

SAVE 20¢ LIGHT MEAT CHICKEN OF THE SEA Chunk Tuna 3 for \$1	SAVE 4¢ WHITE ASSORTED COLORS Viva Towels 29¢	ASSORTED FLAVORS Autocrat Ice Cream 59¢	SAVE 10¢ ASSORTED FLAVORS FRUIT DRINKS Hi-C Drinks 389¢	SAVE 14¢ WITHOUT TASTE HEAVY OIL TASTE Crisco Oil 49¢	SAVE 17¢ GREATEST FLAVOR Corn Oil Margarine 3 for \$1
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SAVE 20¢ FROZEN Green Peas 5 for \$1	ASSORTED FROZEN Banquet Entrees 5 for \$1	SAVE 30¢ BRILLIANT FROZEN Cooked Shrimp 99¢
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COOL SAVINGS
on
Happy Summer Foods

Golden Corn 5 for \$1	Lima Beans 29¢	Sweet Peas 4 for \$1	Green Beans 4 for \$1	Peanut Butter 59¢	Cocktail Peanuts 59¢	Tomato Catsup 25¢	Apple Butter 29¢	Grape Jelly 35¢	Royal Gelatin 10¢	ROYAL PUDDING 10¢	Dixie Plates 69¢	Tea Bags 89¢
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SAVE 40¢ DELICIOUS California Nectarines 8 for 59¢	SAVE 40¢ FRESH Fruit Cocktail 4 for 30¢	SAVE 20¢ GREAT TASTE Beef Liver 79¢
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SAVE 20¢ PLAIN OR FLAVORED Dairy-Fresh Yogurt 5 for \$1	BEER 6 for \$1.05	COLA 6 for \$1.05	COOKIES 3 for \$1.00	BREAD 2 for 49¢	MILK 3 for 39¢	SUGAR 5 for 49¢
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PLUMROSE DANISH 2 for \$1.29

WE ACCEPT U.S.D.A. FOOD STAMPS!

Health & Beauty Aids Specials

Hair Spray 39¢	Anti-Perspirant 69¢
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SAVE \$1.65
ON THIS WEEK'S FEATURED
CHINA SERVICE PIECE

ONLY \$5.25
With Coupon
SAVE \$1.65

THIS COUPON WORTH \$1.65
Only \$5.25
with this coupon

Public brings you the... Family Circle COOKING

VOLUME 1 ON SALE NOW 29¢

SWIFT'S PREMIUM FROZEN GOV'T. INSPECTED HEAVY WESTERN BEEF SALE

CHUCK STEAKS 89¢

POT ROAST 79¢

IMPERIAL ROAST 1.09

ENGLISH CUT ROAST 1.19

SHORT RIBS 69¢

SAVE 20¢
GREAT TASTE
Protein Beef
59¢

SAVE 20¢
GREAT TASTE
Folger's Coffee
69¢

100 Green Stamps

100 Green Stamps

100 Green Stamps

100 Green Stamps

100 Green Stamps

PUBLIX MARKETS

Where Shopping is a Pleasure

PUBLIX

The Sanford Herald

Thursday, August 3, 1972—Sanford, Florida 32771
64th Year, No. 249 Price 10 Cents

You Read It Here First! City Hall Pact Okayed

By DONNA ESTES

LONGWOOD — Chairman Eugene Jaques, at a special meeting of the City Council this morning, told The Herald he has no plans to be the city's first administrative aide or city manager under the proposed new charter. He denied vehemently that he has any interest in supervisory work and stated that he would not accept either position if offered to him.

The chairman announced the work session with Mayor Kenneth Brown, the charter revision commission, City Council and city attorney S. Joseph Davis Jr. to complete work on the charter has been rescheduled for 7:30 p.m. Wednesday. Jaques said the public is invited to attend the meeting when the document — to be voted upon by the people — probably in September — will be given its final polish.

He added that the controversial section recommended by the charter board banning

Altamonte Building \$36 Million

Editor's note: This article of the mushroom growth of Altamonte Springs is indicative of all of Seminole County, as evidenced in various pictures throughout today's Herald showing development in the area.

By MARION BETHEA

ALTAMONTE SPRINGS — Mushrooming growth in the county is evidenced in a "progress" report to City Council by Mayor Lawrence Swafford showing, in the area of building permits, escalating figures.

To date, this year, Mayor Swafford said, \$36,422,262 has been issued in building permits. In 1971 the figure totaled \$1,601,415 and in 1970 it was \$181,572.

Mayor Swafford also told council the city's budget for the coming year will be \$5,375,496. In another matter, City Council voted to adopt a resolution extending the city's moratorium upon changing of zoning classification and annexation in H-3 areas for another 60 days.

The moratorium was imposed three months ago in order for the city's planning consultants to determine the growth needs of the municipality.

In other action of council, the city attorney was authorized to prepare ordinances rezoning two multi-million dollar projects.

First to be approved was the \$30 million Altamonte Mall located on Semoran Boulevard and developed by Edward DeBartolo Company.

The 200-acre office park area being developed by Ackerman and Associates on a 15-acre tract. Here, too, rezoning was requested from residential to commercial.

The 200-acre office park complex is located at the intersection of 14 and Semoran Boulevard.



INTERIOR is beginning to "shape up" at the new \$19 million Seminole County courthouse, as evidenced in these pictures taken this morning by Herald photographer Bill Vincent Jr. Offices will start transferring from the present courthouse during this month. Top photo shows part of the clerk's office. Lower photo is the main chamber of the County Commission's suite.

New Bids Asked For City's Chairs

By BILL SCOTT

Sanford City Commission, at its first budget session Wednesday, continued a subject which has become greatly interesting in the past month — new judicial type chairs for commissioners.

City Manager W. E. Knowles disclosed he had received bids from three firms for the chairs at prices ranging from \$19.19 to \$115.50 each for 10 posture type chairs.

Personal — thanks for the opportunity of hearing the actual tape of the now "infamous" Casselberry council meeting in which Mayor Blawie was obliged to use the choice "military" term in describing the actions.

As a matter of fact, were I in His Honor's place at that time, I believe I'd have asked another choice expulsive or two to the conversation.

And talking about Mayor Blawie, he asks that I remind residents of Casselberry, to please limit the use of water, during the weekend and after 4 p.m. during the week — refrain from watering the lawns, cleaning the family jugs, and doing another choice expulsive or two to the conversation.

Yesterday it was Muskie and today for a laugh, that is, the McGovern tipsters are alluding to Hubert Humphrey's chance of being "Number 2" on the Democratic ticket. Funny, but by now I'd have sworn that Glenn Turner's name would also have been bandied about in this area also.



Sanford City Commission members are seen in a meeting room. From left to right: Mayor Kenneth Brown, City Manager W. E. Knowles, and other commissioners.

EASY DOES IT!

"Comfort" is the key word for some city commissioners, in their desire for judicial type-back chairs for the commission chamber. John Morris (foreground) is comfortable in his own chair from his private office... until the city buys new seats. Pictured also are A. A. McClanahan, who started up the issue for new chairs, and Mayor Lee Moore, who seems unconcerned. (Bill Scott Photo)

Industrial Group Unhappy Budget Cuts Irk Board

By BILL SCOTT

A strongly worded statement to the Seminole County Commission from the Seminole County Industrial Development Authority (SCIDA) over the commission's action in making cuts in the 1972-73 industrial board's budget was approved at SCIDA's Wednesday afternoon session.

John V. Mercer, industrial board vice chairman, said: "When we started looking at the \$41,713 County Commission approved budget for SCIDA, we thought we had received \$8,000 more this year than last, but upon closer examination we found we had actually received \$183 less than the previous year."

In effect, Mercer said, the commission had increased advertising by \$5,000 but that was the amount which had gone to the Seminole County Port Authority (SCOPA) prior to the formation of SCIDA.

SCIPA voted last year to allow SCIDA to advertise for industry for both boards and the two even went so far as to pool their money into one advertising account, under SCIDA control.

Since the commission lopped off the advertising line item, the effect was a reduction in advertising funds for both boards.

To make matters worse, the commission approved \$4,875 salary for SCIDA's secretary and adding the salary to the \$12,770 salary for David F. Kelley, SCIDA executive secretary, plus Kelley's travel and other expenses, the fact disclose that the commission approved approximately \$23,000 in salaries and expenses to administer less than \$18,000.

"It's a ridiculous situation and a slap in the face of the authority," Mercer said, in wondering how the County Commission could treat its own creation in such a manner. The strongly-worded protest will be drawn up by the SCIDA board for presentation to the County Commission at the earliest possible time.

In another SCIDA development, Kelley disclosed he is working with Ralston Purina Company to locate a mushroom plant in Seminole County. He said company officials have been meeting in an effort to finalize plans to use industrial revenue funds with which to contract a plant for the operation, which is expected to be in the Oviedo area.

Ralston Purina wants an 80,000 square foot building area would employ some 53-73 workers in the operation.



A large industrial building, likely a factory or warehouse, with a modern design and large windows.

Weather

Yesterday's high 97 low 67. Generally fair today and Friday except for a slight chance of thunderstorms Friday afternoon.

Afternoon highs 88 to 95. Lows in the 70s. Rain probability 20 per cent Friday.

Index

Area deaths	2A
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LITTLE THINGS MEAN A LOT.

Surprisingly enough, our little features don't add up to lots of dollars. In \$1,999.00, a new Volkswagen is easy to buy and even easier to own. Our warranty is longer than anybody's except Ruth Royce, and for efficient service nothing will beat our built-in computer service system starting later this year. Of course, someday you may decide to sell your Beetle. Don't be alarmed. After 3 or 4 years used Volkswagens Beetles have had a higher resale value than other economy cars. Selling it is the final joy of buying it.

If an owner maintains and services his vehicle in accordance with the Volkswagen maintenance schedule any factory part found to be defective in material or workmanship within 24 months or 24,000 miles, whichever comes first (except normal wear and tear) and service items will be repaired or replaced by any U.S. Volkswagen Dealer. And this will be done free of charge. See your dealer for details.

BILL BAKER VOLKSWAGEN, INC.

NOW TWO LOCATIONS

SANFORD
3211 Hwy. 17 South
Sanford, Pk. 322-1835
Orlando Pk. 444-9214

TO SERVE YOU
DELAND
1115 W. 17th Street
Deland, Pk. 734-9812
Sanford Pk. 322-3340

Another really big

Two fabulous shopping and saving days.

15% off young men's jeans.

Sale 4¹⁸

Reg. 4.98. Men's 100% cotton denim flare leg jeans with western pockets and wide belt loops. Waist sizes 29-38.

Sale 5⁸⁸

Reg. 6.98. Brushed cotton sateen jeans with flare leg. In elkskin, military green and chocolate. Machine washable. 29-38.

Sale 5⁸⁸

Reg. 6.98. Cotton bush jeans feature 4 front patch pockets, button-thru belt loops and flare leg. Assorted denim. 29-38.



Back-to-school jean sale.

Sale 2 for 8⁵⁰

Reg. 4.98 ea. Flare leg jeans in assorted heather tones. Penn-Prest® polyester/cotton so he always looks neat. Or contrast stitched cotton jeans. 6-20. Huskies 6-20, both styles. Reg. 5.49 ea. Sale 2 for \$9



Sale prices effective thru Saturday.

Penney weekend.

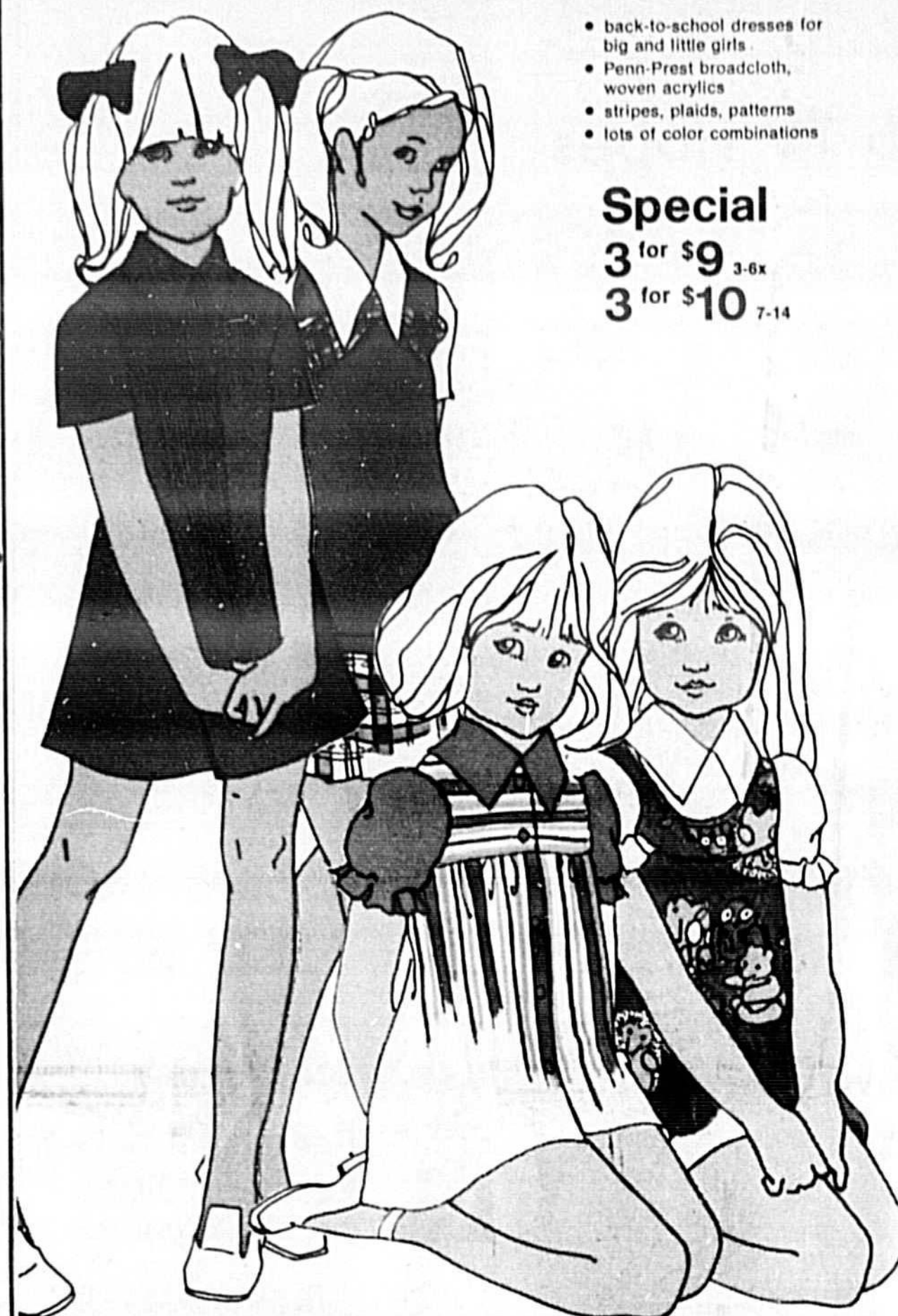
Sales and specials all over the store.

Extraordinary dress special.

- back-to-school dresses for big and little girls
- Penn-Prest broadcloth, woven acrylics
- stripes, plaids, patterns
- lots of color combinations

Special

3 for \$9 ^{3-6x}
3 for \$10 ⁷⁻¹⁴



Specially for back-to-school.

Knit tops, skirts and jeans at a special

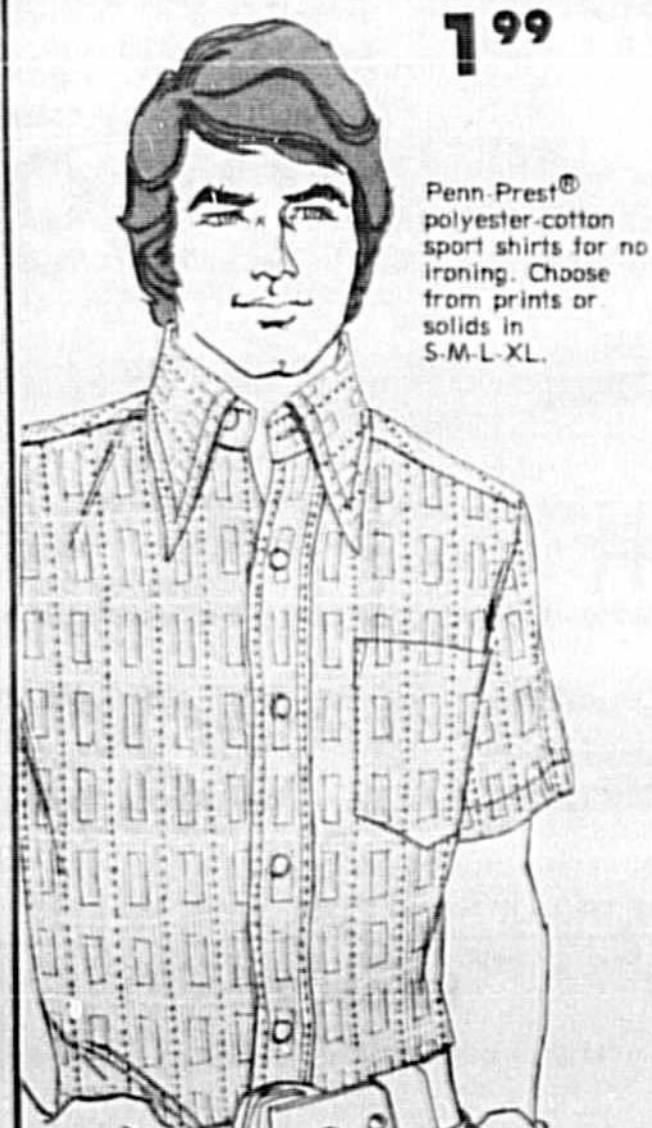
2 for \$7

So many styles a girl could collect a whole wardrobe. Lots of knit short sleeve tops of Dacron® polyester cotton. Perky plaid and solid color skirts of polyester doubleknit. Soft cotton denim brushed jeans. Everything in the greatest fashion colors. Misses' and junior sizes.



Men's Penn-Prest® sport shirts.

Special 1⁹⁹



Penn-Prest® polyester-cotton sport shirts for no ironing. Choose from prints or solids in S-M-L-XL.

SPECIAL! Boys' sport shirts

Penn-Prest® wovens.

3 for \$5



Penn-Prest® polyester-cotton sport shirts. Machine washable. Just tumble dry. Solids or prints. Sizes 6-18.

Knit solids or stripes.

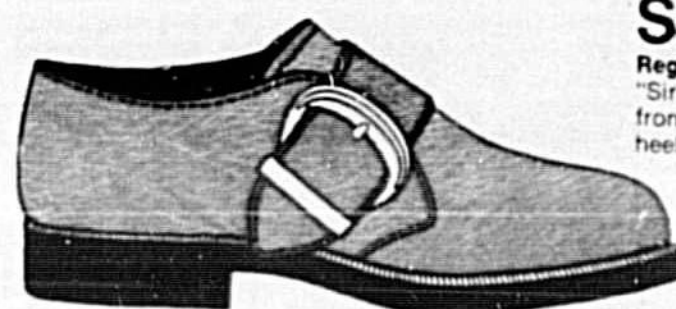
3 for \$5

Mock turtleneck styles in autumn solids or stripes. Polyester-combed cotton. Sizes 6-18.



Sale! Save 15% on all childrens shoes.

These styles plus all the rest on sale thru Saturday.

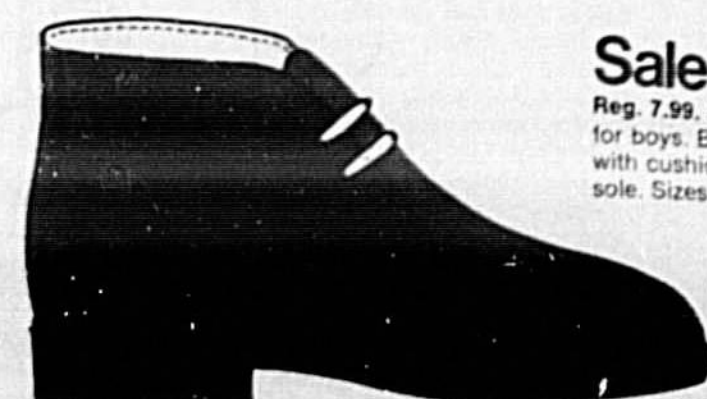


Sale 6⁷⁹

Reg. 7.99. Boys' leather "Sir" boot has buckle front, Pentred® sole and heel. 8½-3.

Sale 9³⁴

Reg. 10.99. Boys' two-tone oxford has handsome cap toe styling. Smooth and grain leathers. 3½-6.

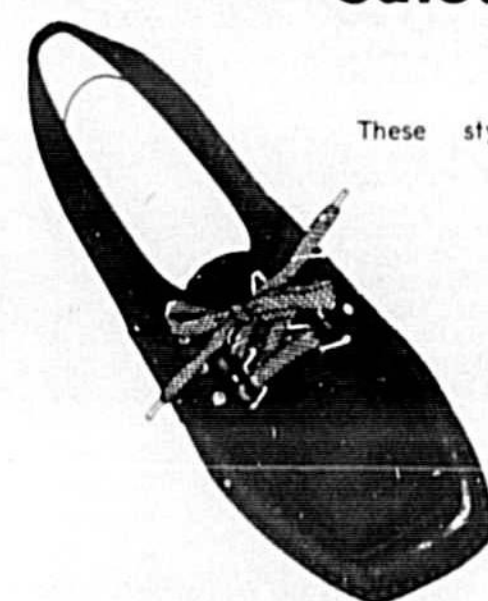


Sale 6⁷⁹

Reg. 7.99. Chukka boots for boys. Brushed leather with cushion crepe rubber sole. Sizes 8½-3.

Sale! Save 15% on all girls' shoes!

These styles plus all the rest on sale. Prices effective thru Saturday.

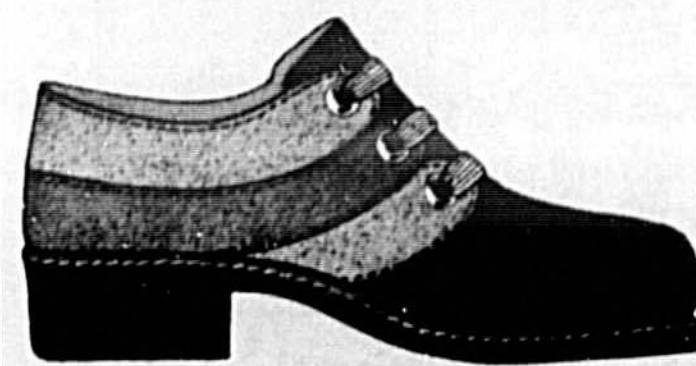


Sale 7⁶⁴

Reg. 8.99. Girls' smooth leather lace-up. In antique bronze, sizes 12½-4B, 8½-4C, D, 8½-3E.

Sale 6⁷⁹

Reg. 7.99. Girls' brushed pigskin leather lace-ups. Light brown/beige in 8½-4C, D.



Sale 7⁶⁴

Reg. 8.99. Girls' brushed pigskin leather shoe with bump toe. Tones of brown and gold, sizes 8½-4C.

Ladies' bodyshirts, at savings

Sale 6⁸⁸

Reg. \$8. Ruffled bodyshirt of Crepeset® nylon. In white, ivory, maize, raspberry. 32 to 38.

Sale 7⁸⁸

Reg. \$9. Long sleeve soft Crepeset® nylon bodyshirt. Red, white, navy, yellow, mulberry. 32 to 38.



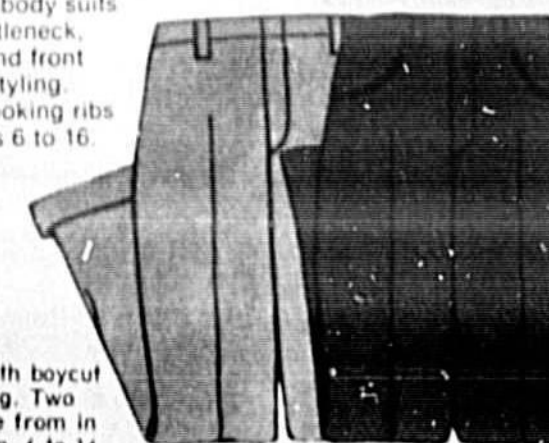
Girls' body suits and jeans

Special 2⁷⁷

Girl's nylon long sleeved body suits with turtleneck collar and front zipper styling. Great looking ribs for sizes 6 to 16.

2⁷⁷

Girls' jeans with boycut flare leg styling. Two types to choose from in polyester cotton. 6 to 14.



Closeout of infants' and girls' sleepwear.

Two piece sleepers.

1²² Reg. 1.66 to 2.22. Cotton knit sleepers with plastic sole feet for infants and toddlers. Solid colors.

Heavyweight sleepers

1⁶⁶ Reg. 2.69. Sleepers of heavyweight cotton and Pedibumper® foot. Sizes 1 to 4.

Girls' sleepwear

1⁹⁹ Reg. 2.50 to 3.98. Pajamas and gowns, peignor sets and culottes. 3&x, 1-4 and 7-14.



JCPenney

We know what you're looking for.

Charge it at Penneys: SANFORD PLAZA. Open 10 a.m. 'til 9 p.m. Monday thru Saturday. SANFORD PLAZA

JCPenney

The values are here every day.

Charge it at Penneys: SANFORD PLAZA. Open 10a.m. 'til 9 p.m. Monday thru Saturday. SANFORD PLAZA



Seminole Budget Review

Pollution Control

Pollution control budget was set at \$50,400 by the Board of County Commissioners. Larry Adair, administrator of the PC department, had requested \$92,724. However, following a line by line review of requests for biologicals, chemicals and other supplies, the total request was chopped by \$33,324.

Adair did receive a salary increase of \$12,720, which was more than he requested. Other members of his staff also received salary increases as recommended by the County Personnel Study. Approval for the Pollution Control department was \$2,637 for capital outlay; \$2,067 for materials and supplies; \$8,240; with \$500 being allocated for telephones.

Welfare Dept.

Margaret Anderson, protective services supervisor for the welfare department, presented a request for \$8,000 for the coming fiscal year. The total cost of foster home care, maternity home fees, for unwed mothers, return of runaway children, the subsidy to emergency shelter homes and board payment in the shelter, is not totally funded by the state and federal monies, according to Mrs. Anderson, though funds are used for housekeeper services to children in their own homes in order to keep them with their parents during an illness or emergency in the family, which might otherwise result in foster home placement.

Parole Dept.

James Lee, head of the Parole and Probation Commission for Seminole County, did not request funds from the Board of County Commissioners as his operation is self-sufficient. However, he did plead for adequate space in the new courthouse. He currently has files in the halls outside his office in the old building. That the beginning of the fiscal year the caseload was 221. A total of 358 were added during the year, for a total of 579. During the year, 274 were removed by completion of their obligation, transfer or revocation, leaving a total of 305 under supervision as of June 30, 1972.

Health Dept.

A budget increase of approximately \$42,000 was submitted by new county health officer, Dr. Julian Fried. He requested \$202,471, with some staff promotions. Requests for an additional clerk typist, laboratory technician and another public health nurse were denied by the Board. The request for an additional sanitarian was withdrawn.

Legal Notice

NOTICE IS HEREBY GIVEN that I am engaged in business at 300 West Engador Blvd., Altamonte Springs, Seminole County, Florida under the fictitious name of HATTON AND ASSOCIATES, and that I intend to register said name with the Clerk of the Circuit Court, Seminole County, Florida, in accordance with the provisions of the Fictitious Name Statutes, To wit: Section 845.09 Florida Statutes 1967.

S. D. Hope Pickett
Publish: Aug. 3, 10, 17, 24, 1972
DEF-14



LAKE BRANTLEY High School is under construction on Sand Lake Road, Forest City, in a three-school complex which also includes already open Forest City Elementary School and Teague Middle School. The Lake Brantley facility is scheduled to open in January, 1973.

Lengthy Meetings 'Kaput'

By MARION BETHEA

meetings, by admonishing those placed on the agenda to speak to council must be "brief and to the point in their statements."

"There is no sense in us

Until that time students will be housed in the Milwood Middle School building (Lyman South) on SR 47. Architect is Eoghan Kelly of Sanford and contractor, Dick Holland Inc. of Orlando.

(Bill Vincent Photo)

Legal Notice

FICTITIOUS NAME

NOTICE IS HEREBY GIVEN that I am engaged in business at 2545 French Ave., Sanford, Seminole County, Florida under the fictitious name of GREEN TOP, and that I intend to register said name with the Clerk of the Circuit Court, Seminole County, Florida, in accordance with the provisions of the Fictitious Name Statutes, To wit: Section 845.09 Florida Statutes 1967.

S. Ruth E. Wall
Publish: Aug. 3, 10, 17, 24, 1972
DEF-14

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S. D. Hope Pickett
Publish: Aug. 3, 10, 17, 24, 1972
DEF-14

Legal Notice

FICTITIOUS NAME

NOTICE IS HEREBY GIVEN that I am engaged in business at 2008 Howell Branch Road, Winter, Seminole County, Florida under the fictitious name of T.M.L. CHALKLEY, and that I intend to register said name with the Clerk of the Circuit Court, Seminole County, Florida, in accordance with the provisions of the Fictitious Name Statutes, To wit: Section 845.09 Florida Statutes 1967.

S. Tim L. Chalkley
Publish: July 13, 20, 27, Aug. 3, 1972
DEF-14

Legal Notice

FICTITIOUS NAME

NOTICE IS HEREBY GIVEN that I am engaged in business at 977 Highway 406, Altamonte Springs, Seminole County, Florida under the fictitious name of M.D. FLOIDA, and that I intend to register said name with the Clerk of the Circuit Court, Seminole County, Florida, in accordance with the provisions of the Fictitious Name Statutes, To wit: Section 845.09 Florida Statutes 1967.

S. Ronald B. Henderson
Publish: July 13, 20, 27, Aug. 3, 1972
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DEF-14

1x2

means 1 column by 2 inches. Too small for an ad to be noticed or effective? You're reading this one!



appearing in The Sanford Herald are available to you in 8x10 reprint size for \$3.

DIAL 322-2611 or 831-9993

Legal Notice

NOTICE UNDER FICTITIOUS NAME STATUTE

TO WHOM IT MAY CONCERN:

NOTICE IS HEREBY GIVEN that the undersigned, pursuant to the Fictitious Name Statute, Chapter 845.09, Florida Statutes, will register with the Clerk of the Circuit Court in and for Seminole County, Florida, in accordance with the provisions of the Fictitious Name Statutes, To wit: Section 845.09 Florida Statutes 1967.

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The Herald Bargain Section

Bank Lists Promotions

The promotions of several officers of the Commercial Bank at Winter Park have been announced by George F. Anderson, president. Michael O. Crocker was elected assistant vice president and Harry E. Rice and Billy F. Watts were named assistant vice presidents.

Eckerd Dividend 3 1/2%

CLEARWATER — The board of directors of the Jack Eckerd Corporation declared a regular quarterly cash dividend of 3 1/2 cents per common share, payable Aug. 1, to shareholders of record at the close of business July 17.

Unemployment Down

TALLAHASSEE (Sp.) — Florida's unemployment rate declined again last week, the Florida department of commerce said.

VW Donates Beetle

JACKSONVILLE — The 15-millionth Volkswagen Beetle to roll off the assembly line was presented to the Smithsonian Institution by Volkswagen of America, U.S. importer of the bug-shaped automobile.

Shawnee Moves To McCoy Jetport

Shawnee Airlines has announced, effective Aug. 1 that it will move the airline's Orlando Station from Orlando Herndon Airport at Highway No. 50 East to Orlando's McCoy Jetport and will henceforth operate all flights from McCoy.

New Toyota Warehouse

JACKSONVILLE — When Jim Moran, president of Southeast Toyota Distributors, Inc., officiated at the ribbon-cutting ceremony marking the opening of his new, 13-million building at Jacksonville it made available for his Toyota firm a warehouse area equal in size to the total area of three football fields.

Florida Gas Names Counsel

HUNTER PARK — Selby W. Sullivan, a partner in the Houston (Texas) law firm of Andrews, Kurth, Campbell & Jones, has been elected to the board of directors of Florida Gas Company and has been named as general counsel and secretary of the company.

Reelected To Cornell Council

Thomas E. Bartlett, vice president and controller of United Bancshares of Florida, has been re-elected to the administrative board of the Cornell University Council for a three-year term.



GET READY... Get set... Go! Preschoolers Mike Collyer, Robbie LaPorta and Joey Mandese learn diving as part of their swimming course at Eastbrook Pool.



LEARNING the block hold in a Red Cross Junior Lifesaving course at Eastbrook Pool from coordinator Mrs. Anita McGinnis are Jim Gallimore (left) and Chris Stansberry.

Swimming Classes Held At Eastbrook

EASTBROOK — The swimming program at Eastbrook pool has been in full swing since May, according to coordinator Anita McGinnis.

The program began with 12 children first through sixth grade, and will be expanded to include 20 children and 32 adults at Eastbrook pool this summer.

FREDDY FIXIT

CAMPBELL & BAER

To make it easier to fit a new window, screw a garment hook into the top of the frame. It gives something to hold on to when carrying it up and down the ladder, fitting in place or pulling it loose. Remove hook when completed.

Flood Areas May Lose Insurance

WASHINGTON — Floods are a leading topic of discussion in the halls of government these days.

But, at a time of serious concern over flood hazards, 64 communities in 10 states appear in danger of losing eligibility for federally subsidized flood insurance.

How To Be 'Centsible' Mattress Shopping Hints

Insulation is determined by the price. The more you pay, the better the quality. The ticking (outside fabric) should weigh eight ounces per yard for the best quality. Some mattresses have a layer of foam between the felt and the ticking. The foam will be quilted with the ticking. It should be at least one half inch thick to do any good.

OYSTERS-HOLIDAY STYLE

1 cup coarse bread crumbs
1 cup coarsely crumbled saltines
or Sprinkle 1/2 cup of saltines
2 dozen raw oysters, drained
(about 1 quart)

COMBINE BREAD AND cracker crumbs. Toast lightly in 300° oven. Mix crumbs and melted butter. Sprinkle 1/2 cup of saltines. Arrange half the oysters over crumbs. Combine oyster liquid and remaining ingredients. Pour half the liquid mixture over oysters. Repeat crumb and oyster layer. Continue remaining liquid. Top with remaining crumbs. Bake in preheated, 425° oven for 30 minutes.

SATURATED COVERAGE WITH

The advantages of a foam mattress other than its light weight is its mildew, moth, and insect resistance. It is non-allergenic and self-ventilating. The cover is removable so that it can be washed.

The Herald Bargain Section

25,000 copies are distributed to more than 100,000 readers throughout the area, including: Sanford, Enterprise, DeBary, Deltona, Osteen, Longwood, Casselberry, North Orlando, Fern Park, Altamonte Springs, Oviedo, Chuluota, Forest Park, part of Winter Park, Maitland and Geneva.

Vershel Joins Paulucci

DULUTH, Minn. (Sp.) — Appointment of Lawrence Vershel, former publications chief for the American Federation of State, County and Municipal Employees, AFL-CIO, to the public relations staff of J.P.P. & Associates, Inc., Duluth advertising and public relations agency, was announced today by Lee Vann, chairman of the board.

BOOK REVIEWS

**Pretend (?)
You're Already
Incompetent**

THE PETER PRINCIPLE by Lawrence J. Peter. Morrow, 221 Pages. \$5.95.

Remember "The Peter Principle"? It was a very popular book telling why things go wrong.

Its thesis was that every employee tends to rise to his level of incompetence. That is, he usually gets promoted one step beyond the jobs that he can handle. For example, he may be a very good engineer, but when he becomes a supervising engineer he bungles the supervision.

The present book is a sort of extension, or follow-up, of "The Peter Principle." On the premise that "Man cannot live by incompetence alone," it sets guidelines for making things go right.

There are scores of tips on how to defend yourself from the perils of the "Principle." For example, "When threatened with an unwanted promotion, pretend you are already incompetent." And one way to do it is to use such unintelligible jargon that no one will understand you.

Dotted throughout the text are pertinent quotations from such authors as "W. Shakespeare" and "A. Einstein," or "W. Churchill," not to mention "L. Peter."

The book also has been decked out with a lot of quotations from old issues of the "British Humor Magazine." "Punch," with appropriately irrelevant captions.

Some readers may have the uneasy feeling that all this adds up to a freaked-out version of what are known in the trade as "self help" books, but it really that bad. It's kind of fun to browse through.

Miles A. Smith
Associated Press

**Innocent
Doesn't
Triumph**

JOSH LAWTON By Melvin Bragg. Knopf, 193 Pages. \$5.95.

In this novel the central figure, Josh Lawton, is one of those natural innocents who is so good, so naive, moral and perfect that he never does anything wrong. And when he is wronged, he never strikes back.

The scene is a remote English village. Josh had been raised in an orphanage, where an overzealous vicar tried to make a father to him. Josh has become a hired hand, being taken in by a childless farmer and his wife, who also try to be foster parents to him. Then Josh picks up a strange friendship with an ex-Army character who lives in the vicarage, and who fills the emptiness of his own life by attaching himself like a leech to the innocent young man.

Then there is Maureen. She comes from a scruffy family, has a crude, sexy charm and is anything but innocent. So of course Josh falls madly in love with her and they are married. Not surprisingly, she soon becomes unfaithful to him, and that leads to a final tragedy that brings the narrative to a rough close.

One way you look at it, the author seems to be making the point that a good man has a hard time in this world. But there is another view — that a man can be so hopelessly innocent that he is his own worst enemy, so flawlessly correct that he cannot adjust to a world in which human nature is inevitably imperfect.

Take it as you like, you may have some trouble wading through it, as it moves slowly.

Miles A. Smith
Associated Press

Dinner Creates Problem: Many Guests Coming?

By ANN RUDY
Copley News Service

When our family plays "Guess Who's Coming to Dinner?" it has nothing to do with race relations.

It's a game any number can play as long as you have a mother, father and a couple of kids.

It goes like this: after reading in the morning paper about a hamburger dish for four which can be prepared for only \$1.25, mother goes to the market early in order to avoid the crowds. She fills her shopping cart with the required ingredients plus a huge, sale bag of cookies which, she hopes, will delight those at home.

She leaves the market feeling organized, efficient and on top of the day. When she gets home, however, her daughter is just leaving for her summer job and calls back over her shoulder, "I won't be home for dinner tonight — have a date."

Then little brother comes running in the back door and asks if he can invite his friend to dinner. Mother says of course, congratulating herself on smoothly losing one and gaining another within thirty seconds. But the game is only just getting started and by the end of the day everybody's plans have changed repeatedly.

The budget meal has increased in cost from \$1.25 to \$32.50, but what can you say to a kid who asks you if his Boy Scout troop can stay when they are standing there with their merit badges hanging out?

And what's a mother to do when her daughter brings her boyfriend home to eat because all his money is tied up in cash? And that other couple they double-date with can't just wait in the car.

When a mother has that many unexpected guests to feed the governor should declare her kitchen a disaster area so she could get government funding. And then the Red Cross could come in and help do the dishes. Or at least pass out those sale cookies and cups of hot chocolate to the multitudes.

At any rate, if a mother wants to win at a game of "Guess Who's Coming to Dinner?," she must always remember: you never can tell.

SINGER MAKES DONATION
NEW YORK (AP) — Neil Diamond has donated \$100 to Phoenix House here and the same amount to the Los Angeles Free Clinic.

Phoenix House is a rehabilitation center for drug addicts.

The money came from the sale of souvenir programs during a recent U.S. tour by Diamond. It is meant to aid both establishments with purchase of medical supplies and operating expenses.



There's nothing like a 20-gallon casserole.

The Top Ten

Beating records of the week based on the *Sanford Herald* nationwide survey

DADDY DON'T YOU WALK SO FAST, Wayne Newton

ALONE AGAIN (Natural), Gilbert S. Sullivan

BRANDY, Looking Glass

IF LOVING YOU IS WRONG, Luther Ingram

TOO LATE TO TURN BACK NOW, Corrales

SCHOOL'S OUT, Alice Cooper

WHERE IS THE LOVE?, Roberta Flack and Donny Hathaway

HOW DO YOU DO?, Mouth and MacNeal

DAY BY DAY, Godspell

LONG COOL WOMAN, IN A BLACK DRESS, Hollies

Dawn Breaks but it Isn't Easy

By MARY CAMPBELL
AP Newsfeatures Writer

A singer from the days of Frankie Avalon and Fabian, going back into the business, is just about to miss all those pitfalls awaiting the unsavory new performer, right? Well, maybe but there are other pitfalls. Just ask Tony Orlando of Dawn.

Tony Orlando was raised as a singer by Don Kirshner when he was 16.

Kirshner also gave Tony Orlando his name. With Dion DiMucci and Paul Anka doing well, Kirshner said, "You've got to be Italian from Philadelphia." Orlando was Greek and Spanish, from New York.

His name was Michael Anthony Orlando Casavakos, which his grandfather had changed to Casavitis. Kirshner shortened it some more, to Tony Orlando.

He was the first one to have independent production and publicity writers. He'd tell them to write a follow-up to such and such a hit. Carole King was a staff writer on a staff of 30 writers. She was 18. She wrote "Some Kind of Wonderful," "Take Good Care of My Baby" and "Will You Still Love me Tomorrow" for me.

Orlando did demos of Carole King records; other people had the hits with those. And he had some hits himself. "Halfway to Paradise" and "Bless You" by Barry Mann, also in that office, and "Beautiful Dreamer."

It was an incredibly successful office. Nobody was over 21 at the time. The head of the office was 26.

Then, Kirshner sold to Screen Gems, and writers and pro-



TONY ORLANDO

ducers went with the deal, but not performers. "Burt Bacharach produced a date with me and so did Bob Crewe and Phil Spector — name them and I went with them — and I didn't

have a hit. I thought, well, they're all hot, maybe it is me. In terms of radio play, most of the million-selling single acts were dying. English groups were coming in. I was the youngest olde but goodie that ever lived. I said, goodbye, it is over. But I loved the record business and decided to go, maybe, to record promotion. I wanted to work with writers and producers. I went into the publishing end, starting with MGM and then to Anril Blackwood, which was Columbia Records' publishing.

At one time, there were 14 groups calling themselves Dawn and performing. Orlando started some lawsuits to get them stopped. He says, "I'd spent the royalties I'd made up to this time. But I was committed. I realized I enjoy being an entertainer. I consider us professionals. We're three committed performers. That is the way we're looking at it."

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K28310D		

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72H-1110	10'2" x 10' x 6'10"	9'7" x 9'7" x 6'8"	129.95	119.95

VILLAGE BLACKSMITH

• 7620 Trowel	• 7623 Wrench
• 7632 Cultivator	• 7628 Transplanter

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1 x 4 x 3' S4S	28¢ pc.
1 x 4 x 4' S4S	41¢ pc.
1 x 4 x 5' S4S	52¢ pc.
1 x 6 x 3' S4S	47¢ pc.
1 x 6 x 4' S4S	56¢ pc.
1 x 6 x 5' S4S	72¢ pc.

SAWHORSE BRACKETS

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SAWHORSE BRACKETS

Regular Price 1.50 **Scotty's Sale Price 1.25** pair

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1 x 2 x 3' S4S	15¢ pc.
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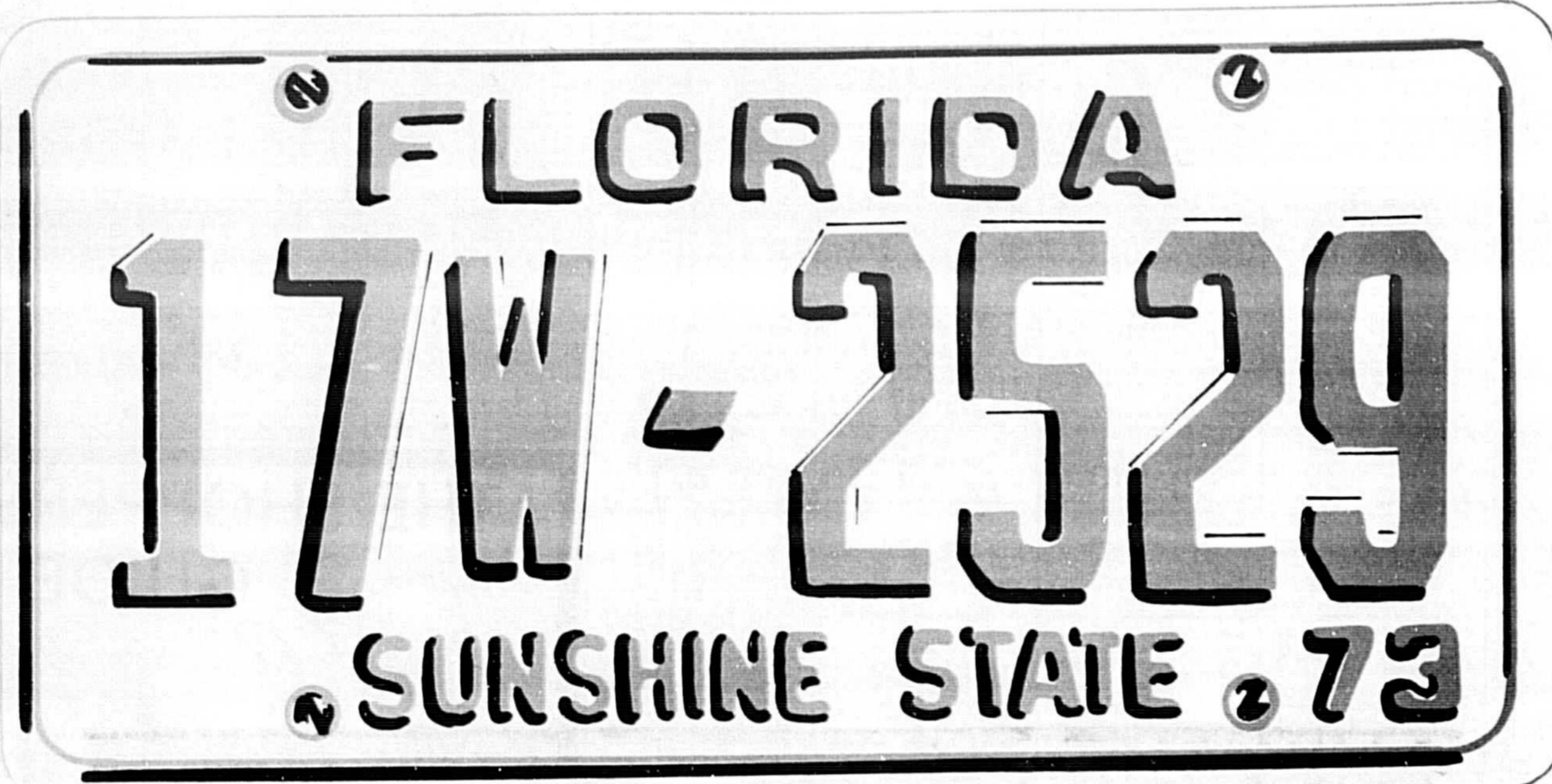
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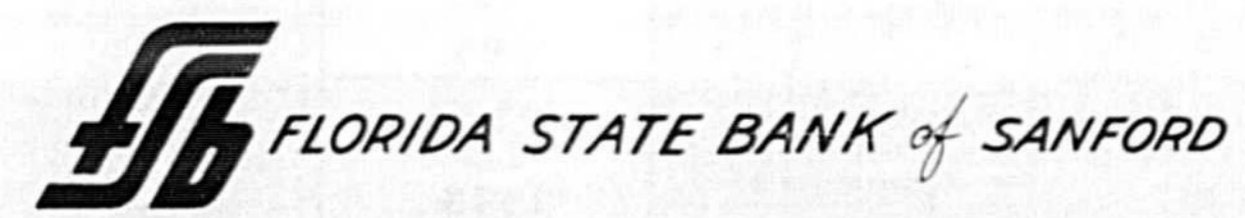
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The Sanford Herald

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'YOU CAN'T TELL THE PLAYERS WITHOUT A PROGRAM'
Two now familiar faces appear in this photo of the South team in the sixth annual Florida high school All-Star football game on Aug. 12, 1954, at the University of Florida. No. 22 (left inset) was Buddy Reynolds, of Palm Beach, a back. No. 16 (right inset) was Ronald Renaud, of Miami Tech, also a back. Renaud today is Lefty Renaud, of The Sanford Herald staff. Reynolds today is Burt Reynolds, the movie star recently featured in Cosmopolitan's centerfold. Clifford Martin, Seminole High 1971 graduate, is featured in this year's high school All-Star game tonight at Florida Field.



AROUND THE CLOCK
By John A. Spolaki
We do have the country's biggest sports writer... all 450 pounds of him, and there just "ain't" nobody with a bigger heart or more determination and devotion to his job than our own Gary Taylor.

Purely personal... thank you for your complimentary comments on my recent column expressing thoughts about how McGovern goofed in booting Eagleton off the ticket. After reading the current issue of Newsweek, evidently most of the other people around the country feel the same way. The nerve of it all... trying to get a lead balloon to "fly", even after it sank the first time around. I mean Muskie... what a bomb in the primaries and now, to seriously consider having him as a running mate? If the Democrats are intent on proving that someone "flipped" they deserve our congratulations for doing a splendid job. (The fact that they may have blown their chances of getting into the White House must be incidental to Mankiewicz and Company...)

Wholesale Price Rise To Continue Increasing

By NEIL GILBRIDE, AP Labor Writer
WASHINGTON (AP) — Wholesale prices posted in July the sharpest rise in five months, continue increasing at a faster pace than before President Nixon's Phase 2 wage-price controls, the government said today. Last month's increase in prices of food and a broad range of industrial raw materials and manufactured goods was eight-tenths of one per cent, the Bureau of Labor Statistics said. The report said wholesale prices in the eight months of Nixon's Phase 2 controls rose at an annual rate of 5.7 per cent compared with 5.2 per cent in the eight months before the Phase 1 wage-price freeze imposed a year ago. The bureau also reported that the nation's unemployment rate remained unchanged in July at 5.5 per cent of the work force and total employment was virtually unchanged at 83.4 million. Wholesale prices posted in July the sharpest rise in five months, continue increasing at a faster pace than before President Nixon's Phase 2 wage-price controls, the government said today.

Federal 'Sunshine' Law Seen By Chiles

U. S. Sen. Lawton Chiles has introduced a federal "Government in the Sunshine" bill which would virtually eliminate secret meetings in the Congress and the executive branch of the federal government. Exceptions would be in matters relating to national security and defense, matters required by other law to be kept confidential, meetings related solely to an agency's internal management, and disciplinary proceedings which could adversely affect an individual's reputation. Chiles said the legislation was adapted from Florida's government-in-the-sunshine bill which was approved in 1967 when he was in the state Senate. "Since I came to the U.S. Senate last year," he said today, "I have become very disturbed by the great amount of public business I have found being conducted behind closed doors and by the attitude of secrecy I've seen in our federal agencies. I'm not surprised that people are suspicious of our motives and are losing confidence in their government when they are shut out of the decision-making process." He added, "All of us know the feelings of alienation and frustration many people have toward government these days. As government has grown, it seems to have gotten further away, out of the reach of people. It's not responsive enough; there's too little communication and understanding and trust." The Senator said he believes this public discontent is "in part due to government secrecy," and he has introduced the bill to correct it, "totally unnecessary secrecy."

Sports Scribe Shuffled In 'Motel Chess Game'

Sanford Herald Sport Editor Gary Taylor is vacationing in Alabama presently, but will be combining business and pleasure when he covers the Fourth Annual Talladega 500 for the Herald's racing fans. Taylor has a report in today's Herald on the first 20 drivers to qualify for Sunday's 500-mile. First hand results as well as photo's will be displayed in Monday's Herald concerning all the action at Talladega. By GARY TAYLOR, Herald Sports Editor
OXFORD, Ala. — Our visit for the Talladega 500 started out like this: PETE HAMILTON — "But I tell you, I've got to have a room." MOTEL MANAGER — "I'm sorry sir, but all our rooms are reserved. Are you connected with the races?" HAMILTON — "I qualified seventh for Sunday's race." MANAGER — "Congratulations. I still don't have a room." HAMILTON — "How about a roll-away for the kid?" MANAGER — "Well, a few people haven't come in for their reservations yet. I'll give you one of those rooms and then we'll see what happens. Let's see... Gary Taylor, Sanford Herald. I'll give you his room." HAMILTON — "Gary? Who? Sanford what?" So in strolled this writer and guess who doesn't have a room? I mean, there's just something about it. It's such a satisfaction knowing Hamilton didn't have to sleep on the floor last night. It still didn't help my situation. About 15 minutes later this writer was in a motel room, which was reserved by someone else, a fellow named Owens. By the way, the manager should have told Owens his room had been taken by Hamilton. It didn't seem to thrill him too much to know that Gary Taylor was in his room. But the manager solved his problem in the usual way. You guessed it... he gave Owens a room... reserved by Smith. At least I did get into the motel, and I've got some pretty good company, besides Hamilton. In fact, the top four qualifiers for the Talladega 500 are all staying here: Bobby Isaac, David Pearson, Richard Petty and Buddy Baker. Fred Lorenzen is also staying here. Pearson established an "unofficial" underwater swimming record Wednesday night in the Motel pool. He decided to "cannonball" felloe driver Isaac and he hit the water so hard it splashed the bottom of his bathing trunk. Isaac made sure everyone around was aware of Pearson's predicament and hour's search on the bottom of the pool failed to locate Pearson's red button and he finally climbed out of the pool, clutching the front of his trunks, and made a mad dash for his room. No wonder Pearson wasn't anywhere around the pool last night.

In Finding Running Mate McGovern: 'No Trouble'

By GREGG HERRINGTON, Associated Press Writer
WASHINGTON (AP) — Three senators have refused anew to accept second spot on the Democratic ticket, but presidential nominee George McGovern says he is having no trouble finding a running mate. "There's no difficulty finding applicants," McGovern said Thursday. "We've easily got more candidates for the job than we have members of the U.S. Senate." The South Dakota senator said he will announce no later than Monday his choice to replace Missouri Sen. Thomas F. Eagleton on the ticket. McGovern's national political director, Frank Mankiewicz, had said earlier that the decision would be announced by tonight. McGovern confirmed, in response to questions, that this week he scouted out Sens. Hubert H. Humphrey of Minnesota, Abraham Ribicoff of Connecticut and Edward M. Kennedy of Massachusetts about accepting the vice-presidential nomination. But all three said no. McGovern said he did not push them on it because he had discussed it with them during the Democratic National Convention, where they first refused. Speculation over McGovern's next choice is centering around Sens. Edmund S. Muskie of Maine, Muskie, who a year ago was considered the favorite for the presidential nomination. McGovern met with a dozen newsmen in his Senate office as he attempted to lay to rest increasing speculation that he is having serious trouble getting a suitable running mate. As he denied those reports, McGovern said he is purposely taking his time in recommending a successor to Eagleton, who was persuaded by McGovern to withdraw from the ticket following disclosure that he had been hospitalized for depression stemming from nervous exhaustion and fatigue in 1969, 1964 and 1966.

Robber's Loot Set At \$530

An armed robbery and three rapes or attempted assaults were reported by Sanford police and Seminole County sheriff's investigators since Thursday noon. The robbery occurred at the Shop 'N' Go convenience store in Goldenrod, where a bearded, blond-haired man with a pistol pointed at Melvin Lanier, assistant store manager, escaped with a reported \$530 in cash, taken from the store safe and cash register. Sheriff's investigators Robert Kunkler and Roy Hughey were dispatched to the store just after 9:30 p.m., when the robber escaped in a blue pickup truck after forcing Lanier to lie on the floor. The subject is believed to be in his early 30s, wearing white shirt and jeans. In Sanford, two 16-year-old youths were jailed by Sgts. Johnny Parker and William Bernosky for the attempted rape of an 11-year-old girl. Det. Sgt. William Lykens, police investigator, reported the incident occurred in the western part of the city at a swimming hole near Academy Manor. The girl was taken to Seminole County Health Clinic after the attempt by the youths to force sexual relations, the investigator added. The two accused have been incarcerated in the juvenile section of the county jail. A second reported attempt to rape an 11-year-old girl happened just off Ridgewood Avenue at Altamonte Springs, according to a report by Deputy Douglas W. Huth, who was summoned to the area when a girl reported she was chased by a blond man between 20-25 years of age. The man, chased the girl for a while, before he was frightened away by her screams and a passing motorist. The motorist returned the girl to her home. Authorities were summoned but Huth reported the man had left the area. Detective Robert Kunkler Thursday afternoon investigated the reported rape of a 15-year-old girl by a 22-year-old man but, according to the investigator, the parents of the girl did not want to prosecute the man and no charges were filed. He assured that no motor boats would be permitted on the section of lake that would bound the PUD and as many trees as possible would be saved.

Sand Cove Village Is Nixed

By DONNA ESTES
LONGWOOD — A new longwood unit development concept, Sand Cove Village, for the property south of Fairy Lake was turned down by the zoning board last night on a three-to-two vote. The developer, Don Lee, of Atlanta, told the board current plans call for 160 apartments and 352 condominiums, while the current residential zoning would be retained for construction of single family homes on a portion of the lake bounded land. He assured that no motor boats would be permitted on the section of lake that would bound the PUD and as many trees as possible would be saved.



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