916, ranks high among educational leaders in Florida and Seminole County methods of teaching are on a par with those elsewhere throughout the state.

Two important projects in the County school system are the agriculture course and physical education instruction students may have. Alex R. Johnson supervises the teaching of farm mechanics and elementary farming

WHERE BOATING IS FUN THE YEAR AROUND



Miss Mildred Robson, daughter of Mr. and Mrs. J. N. Robson, Jr., tries out her kicker on Lake Monroe. Boating is a popular sport with members of the younger set in this vicinity.

methods to pupils in the three County high schools, Lynn, Oviedo and Seminole.

Programs of supervised play are conducted in addition to the extra-curricular activities which include football, basketball and track.

In all of the County schools, children are given vocal and instrumental training. At Seminole

Central Location Seen As An Asset For Winter Here

(Continued From Page One)

den are 74 miles south of Sanford and there is an excellent highway all the way.

A short distance from the Cypress Gardens and 83 miles from Sanford is located the Mountain Lake Sanctuary which is famous for its cottages built by Edward Bok. It has 71 bays with 43 houses of four and one-half octaves. Visitors not only find real delight in the music but also marvel at the beautiful landscaping of the big sanctuary. The Bok Tower, as it is generally known, is famous for thousands of tourists each year.

Following State Road No. 49 westward from Sanford, through some of the finest hunting ranges in Florida, is Mount Dora, 20 miles away and located on the beautiful Lake Dora, made famous by its large bass and its famous milhoast restaurant. Following this same route, Leesburg is just 43 miles away with its expensive Venetian Gardens. Turning northward from Leesburg on State Road No. 2, which is another of the State's key highways, Ocala is the next city of importance and is located 60 miles from Sanford. This town has been made famous by the widely known Silver Springs which are truly one of the wonder spots of Florida. There are more than 45 varieties of fish in these Springs, besides the shell turtles and other inhabitants of the water which may be seen through the glass bottom boats, so plainly as if they were in an aquarium.

Near Ocala is the bird sanctuary on the Flaming Islands located just off State Road No. 2 between Ocala and Gainesville. Further in the interior of Florida.

Among the nearest points of interest outside the county is the Mount Botanical Garden in Winter Park about 15 miles south of Sanford on State Road No. 2. The garden has been named in memory of the late Dr. Theodore Mead who was a world famous botanist and carried out many of his experiments with semi-tropical shrubs at his home near Ocala. The garden is located in Seminole County, which is only a few miles from where the garden was first located.

Other Florida tourist attractions include the historic town of Winter Haven. These

High School, Miss Dorothy Sanford supervises instruction as the school had begun its fifth year. Last year she entered the local club in competitive tennis throughout the state.

An addition to school activities is a pop squad, the "Colonyettes," a group of young girls who create drills and music. They are supervised by Miss Sanford with precision and perfect timing.

All Seminole County schools are accredited by the State Department of Public Instruction.

The school affairs are administered by a Seminole County School Board which is composed of Fred T. Williams of Sanford, chairman, L. E. Jordan of Oviedo, and E. T. Eason of Alhambra Springs. Fred R. Wilson is their attorney.

The local school board consists of three prominent Sanford citizens, Walter M. Hayes, chairman, W. L. Morgan, and E. E. Chapman.

Miss Mae S. Maxwell teaches commercial subjects to students in the County's vocational school, located in a convenient downtown building in Sanford. In a course they are well qualified for public positions.

Public Library Now Boasts Over 11,000 Volumes

Increased Use Of Facilities Shows Value To Community

The Sanford Public Library is assuming an increasingly important role in the recreation and education of Seminole County, since it is modern and up-to-date in every respect.

The 11,000 volumes include an excellent selection of reference books which are used extensively by high school and college students. There is a variety of fiction, including all types of novels, by the best known authors. In addition, the library has an excellent magazine subscription list and all the best known magazines are available for the use of the library members.

Of growing importance is the use being made of the library by winter visitors in Sanford. Mrs. Margaret Moughton, who last season spent many days before the cozy fireplace in the reading room which is apart from the library's book room and is equipped with standard library equipment, including tables and chairs.

The library is supported by the City of Sanford but residents outside the city limits may have full use of its facilities by taking out a membership, which costs \$1. a year and includes the privilege of borrowing books from the library through monthly dues of 25 cents.

Mrs. Elton Moughton is city librarian, managing circulation with the assistance of Mrs. F. P. Sims and Miss Virginia Keele. Their reading room is located at 7th Street and Oak Avenue.

In September a collection of books from the library of Mrs. C. Sanford Dow, daughter of this City's founder arrived and was placed in the Sanford Public Library for the public's use, adding still more variety to the

which the City is located, affords the angler every opportunity to test his piscatorial skill.

There are many other attractions within a short drive from Sanford, including Ponce de Leon Springs, about 34 miles from Sanford on State Road 17. Here is located the remains of an old Spanish sugar plantation. The water which is turned by the waterwheel from the pool, still operates a generator which provides current for the operation of the resort which is now located there.

Students enrolled in the school receive practical instruction from the Tampa Shipbuilding Company.

We believe that tourists will like it here and we are glad to join all of Seminole County in extending them an invitation.

W. R. "SPEEDY" WILLIS
Auto Painting and Body Repair
308-W. 2nd St. Sanford, Florida

Mr. Tourist! You And Your Family Will Like Sanford!

The Jones Tire Shop is proud to join all of Sanford and Seminole County in extending to tourists a cordial invitation and friendly welcome.

See Jones Tire Shop if your tires are worn smooth. You can co-operate with Uncle Sam by conserving rubber as well as

Cut Your Tire Bill 50%

When you let Jones Tire Shop recap your smooth tires you get the benefit of over 20 years experience recapping tires successfully. Jones Tire Shop specializes in recapping tires for the modern high speed automobile, using the Champion high speed saw tooth design at no extra cost to you.

Jones Tire Shop
J. VIDEL JONES, Mgr.
First St. at Elm Ave. Phone 708 Sanford, Florida
Guaranteed Vulcanizing, Recapping, Battery Recharging, Road Service, Gas, Oil, Washing, Polishing, Lubrication

COME TO SUNNY SANFORD

We are happy to join other local business men and women in inviting tourists to spend the winter in "The World's Celery Center," Sanford and Seminole County.

THOMAS BARBER SHOP
Palmetto Ave. Sanford, Fla.

SEMINOLE COUNTY IS THE BEST PLACE IN FLORIDA TO SPEND THE WINTER.

This section is a sportsman's paradise—fishing, hunting, golf, tennis, boating and a host of other sports provide excellent recreation. Sanford is also strategically located for seeing other points of interest in Florida.

DAVID EARLE'S SUNOCO STATION
Park Ave. at Third St. Sanford, Florida

SANFORD
A Sportsman's Paradise Is The Best Place In Florida To Spend The Winter

Hospitality of a heart-warming kind awaits you at this picturesque spot in one of Florida's friendliest cities.

Here you enjoy the beauties of the majestic St. Johns River with its many scenic drives for miles along both shores... golf, fishing, swimming, picnicking, or just relaxing in the sun.

We gladly join all of Seminole County in extending to tourists a most cordial invitation to make Sanford headquarters here in the heart of Central Florida.

W. AUTO PARTS

Northward from Sanford on State Road No. 2, are the Amalee Ravine Gardens at Palatka which provide a scene of rare beauty when the hundreds of thousands of azaleas are blossoming. Some 75 miles north of Sanford, the gardens are located in a deep ravine in which many other exotic and tropical shrubs grow.

Branching off from State Road No. 2 at Deland, is another excellent highway which leads to Daytona Beach, 48 miles from Sanford. It is one of the finest beaches on the Atlantic Coast. Essentially a resort center, Daytona Beach provides recreation for the vacationists at all times of the year.

Northward from Daytona Beach, about 80 miles from Sanford, is one of the more recent of Florida's outstanding attractions, the Marine Studios, which the Silver Springs has been publicized nationally by the motion picture industry. There, seals, porpoises, penguins, rays, tarpon, and other spectacular salt water fish, some of which have never been seen before in captivity, are represented in the open water.

This scenic resort, which may be observed by the visitors through more than 200 partitions.

St. Augustine, 85 miles from Sanford, is a city of exceptional historic interest. It is called the "City of American History." It was founded in 1565 and is the oldest City in the United States.

In St. Augustine is located the Historic Fort Marion and the Fountain of Youth. There are also many old buildings in the ancient city whose halls are filled with much historic lore.

Only 23 miles west of Sanford on State Road No. 16 is another of Florida's historic cities, where the ruins of an ancient city are located. New Smyrna, the nearest coastal city to Sanford and the Indian River on

SANFORD FUN BOY

A homelike little city on beautiful Lake Monroe on the St. Johns River. Plenty of fishing, boating and other outdoor sports.

MY BEST WISHES
to
SANFORD
and
SEMINOLE COUNTY

You have my heartfelt support in your endeavor to attract new people to your fold. The coming winter should see Florida enjoying its most prosperous season in years, and your town and county will gain their share of the reviving prosperity.

J. J. PARRISH

ANGEL'S EAT SHACK

—LOCATED—

Sanford Avenue
Just Off Geneva Avenue
In Sanford, Florida

Steak & Chicken Dinners
Short Orders
Chill—All Kinds of Sandwiches

We are glad to join all of Seminole County in extending a hearty welcome to tourists.



One Winter In Sanford Will Be Your Invitation To Come Again

And while here enjoying the pleasant, tropical climate and enjoyable outdoor life in this scenic wonderland, be sure to motor to Swain's Battery Shop for quick, efficient battery service.

SWAIN'S BATTERY SERVICE

115 OAK AVE. PHONE 705

Make Sanford Your Winter Headquarters—You Will Like It Here

While here make this store your grocery headquarters—You will like it here, too!

"QUALITY AT LOW PRICES"

A Value Selection
OF
QUALITY MEATS
Choice Western and Native Cuts
FRESH CAUGHT FISH



REFRESHING DRINKS

SANFORD FISH & GROCERY CO.

Corner 2nd St. & Sanford Ave. Phone 608 Free Delivery

SANFORD IS A WONDERFUL PLACE TO LIVE

Abounding in rich game lands and beautiful scenery, Sanford has many natural attractions for the winter visitor. We are happy to join in promoting its advantages.

GREEN VALLEY DAIRY

C. W. BAKER, Proprietor Sanford, Florida

Colorful Sea Shells Used In Unique Garden

With some colorful Florida sea shells, a few sacks of cement and a little ingenuity, Richard Muse has made the grounds of his home on West First Street a unique sightseeing spot by means of the fountains, flower pots and novelties he has built there.

Many visitors, including both Florida and out-of-town people, stop to examine the interesting shell structures as they pass Mr. Muse's home, and he is always glad to see them.

The shells for Mr. Muse's flower pots and fountains were gathered mostly near Fort Myers, and not far from Sanibel Island, which is regarded as one of the most important shell-gathering places in the world.

Just as in other lines of endeavor, there's quite an art to making shell novelties, as Mr. Muse will tell you.

When making the bowl of a fancy fountain, for example, the shells won't stick when placed on the underside of the bowl. It must be turned upside down and then the shells can be put in place. When a pool is being made the cement is put into the forms, and when it has attained just the right consistency, the shells are laid in their places in accordance with a prearranged design.

A good example of the use of native Florida resources is a large pool at the Muse home. This is one of his most elaborate structures and has a shell-decorated fountain rising from the center of it. The walls of the pool are lined with shells, and on either side are blooming plants set in window boxes also made of shells.

SHELL GARDEN



Shells gathered from Florida beaches form the basis for this interesting shell garden at the home of Richard Muse on West First Street where many a winter visitor stops to examine the collection.

Swann's Modern Cabins

ON HIGHWAY 17
3 MILES SOUTH OF SANFORD

Bright Clean Cabins
Cooking Facilities
Locked Garages

We Welcome Your Patronage

Texaco Gasoline Texaco Oils

CHESTER C. FOSGATE CO.

SHIPPERS OF FINE FLORIDA CITRUS FRUITS

Gladly joins all of Seminole County in its undertaking to bring tourists here to the heart of Tropical Florida—a progressive move which, we believe, will hasten this section's progress and make Seminole County a better place in which to live. And tourists who make this part of sunny Florida their winter headquarters will find that many new, different, unusual attractions are in store for them.

A Seminole County institution, the Chester C. Fosgate Co. contributes taxes for the upkeep of the county and is proud of the part it plays in the life and development of this section.

Cotton Ginning Plant Turns Out 4 Bales An Hour

LEESBURG, Oct. 27.—(Special)—Declared by cotton men who have seen it to be the best equipped Sea Island cotton gin in the country, Col. R. B. Roberts has opened his new ginning plant which has a capacity of four bales an hour.

Cotton growers from other Central Florida counties make use of Roberts' gin during the Sea Island season.

There are three floors in the ginning plant. The third floor is for receiving the cotton, spreading it to dry if necessary and running into the chutes which lead to the ginning machines.

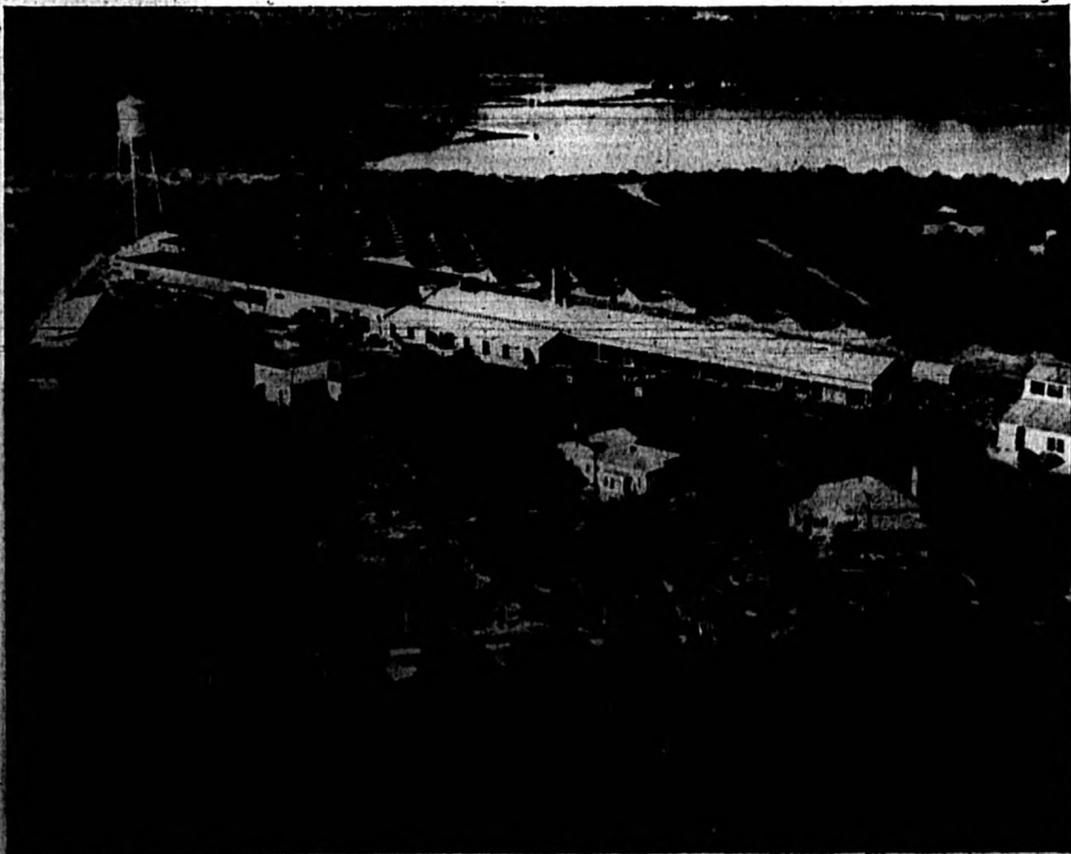
These machines, seven in number, are the latest word in equipment. They are the two-roller Foss gins and the combined capacity of the seven is an average of one bale of cotton every 15 minutes, with seed cleaned perfectly and deposited in bags without being bruised. These machines are on the second floor, which also has space for storing a considerable quantity of baled cotton.

A wide door makes it possible to load bales on trucks by gravity and haul them across to a warehouse where Col. Roberts has made arrangements for storage of as much cotton as he or his customers may want to carry over. The lower or first floor carries the belt and seed conveyors, including the saws.

Two of the units have been partitioned off to handle certified seed cotton.

Special conveyor belts running through self-cleaning wooden tubes deposit the certified seed in a separate chamber and blower. The seed is never permitted to touch any other cotton.

Electric motor controls the blower which extracts the cotton from cotton or breaks as they stand on the cones at the front carrying it down to a second line along the third floor. It can be regulated to any part of the third floor. All this apparatus is self-cleaning, leaving no opportunity for any kind of cotton to become mixed. A Diesel engine in an annex to the main building supplies the power for driving the gin and conveyor belts. The front of this annex is for the office.



CHESTER C. FOSGATE CO.

SHIPPERS OF FINE FLORIDA CITRUS FRUITS

Woman's Club Is Center Of Social Activities Here

Program Is Outlined For Entertainment Of Winter Visitors

The center of Sanford's civic and social activity among women is the Sanford Woman's Club which has its origin in the Spring of 1913. Mrs. C. R. Dawson is president of the club which has its own building located at 313 Oak Avenue where its various functions are held.

Other officers of the club include Mrs. B. C. Moore, first vice president; Mrs. J. G. Patterson, second vice president; Mrs. J. Ross Adams, third vice president; Mrs. J. O. Huff, corresponding secretary; Miss Irene Hinton, recording secretary; Mrs. John Melach, Sr., treasurer; Mrs. E. J. Nelson, Jr., chairman of the Junior department; and Mrs. J. M. Blincipher, Junior sponsor.

The programs for the current year are being planned around the theme, "Democratic American Unity" and stress International Relations and National Defense. Realizing that there is something that American women can do for what is called the "moral of the armed forces", members of the National Defense committee have been active for several months. They aided in the aluminum drive and the U. S. O. drive for funds. Magazines were gathered and sent to the boys at Camp Blanding, a project which will continue indefinitely. Magazines are left at the club house and distributed to the hospitals at the camp.

Knowing the importance of having winter visitors enjoy their stay in Sanford, the club each year sponsors a party especially for tourists in addition to having exhibits and other forms of entertainment which are open to the public and to which the tourists are always given a cordial welcome.

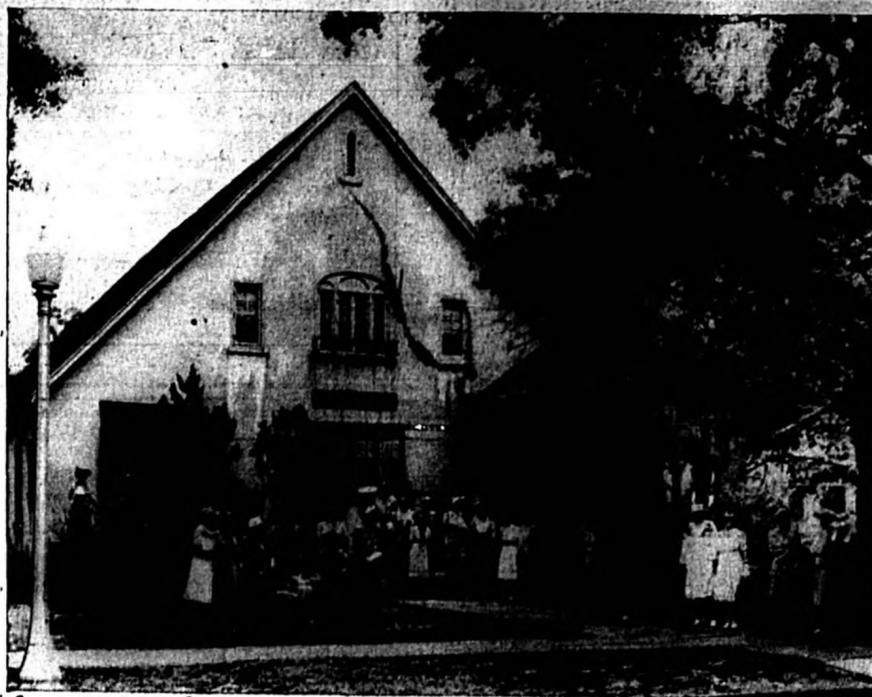
Fine Arts
The Fine Arts department has plans for several art exhibits which will be open to the public and to which the tourists will be extended an invitation to attend.

The Civic department which has planned its program around the different phases of health and the community, is now making plans to put on a drive to create interest in a proposed swimming pool in Perry Mellon Park, which they believe will prove an attraction to visitors in Sanford, in addition to providing healthful recreation for the local inhabitants. For a number of years the department has sponsored a benefit bridge, the funds from which are used to maintain a group in the Florida-Laughton Memorial Hospital. This year a benefit is being planned to help the school Milk Fund drive. These activities are open to the public.

The main project of the club now, as was true in the World War, is the sponsorship of Red Cross production in Seminole County. Work rooms equipped with sewing machines and cutting tables which have been donated by interested persons, are maintained in the Woman's Club building. Sewing seasons are sponsored by various civic organizations, churches and individuals in the city as well as the surrounding county, but for all the motto of the Sanford Woman's Club adopted in 1913 and has remained so throughout the years, "as has also the club flower, the red rose. Mrs. Henry Wight is credited with the suggestion for the motto.

Noted in history as old as Seminole County itself, the Sanford Woman's Club had its first organization meeting just 23

SANFORD WOMAN'S CLUB



Outstanding among Sanford's civic organizations is the Sanford Woman's Club which initiates many social functions throughout the winter for the entertainment of winter visitors. The organization owns its own club house.

Over 100,000 Azaleas Bloom In Palatka

Less than a two hour drive from Sanford are the justly famous Palatka Ravine Gardens, a municipally owned and operated 85-acre beauty spot which contains hundreds of thousands of tropical plants, shrubs, palms, bulbs, vines, trees and flowers as well as one of the largest single collections of Azalea bushes on public display in the world—more than 105,000 individual plants.

The gardens encompass three ravines, ranging from 70 to 120 feet in depth, which contain virgin growths of stately Magnolias, gigantic Pines, Bays, Dogwoods, Oaks and other semi-tropical trees native to Florida which have been unmolested in the process of adding man's contributions to the colorful panorama.

Thousands of Japonicas, Palms, Flame Vines, Bouganvilleas, Crepe Myrtles, Cherokee Roses, Chrysanthemums and Japanese Magnolias—in addition to countless numbers of smaller Florida flora, have been added to the natural background in such manner that artificiality is not apparent anywhere.

For farms were counted in the 1940 farm census and when the schedules are tabulated they will furnish a record of the number of such farms in each State together with the number of silver fox and mink pelts marketed.

It was the latter part of April that the West Side Club came into the general club and was renamed the Welfare department.

At about that time the question arose concerning the unsanitary conditions of markets in the city and the Welfare department was given the task of correcting this condition.

On June 11, 1913, the Sanford club was admitted to the Florida Federation and delegates chosen to represent the club at the state convention which was held at the Sororal Club in Orlando. They were Mrs. Chase and Mrs. Maria. The Woman's Club was admitted to the General Federation in 1920 and now has a representative in the Florida Federation, Mrs. Ralph Austin Smith, who is vice president.

The Sanford House, then Sanford's leading hotel and located where the Post Office now stands, was the scene of the first ball sponsored by the club whose members made 800 red crepe paper roses for the occasion.

Among the valuable contributions the early club made toward the upbuilding of the town, probably the most important was the school lunch room idea which originated in the South Side School. Later it spread to the other schools until now every school in the county has its own lunch room to provide hot lunches for children who cannot go home to lunch. The club today helps to maintain a fund to provide indigent children with hot lunches and milk.

The club was instrumental in starting the domestic science class in high school. The sum of \$5.00 was taken from the general fund to sponsor a course in domestic science and the first class was started with a few tables and eight chairs and very little other equipment. Today a Home Economics course is included in the regular high school curriculum.

In December 1913 the club inaugurated a campaign to open a ladies' rest room on Railroad Avenue. Mrs. W. E. Watson is credited with playing an important part in accomplishing this project.

Growing up with the town, to speak the Sanford Woman's Club, with several of its charter members still active, continues to sponsor many worth while projects. The twelfth annual meeting will be held on Nov. 23 at the Park 4 to which the public is invited.

Seminole County Federation meetings will be held on Nov. 24 and 25 at the Park 4.

Information Booth On Boulevard To Open November 25

(Continued From Page One)
Information Booth, Mr. Witte declares, and explains that maps of the county and state will be furnished to those who wish them, in addition to literature on sightseeing, roads, housing and eating places.

Built two years ago this Spring by NYA workers, the booth originally was located at Park Avenue and Lake Shore Boulevard, but was moved to the present location for greater service and convenience. Visitors now may drive up to the hut and obtain information without leaving their automobiles, or they may use the ample parking space that is provided and make a more thorough inspection of the attractions and facilities listed in this area.

Richard Deas, who is president of the Junior Chamber of Commerce, extends a sincere invitation for tourists to stop at Sanford during their trip to Florida.

"The Jaycees will be glad to assist visitors in any way they can," Mr. Deas said, "and it is our privilege to help make you feel at home. Sanford has numerous attractions that will appeal to newcomers and we urge you to stay with us a while."

The information hut is only one of the Jaycees' projects. At present a committee is working out a schedule of public speaking classes to be held this winter, which will be open to the public. Another group is at work on a project to re-stock Seminole County's lakes with fingerling bass. The Junior Chamber meets the first and third Tuesday in each month at the Palms and Pines restaurant.

Florida should find a ready market for grapefruit this season as the army and navy are expected to use large quantities. Great Britain also is proving a profitable market.

Inability of German mills to furnish required steel plates is said to have affected Sheeden's shipbuilding industry.

Any Feed may be Fresh when it is made
But How Fresh When You Buy It?

Each week your Birdsey store receives a fresh shipment of feeds so the buyer may ever be assured of receiving only FRESH FEEDS with none of their value lost in storage.

Starting Mash, Growing Mash, Broiler Mash, Chick Scratch, Growing Scratch, Dairy Feed and Hog Feed.

Buy fresh feeds from your branch of the

BIRDSEY FLOUR & FEED MILLS
Robert Hancock, mgr., 116 W. 1st St. Sanford, Fla.
(Baby chicks from thoroughly tested and inspected flocks—hatched twice weekly.)
Lowest prices on sugar, rice, lard, meal, grits and coffee.

For A Pleasant Winter Come To Sanford, Florida

HOPKINS GROCERY AND MARKET

223 SANFORD AVE. SANFORD, FLORIDA.
WALTER B. HOPKINS, Prop.

COME TO SANFORD
"In The Heart Of Sunny Florida"

You will like it here, Mr. Tourist! We are happy to join all of Seminole County in inviting you to come here this winter.

PINEHURST GROCERY
L. E. BAUMAN, Prop.
French Avenue at 20th St. Sanford, Florida

For Good Winter Vacations
COME TO SANFORD, FLORIDA

FOR
STANDARD
GASOLINE
AND
LUBRICANTS

COME TO
HENRY H. CARROLL'S
STANDARD SERVICE STATION
N. Park Avenue Sanford, Florida

The Ox Fibre Brush Company

Gladly joins all of Seminole County in extending to tourists a cordial invitation to spend the winter here in the heart of beautiful, tropical Florida.

Welcome

May Your Vacation With Us Bring You Lots Of Pleasure And Happy Memories Of Sanford.

WE CARRY A FULL STOCK OF LIQUORS WINES GINS



Package Store

The club was instrumental in starting the domestic science class in high school. The sum of \$5.00 was taken from the general fund to sponsor a course in domestic science and the first class was started with a few tables and eight chairs and very little other equipment. Today a Home Economics course is included in the regular high school curriculum.

In December 1913 the club inaugurated a campaign to open a ladies' rest room on Railroad Avenue. Mrs. W. E. Watson is credited with playing an important part in accomplishing this project.

Growing up with the town, to speak the Sanford Woman's Club, with several of its charter members still active, continues to sponsor many worth while projects. The twelfth annual meeting will be held on Nov. 23 at the Park 4 to which the public is invited.

Seminole County Federation meetings will be held on Nov. 24 and 25 at the Park 4.

Garden Club Is Active Promoter Of Beautification

Annual Flower Show Has Wide Appeal Among Tourists

With the theme "Seek Beauty for Beauty's Blessing in Roadside, Park and Garden" and the promotion of community beautification as its main objective, the Sanford Garden Club with its four circles plays an active part in the civic and social life of the community.

Flower Show

Against a natural background of Spanish moss, climbing vines, live palms and native bamboo stalks, the club sponsors a flower show annually where specimens of flowers and plants of amateurs and professionals alike are displayed.

One wing of the Parish House is given over entirely to the school exhibit which annually draw a large attendance.

Seeking the beautification of the highways and approaches to the city has long been one of the main projects of the club, which has been instrumental in having signs removed which mar the highways.

Junior Garden Clubs have been formed in all of the city schools for the purpose of teaching the pupils the value and methods of landscaping and to give them a thorough knowledge of all plant life.

A Garden Center is maintained in one of the downtown stores and is open on Tuesday, Thursday and Saturday afternoons between the hours of 2:00 o'clock and 5:00 o'clock.

Members of the club will be there to assist anyone in their gardening problems as well as to give them plants.

Soil analyses will be made free of charge.

Garden Tours Garden tours for the winter visitors in Sanford are a part of the club's regular program and a listing of all gardens which are open the year round will be given by the members to any one desiring them.

Among other projects of the club are bird and soil conservation, which is carried on by a committee with Mrs. J. D. Woodruff as chairman.

A special feature which the winter visitors are privileged to enjoy and to participate in is the lighted Christmas Tree contest which is sponsored each year by the Garden Club.

The Norman deVere Howard Chapter of the United Daughters of the Confederacy is another prominent historical organization.

All fraternal organizations of the city have the ladies' auxiliaries. The Order of the Eastern Star, the Masonic auxiliary, meets the first and third Thursday evening each month in the Masonic Temple.

The Seminole Rebekah Assembly, an auxiliary of the Order of Odd Fellows, holds regular meetings on the second and fourth Thursdays of each month in the I. O. O. F. Hall.

The United Spanish American War Veterans have a very active auxiliary in the Col. Theodore Roosevelt Chapter.

Other organizations with active membership include the Seminole County Chapter of the American Red Cross, of which Mrs. F. E. Roumillat is chairman.

The American Legion Auxiliary which meets in the Legion Hut on the lake front the first Friday in the month has for its president, Mrs. E. W. Daniel.

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A FIELD OF GLADS



Gladioli culture is an important commercial activity in the Sanford area and thousands of them are shipped every year into the northern markets. Here is a field belonging to A. B. Peterson who with three helpers is collecting them by the armload. W. E. Kirchhoff and B. F. Whitner are among others who cultivate gladioli extensively.

Women Organize Civic And Social Clubs In Sanford

Sanford has numerous civic organizations and historical societies which provide civic and social activities for the women in the community.

The Fort Mellon Chapter of Sons and Daughters of the Territory of Florida has Prof. A. J. H. as its president.

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Disney's Father Formerly Lived In Lake County Town

It was in the early eighties that the Paisley section, known as the "Pine Island", was one of the most promising in the state.

Through the shrewdness of the real estate agents, at that time many northern people became infected with the orange fever and as a result this entire section was dotted with pleasant homes and bearing orange groves.

In the earliest days, the settlers received their mail from a Post Office at Hawkinsville, on the St. Johns, where the present cypress camp is located.

Later a post office was established here and named Akron by Mrs. O. N. Perkins after the street on which her home was located in Meriden, Conn. J. H. Campbell, from Illinois, was the first postmaster.

In 1886 the Paisley Post Office was established with the late J. C. Hethcox as postmaster. It received its name from Paisley, Scotland, which was suggested by Captain Cole, a wealthy Cincinnati man, who paid \$7,000 cash for a small bearing orange grove here and who built a beautiful home.

This house, which had cost a fortune, was but recently razed and moved to Tavara by Charles Hinglsbaugh.

For a number of years a tri-weekly Star-Route was operated to Allouana, at that time a thriving business city which was incorporated. This Star Route supplied the post offices of Akron, Kinnet and Paisley.

The mail carrier for one term was Elias Disney, now a resident of Los Angeles, the father of Walt Disney, the famous Mickey Mouse creator.

Lake county will have what is claimed to be the largest citrus by-products plant in the state as a result of the recent purchase of the Howey canning plant by Dr. A. H. Court of Santa Anna, Cal.

\$30,000 will be spent on enlarging and improving, and operations are scheduled to begin on Jan. 1.

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Sanford Florists Ship Thousands Of Flowers North

Gladioli, Amaryllis And Annuals Usually Favored

Five florists, one of whom has his nursery for a former celery field because of the excellent irrigation it affords, supply local needs and ship thousands of flowers to points in the North during the winter.

Two of the florists, Kent Ross, settler and Roy Pippin, do a large out-of-state business while the others, Margaret Webb, LeRoy, Mrs. Leslie West and J. B. Hart, cater principally to the Sanford trade.

Mr. Ross has been a florist in Sanford for 15 years and estimates that he ships three times as much of the output of his business to Northern markets. He has taken several first prizes at the annual flower show sponsored by the Sanford Garden Club each year.

Before the flowers are shipped, they are cooled in a large cold room, nine feet by 12 feet. Mr. Ross's nursery on West Avenue, from here they are shipped to Atlanta, Rochester, Buffalo, Chicago or other cities. Mrs. West, who has attended several floral design schools and specializes in making corsages.

Mr. Stewart regards himself as Sanford's "original florist." His nursery was established in 1921, and was the only one at that time. He is a member of the Florida State Florists Association, and specializes in floral designs and wedding work.

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other points. According to Mrs. Pippin, who handles the retail end of this business while her husband looks to the shipping, northern dealers prefer their flowers grown in Florida to those produced in hot houses. They are much healthier and last longer, she says, when grown in the direct sunlight.

The Pippin Gardens, located on West First Street in Sanford, do an extensive out-of-state business, and especially during the holiday season ship dozens of flowers to Alabama, Georgia, North Carolina, South Carolina, Tennessee and

Peak season for the Pippin Gardens, as well as the other Sanford nurseries, comes in January and February, when the tourist season is at its height. The Pippin Gardens is located on a 17-acre tract of land that

CHOICEST WINES AND BEERS Where Good Fellows Get Together SAM HAWKINS 10c

Come To Sanford, Florida For A Pleasant Winter It is indeed a pleasure for Bryan's Garage to join other Sanford Merchants, Business Men and Citizens in extending to tourists a most cordial invitation to spend the winter here. BRYAN'S GARAGE

SEMINOLE COUNTY IS THE BEST PLACE IN FLORIDA TO SPEND THE WINTER Sanford and Seminole County in addition to affording you excellent recreational facilities and an ideal climate, is located in "the Heart of Central Florida," not more than a six hour drive from any other part of the State that you might wish to visit. Sanford Avenue Beer Garden MARY C. ALEXANDER, Proprietor 310 SANFORD AVE., SANFORD, FLORIDA.

Come To Sanford, Florida It's one of the best places in the "Sunshine State" to spend the winter. For Local And Long Distance Hauling COME TO A. J. Lossing Transfer & Storage H. E. CORDELL, MGR. 418 ST. AT PINE

We are glad to join our friends and neighbors in proclaiming Sanford's many natural assets. Stanley - Rogers Hardware Co. 24 SANFORD AVENUE SANFORD, FLORIDA

A friendly progressive town, Sanford is located in the heart of tropical Florida and has much to offer the winter visitor. JIMMIE COWAN Roofing & Sheet Metal Works 24 SANFORD AVENUE Ready Repairing SANFORD, FLORIDA

WHY Stay in the north and suffer from cold weather when you can come to Seminole County and enjoy our good Florida climate. AND WHILE YOU ARE HERE BE SURE TO FOLLOW the crowds to the Seminole Barbecue where you get with every sandwich prepared. Free French Fried Potatoes Seminole Bar-B-Q

Compliments Sanford-Oviedo Truck Growers INCORPORATED A Strong Co-operative Produce Marketing Association Car Lot Shippers of CELERY LETTUCE ESCAROLE ROMAINE PEPPERS Roy R. Pippin... President Gus Schmah... Vice President R. W. Deane... Sec'y-Treas. Walter Mewing... Sales Mgr.

MANY ATTRACTIONS ARE IN STORE FOR TOURISTS WHO COME TO SUNNY SANFORD, FLORIDA



Gladly we join all of Sanford and Seminole County in welcoming tourists to this, the heart of tropical Florida.

JOE MOSS BICYCLE and REPAIR SHOP

308 Sanford Ave., Sanford, Florida.

Welcome to Sanford

We are proud to join Sanford's merchants in wishing you a pleasant stay in lovely tropical Florida.



H. L. COLEY

Formerly of Charlotte, North Carolina

LET US **REPAIR** YOUR SHOES

We'll Make 'Em Like New!

MODERN SHOE SHOP

(Formerly Nader's Shoe Shop)

104 S. Park Ave. Sanford, Florida

Duck The Cold!

COME TO SANFORD FLORIDA



WHERE THE HUNTING AND FISHING ARE GOOD.

We are proud to join all Sanford in inviting you tourists to spend the winter in our city.

WAGONER FURNITURE CO.

318 Sanford Avenue Sanford, Fla.

Seminole County Is The Ideal Place In Florida To Spend The Winter

It is with a great deal of pleasure that the COWAN COMPANY joins Seminole County's other merchants, its business men and its citizens in extending to tourists a most cordial invitation to spend the winter here and make our home your home.

The Ideal Place In Seminole County To Buy All Of Your Shoes & Clothing Needs Is

Cowan Co.

Sanford, Florida

Children's Home Near Sanford Has Over 130 Orphans

11 Major Buildings Have Been Provided By Methodists

Educating about 130 children to meet the world and take part in its affairs as useful citizens is the task of the Methodist Children's Home at Enterprise, located just across Lake Monroe from Sanford. Fulfilling the task means working night and day 12 months out of the year, but the Rev. Harold Barnes, superintendent, seems to thrive on it.

There are all kinds of children at the home—blond and brunette, thin and chubby, mischievous and wistful—and their ages vary from three up to the teens. They live in dormitories on a 40-acre "campus" studded with great old trees and a big lawn to Lake Monroe.

The setting is beautiful. It is, Rev. Barnes' wife declares, "just like living in a park."

Eleven major buildings comprise the plant of the Children's Home, and they include the administration building, the three dormitories, the superintendent's cottage, the dairy, the laundry, and other buildings. The administration building, a big red brick Colonial type structure, houses Rev. Barnes' office, sleeping quarters for the older girls and a spacious dining room.

The 131 children, 69 of them boys, are divided into three age groups: "little children," "intermediate children," and "seniors." They are under the immediate supervision of six matrons.

Rev. Barnes, who has been superintendent at the home for nearly a year, believes in self government. He is giving the children a small dose of it in the experimental Family Council, which held its first meeting Feb. 17.

The council's personnel has two representatives from the intermediate and senior age groups, in addition to the matrons.

How close the Family Council is to the heart of the children is shown in the first question taken up at the meeting—the privilege of bicycle riding on the campus.

A Small City While the Methodist Children's Home is not a self sufficient unit, it is remarkably like a small city. It has its own barber shop, where the boys learn to cut hair, and its own paper, the monthly Orphan's Friend, as well as a laundry and dairy.

Much of the work around the home—cooking, sewing, rooming, making beds—is done by the children themselves, in accordance with Rev. Barnes' practice of teaching them to give and take. At the same time, some are getting experience which will come in handy later. One girl wants to become a librarian, and is learning the fundamentals in the home's library. A boy is finding out about cattle raising in the dairy.

The children attend public school in DeLand, riding the county school buses. Their education is supplemented in the home by handicraft teachings and by learning what the superintendent believes is very important: how to live with each other.

All the children are given an opportunity to continue their education through high school, and most of them take advantage of it. Three of these are making outstanding records.

Violetta Koeff, former Sanford girl who came to the home in 1927, was recently elected a member of the National Honor Society; and was nominated by the Volusia county D. A. R. for the state tour to Washington, D. C.

William T. Hunter, a resident of the home since 1929, is president of the senior class in DeLand High School, and one of the star athletes in the Davis Hadden, a junior at DeLand High School, is active in athletics and makes the honor roll.

Through arrangements with President W. B. Allen, these fitted for college may attend State

YOUR SON WOULD LIKE THIS



Alec Powers, son of Mr. and Mrs. Kinchen Powers, casts for a big one from a boat on Golden Lake where he lives with his grandparents, Mr. and Mrs. T. Bradford Byrd.

son University in DeLand.

Children are admitted to the home after complying with a six-point procedure set up by Rev. Barnes and his staff, which includes a medical examination, investigation by a passer and the superintendent, and being legally committed to the home by a county juvenile judge.

The children may be adopted by people whose homes measure up to the standard for a Christian home, Rev. Barnes says.

"In all instances," he declares, "the children being adopted must themselves be satisfied to leave." Parents or sponsors committing their children to the home are notified when an adoption is pending, the superintendent explains, and if they are qualified to have the children again, they may do so.

Rev. Barnes tries to see that the children get the best social, mental, physical and spiritual preparation for life, and part of this training consists of sharing the duties and responsibilities of the home. For example, all the work in the dining room and kitchen is done by the children under the supervision of one staff member, the dietitian. The dairy and the 16 Jersey cows are under the care of the older boys, directed by one of the residents, and supervised by the home farmer, L. O. Hill.

The children attend church in Enterprise, but though the home is a church institution, religion is not over-emphasized.

There is no age limit for the residents of the Methodist Home. The children are kept until they are capable of taking their place in the world. The home assists as much as possible in securing employment.

Entertainment is largely left

up to the children themselves. If there is a particularly good motion picture in DeLand, or Sanford, they will be allowed to attend. Some of the rooms have radios and there are plenty of games to play and books to read.

There is also a real "ole swimmin' hole" which is beginning to get its share of attention right now. It is located on the campus, not far from the administration building.

Visitors are encouraged and they may eat in the home dining room if they wish.

30,000 Budget

The home operates on a budget of \$30,000 annually. This amount is supplemented by gifts which range from clothing to baby chicks and tropical fish. Many circles in Methodist churches over the state sponsor a child at the home, and outfit him completely twice a year. Though cows are kept for their milk, and the home butchers its own livestock, vegetables are bought outside.

Rev. Barnes explained that the home is located in such a rich vegetable producing area that it wouldn't pay to raise its own crops.

Rev. Barnes who came to the home at Enterprise after six years at the Livingston Memorial Methodist Church parsonage in Jacksonville, is married and has a three-year-old son, Fred Ronald.

He is one of a family of six boys, and his grandfather, two uncles and two brothers are Methodist ministers. His wife, whom he met while they were students at Ashbury College, is the daughter of a Methodist minister. Young and personable, both are well-liked by the children.

When Rev. Barnes was called

(Continued on Page Seven.)

Come To The Heart Of Sunny Florida For A Pleasant Winter

Located on the shores of beautiful Lake Monroe and the St. John's River, Sanford has much to offer the winter visitor and is a "Mecca" for tourists.



For Well Mixed Drinks COME TO **HARRY'S LIQUOR STORE**

Located in the heart of Sanford, Harry's carries a full stock of package goods and is a "Mecca" for particular persons who like their drinks particularly well mixed.



We Carry A Complete Line of— Wines, Spirits and Liquors. Come and Visit

HARRY'S LIQUOR STORE

Telephone 286—We Deliver 114 So. Park Ave. Sanford, Florida

COME TO SANFORD FOR A PLEASANT WINTER



We are happy to join all of Seminole County in extending to winter visitors an invitation to make their headquarters here in the heart of Central Florida.

21 years in business in Sanford, serving the people of Seminole County and Central Florida with satisfactory work guaranteed.

SANFORD MATTRESS FACTORY

1401 SANFORD AVE., Tel. 672-J Innerspring Mattresses At Factory Prices



Seminole County Is One Of Florida's Greatest Agricultural Centers

We believe, also, that it is the logical place in Central Florida to spend the winter and therefore take this opportunity to congratulate the people of Seminole County on their progressiveness in seeking to attract more tourists to spend the winter here.



W. T. WHITEHEAD, Inc.
CELERY

SANFORD, FLORIDA

SANFORD, FLORIDA

Nation's Oldest City Is Popular Among Tourists

Construction Of Old Fort Marion Begun By Spanish In 1672

St. Augustine, the nation's oldest city and the site of many interesting historical monuments, located on the Atlantic coast about 85 miles from Sanford. With good roads all the way, a party can easily drive to St. Augustine, see the city and return to Sanford in the same day.

CYPRESS GARDEN LOVELIES



Cypress Gardens, near Winter Haven, a short drive from Sanford, is one of the most beautiful garden spots in the state. Thousands of azaleas vie with magnificent camellia bushes, bougainvillee, bignonia, gardenias and hundreds of other semitropical plants to make this one of the outstanding tourist attractions in Florida.

ALTMAN'S USED CARS

"WITH AN OK THAT COUNTS"

Drop in to see us and we will give you a deal that will surprise you.

- 1931 Ford Coupe \$ 75.00
 - 1934 Ford Tudor 95.00
 - 1934 Sedan 145.00
 - 1931 Chevrolet Town Sedan 155.00
 - 1936 Ford Fordor 195.00
 - 1936 Plymouth Coupe 255.00
 - 1938 Plymouth Coupe 375.00
 - 1938 Dodge Fordor Trunk Sedan 425.00
 - 1939 Plymouth Coupe 475.00
 - 1940 Plymouth Del. Sport Sedan... 675.00
- TRUCKS**
- 1935 Chev. 1/2-ton Pickup \$145.00
 - 1935 Ford 85 Sedan Delivery 165.00
 - 1937 Ford 60 1/2-ton Pickup 165.00
 - 1936 Chev. 1 1/2-ton Long wheel base Cab & Chassis 295.00

ALTMAN CHEVROLET CO

708 W. 1st St. Sanford, Fla.

Children's Home Near Sanford Has Over 130 Orphans

While in St. Augustine, most tourists first go to Fort Marion National Monument, or Castillo de San Marcos. The building of the fort was started in 1672 by the Spanish to protect St. Augustine, the first permanent white settlement in this country. Castillo de San Marcos, as the Spanish called the fort, became a focal point of Spanish colonial culture. Spain's last impregnable outpost on the shores of the North Atlantic, Fort Marion is a symmetrically shaped, four-sided structure constructed in the fashion developed by Vauban, the great French military engineer. Surrounded by a moat 40 feet wide, its only entrance is across a drawbridge.

The great walls are from nine to 16 feet thick, constructed of coquina blocks, a native marine shell-rock. The coquina blocks are cemented together by an oyster lime mortar. Fine workmanship and interesting corners testify to the workmanship and imagination of the Spanish builders. The fort contains guardrooms, dungeons, living quarters for the garrison, store rooms, and a chapel. Nearly all the rooms open on a court, about 100 feet square. Fort Marion has had an exciting history. In 1668, English freebooters sacked and plundered St. Augustine. As a result of the growing British menace, the present stone fort, Castillo de San Marcos (Fort Marion) was built at the north entrance to St. Augustine harbor. The first baptism of fire of the new stone fort came in 1702 when South Carolinians under Governor James Moore unsuccessfully besieged it. Another South Carolina attack in 1728 was likewise repulsed. When Gen. James Oglethorpe founded Georgia in 1733, rivalry between the Spanish and English became even more acute. Troubles arose on land and sea—runaway slaves, hostile Indians,

Silver Springs Draws Many Visitors Daily

The 50-acre entrance park to Silver Springs, at Ocala about 80 miles north of Sanford, was originally set up under the direction of a landscape gardener from Europe and is maintained by the management free to the public. Driveways through the park pass rock gardens, many thousands of plants and shrubs, as well as the tropical palms and seasonal blooming flowers. Many find here a place for quiet and meditation. They also have the opportunity of studying the numerous specimens of plant life, many of which are indigenous to this section.

One does not necessarily have to take a river cruise along the banks of the Amazon in order to enjoy jungle scenery and interesting specimens of bird life and members of the reptile family. These are features that interest those taking the scenic jungle cruise at Silver Springs. Furthermore, monkeys come from the trees of the nearby banks at the stop of the jungle cruise boat and swing from their branches to the bow of the boat. This always creates much interest among the visitors as they watch the human-like actions of the monkeys, as they heave a coil—some of them eating it from the guides' hands, while others pick it up from the boat. In the glass bottom boat trip at Silver Springs is an experience many travel thousands of miles to witness. Effort has been made by many travelers to describe it properly, but all of the pictures given are but feeble expressions in an attempt to evaluate the iridescent colors and the shiftpyridal so prominent underwater at this resort.

Union Agent Pays \$10,000 Cash For Clermont Home

TAVARES, Oct. 27. (Special)—Lake County gained another prominent resident in September when Henry W. Blumenberg, Washington, D. C. general representative of the Carpenters and Joiners Union of America, purchased the Albert Braddock home in Indian Hills, Clermont. Mr. Blumenberg, who was already a grove owner in the Postal Colony, purchased another ten-acre citrus grove that afternoon before returning by plane to Washington. A mild disturbance was created when Mr. Blumenberg made payment for the correct change, so he pulled out a wad of hundred-dollar bills still in the bank wrapper.

Mr. Denlow added, "This man should be quite an asset to Clermont, and generally he will move here about the first of November, or about the same time that J. F. Bennett, president of the Railway Mail Association will move here in his new home. Mr. Blumenberg is the close friend of U. S. Senator James M. Mead of New York, Mr. Bennett, and other prominent officials who are members of the Postal Colony."

Sanford Florists Ship Thousands Of Flowers North

(Continued From Page Five) was once a celery field. The unique underground irrigation system is proving admirable for raising flowers.

A white frame building adjoining the Pippin residence houses the work room, display room and refrigerator. After being cut the masses of flowers are brought first into the work room, where they are immediately immersed in tubs of cold water. This room is usually filled during the season with bright flowers of all kinds—till gladioli, vinery carnations, gerbera daisies, dainty Queen Anne's lace, blue delphinium and white baby's breath.

When the flowers have been scathed they are put into the refrigerator room, where moist air at a temperature of 42 degrees is blown over the blooms. If the flowers are to be shipped, they are bunched, wrapped in red moss and covered with waxed paper. The bouquets are placed in the refrigerator room and thoroughly chilled. Though bouquets will keep fresh for a week in the cold room, they usually remain no longer than two days.

When the order is ready to be shipped, it is packed in long corrugated boxes and placed in a refrigerated freight car. Shortly afterward, the flowers may be seen in the windows of a Fifth Avenue Florist or be seen in the center piece of a fashionable dinner party in another city.

Marine Studios House Many Kinds Of Fish

Constructed primarily for underwater photography, Marine Studios at Marineland, on U.S. Ocean Highway south of St. Augustine offers the camera enthusiast colorful scenes duplicated nowhere else in the world.

Two giant tanks, one a rectangular tank 100 feet long and 18 feet deep, the other a circular tank 57 feet in diameter and 18 feet deep, comprise the aquariums. More than 300 observation portholes have been placed in strategic positions in the sides and bottom of the two tanks affording a clear picture of the parading colorful under-

sea world. Sea-cows, porpoises, rays, giant sharks, turtles, reef and tropical fish parade in bright review. In one end of the huge rectangular tank over seven tons of coral, seaweeds and plumes are used to duplicate a coral reef. Here gay little tropical fish, sporting every color of the rainbow find protection from their predatory enemies.

NOTICE: Notice is hereby given that I am engaged in business at 106 Magnolia Avenue Sanford, Florida, under the fictitious name Anderson A. Griffith. Federal Home and that I intend to register said name pursuant to the terms of the "Fictitious Name Statute" (Chapter 2083 Laws of Florida) with the Clerk of the Circuit Court of Seminole County, Florida, on or before Oct. 27, 1936.

NOTICE: Notice is hereby given that I am engaged in business at 110 Magnolia Avenue Sanford, Florida, under the fictitious name Paul's Beauty Shop and that I intend to register said name pursuant to the terms of the "Fictitious Name Statute" (Chapter 2083 Laws of Florida) with the Clerk of the Circuit Court of Seminole County, Florida, on or before Oct. 27, 1936.

NOTICE: Notice is hereby given that I am engaged in business at 110 Magnolia Avenue Sanford, Florida, under the fictitious name City Barber Shop and that I intend to register said name pursuant to the terms of the "Fictitious Name Statute" (Chapter 2083 Laws of Florida) with the Clerk of the Circuit Court of Seminole County, Florida, on or before Oct. 27, 1936.

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EAT AT LANEY'S DRUG STORE

Breakfast — Dinner — Supper

Free Delivery—Phone 103

Laney's Drug Store

We Fill All Prescriptions

Expert Repairs FAIRBANKS-MORSE DISTRIBUTOR

Our shop is well equipped to make any repairs on farm machinery, trailers, Irrigation Systems or other equipment.

Machines Repaired — Expert Welding

Mill and Packing House Supplies and Repair Service.

PAUL J. STINE and GEORGE STINE, Owners

STINE MACHINE & SUPPLY CO.

Successors to STINE MACHINE COMPANY, INC.

207 W. Second St. Phone 62

FLORSHEIM

Jarman SHOES FOR MEN

FORTUNE SHOES FOR MEN

SKYRIDER SHOES for boys

B. L. Perkins

CORRECT MEN'S WEAR

DODGE PLYMOUTH

1940 Dodge Deluxe Coupe \$665

1939 Plymouth Tudor 525

1938 Dodge Deluxe 4 Dr. Sedan 495

1938 Plymouth 4 Dr. Sedan 455

1937 Ply. Deluxe 4 Dr. Sedan .. 395

1937 Pontiac 8 1/4 Dr. Sedan ... 375

All of the above cars have the 100% Reel Guarantee.

DON'T "MISS THE BOAT"

If you have been thinking about owning your own home . . . and you fail to make it come true within the next few months there is an excellent chance that you will feel very much like the fellow who has just "missed the boat."

TODAY EVERY FACTOR IS FAVORABLE to home building. Costs are still low . . . and the FEDERAL HOUSING ADMINISTRATION has made home building loans more economical and easier to carry than ever before.

INVESTIGATE . . . investigate before the building business picks up to such an extent that costs will rise—which they are sure to do.

COME IN AND LET US TELL YOU HOW EASY HOME OWNERSHIP IS TODAY.

UNITED LUMBER COMPANY

FRENCH AVE. AT 8th ST. PHONE 718

"You can find everything you want at Sears Sanford Order Office..."

COME IN AND SEE THE

18 NEW SAMPLE BOOKS!

SEE AND FEEL SWATCHES OF

- Coats, Dresses
- Corsets, Lingerie
- Accessories
- Hosiery, Notions
- Infants', Boys' and Girls' Wear
- Men's Clothing
- Sewing Needs
- Linens, Domestic
- Blankets, Bedding
- Curtains, Draperies
- Window Shades

Eighteen new books with more than 1,000 swatches have just arrived! They show the latest colors, fabric designs, and features of today's exciting new fall fashions. All hosiery, dress goods, linens, blankets, etc., of anything that can be shown in this way. Visit our Order Office today to see what's new in fall and how easy it is to buy exactly what you want at Sears.

MAIL ORDERS BY CHECKS PAYABLE TO OR MONEY ORDER, BRADBURY AND CO.

SEARS SANFORD ORDER OFFICE

100 W. First St., Sanford, Fla. Phone 76

COME TO SANFORD

"In The Heart of Florida"

We are glad to join all of Sanford in extending to tourists an invitation to spend the winter here.

ALDON CO., Inc.

5c-10c to \$1.00 STORE

HOME OWNED

Gene Baber Sanford, Fla.

While Looking Around For A Place To Dine Try the Food at the Palms & Pines

It's always good and better, too. For it is freshly prepared just for you.

Sandwiches & Everything Highway South Of Armitage Cabin Court.

C.M. BOYD - COMPANY

(not incorporated)

Sanford, Florida

ATTENTION FOLKS!

EVERY NIGHT IS NEW YEAR'S EVE AT JACKS!

Jack is back from Broadway with the latest sensation—

PANORAM

See all the Broadway and Hollywood stars right before your eyes.

JACK'S DEW DROP INN

VACATION GOODS

MIXED DRINKS AT POPULAR PRICES

LOCATED ON BEAUTIFUL LAKE MONROE

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Weekly Matches Are Staged By Local Gun Club

Membership Includes Members From All Over This Section

Organized July 8, 1940, the Seminole Gun Club was incorporated as a non-profit organization the same year and now has a membership of about 75. Weekly shoots are held by the club, and visitors are always welcome. Arms will be furnished to those who wish them.

One of the best firing ranges in this section is operated by the Seminole Gun Club, and marksmen from all over Central Florida regularly attend the matches. Members are listed from Orlando, Winter Park, Ocala, Howey-in-the-Hills, Longwood, Fern Park, New Smyrna and other cities.

The membership rolls also include several members of the Seminole Rifle Patrol. One of these, A. C. Yonally of Orlando now requires that the men under his command attend the matches of the Seminole Gun Club for experience in range firing.

Several unofficial matches have been held with a team of Daytona police and a delegation from the club recently attended a match in Ocala and won a medal for its ability. At the latest annual meeting, in June, 1941, it was voted to become affiliated with the National Rifle Association and this has since been done.

Showing their interest in the coming generation of sharpshooters, the Seminole Gun Club sponsored an entry of young boys in the Open Road for Boys rifle matches in co-operation with the Sons of the American Legion.

Several members of the club including Roy Williams, Byrd J. Goode, A. C. Yonally, Jasper Wolfe and William Brooker, attended out-of-town matches to keep up with the latest trends in target firing. They make a



BIRD'S EYE VIEW OF DOWNTOWN SANFORD



In the distance is Lake Monroe, a part of the St. Johns River, and jutting out into it is the Municipal Pier. The Lake Front Boulevard follows the shore of the Lake as a part of State Highway No. 3 to Jacksonville. Park Avenue, one of the principal thoroughfares of the city, is in line with the Municipal Pier. First Street, Sanford's main thoroughfare, crosses Park Avenue at the corner where Sanford's tallest building is located.

Origin Of Sanford Is Found In Fort Erected Long Ago

(Continued From Page One)

Gen. Sanford
In 1871, Gen. Henry Sanford, a distinguished diplomat and scholar, who had served as United States minister to Belgium, took a trip up the St. John's River and was so impressed by the beauty and natural advantages of this locality that he purchased 12,535 acres of land on Lake Monroe (known as the Levi grant), and together with his

business partner, Judge William Tucker, planned the foundation of a town.
Gen. Sanford went to Sweden and returned with 75 Swedish colonists who settled some land west of the town. Gen. Sanford started an experimental citrus grove there, now known as "Bel-air," where he introduced many varieties of citrus. It was the daughter of Gen. Sanford's friend, Judge Tucker, who suggested that this town be called Sanford in honor of its founder. Eventually Mellonville and Sanford were united under the name of Sanford.
The young eel is ribbon-like and so transparent that print may be read through its body.

good showing at the West Coast Pistol League's Annual matches, and usually come away with several medals.
So that the club may make its own bullets at low cost, it recently acquired a reloading machine.
Facilities for firing at the lakefront range of the Gun Club are ideal. The range faces North, making it ideal for the standpoint of sunlight. There are stations for firing from 10 posi-

tions on the pistol range at 15 or 25 yards, and on the rifle range at 50 feet, 50 yards, and 100 yards. Thatched huts have been erected at both the rifle and pistol ranges to keep off rain and sun.
Winter visitors are invited to attend the weekly matches of the Gun Club, which are held one afternoon a week. They are charged nothing for the privilege of shooting.
Range officers see that every

precaution is observed for the safety of participants and strict supervision prevails at all times. The club is proud that it has developed several good marksmen during its short existence, and it feels that one of its prime accomplishments is teaching men how to handle firearms safely and adeptly.
Present officers of the Seminole Gun Club are: Byrd J. Goode, president; J. S. Webb, vice president; Roy Williams, executive officer; and Ned Smith, secretary-treasurer.

The annual meeting of the Florida Press Association will be held at Ocala, Nov. 13, 14, 15. During the meeting editors and their ladies will be guests of Ray & Davidson at Silver Springs.
Exports of canned corned beef from Argentina in 1940 totaled 176 million pounds.
British airplane manufacturers are using plastic material to an increasing extent.

DANCE
& Have A Good Time
-AT-
JACK'S DEW DROP INN
COCKTAILS from 25c

We Carry A Complete Line Of Wines & Liquors In Our Package Department.
J. A. ZERRENER
Proprietor

"Beautiful" Is The Word For Sanford And Surrounding Countryside

- Rich Farm Lands and Cery Fields
- Wonderful Climate
- Good Hunting and Fishing
- Friendly People
- Beautiful Scenic Spots

SPENCER'S TOP SHOP
W. 2nd St. at Oak Ave. Sanford, Florida

Sanford, Florida

and the

Atlantic Coast Line Railroad

FORGOTTEN HISTORY

BEGINNING with the inauguration by the Atlantic Coast Line Railroad of the first through train ever operated between New York and Florida, the famous Florida Special, January 9, 1833, and largely as a result of this, Florida has seen such a marvelous development that even her own people her earlier heroic pioneer builders.



Atlantic Coast Line train back 60 years ago.

Consequently, a brief record of Sanford's part in creating modern Florida may prove of interest to the present generation.

The man to whom most thoughtful historians credit with the discovery of Florida, in the modern sense, as a delightful place to live, especially in winter, and also its inexhaustible, untapped resources of soil and climate was General Henry B. Sanford, who resigned as President General Ambassador to Belgium about 1870 and located on Lake Monroe, in the vicinity of the present city of Sanford. He immediately started orange growing.

In 1878 Sidney Lanier, the great Georgia poet, at the invitation of General Sanford and Passenger Agent of the Atlantic Coast Line's present president, pronounced Sanford Florida's "most beautiful spot" and that he had never seen a more beautiful spot in the South.

1871, Eureka, Maitland, Wekiva, Lake Jerry, Lake Macland, Lake Conway, Fort Reed, and other settlements. General Sanford seems to be the moving spirit of this side of Lake Monroe, and to be working wonders by far-reaching intelligence and energy in the location and development of judicious colonies.

General Sanford's greatest service to Florida, perhaps, was getting President Grant to visit Sanford, during which visit trips were made to various points, including Silver Springs. The attendant world-wide publicity given the then unknown Florida attracted national favorable attention. It also convinced the railroads, now comprising the Atlantic Coast Line system, that their future and Florida's development were interdependent.

Another proof of Florida's debt to Sanford is the fact that until 1948 the most attractive tourist hotel in the state was "The Sanford Hotel" at Sanford, Fla.

SANFORD'S RAILROAD ERA

Mr. H. B. Plant, the great Florida builder, and creator of the Plant System, since 1903 an important component property of the Atlantic Coast Line, entered the Florida scene in 1879, when he purchased the Savannah, Florida and Western.

This line served Florida through Wekiva and Lake Oka, to Jacksonville and then led to New Smyrna Beach and Palm Bay, and on to Titusville.

This road was rebuilt and extended to Sanford in 1884. He also constructed branch lines into Lake County and eventually to Leesburg and Trilby and to Lake Chama.

Since the opening of the mainline Letwell Jacksonville-Sanford-Tampa in 1888, the service of the Atlantic Coast Line Railroad has played a definite part in the development of every important industry in Sanford and Florida.

During this period, it has spent, and is still spending, millions of dollars in and out of the state in order that Florida may be better served.

The Atlantic Coast Line early recognized the fact that Florida, probably more than any other state in the Union, is peculiarly exacting in its transportation needs. Without this its entry and vast array of other desirable truck crops, its oranges, grapefruit, etc., would hardly be worth picking. Countless millions who have been attracted to Florida by the unexcelled fast passenger trains of the Atlantic Coast Line Railroad and the company's excellent hotels and the state and their service benefits.

PASSENGER SERVICE

The Atlantic Coast Line will operate 22 Florida Specials, including the famous FLORIDA SPECIAL (Boston-Washington Section) will leave Boston 8:20 AM, effective December 18th, and Washington 5:20 PM, effective December 12th, and arrive in Sanford before noon the next day—quicker than an hour from last year. And, FLORIDA SPECIAL (West Coast) will leave New York 1:05 PM, Washington 6:30 PM, and reach Sanford about 11:40 AM, next day. Both these trains carry Recreations-Entertainment cars, with music, games and hostess. Also, there will be a daily "One-Night-Out" train—effective December 17th, leaving Chicago 9:00 AM, and arriving in Sanford about 2:00 PM next day. And, a "Two-Nights-Out" train effective January 1st, leaving Chicago 8:00 PM, and arriving Sanford 1:47 AM, the 2nd night.

Boston, New York, Chicago and all intermediate points. For example, FLORIDA SPECIAL (Boston-Washington Section) will leave Boston 8:20 AM, effective December 18th, and Washington 5:20 PM, effective December 12th, and arrive in Sanford before noon the next day—quicker than an hour from last year. And, FLORIDA SPECIAL (West Coast) will leave New York 1:05 PM, Washington 6:30 PM, and reach Sanford about 11:40 AM, next day. Both these trains carry Recreations-Entertainment cars, with music, games and hostess. Also, there will be a daily "One-Night-Out" train—effective December 17th, leaving Chicago 9:00 AM, and arriving in Sanford about 2:00 PM next day. And, a "Two-Nights-Out" train effective January 1st, leaving Chicago 8:00 PM, and arriving Sanford 1:47 AM, the 2nd night.

It is therefore possible for millions of Americans to board an Atlantic Coast Line train at their home station and go through to Sanford without change.

FREIGHT SERVICE

The Atlantic Coast Line has more than 2000 miles of mainline and second track, or about 40% of its entire mileage in Florida. It has a larger pay roll, operates more trains and hauls more freight and passenger traffic than any other railroad in Florida.

It has the only double track, rock ballasted line from Florida to the North and East.

It operates over its own rails to Norfolk, Va., Washington, D. C., Albany, Ga., and Montgomery, where it connects with other railroads.

The Atlantic Coast Line, therefore, has a transportation plant costing millions of dollars which has enabled it to perfect with its connections and through freight routes, complete Sanford and other Florida communities with every desired service in North America. This includes every Florida fruit, vegetable, grape and berry, every manufacturer and every merchant direct, fast, dependable, reliable freight service to all points.

It is not only that the transportation plant costing millions of dollars which has enabled it to perfect with its connections and through freight routes, complete Sanford and other Florida communities with every desired service in North America. This includes every Florida fruit, vegetable, grape and berry, every manufacturer and every merchant direct, fast, dependable, reliable freight service to all points.

into the state by all other railroads combined. It is the only one-night-out from and from.

The development of this great producing territory has been made possible only by the freight handling facilities of the Atlantic Coast Line as the nation and Canada are the markets on which Seminole County's perishable produce is sold.

IN CONCLUSION

Sanford and the Atlantic Coast Line are good neighbors. Sanford produces the freight which the Atlantic Coast Line takes to market. Sanford is an important junction point of the Atlantic Coast Line. It is the headquarters of the Coast Line's District Superintendent, with his staff. There is also a company machine shop with many employees.

The pay roll of Atlantic Coast Line employees in Sanford is very much worth while to the community's business life, as each employee is a cash customer for everything that Sanford sells. Also, they are good citizens and contribute to the city's welfare in every way.

The company's tax assessments in Seminole County help materially in paying for the cost of local government, including schools, streets, and other improvements.

Sanford and the Atlantic Coast Line have served amably together for over half a century—both working for the advancement of Florida to its rightful place as one of the greatest states in the Union.

That this friendly partnership continues in the wish of the Atlantic Coast Line Railroad, which will continue to meet and anticipate the city's transportation needs, to return the percentage of the citizen of the Sanford territory is respectfully solicited.

The Sanford Herald

Sanford Is The Only Central Florida City Affording Rail, Highway And Water Transportation

Established In 1900

SANFORD, FLORIDA, TUESDAY, OCTOBER 28, 1941

Member Associated Press

NUMBER 62

Nazis Within 10-15 Miles Of Rostov, Gate To Caucasus Oil Wells

London Predicts New Front Will Be Established By Wave If City Is Seized

Russians Claim Nazi Morale Low Invaders Admit Bad Weather Is Hampering Operations

The German troops are being hampered by bad weather and the Russian forces are being strengthened by fresh reserves from Siberia and in a number of cases counter-attacks have been made.

The Germans were reported today to be within 10 or 15 miles of Rostov, gateway to the Caucasus oil fields.

London reports that the German troops are being hampered by bad weather and the Russian forces are being strengthened by fresh reserves from Siberia and in a number of cases counter-attacks have been made.

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Sanford Troop Celebrates National Girl Scout Week

National Girl Scout Week began yesterday and over 400,000 members are celebrating the founding of the organization as well as commemorating Oct. 31, the birthday of Juliette Lewis, who founded the movement in the United States 29 years ago.

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Rotarians Told About History Of Embalming

Members of the Rotarian Club were told about the history of embalming by a speaker at a recent meeting.

The speaker discussed the history of embalming and its importance in modern times.

He also mentioned the various methods used in the past and the evolution of the profession.

The speaker emphasized the importance of hygiene and the role of embalming in public health.

He concluded his talk by expressing his appreciation for the Rotarians' interest in the subject.

The meeting was well attended and the speaker's presentation was highly appreciated.

The Rotarian Club is always interested in providing educational programs for its members.

The speaker's talk was a most interesting and informative one.

The Rotarian Club is always interested in providing educational programs for its members.

Hill Authorized To Make Call For December Voting

Mayor W. C. Hill is authorized to make a call for a city election in December.

The city commission has approved the mayor's proposal.

The election would be held on the first Tuesday after the first Monday in December.

The mayor's call would be for a city election to elect members of the city commission.

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Strike Killing Bill Proposed Before Senate

Defense Production Strikes Would Be Put In Same Category As Sabotage

WASHINGTON, Oct. 27.—(AP)—Senator Bailey (D.-Cal.) proposed in the Senate today an amendment to the pending Armed Forces Bill which would bring labor strikes within the category of sabotage when they become so violent as to endanger defense production.

Sen. Bailey's action came as President Roosevelt confronted John L. Lewis with a virtual ultimatum for a speed end to the coal strike.

President Roosevelt last night answered charges by John L. Lewis, head of the United Mine Workers, that J. P. Morgan and the railroads were conspiring to force the coal strike to continue.

He wrote Lewis that the government was responsible for the coal strike because it had refused to stop the strike in this vital defense industry.

The amendment would make it a crime to strike in any industry which is essential to the national defense.

It would also make it a crime to strike in any industry which is essential to the national defense.

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Roosevelt Speech Called "Funny" by Informed Nazis

Chutist After Six-Mile Leap



Arthur H. Starnes, 26, is shown (left) at Robinson Airport, Chicago, after leaping from a plane 30,400 feet, almost six miles, in the air. He plunged to within 1,800 feet of the ground in his specially-equipped suit before opening his twin chutes. With him are his wife and son, Robert. Right, he floats easily to safety. Jump was made so aviation authorities would know what happens to pilots forced to bail out at high altitudes.

They, However, See No Humor In Consequences Of President's Policies

Italians Call It Step Towards War

British Press Hails Talk As Offensive Against Hitlerism

Informed Germans commenting on President Roosevelt's "shooting star" Navy Day address, said today the speech would have been funny "except the President's policies could have direct consequences."

The Italians interpreted the speech as a meaning conveyer, and another step toward U. S. entry into the war. The British press generally said the speech amounted to a tremendous offensive against Hitler.

Senator Hill (D.-Ala.)—The speech was magnificent in its timeliness and in its leadership.

Senator Nye (R.-N.D.)—The speech represented an all time low in American leadership.

Senator Thomas (D.-Utah)—I believe the talk represents the feeling of most of the American people.

Representative Thomason (D.-Tex.)—The speech was fine. I think a showdown is here on whether the government or Hitler (John L. Lewis) is paramount.

Senator Wiley (R.-Wis.)—I got the impression that the President was ready to go to war.

President Roosevelt asserted last night that "the shooting star" had started, and "America has been attacked."

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First Defense Worker To Be Fingerprinted

Ingle, Chairman Of County Council, To Be First In Line

Fingerprinting of persons active in defense in Seminole County will start tomorrow with prints taken of J. L. Ingle, chairman of the defense council, and Chief Roy Williams, chairman of civilian defense, at the Armory at 9:30 o'clock in the morning.

For a week the force that is to do the work of fingerprinting will practice before they go into the more extensive work of fingerprinting everyone in the county connected with defense.

The prints will be sent to Washington and there filed as a memorandum of those persons who served their country during the time of emergency, according to Chief Williams.

The Seminole County Defense Force will be fingerprinted in the first mass printing, expected to take place next week.

Mr. Ingle explained that the home guard has been finished the group making the fingerprints will start on the work of the defense actively connected with the defense in the county.

This is a step towards the future, when I believe that everyone in the United States will be fingerprinted.

Mr. Ingle stated, "Some day every school child may be fingerprinted on entrance to school as a means of identification for future reference."

There is no mass fingerprinting expected to be carried on to include all those who registered for defense work several months ago.

City Legionnaires Urged To Aid In Membership Drive

Members of the American Legion were urged to bring the women of their families into the American Legion Auxiliary to help the Legion this active support in a statement issued today by Joel Field, Commander of the Campbell-Leasing Post of the Legion.

"Never before since the American Legion was organized at the conclusion of our World War service has our country had so great a need for a powerful Legion organization," Commander Field said.

"We need increased strength in our auxiliary unit, also. The Auxiliary is the right hand of the Legion. Many parts of the Legion's program can be more effectively carried out by women than by men.

Many of our activities require the combined efforts of both men and women. The Auxiliary's value to Legion success has been adequately proved by its past accomplishments.

"Therefore, I am appealing to every member of Campbell-Leasing Post to urge all eligible women of his family, his wife, mother, sisters and daughters, to become members of the Auxiliary this year. We need their help. We will enjoy having them associated with us in Legion work. We feel sure that the Auxiliary will give them opportunities for service to country which will make them happy to be among its members."

G. C. Bettis, 81, And Resident Of This County Dies

Giles C. Bettis, resident of this county for the past several years, died yesterday at 12:10 P. M. in Fernald-Laughton Memorial Hospital.

Mr. Bettis was born in Clark county Alabama on April 18, 1860. For nine years he had lived with his daughter, Mrs. C. R. Tate, on West First Street.

The Rev. W. F. Buchanan will conduct funeral services for the deceased tomorrow at 10:30 A. M. and tomorrow afternoon at 5:00 o'clock, Mrs. Tate and Miss Ethel Bettis, daughters of Mr. Bettis will accompany the remains to Evergreen, Ala. for interment.

Survivors of the 81-year-old man are two daughters, Mrs. Tate and Miss Bettis; one son, John H. Bettis of Evergreen, Ala.; also two grandsons, John H. Bettis, Jr. and Harold C. Bettis of Birmingham.

Septic Tanks Described By Health Unit

Sanitary Engineer Plans To Improve Sewage Disposal

E. M. Broadhurst, sanitary engineer of Seminole County's Health Unit, started today that any family living outside of the City limits will be required to have proper sanitary facilities, and persons wishing to install "septic tank" must secure a permit through his office located in the County Health Unit Building at Commercial and Oak Avenues.

In describing this type of sewage disposal system Mr. Broadhurst pointed out particularly that the cess pool has been outlawed by sanitary departments for a number of years.

These two are often confused, according to the inspector, but the former combines digestion of sewage in the tank and effluent is discharged to a tile field, while in the latter method, some dissolving takes place but there is no means by which all sewage can be taken care of, since there is no outlet.

The State Sanitary Code defines a "septic tank" as follows: "A septic tank" absorption bed shall be constructed to meet an underground system of pipe leading from the outlet tee of the "septic tank" and consisting of open-jointed concrete or clay pipe, which is so distributed that the sewage from the tank is oxidized and absorbed by the soil."

Mr. Broadhurst concluded.

City News Briefs

The Outboard Association will meet at 8:00 o'clock at the Chamber of Commerce to discuss plans for the Armistice Day races to be held on Lake Monroe.

State Patrolman G. G. Darty stated today that drivers' tests will be given each day this week except Friday from 3:00 P. M. to 5:00 P. M.

The DeLand club will have charge of the Sanford Kiwanis Club luncheon program tomorrow and a portion of the Stetson Glee Club, under the direction of Harold Griffin, will entertain.

The diamond ball game scheduled for last night was postponed due to rain but will be played tonight at 8:00 o'clock at the diamond ball field on the lakefront.

Bodies Of Miners Extricated Today

DANIEL BOONE, Ky., Oct. 28.—(AP)—Bodies of 15 miners killed in an explosion of gas at the Stirling Coal Company mine here were removed from the mine by rescue squads early today. Their bodies were found in a tunnel.

LOCAL WEATHER

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