



CBS Has Something New, Exciting; Actuality Drama

... CBS is commencing a series of actuality dramas... The old documentary technique was simply to take something which actually happened and have it occur again for the benefit of your cameras.

Legal Notice

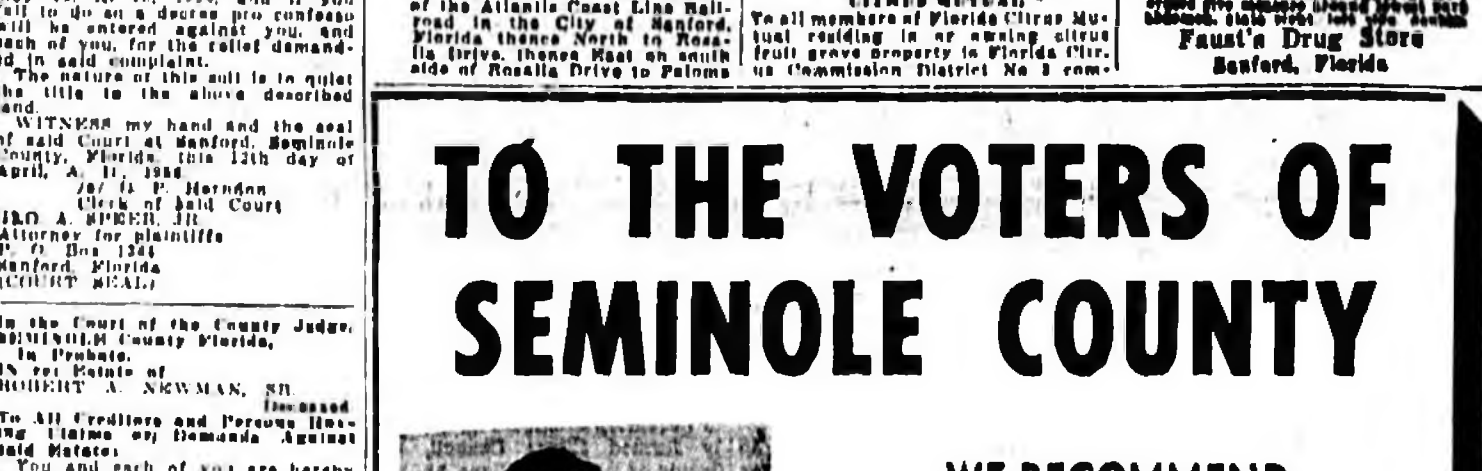
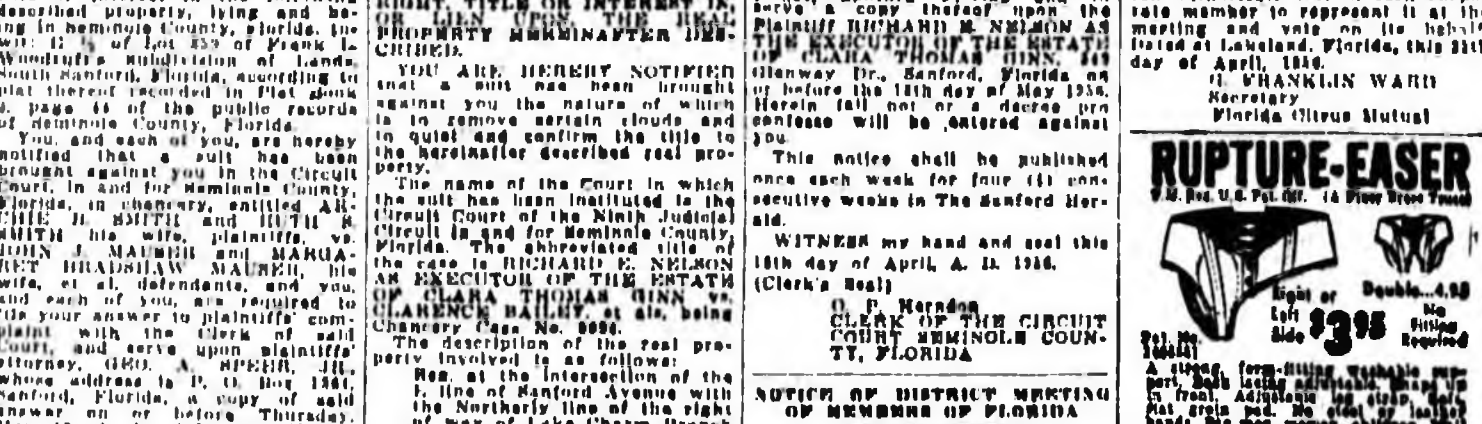
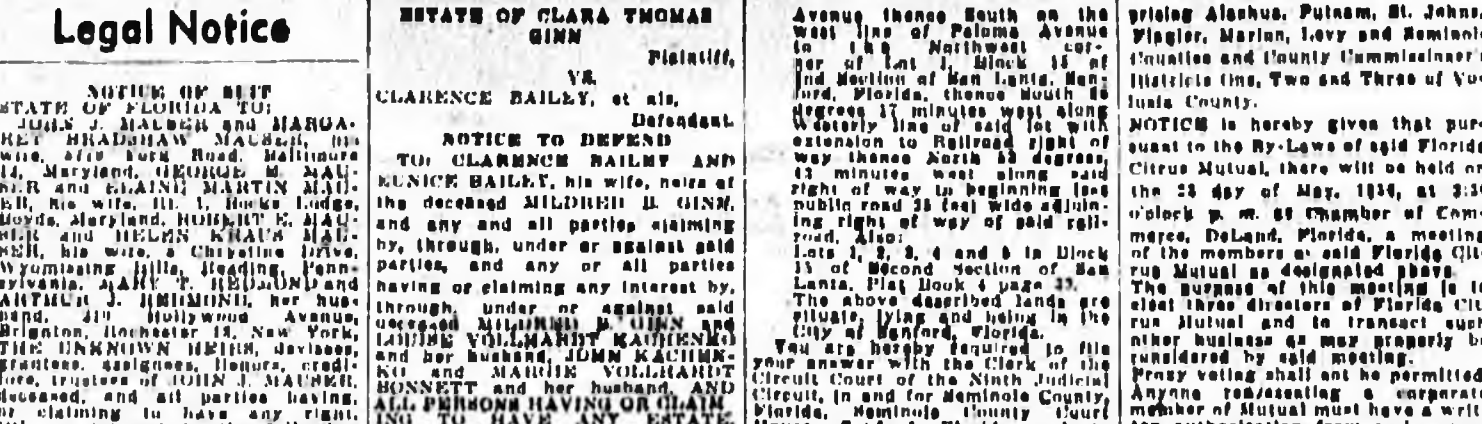
NOTICE TO APPEAR
ED. MARY NORMAN WILLIAMS...
You are hereby notified that ED. MARY NORMAN WILLIAMS, SR., as plaintiff, has filed his Bill of Complaint against you for divorce.

Legal Notice

NOTICE OF DISTRICT MEETING OF MEMBERS OF FLORIDA CITRUS MUTUAL
All members of Florida Citrus Mutual residing in or owning citrus fruit grave property in Florida Citrus Mutual District No. 5...

WHY PAY MORE? BOTTLED GAS \$6.00 PER 100-LB. CYLINDER
NO INSTALLATION CHARGE
SANFORD GAS CO.
102 E. FIRST ST. PHONE 1340

Your Vote For Homer Little
For County Commissioner Will Be Appreciated
County Resident 29 Years Operated Own Business in County For 28 Years.
RE-ELECT W. Hugh Duncan
Justice of the Peace
REWARD
HONEST and FAITHFUL PUBLIC SERVICE
(Pol. Adv. Paid for by Homer Little)



Legal Notice

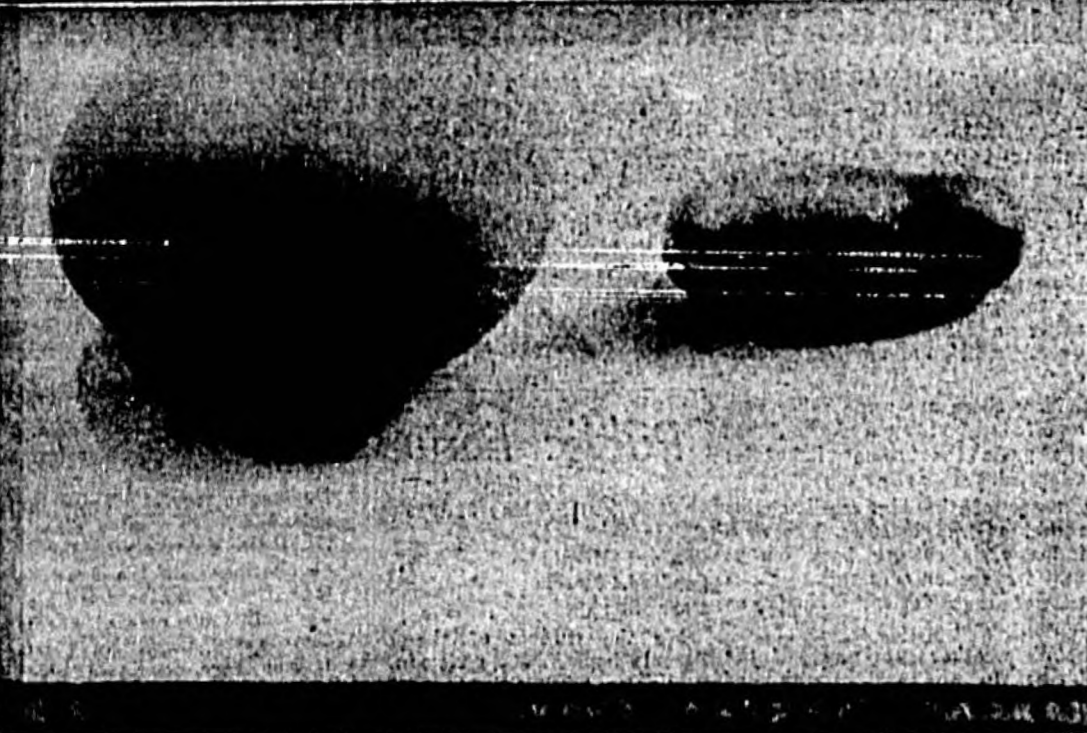
NOTICE OF DISTRICT MEETING OF MEMBERS OF FLORIDA CITRUS MUTUAL
All members of Florida Citrus Mutual residing in or owning citrus fruit grave property in Florida Citrus Mutual District No. 5...

TO THE VOTERS OF SEMINOLE COUNTY
WE RECOMMEND **GUS SCHMAH**
As County Commissioner ... of District No. 5
"He Knows the Problems of Seminole County"
He has been our neighbor for 35 years
We know he is reliable

- Mr. and Mrs. George Wardwell
- Mr. and Mrs. Herbert Behrens
- Mr. and Mrs. Marlon Shelby
- Mr. and Mrs. Fred Bolly
- Mr. and Mrs. E. M. Swaggerty
- Mr. and Mrs. G. S. Tomlinson
- Mr. and Mrs. W. J. Dunlap
- Mr. and Mrs. R. A. Goodspeed
- Mr. and Mrs. R. P. Goodspeed
- Mr. Jack Davlann
- Mr. and Mrs. Roland Giles
- Mr. and Mrs. Clyde DeLoch
- Mr. and Mrs. W. E. Price
- Mrs. Annie McArthur
- Mrs. Sam Gardner
- Mr. and Mrs. A. H. Kreinbring
- Mr. C. W. Sjoblom
- Mr. and Mrs. Henry Witte Sr.
- Miss Helen Witte
- Mr. and Mrs. J. T. Ruseff
- Mr. T. B. Kinard
- Mr. and Mrs. Paul Oglesby
- Mr. and Mrs. Claude Hawkins
- Mr. and Mrs. J. V. Warren
- Mr. D. V. Warren
- Mr. Joe Warren
- Mr. and Mrs. W. B. Swaggerty
- Mr. and Mrs. R. A. Jimlax
- Mr. and Mrs. K. G. Soderblom
- Mr. and Mrs. Chas. Forrester
- Mrs. Willie B. Pippin
- Mr. and Mrs. J. T. Swaggerty
- Mr. and Mrs. E. D. Oglesby
- Mr. and Mrs. Lee Keller
- Mr. J. Tildon Jacobs
- Miss Clara Swaggerty
- Mr. and Mrs. R. D. Bass
- Mr. and Mrs. Frank Meisch
- Mr. and Mrs. Joseph Meisch
- Mr. and Mrs. Bonner Carter
- Mr. and Mrs. W. C. Clause
- Mr. and Mrs. Henry Richter
- Mr. C. E. Hunter
- Mr. Gene Allen
- Mr. and Mrs. A. E. Johnson
- Mr. and Mrs. Jack Mann
- Mr. A. R. Kinard
- Mr. and Mrs. Frank Evans
- Mr. and Mrs. S. H. Buchanan



RUPTURE-EASER
Light or Double-Acting
Lift Side \$3.95
Faulstich Drug Store
Sanford, Florida



TWO EGGS FOUND in the same nest. Note the difference in size and shape. They were found by Mrs. Don Young of Route 1, Box 497, Sanford. (Ph. by Johnston)

THE SANFORD HERALD
Thurs. May 3, 1956 Page 3

Child's Eyes Are Closely Related To His Stomach

By CHARLES MERCER
NEW YORK (AP)—Small fists clenched tightly, eyes closed, he was yelling his head off. His mother stared at him with a mixture of irritation and amazement. He didn't want that, he cried. He wanted that, and he pointed to a different kind of cereal on the shelves of the supermarket.

Anyone who spends much time prowling around supermarkets knows all about it. A child's eyes always have been closely related to his stomach. But only since the advent of commercial television has a child insisted on having a role in the weekly marketing.

The cereal endorsed by his favorite cowboy and the candy advocated by his TV screen pal have become very important to him and her. In the nation's markets these days you see the kids using various techniques in getting what they want.

Some use the direct approach of demand. Others raid the shelves boldly, tossing the products they've seen advertised on television into their mothers' shopping baskets. A few try to sneak them in.

It sometimes seems that the only thing kids retain from watching television is the commercials. They chant them in the streets—and they remember the product when it's time to go to market. "It's really disgusting," a mother said the other day. "The influence of TV advertising on children is truly a shame."

Why?

The woman couldn't say exactly why. Basically it seemed that she was merely suffering battle fatigue from seemingly endless meals with her young at the cereal, candy and candy shelves of the supermarket. These seem to be the fundamental spots where eyes meet stomachs though I have seen one precocious youngster arguing with his mother over a brand of sauce.

Personally I don't think that commercials — purely as commercials — can possibly be "bad" for young children. It's my observation that you can only sell a child on something he already likes. We can look at beer commercials all day without raising a thirst for the stuff. If he decided to try a bottle, nobody would sell it to him anyway.

A child knows when he's being spoken to. When the character on the home screen is talking to his parents, he rapidly loses interest. But I fail to see what's wrong in an advertiser talking to children about cereal and candy and such things which interest them mightily.

Perhaps, for all any adult knows a child's awareness of commercials is a symptom of quick perception and a good memory. At least that's something to think about the next time the kids want to take over the weekly marketing.

the Snapshot Guild



This snapshot is fine in black-and-white, but just think how much better it would be in color.

Color Has Such Winning Ways

Sometimes we think the English language is so revealing. For example, when a picture is "uncovered by a camera" or "is in black and white." The English in both expressions is that color has such winning ways it can easily sway judgment in its favor.

Well, that's doubtless true—certainly when it comes to picture-taking. Anyway! Haven't you noticed how color pictures bring back colorful moments and scenes with almost unbelievable realism? Color serves as a flag to memory... helps you remember every vital detail of a time and place.

That's why we feel color film can be such a sound investment for picture-takers—something not to be relegated only to special occasions, but to be used regularly and often for the extra dividend of pleasure it can bring you in all your picture-taking. No longer a luxury item limited to elaborate cameras, color film now comes in all standard sizes and fits to fit every type of camera that's currently on the market.

Basically, there are two kinds of color film—one designed for taking color snapshots, and the other created especially for making color slides. But the really big news today is for all you color-snapshot enthusiasts—and we think you'll be mighty pleased to hear it, too!

Now you can buy color film that may be used in daylight or with flash without the addition of filters or blue flash bulbs to compensate for the different light. This is the very first color film ever produced that you can load into your camera with nary a thought for whether you're going to snap pictures indoors or out, with flash or without.

Now—as never before—even the most casual snapshotter with the simplest of cameras can have this colorful world completely at his command.

—John Van Guilder

Armed Forces Day—1956



"Each year on the third Saturday in May, the Armed Forces of the United States, including the Reserve components and auxiliary Services, make a special effort to increase public understanding of our national defense program, which is, and has been from the beginning of our Republic, dedicated to achieving and maintaining peace.

"In the present world situation, it is most important that our own people, and others throughout the world who believe as we do, should be cognizant of all aspects of our national strength—the spiritual and the moral, as well as the material and the military—and be reminded of our continuing efforts for peace.

"The purpose of Armed Forces Day is to increase public understanding of, and to emphasize, our peaceful aspirations. I hope that all Americans, as well as many of our friends in other lands, will accept the invitation to visit our Armed Forces at this time."

Dwight D. Eisenhower

DWIGHT D. EISENHOWER, President of the United States
Commander in Chief

MAY MONEY SAVERS

At Yowell's Friday & Saturday May 4th & 5th



MEN'S SLACKS

Summer weight (broken sizes) values to 12.95

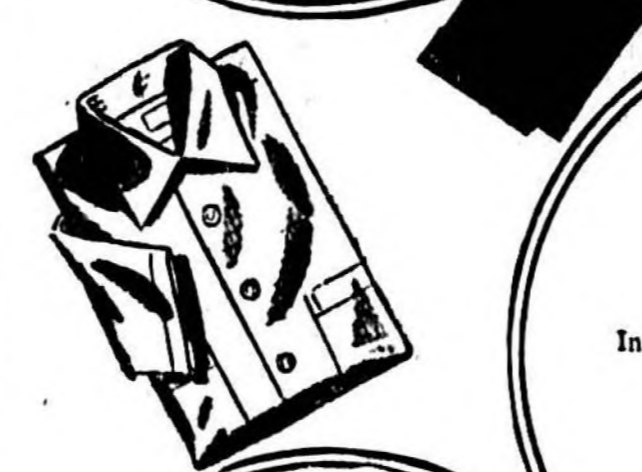
NOW **7.98**

35

GIRL'S DRESSES

In ages 1 thru 7 (slightly soiled) values to 5.95

Closeout **1.00** EA.



QUADRIGA PRINTS

In 80 square quality extra fine finish 36" wide.

Special **49c** YD.

OR **3 YDS. FOR 1.29**



MEN'S SHORT SLEEVE SPORT SHIRTS

100% dacron, wash & wear, needs no ironing. Pastel shades of blue, tan, green also white.

Only **2.99**

MEN'S SLACKS

"Work or play" slacks, fine quality cotton poplin, machine washable. Fast color, sizes 29 thru 42 (broken).

REGULAR 5.00 & 5.95

Closeout **1.99** PR.

MEN'S T-SHIRTS

Terry cloth, completely washable, two tone effects. Sizes small, medium, large.

VALUES TO 3.97

Special **1.99**

THROW PILLOWS

Of foam rubber covered in bark cloth, pretty floral patterns, washable.

Special **99c** EA.

WINDOW DRAPES

New shipment of window drapes. 90 inches in length, unusual patterns, finest quality of acetate. First time at this price.

7.95 PR.

BEDSPREADS

In chenille, nylon material, washable quick drying, no ironing, pre-washed solid colors. Double bed and twin bed sizes, regular 9.95.

NOW **5.99**

SPECIAL BUY IN RUGS

Long cotton loop, non-skid back, colors of blue, yellow, dark green, rose, red also white.

SIZE 18x30 99c

21x36 1.99

3x5 8.99

Shop and save during this May Carnival of Values at . . .

Yowell's
SANFORD

"We Invite Charge Accounts"

BASEBALL DIAMOND IN THE ROUGH

SAN DIEGO, Calif. (AP)—The baseball diamond at the Pacific Coast League's Lane Field has been out of kilter for nobody knows how long. Bob McGivern, new ground keeper, discovered.

He said the distance between home plate and pitcher's slab was 87 instead of the standard 90 feet; that the slab was off angle with the plate by several degrees; that none of the bases were exactly 90 feet apart and that home plate pointed to left-center field, instead of center. The field has been used by the San Diego padres since 1936. Mc Givern has straightened it out.

OLYMPIAN TO COACH

THIEF RIVER FALLS, Minn. (AP)—Johnny Matchets, member of the 1936 U. S. Olympic hockey team will coach the Thief River Falls High School squad next season. The team holds the state high school hockey tournament crown.

About 15 million Americans buy vegetable seed every year.



THE PIE EATING CONTEST proved to be one of the most exciting at the Sanford Naval Auxiliary Air Station's fifth anniversary party yesterday afternoon. (Staff Photo)

SPEAKING OF CARDS

STEALING BUNDLES
One of the most versatile of all card games is Casino. On the one hand, adults find it one of the most purely scientific games in the card category. When played expertly, it requires a high degree of concentration, memory and reasoning.

At the same time, it is a fine game for children, so appealing in fact that it is often mistakenly considered only a children's game. You can teach it to children when they are merely able to match up colors and then proceed to train their powers of observation by matching up the suits. Finally, you can give them practice in reading figures and letters by playing the game as it is described here.

The Casino version for children is called Stealing Bundles. Basically, it is Casino without the bluff.

Although two, three or four may play the game, it is best for two using a regular pack of 52 cards.

As in Casino, the deal is progressive—four cards to each of the two players in each round—with four cards dealt face up on the table in the first deal. Each player in turn may capture a card from the table which matches the denomination of a card he holds in his hand. That is, a seven can be won with a seven, a Jack with a Jack, etc. Bluffing is left out until the child is sufficiently quick at arithmetic.

Captured cards must be placed face up in a stack in front of the player. And here is where the game gets its colorful name. If a player can match the top card of his opponent's bundle with a card from his hand, he can capture the entire bundle and add it to his own. The deal is won by the player having the most cards after the stock is depleted. Cards left on the table go to the player who was the last to take in.

Good strategy for the game dictates that you delay capturing from the table whenever possible, so as to minimize the risk of having your own bundle stolen. It is also important to count the number of cards of each denomination already played and this, in itself, is a good memory drill for any youngster playing the game.

Once a child masters Stealing Bundles, he is ready for the many other card games for children, including such favorites as Concentration, Go Fish, Old Maid, Blackjack and Manicure.

Virus Causing 'Fifth Disease' Is Discovered

By ALTON L. BLAKESLEE
AP Science Reporter
HOUSTON, Tex. — Discovery of the virus causing a strange "fifth disease" in children has been reported to the Society of American Bacteriologists.

The fifth disease is erythema infectiosum, so called because it can be mistaken at times for measles, German measles, scarlet fever or another rash disease, roseola infantum.

Erythema infectiosum, hitting in epidemics, brings a harmless red-rash on the face and other body parts. It may be more common than supposed.

The virus causing it was isolated from secretions of sick children, said Doctors Georges H. Werner, Albert Keller, Philip S. Brachman, and Geoffrey W. Rake, of the University of Pennsylvania.

The virus can be grown in monkey kidney tissue, just like polio and other viruses. This will aid in understanding how it's related to other virus diseases like measles—maybe from a common parent virus — and in making a vaccine if one is needed.

An improved vaccine appears to start bringing defense against rashes within 15 days, said Doctors H. M. Powell and C. G. Culbertson of the Eli Lilly Research Laboratories, Indianapolis, Ind., in another report.

The virus to make the vaccine is grown in duck eggs, and then is killed by a chemical, beta-propiolactone. This method avoids or reduces risk of paralytic, allergic-type reactions from virus growth in rabbit brains, or from use of live virus, they said.

The new vaccine produced protective antibodies against rashes in tests on dogs and other animals, and in 32 humans so far. The defending antibodies appeared within 5 days or less.

Eruptions of St. Etna in Sicily have been recorded as far back as the century B. C.

More than 746,000 persons were injured in weekend traffic accidents last year.

Doris Day Working All Around Town

HOLLYWOOD — You can find Doris Day all over town these days.

One day she was at an insurance building in Los Angeles, the next at the Hotel Statler. She has been at a market in Brentwood, an apartment building in Westwood. When I caught up with her, she was playing gin rummy with her stand-in in a modest room of a middle-class apartment in Hollywood.

The reason for all these wanderings is her latest picture, "Julie," a suspense drama that is being filmed in actual locales.

"We don't have one day's shooting inside the studio, unless we might need some process shots," Doris explained.

With all this traveling and shooting in old places, I wondered if she didn't miss the comforts of a studio.

"Not at all," she said cheerily. "I'm having a ball. It's so stimulating to get out of the four walls of a movie stage and work in real places. And I've been very comfortable too. At the insurance building, they set aside an office for me to relax in. At the Hotel Statler, I had my own suite."

"I have no complaints," she said. "The film we have been getting is wonderful—the real locales give it a note of authenticity."

"As a matter of fact, it wouldn't do me any good if I did complain, because about the producer of my pictures, Now I go home to the producer."

It is Marty Melcher, who happens to be her husband.

This method of shooting in real locales has been done before, especially during the era of the semi-documentaries following World War II. Although outdoor locations were used, seldom were films made entirely away from a studio, as with "Julie." Doris claimed much money can be saved thusly, but there is some dispute about this. Though studio rental and set-building are eliminated, there are still salaries to be paid, plus the expense of transporting workers and equipment.

Doris gets to sing but one song in the picture. She had only two in her last one, "The Man Who Knew Too Much." But she assured that she wasn't trying to escape musicals.

"I'd like to do both," she explained. "I'm going to do 'Pajama Game' next, so that will be an out-and-out musical. After all, I've done non-singing pictures before. I didn't sing at all in 'Storm Warning,' and I had only one small song in 'The Winning Team.'"

The pedestrian record reflected the 5th consecutive year of improvement for motor vehicle accidents in 1955.

GOOD YEAR Tires ANNUAL MAY SALE

YOU WANT LOW PRICE
YOU WANT TOP QUALITY

G-E GIVES YOU BOTH!

\$119.80

- BIG OVEN
- PUSHBUTTONS
- FOCUSED HEAT
- BROILER



BIGGEST WADING POOL BUY IN TOWN

JUMBO 6'x6' WADING POOL
With Tear-Proof, Mildew-Proof, Triple-Wall Body

Durable canvas and vinyl body, ribbed to prevent slipping. Geyser shower, built-in drain, no sharp corners. Holds 280 gallons. Rugged tubular frame.

\$19.95
Specially Priced
\$2.00 Down - \$6.00 a Week

WITH YOUR OLD RANGE
SAVE AT LEAST \$70.00

Table Purchase Includes
SET OF CHECKERS
STEELCHASE FIGURES
QUILTED PLASTIC COVER

NEW! FOLDING PORT-A-TABLE WITH GAME TOP
Seats 8 for games, dining, picnicking, or work

Lithographed top has checkerboard, steelchase, scoring instructions for four card games. Folds and carries like luggage. Steel construction.

\$10.88

KEEPS HOT
DRINKS HOT

"THE ORIGINAL CAR JUG" - GALLON SIZE
Colorfully decorated with Classic Cars

A Goodyear Exclusive Lightweight, sturdy, picnic jug with sanitary aluminum lining. Heavy Fiberglas insulation. Plastic cap and plastic covered spout. Compare at \$3.95.

\$2.88



"IF THEY'RE NOT on here they won't be elected," said E. F. Lundquist who is displaying a board on which he has accumulated and displayed cards distributed by the candidates participating in the local political race. (Staff Photo)

DO YOU KNOW YOUR CANDIDATE?

DEMOCRATIC PRIMARY IS MAY 8

I have had thirty-five years of accounting experience and office management. This should be valuable to me in performing all of the duties of the office of Clerk of the Circuit Court.

ROBERT A. (BOB) COBB
CANDIDATE FOR
CLERK OF THE CIRCUIT COURT
IN AND FOR SEMINOLE COUNTY
Your Support Will Be Appreciated
POLITICAL ADV. PAID FOR BY R. A. COBB

For Continued Good and Faithful Service

Re-Elect
R. A. "BOB" GRAY
SECRETARY OF STATE

Remember THERE'S NO SUBSTITUTE FOR EXPERIENCE!
Paid for by the Campaign Treasurer

Fading's no problem now!

USE
DULUX TRIM & SHUTTER PAINT

Here are full-of-sparkle trim colors that stay bright for years and years! Resist fading and mildew... wear and wear.

- Eight beautiful colors
- New brilliant, high-gloss white

HILL LUMBER & SUPPLY YARD
PAINT SERVICE

UTILITY TABLE
Has over 6 sq. ft. of shelf space, free-rolling casters. Especially handy in the workshop—just plug power tools into any of the 3 electric outlets. Enamel finish

\$4.99

G. E. STEAM IRON
Two irons in one! Steam-press without sprinkling; change to dry ironing at the push of a button. No more scorched clothes. Controls heat automatically.

\$14.95

NO RED TAPE! NO DELAY! OPEN AN ACCOUNT IN 10 MINUTES!

MAY TRADE-IN SPECIAL

old tires are worth more traded on 3-T NYLON CUSTOM Super-Cushions by GOOD YEAR

- 3-T Triple-Tempered Nylon Cord and Grip-Sole construction for extra safety
- Live action tread design provides more safety, quiet, and comfort
- New Twin-Grip Tread steps your car up to 24% quicker
- Live action tread design provides more safety, quiet, and comfort

stronger on the INSIDE
safer on the OUTSIDE

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

GOOD YEAR SERVICE STORE
113 S. PARK AVE. SANFORD PHONE 233-225

Competing Teams of
The Sanford Garden Club
Will Landscape Three Homes In
LOCH ARBOR



SEE the latest methods in landscaping....
combined with the beauty of the Phillip's
homes, give you the utmost in Florida Living.

YOU BE THE JUDGE

Drive out Sunday May 6 from 2:30 to 6:00 p. m. and vote for the home
you think is the best landscaped.

To the team landscaping the home with the largest number of
votes they will receive

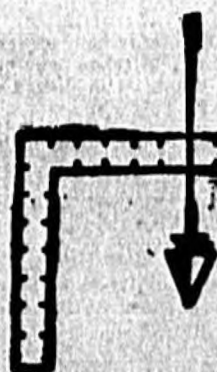
\$125.00

The home receiving the next highest number of votes that
team will receive

\$75.00

To the team landscaping the home with the third highest
number of votes we will award

\$50.00



Wellborn C. Phillips Jr.

Since 1949 Sanford's Leading Builder

Little Venice

PHONE **1504**

