

State Has Acquired 48% Of Canal Land

JACKSONVILLE (SpI)—The Canal Authority of the State of Florida already has acquired 48 per cent of the right-of-way for the Cross-Florida Barge Canal, and it is expected that about 20 per cent more of the right-of-way will be purchased by the end of the fiscal year, July, 1967.

This was announced by Col. Giles L. Evans Jr., manager of the Canal Authority at a board of directors meeting today at the Authority office.

Col. Evans noted also that as of July 31, 1966, more than \$30 million, or about 30 per cent, of the total construction work on the Canal has been contracted.

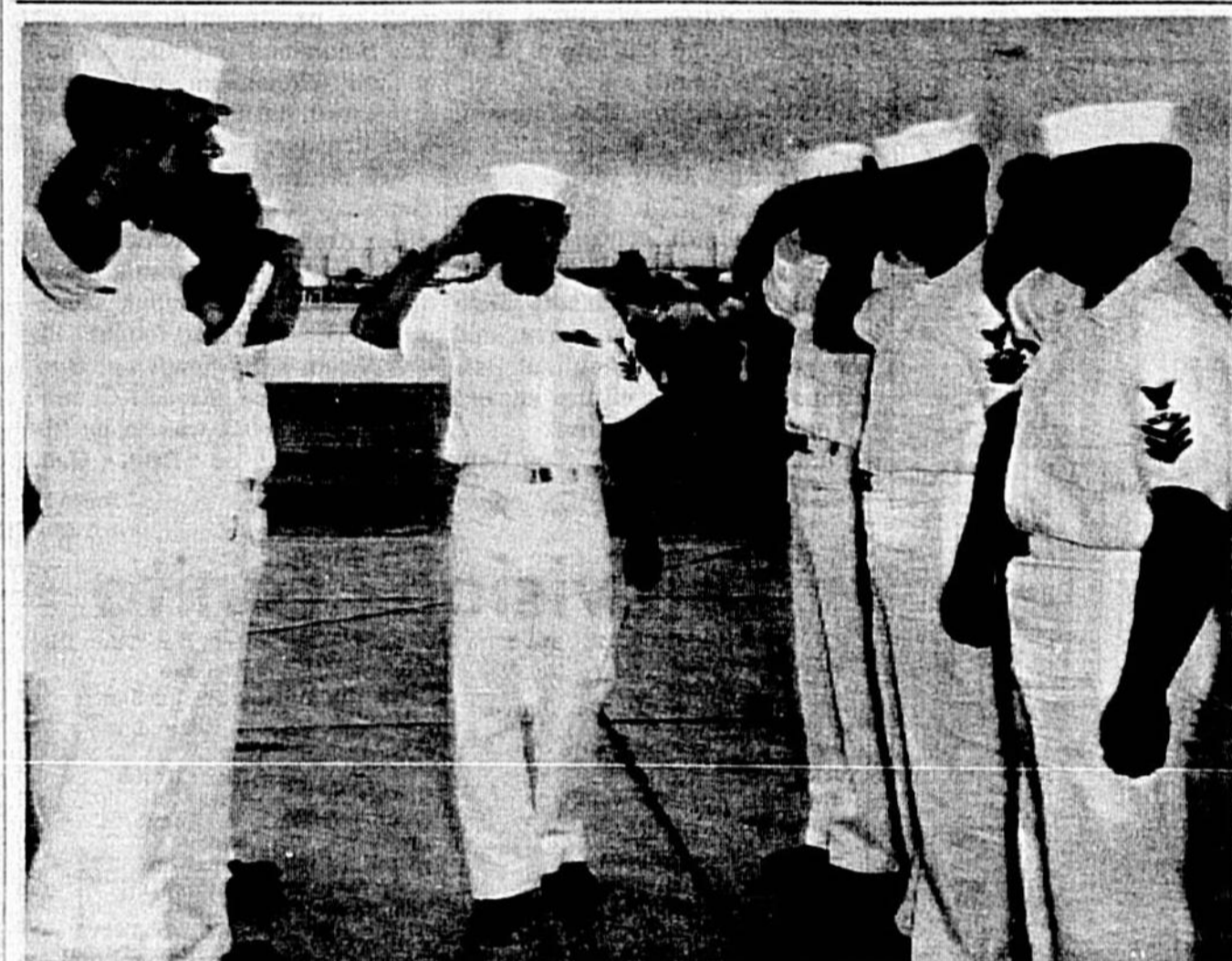
In his report to the board, Col. Evans also pointed out that the Authority now has acquired all the right-of-way for the Rodman Pool Clearing Area and a good portion of the Rodman Reservoir Area.

During the meeting, a delegation from Marion County discussed with board members port sites, roadways and recreation sites along the Canal. L. R. Highways, Jacksonville-St. Augustine, chairman of the canal board, complimented Marion County on the excellent job it is doing in working with Canal officials to foster the progress of the Canal and the use of its surrounding lands.

Representing Marion County were G. W. Mullins, Ocala, chairman of the County Board of Commissioners; and Eugene E. Folks, Dunelton; J. G. Kirk-



JACK R. MILWOOD, ADJ1, received his sixth Good Conduct Medal and was honored, as is traditional, by being "piped over the side" as he retired from active Navy duty at Sanford Naval Air Station and was transferred to the Fleet Reserve. (Navy Photo)



RAY B. SLOAN, CS1, was "piped over the side" as final tribute as he ended his Navy career at recent quarters of the "Checkertails." He was transferred to the Fleet Reserve. (Navy Photo)

Honeymoon Cottage Ready For Luci, Pat

AUSTIN, Tex. (AP)—The duplex rented to Pat and Luci Nugent will be furnished, cleaned and ready for occupancy when they arrive in Austin to take up housekeeping.

The brick apartment has been the scene of activity all week as furniture has been moved in, the yard has been mowed and sprayed up and the inside has been cleaned.

The Nugents were married Aug. 6. President Johnson's daughter is scheduled to take part in the wedding here Saturday of an old friend, Kathleen Carter, daughter of Clifton C. Carter, who recently resigned as executive director of the Democratic National Committee.

Neighbors said the furniture and a number of boxes were moved in Monday, and a couple laid shell paper, dusted, cleaned and straightened up yesterday. Two boys moved the lawn and cleaned out flower beds Tuesday.

The furniture and belongings were delivered by two pickup trucks, identified as belonging to Texas Broadcasting Co., which operates the Johnson

LBJ Entertains Ambassadors

WASHINGTON (AP)—President Johnson entertained Latin American ambassadors and representatives to the Organization of American States Wednesday night in a Potomac River cruise aboard the yacht Sequoia.

One ambassador reported there was little serious conversation during the cruise. He said Johnson was cheerful, relaxed and full of stories and jokes.

Two color films were shown, one of the President's visit to Mexico City in 1962 and the other of his Texas ranch. A buffet of shrimp, rice, lamb and ice cream was served.

EXPERIENCED SALESMEN WANTED

IF YOU'RE TIRED OF TRYING TO SELL REAL ESTATE — INSURANCE — OR EVEN DOOR-TO-DOOR PRODUCTS AND ITEMS —

Contact David Smith, mgr.

HOLLER MOTOR SALES

2215 W. FIRST ST. 322-4231

WE NEED SALES REPRESENTATIVES FOR AMERICA'S FINEST AND MOST POPULAR CARS . . .

Cadillac • Oldsmobile Chevrolet • Chevy Trucks

AS A RETAIL SALESMAN YOU HAVE . . .

A NEW CAR DEMONSTRATOR, GAS, OIL FURNISHED, MAINTENANCE FURNISHED, BEST PAY PLAN.

WAY ABOVE AVERAGE EARNINGS. PAID VACATION, HOSPITAL INSURANCE.

BE A NO. 1 SALESMAN FOR NO. 1 PRODUCTS AT SEMINOLE COUNTY'S NO. 1 DEALER . . .

HOLLER MOTOR SALES

Mather's August Sale!

3-Pc DUAL CORNER GROUP

Choice of attractive plaid/solid or Soft Vinyl plastic cover over comfortable foam on spring construction. . . Seats 6; sleeps 2 in comfort. . . Regular \$179.95.

\$148

3 PIECES

BUNK BED OUTFIT

Attractive sturdy maple finished bunk bed set complete with Innerspring mattresses, ladder and guard rail. Regular \$109.95.

Marching Chest . . . \$38.00
Desk . . . \$38.00

\$88

COMPLETE

9-Pc. TWIN HOLLYWOOD OUTFIT

2 plastic headboards, 2 mattresses, 2 box springs, 2 sets of legs, and the spacious Mr. & Mrs. chest.

\$118

NOW... DON'T MISS OUT ON THIS EARLY AMERICAN SALE

PLASTIC FINISH BAKED ON!

FORMERLY EXPENSIVE this bedroom has everything!

MATTRESSES AND BOX SPRINGS COMPLETE \$58 SPECIAL!

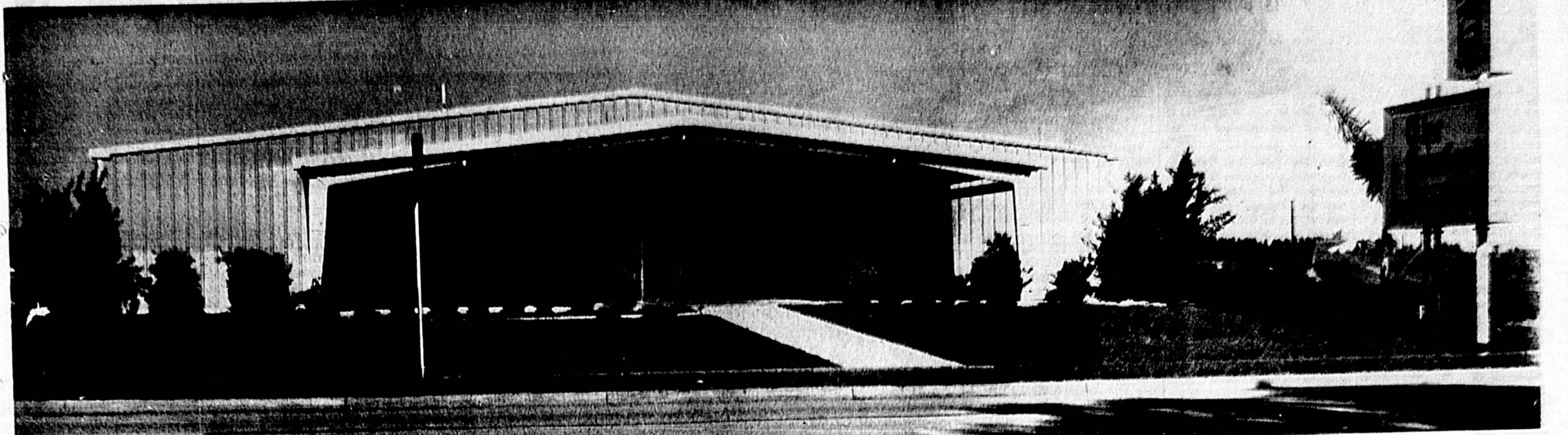
Compare At \$169 \$128.00 pay only \$10 down

OPEN FRIDAYS TIL 8 P.M. & ALL DAY WEDNESDAY

MATHER OF SANFORD FURNITURE

203-209 E. FIRST ST. DOWNTOWN SANFORD PH. 322-0983

Herald Invites Y'all To Open House!



Invitation is extended by The Sanford Herald to all its readers and friends to join in a double celebration: The newspaper's 58th birthday and the formal opening of its new and modern plant.

The very first edition of The Herald appeared on the streets on Aug. 22, 1908, and thus it is that on Monday the paper will have been serving the reading public for 58 years. That is older than Seminole County.

"Open House" for the public will be held between 2 and 5 p.m. Sunday at the new facility on North French Avenue, between First Street and Lake Monroe.

The Herald has quadrupled in growth in the last five years, so much so it outgrew the previous facility on West First Street. Ground was broken early this year and now the staff is ready to "show off" the all-steel building and all the new equipment and appliances necessary for publishing a modern newspaper in a modern today.

Guests at the "Open House" Sunday afternoon (2-5) will be taken on a tour of the entire plant, with staff personnel to guide the way, explain the intricacies of publishing a daily newspaper and to answer questions.

(A preview "Open House" for governmental officials and other invited guests will be held Saturday afternoon.)

Publisher-editor and Mrs. Walter A. Gielow will meet our guests at the door, after which the guides will take over, and the guests will be taken in small groups throughout the plant.

Publication of a newspaper is divided into five main divisions: News, advertising, circulation, printing and pressroom.

Prime purpose of a newspaper is to disseminate news and other information of general interest to its readers. It follows, then, that to finance the news department there must be a source of revenue, and that is the purpose of the advertising department. It

is here that merchants and others "display" their wares for sale, and in so doing the newspaper raises its revenue to operate.

But equally important is the circulation department, whose job it is to distribute the daily paper throughout the reader area. As the news room builds a better newspaper, circulation goes up, and as circulation goes up, so do the advertising rates.

All three of these divisions are dependent on each other, and all are dependent on the personnel in the composing room and pressroom. For without the printers and pressmen there would be no newspaper.

So the tour will begin in the "front office" — the guides pointing out the classified ad department, where the courteous ad takers receive your ads by telephone or over the counter; the business office, where all the necessary "paper work" is accomplished; and the circulation department, whose mighty chore it is to have your copy of The Herald placed on your front doorstep each afternoon.

On the display advertising side "dummies" will be laid out for perusal, to give the guests an idea of how a large or small display ad is drawn up.

The size of a daily newspaper (the number of pages) is determined by the amount of advertising. Each afternoon the ad department delivers "dummies" for the next day's paper to the newsroom. These "dummies" are business-letter-size sheets, with ads marked in where they are to be placed by the printers.

The tour will then proceed to the newsroom. News people (like the writer) feel that this is the pulse of the newspaper. It is here where the excitement is, building up through the morning and early afternoon until "headline" is reached and the paper is "put to bed."

News personnel will be on hand to assist the guides in explaining the "workings" of the newsroom, how correspondents throughout Seminole County. (Continued on Page 1)

Seminole County *** on the St. Johns River *** "The Nile of America"

The Sanford Herald

Phone 322-2611 or 425-5938 Zip Code 32771

WEATHER: Thursday 93-70; weekend: Temperatures above normal.

VOL. 58 NO. 260 — AP LEASED WIRE — Established 1908 — FRIDAY, AUGUST 19, 1966 — SANFORD, FLORIDA — Price 5 Cents

Airlines-Union Pact OK Seen

WASHINGTON (AP)—Striking machinists voted today on ending their walkout that has grounded five airlines for six weeks.

Key union officials predicted acceptance of the contract granting hefty increases in wages and benefits. But leaders

of some locals opposing ratification were reported trying to line up votes against the proposal in other cities.

"It's going to carry," said P. L. (Roy) Simmler, president of the AFL-CIO International Association of Machinists. He fore-

cast a favorable vote of 60 per cent at union local meetings across the nation.

Airline spokesmen said some flights could resume Saturday if strikers accept the contract. Service should be back to normal by next week, they said.

More than 35,000 machinists reached as Congress deliberated

on legislation which would order strikers back to their jobs. Action on the measure was delayed pending outcome of today's vote.

The new proposal is considerably fatter than the White House agreement rejected by a 13 margin. It calls for a 36-cent hourly pay raise over three years for top mechanics now receiving \$332 an hour, and also contains a cost-of-living wage escalator clause.

Simmler urged acceptance of the contract, as did AFL-CIO President George Meany, and leaders of union locals embracing some 20,000 of the strikers.

The union's headquarters here reported strong support from local leaders in Washington, Miami, Chicago, Kansas City, Minneapolis, Seattle, Pittsburgh, Atlanta, and some of six locals in New York.

The union acknowledged, however, that there were some pockets of opposition. One New York local and two in Los Angeles with a total of 3,700 members said they would recommend rejection.

In San Francisco, home base of 6,000 strikers, the local's executive board voted "not to oppose" the contract. This was viewed by union officials here as a victory because San Francisco was a major trouble spot in the earlier contract rejection.

Joseph W. Bowman, Kansas City local president who recommended approval of the pact, said he had received telephone calls from machinists leaders in other areas trying to get me to change our decision."

But Bowman described the contract as a "real good" one and said "I would hate to see us invite legislation by rejecting it."

The five airlines which normally handle 60 per cent of the nation's air commerce, have lost upwards of \$30 million in revenue during the walkout — the worst in airlines' history.

The strikers, plus some 35,000 to 30,000 furloughed employees, have lost more than \$60 million in wages. And even bigger losses were recorded by tourist areas that depend heavily on air travel to bring them business.

WE'RE PROUD OF OUR NEW PLANT WHICH IS DESIGNED TO GIVE YOU A BETTER NEWSPAPER SO WE ARE HAVING AN 'OPEN HOUSE' FOR ALL OUR FRIENDS THIS SUNDAY ON NORTH FRENCH AVENUE NEAR LAKE MONROE... Y'ALL COME!!

WALTER A. GIELOW
PUBLISHER - EDITOR

Now Renting...

Sanford's Lakelmont

GOLD MEDALLION APARTMENTS

DOWNTOWN AND CONVENIENT TO EVERYTHING!

ALL ELECTRIC KITCHEN APPLIANCES HEATING AND AIR CONDITIONING BY GENERAL ELECTRIC

Town 'n Lake

GARDEN APARTMENTS

711 EAST FIRST STREET
PHONE 322-1120
OR SEE RESIDENT MANAGER

THE moc with hand-sewn vamp and value!

Autograph

SHOES FOR MEN

The look . . . the every feature that has made this great shoe buy so popular among campus men—all men who insist on the "genuine article!"

\$11.98

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SANFORD SHOE CENTER

207 W. FIRST DOWNTOWN SANFORD 322-3071

Pastor's Corner

Hear The Sound?

By RICHARD H. DAVY

Five Methodist churches in the Sanford area are planning to hold a series of five Sunday school classes...

Many barriers lie in the way to keep us on the non-committal level. One expression of this is the feeling of most Christians wanting to be classified as "average people"...

Each person is an individual creation of God with unique and valuable characteristics and abilities. We are all different and therefore we are not able to say we are average...

Let's of those so-called Christians become saved, sanctified, sitlers. They fill our congregations and refuse to become committed to witnessing to the Good News...

We, individually, are the church in reality, honesty, and depth. What happens at the church building on Sunday from the pulpit must go from the pulpit to the congregation...

What is the Christian business all about anyway? It is when you take a few minutes with another where you are, it is when you help another or are a kind word to another...

Rev. Robert M. Temple Jr., minister of Grace Methodist Church, will return to the pulpit Sunday after a two week vacation...

Rev. John P. Backworth, guest pastor last Sunday at the Forest City Baptist Church, will again occupy the pulpit this Sunday for the 11 a.m. service.

Witnesses To Convene In Miami Beach

More than 12,000 delegates from some 35 states and five countries are expected in Miami Beach next week...

The five-day meet, one of 13 held this year in the United States and Canada sponsored by the Watchtower Bible and Tract Society...

The Sound Barrier is, for some, hard to overcome. We are so uneasy about talking of Christ and our faith...

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Choir To Meet In Bear Lake

All members of the choir of St. Andrew's Presbyterian Church, Bear Lake, are to meet at 8 p.m. Sunday at the church for a re-organizational meeting...

Grace Methodist Church will observe youth week with meetings from 5 until 7:30 p.m. daily Sunday through Thursday...

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Methodists Welcome Minister

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Joy Circle To Assist In Youth Week

Plans to help in providing dinner for the first night of Methodist Youth Week, starting Sunday, were made by the Joy Circle of Grace Methodist Church...

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Friendship Class Sets Meetings Each Quarter

The Friendship Class of the First Baptist Church of Lake Mary held a summer meeting in the church Sunday...

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Caroline Smith Circle Meets

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KC's To Have Family Picnic

A Southern Fried chicken dinner will be sponsored by the Ladies Auxiliary of the First Pentecostal Church of Longwood...

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Harkey To Speak In Enterprise

Bernard Harkey of Sanford, district president of the Methodist Men's Club, will be guest speaker for morning worship services Sunday at Barnett Memorial Methodist Church...

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MYF Drive Opens

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Wesley Singers

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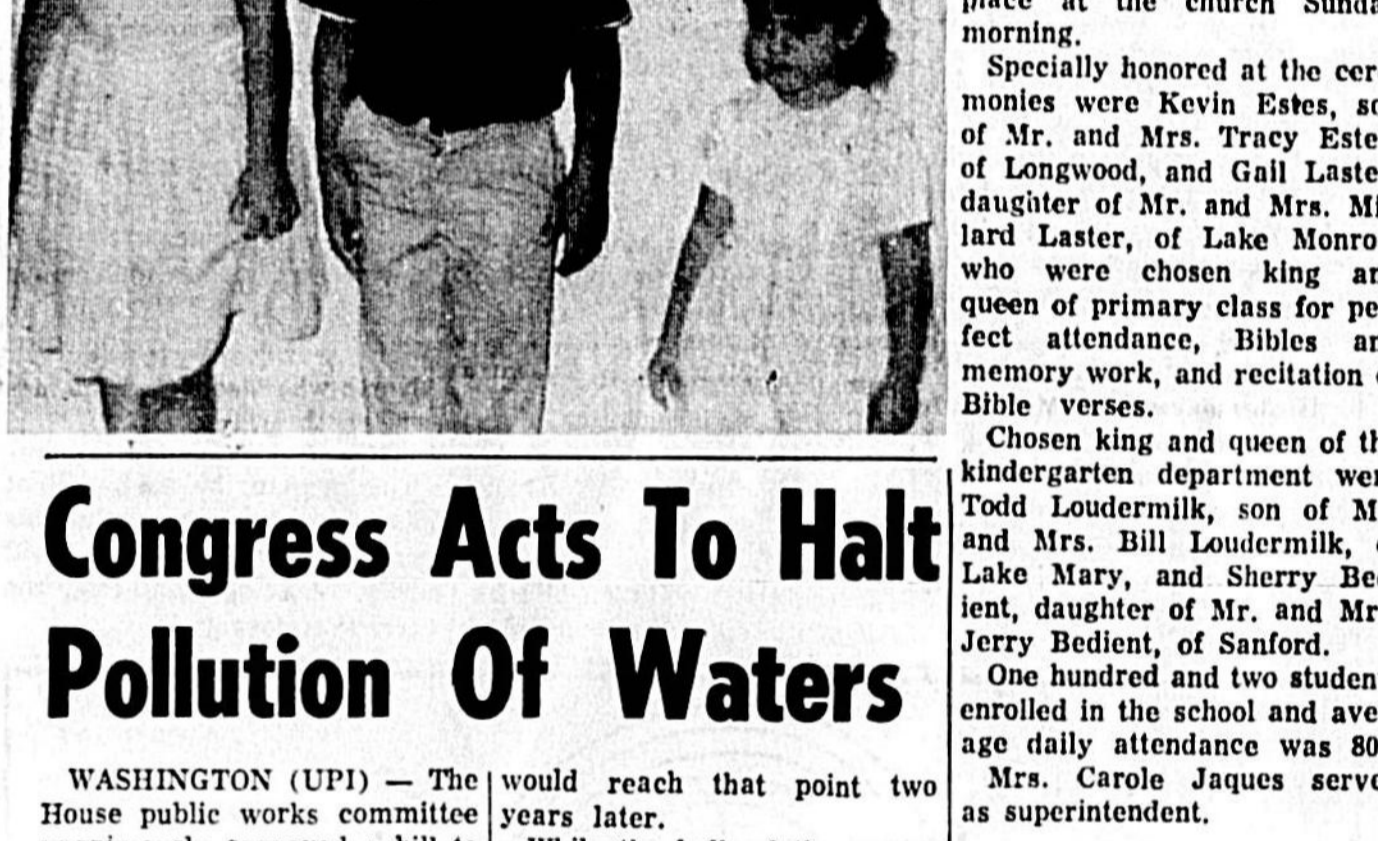
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PARENT inspection of the crafts work completed by students attending Lake Mary Church of the Nazarene Vacation Bible School...



Refreshments of homemade cake and coffee were served prior to the meeting by Mrs. Robert Osburn.



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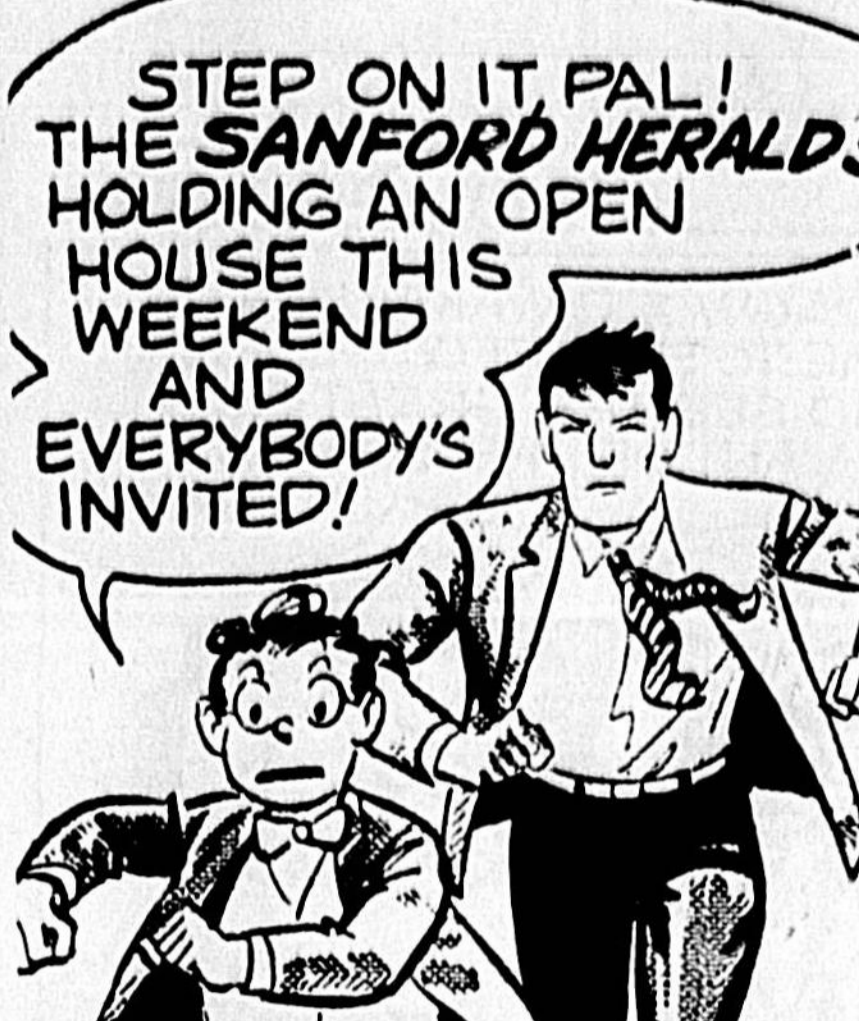


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Florida's 620,000 acres of bearing groves comprised 99 per cent of the nation's producing citrus acreage in the 1964-65 season.

Decline In Red Morale Boosts Hopes For Peace

WASHINGTON (UPI) — Evidence of a considerable decline in the morale of Communist fighting in Viet Nam has led some high U.S. officials to believe that a major break in the war may come sooner than they had dared hope.

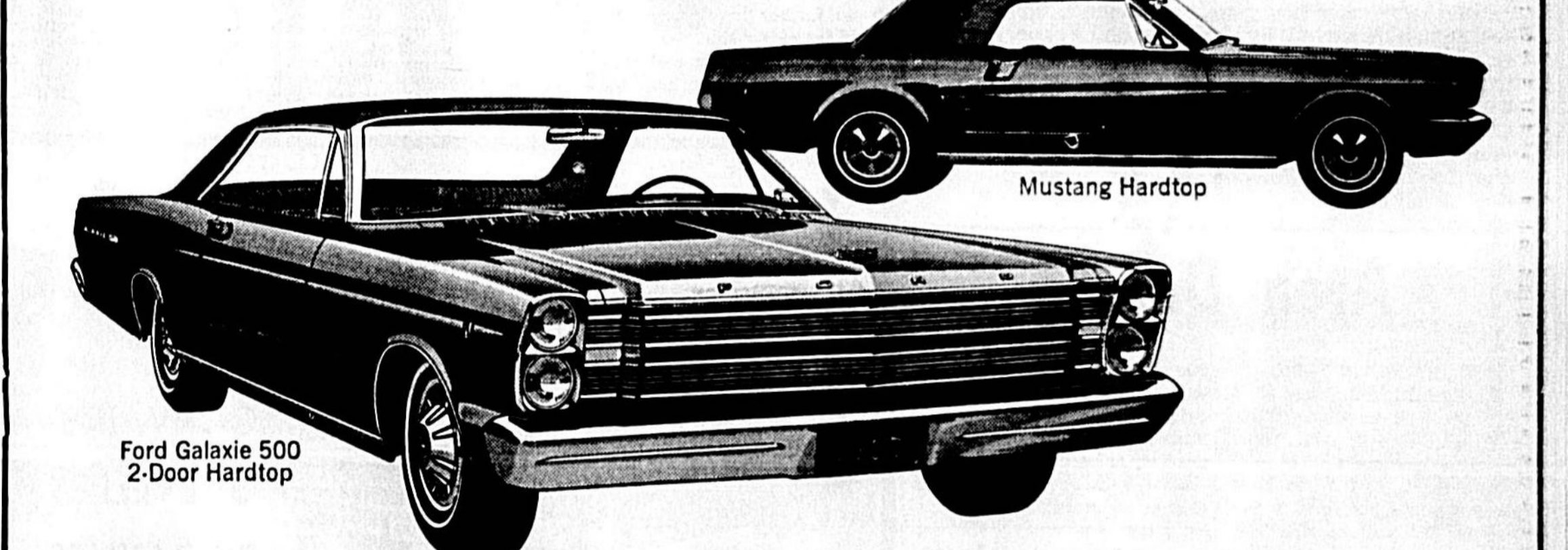


STEP ON IT, PAL! THE SANFORD HERALD'S HOLDING AN OPEN HOUSE THIS WEEKEND AND EVERYBODY'S INVITED!

LOOK! INNERSPRING MATTRESS \$14.50 ECHOLS BEDDING 119 Magnolia SANFORD 322-6321

FORD COUNTRY OFFICIAL CLEARANCE

We're busting out with the year's lowest prices! Awards Rites Closes School Congress Acts To Halt Pollution Of Waters



Bargain hunters bust in!

Your Ford Dealer's closing out his big selection of brand-new Fords, Falcons, Fairlans, Mustangs! Take your pick from the fastest selling Fords in history—get it at the lowest selling price of the year!

Learn to FLY! A REAL ACHIEVEMENT! 'ALWAYS ABOVE THE CROWD' SPECIAL \$5.00 INTRODUCTION FLIGHT

Strickland - Morrison, Inc., Sanford, Fla. You're ahead all the way at your Ford Dealer's

Herald Invites Y'all To Open House!

(Continued from Page 1)
 ty and the DeSoto-Delaware-Enterprise-Osteen area channel their news through the county editor to the news desk; how the news reporters follow their daily "beats" to bring in local news to the city editor, and how literally thousands and thousands of reporters throughout the world channel their news through the leased wires of Associated Press and United Press International over a bank of teletype machines to the news desk.

The news editor will explain how he takes the "dummy" page from the ad department and fills in around the ads to complete the page with news stories and pictures, along with the little rules of the newspaper in proper headline writing.

The society and sports editors will be on hand, too, to explain how they cover events in their respective departments.

An old and wise city editor once told a reporter "to get off your haunches and get out of here — you'll never find any news sitting at your typewriter." In line with its expansion The Herald added a new convenience when it moved into its new facility last month and commenced using AP news again. Two teletypes print simultaneously the same story, but one is the printed word (for the editor's edification) and the other is a perforated tape. This tape is fed into a linotype machine, operating it mechanically without a human operator.

The type and galleys are placed into a "morgue." Every newspaper has a "morgue." Although to the layman it would be a library. Here "dead" (used) pictures are filed for future use, and notations made to the main news stories of the day for future reference. Too, bound volumes of The Herald are kept here, for future reference.

Off the newsroom, too, is the photographic darkroom, where a film can be developed and a print turned out in five minutes.

The tour then will proceed to the composing room, and all the printers and linotype operators will be present to answer questions and demonstrate how an ad is put together, a story transformed from the printed word to a lead slug which joins other lead slugs to round out the article.

The type and galleys are placed into a "chase" (steel form) on a "turtle" (table) and locked up so tight it can be lifted and the type will stay in place. Here, too, the guests will see the perforated tape fed into the linotype machine and they will seem to be operated as with "invisible" fingers.

The guests will be shown the photo engraving room, where a photograph is placed on an electronic machine and transferred to a metal plate for reproduction on the paper. The Herald also has just introduced its "Duo-Tone" process, whereby a black-and-white photo comes out in color. And soon The Herald will introduce still a new photo process, for using multi-colors.

The new stereotype room should be fascinating. A matrix (or cardboard) is laid on the page form and, with terrific pressure, the type is pressed into the matrix, causing indentations. This "mat" is placed into another machine, hot lead poured against it, and out comes a "plate" which is placed on the press for the actual printing.

The two new Duplex presses are the pride and joy of The Herald staff. Whereas at the old plant on First Street the old press turned out 12 pages in black and white, the new presses will produce an hour, these new Duplex presses can turn out as many as 40 pages with color at the rate of 28,000 newspapers an hour.

Our readers who are prone to pick up their newspaper in the evening — and lo! unto the poor newsboy if he is late — scan it leisurely and lay it aside, without thinking of all the effort behind it for their pleasure and information, will be most surprised when they visit us on Sunday and see to what effort The Herald ownership has gone to provide a bigger and better newspaper. (Why the newspaper (paper) alone in our daily edition costs more than the five cents paid for it.)

As Publisher Gielow says elsewhere on this front page today: "Be our guests Sunday at our 'Open House' from 2 to 5 p.m. There will be refreshments, courtesy of Florida Power and Light Company. 'Y'all come!'"

The Sanford Herald Page 4 — August 19, 1966



Aussies, South Viets Kill 324 Commies

SAIGON, South Viet Nam (AP) — White American troops searched with little luck for the elusive Communist enemy, Australian and South Vietnamese troops fought pitched battles Thursday with the Viet Cong and killed 324 military spokesmen, said today.

The Aussies killed 193 Viet Cong during a four-hour engagement in a dreary monsoon downpour 42 miles southeast of Saigon. It was their biggest battle of the war.

The Vietnamese claimed 131 enemy dead in three encounters. In the air war over the North American fighters bagged their 13th Communist MIG in a churning air battle 25 miles north of Hanoi, a spokesman reported. Air Force jets ran into MIGs on two other occasions Thursday but no further losses were reported for either side.

A missile launching pad near Hanoi was destroyed and two others damaged in other air activity, the spokesman said.

On the ground, U.S. forces reported little contact with the enemy.

The Australians, supported by New Zealand and American artillery units as well as their own, reported moderate casualties, including the death of a U.S. Navy, Air Force and Marine pilot who flew 97 missions over North Viet Nam Thursday.

The fighting involved the Vietnamese government troops look place in Quang Tri, Long An and Tay Ninh provinces. Government casualties were reported light.

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Area Deaths

C. P. HENDERSON
 Clarence P. Henderson, 82, of 3010 South Oak Avenue, Sanford, died at 4:30 p.m. Thursday at a local nursing home. Born Sept. 16, 1883, in Evergreen, Ala., he had lived in Sanford for the past 41 years. He was a member of the First Baptist Church and served as Sunday School superintendent there for many years. Survivors are two sons, C. C. Henderson, of Sanford, and Winston Henderson, of Pinebluff, Ariz.; two daughters, Mrs. Frances LaBoon, of Arlington, Va., and Mrs. N. I. Throckmorton, of Sacramento, Calif.; 19 grandchildren; four great grandchildren; a twin brother, Clifford Henderson, of Montgomery, Ala., and two sisters, Mrs. Ella Northcutt, of Evergreen, and Mrs. Elizabeth Peurifoy, of Auburn, Ala. Burial will be in Brison Funeral Home in charge of arrangements.

MRS. NAPHIE BASHARA
 Mrs. Naphie Bashara, 108 County Club Road, Sanford, died Thursday night at Seminole Memorial Hospital after a short illness. Born in Verres, Canada, she had lived in Sanford for the past five years. She was a member of All Souls Catholic Church. Survivors are her husband, George, and daughter, Joan, both of Sanford; a son, Joseph, of Ft. Wayne, Ind.; four brothers, Michael Rizkalla, of Lake Mary, Nalf and George Rizkalla, both of Worcester, Mass., and Rizkalla, of Al-

buquerque, N. Mex.; two sisters, Mrs. Crandon Samya, of Jamaica Plain, Mass., and Miss Amelia Rizkalla, of Worcester, and five grandchildren. Brison Funeral Home is in charge of arrangements.

Hospital Notes
AUGUST 16, 1966
Admissions
 Juanita Forrest, Donna Jeanne Graze, Christine Buckner, Celeste S. Harvey, Phyllis Frayer, Charles Basque, John Ward, Dan Williams III, Carol Ann Scott, Jim P. Eason, Willie Fink, Willie Woodward, Verest Scott, Sanford; Wilbur J. Sylvester, DeBarry; Ellen A. Kenney, Deltona; Roxanne Adams, Anthony Adams, Longwood.
Births
 Mr. and Mrs. Hiawatha Scott, Sanford, a girl; Mr. and Mrs. Clarence Forrest, Sanford, a boy.
Deaths
 Clifton Burnham, 6 h y 1 Ransbottom, Florence Munger, R. Stewart and baby boy, Elizabeth Maloney, Marie Dandridge, Jerome Gustavson, Joe N. Davis, Sanford; Bobby Elliott, Altamonte Springs, Walter Cockrell, Albert Collier, DeBarry; Richard Baxter, Deltona; Martin Roberts, Lake Mary; J. C. Carroll, Orlando.

Higher Draft Calls Pictured

WASHINGTON (AP) — The Pentagon is counting on substantially higher draft calls to bring perhaps 280,000 new men into military service by next spring.

This manpower intake generally reflects the continuing military buildup prompted by Viet Nam requirements and the continuing turnover of troops completing tours of duty.

Secretary of Defense Robert S. McNamara has told a Senate Defense Appropriations subcommittee he expects the Selective Service to provide the Army with an average of 35,000 men a month for the next six to eight months. This is 5,000 a month higher than recent calls. This rate would mean induction of 210,000 to 280,000 men from September through next February or April. By comparison, 118,000 men were inducted during the first six months of this year and only 233,250 were drafted all last year.

Late announced draft calls have climbed from 28,500 in July to 36,600 this month, 37,300 for September and 46,200 for October. The September call was revised upward by 6,000, the Pentagon said, because of a enlistment lag.

To meet the manpower increases, the Pentagon has expanded its training capacity.

Army basic training units report they are turning out 55,000 men a month, almost four times the number needed to meet present replacement requirements in Viet Nam. Worldwide replacement needs also must be met, but the Army declines to say what this requirement is.

There is a general expectation the number of U. S. troops in Viet Nam may rise from the present 290,000 to about 400,000 by the end of the year. This would require an input of about 27,500 men a month over replacement needs.

Troops have been going to Southeast Asia at a rate of about 15,000 a month. But military officials say that doubling the input would severely strain the supply pipeline between the United States and Southeast Asia.

Officials privately talk in terms of about 375,000 men in the United States, as well as the matter of pollution.

His schedule here included a cruise aboard a Coast Guard cutter to see the pollution of Lake Erie.

He said the pollution is a result of the country's abundance of water that does go in.

Great Lakes Waters Being Purified-LBJ

BUFFALO, N.Y. (AP) — President Johnson opened a great industrial might of Buffalo and Cleveland and Toledo today by telling a Buffalo audience the nation is well on its way to purifying the waters of the Great Lakes.

The three-day tour takes the President to five states and to Canada for a meeting with Prime Minister Lester B. Pearson.

The first of his long series of speeches deal with a variety of medical care for the aged and education for the young, as well as the matter of pollution.

His schedule here included a cruise aboard a Coast Guard cutter to see the pollution of Lake Erie.

He said the pollution is a result of the country's abundance of water that does go in.

Funeral Notices

FRANKLIN, BENJAMIN R. — Funeral services for Benjamin R. Franklin, 75, of Sanford, who died Wednesday, will be at 2 p.m. Saturday at Grandview Funeral Home with Rev. W. Kirkley, of DeBarry Methodist Church officiating. Burial will be in Evergreen Cemetery, Brison Funeral Home in charge.

BASHARA, MRS. NAPHIE — Funeral services for Mrs. Naphie Bashara, 108 County Club Road, Sanford, who died Thursday, will be at 11 a.m. Tuesday at All Souls Catholic Church with Rev. William J. Sylvester, DeBarry, officiating. Burial will be at 1:30 p.m. Monday, at Brison Funeral Home, Brison Funeral Home in charge.

The White House has 132 rooms; 20 baths.

'Sizzlers' Open Sanford Plaza School Specials

Merchants at Sanford Plaza are opening their back-to-school sales with Friday evening and Saturday "Sizzlers!"

Extra special buys will be available at each store in the Plaza. (See the full page ad on the back page of this section.)

Most stores will be open until 9 p.m. United States Bank will be open 8:30-8 p.m.

A pony, along with a bridle and saddle, will be given away on Saturday, Sept. 3. The pony now is on display in one of the vacant storerooms at the Plaza.

Nazarene Meet

The first Nazarene international laymen's conference on evangelism is scheduled Tuesday through Sunday of next week in Hollywood (Fla.) with more than 1,200 persons expected in attendance as representatives of the church's 78 districts.

Dr. Walter Jung of Washington, a former congressman and medical missionary to China for 10 years, will be keynote speaker.

Slide Program

Leonard Casselberry will tell of his experiences on a recent two-week Men for Missions Crusade to Colombia and Ecuador and show color slides at a meeting of the Men's Club at Casselberry Community Methodist Church, Tuesday, following the covered dish supper which begins at 6:30 p.m. Everyone is invited to attend.

Fire Vehicle In Collision

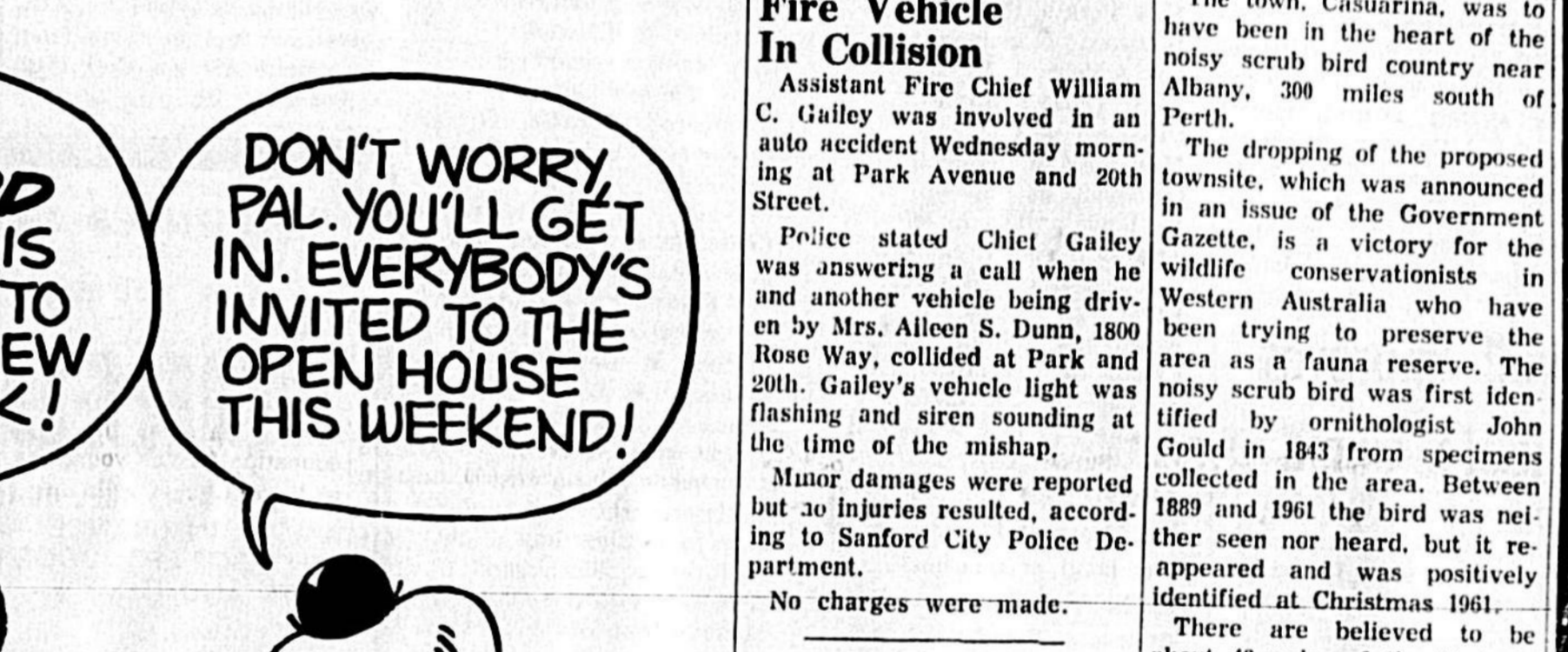
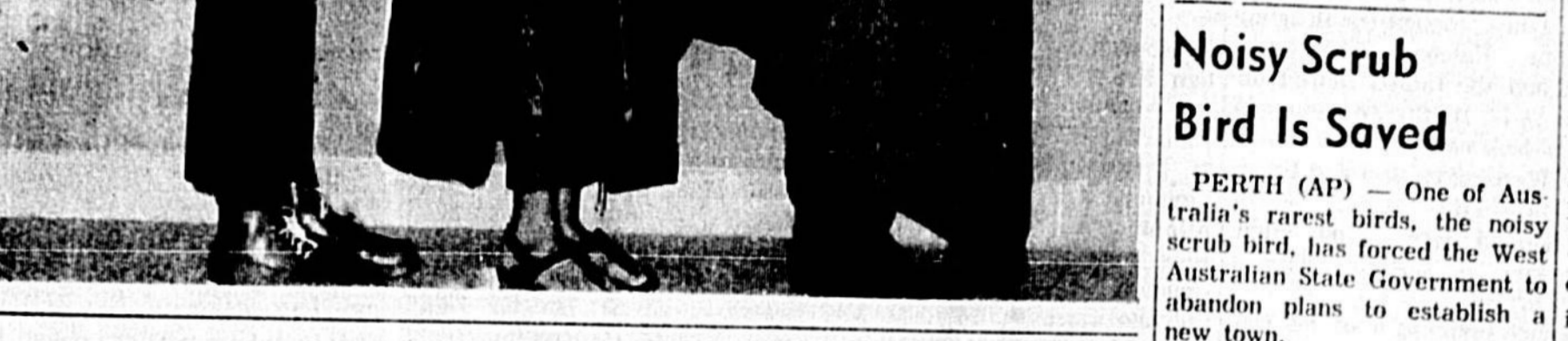
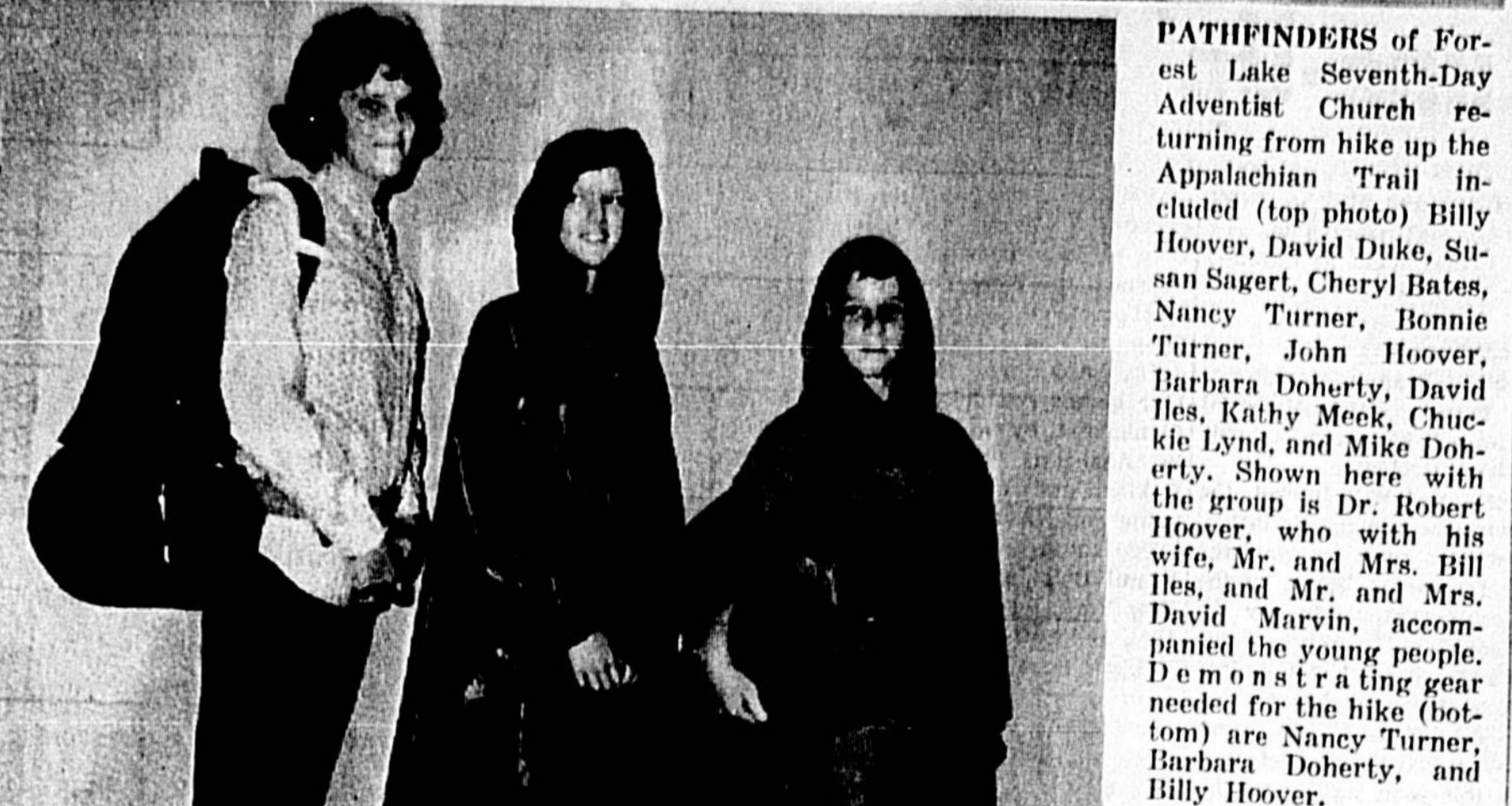
Assistant Fire Chief William C. Galley was involved in an auto accident Wednesday morning at Park Avenue and 20th Street.

Police stated Chief Galley was answering a call when he and another vehicle being driven by Mrs. Aileen S. Dunn, 1800 Rose Way, collided at Park and 20th. Galley's vehicle light was flashing and siren sounding at the time of the mishap.

Minor damages were reported but no injuries resulted, according to Sanford City Police Department.

No charges were made.

A survey of about 40 colleges and universities indicates there are three bicycles for every four students.



Thieves Take All Including Ky's Kitchen Sink

SAIGON (UPI) — Thieves in the busy port of Saigon finally stole the kitchen sink, too. And it may prove to be their undoing.

The sink belonged to Prime Minister Nguyen Cao Ky.

The Vietnamese language newspaper Dan Tien reported that Ky has taken "very personal notice" of the alarming pilferage rate on the Saigon wharves, reported to be the worst in the world.

The newspaper said Ky's wrath was aroused when the wharf rats made off with dozens of huge crates containing advertising and sales representative for Furniture Center, 1100 French Avenue. A newcomer to Sanford, McCrory, and his wife reside in the Commodore Apartments. Furniture Center will feature Victorian and Early American lines of furniture.



E. M. McCrory, with 45 years experience in selling quality furniture, has taken over the duties of advertising and sales representative for Furniture Center, 1100 French Avenue. A newcomer to Sanford, McCrory, and his wife reside in the Commodore Apartments. Furniture Center will feature Victorian and Early American lines of furniture.

PATPHINDERS of Forest Lake Seventh-Day Adventist Church received from hike up the Appalachian Trail included (top photo) Billy Hoover, David Duke, Susan Sager, Cheryl Bates, Nancy Turner, Bonnie Turner, John Hoover, Barbara Doherty, David Lee, Kathy Meek, Chuckie Layl, and Mike Doherty. Show here with the group is Dr. Robert Hoover, who with his wife, Mr. and Mrs. Bill Hoel, and Mr. and Mrs. David Marvin, accompanied the young people.

Gets Down To Brass Tacks

NEW YORK (AP) — A current issue of "Steelways," magazine of the American Iron and Steel Institute, has an article about tacks. It includes such long facts as: The shoe industry uses about 45 per cent of all tacks manufactured.

Tacks are sterilized to protect the health of those who put them in their mouths before using them.

There are about 3.2 million tacks in the ton.

Douglas Corrigan is remembered for his "wing walk" airplane flight to Ireland in 1938.

Floods Strand Thousands In Eastern Tyrol

VIENNA (UPI) — Thousands of tourists were stranded in summer resorts across Thursday by floods and torrential rains that battered the vacation haven of eastern Tyrol.

A state of emergency has been declared in Lienz, the capital of the province, and all of them — all of them — Austrian — are reported to have been killed in the stricken areas. Many roads were destroyed, bridges swept away and houses endangered by the rising waters.

Authorities said no panic has been reported among the thousands of foreign tourists isolated in the province.

"We have still plenty of food here and there is no reason for worry," an Austrian police official in Lienz told United Press International by telephone. "Most of the foreign tourists came from West Germany but there are also quite a few from other Western countries."

The University of California campus at Berkeley has broken all records for enlistments in the Peace Corps.

Noisy Scrub Bird Is Saved

PERTH (AP) — One of Australia's rarest birds, the noisy scrub bird, has forced the Western Australian State Government to abandon plans to establish a new town.

The town, Casuarina, was to have been in the heart of the noisy scrub bird country near Albany, 300 miles south of Perth.

The dropping of the proposed site, which was announced in an issue of the Government gazette, is a victory for the wildlife conservationists in Western Australia who have been trying to preserve the area as a fauna reserve.

The noisy scrub bird was first identified by ornithologist John Gould in 1843 from specimens collected in the area. Between 1850 and 1900 the bird was neither seen nor heard, but it reappeared and was positively identified at Christmas 1961.

There are believed to be about 40 pairs of the birds in the area. The noisy scrub bird is extremely elusive and the male has a call like the crack of a whip.

Guest Speaker

Elder Henry Carubba of Bear Lake, newly appointed public relations director of the Florida Conference of Seventh-Day Adventists, will be speaker for Saturday's 11 a.m. service at the Forest Lake Church.

ASTHMA

ASK ABOUT NEPHROM INHALANT, A PLEASANT AND PROMPT RELIEF EVEN FROM THE MOST OBSTINATE SYMPTOMS.

Removes All Asthma, Emphysema, Bronchitis, Croup, Whooping Cough, Sore Throat, Hoarseness, Croup, Whooping Cough, Sore Throat, Hoarseness.

ACTION SAVINGS

FRIDAY • SATURDAY PLUS BONUS GREEN STAMPS!

10 YEAR HOUSE PAINT (Limit: 5 Gall.)
 100 EXTRA STAMPS
 \$5.89 GAL. (REG. \$6.89)

LUCITE HOUSE PAINT
 \$5.89 GAL. (REG. \$6.89)

Sunburst HOUSE PAINT
 \$5.89 GAL. (REG. \$6.89)

FAMOUS BRANDS DuPont, Glidden, Sunburst, Sherwin Williams

SAVE UP TO 67% ONLY 1.99 GAL. (NO WHITE)

LATEX FLAT WHITE 177 GAL. (LIMIT: 2)
LATEX FLAT WHITE 177 GAL. (LIMIT: 2)

5 QT. PLASTIC PAINT 8¢ (LIMIT: 2)
5 QT. PLASTIC PAINT 8¢ (LIMIT: 2)

DROP CLOTHS 1/2 PLASTIC 9¢ (LIMIT: 2)

GOODYEAR VINYL TILE 8' x 10' ROOM \$26

FLOCKS & FOILS WALL COVERING 4.95 (LIMIT: 2)

SELECTION OF DECORATOR WALLPAPER 37¢ (LIMIT: 2)

DRAIN CLEANER 69¢ (LIMIT: 2)
SIMONIX VINYL WAX QUART LITER 39¢ (LIMIT: 2)

PAINT FAIR

NEW SANFORD PLAZA HIGHWAY 17-52 SOUTH NEXT TO ECKARD DUNN

YEAR END SALE

ON ALL CHEVROLETS

CORVAIRS
 CHEVELLES
 BISCAYNES
 BEL AIRS
 IMPALAS
 WAGONS

PRICED FROM \$1795

ALSO DEMONSTRATORS AND COMPANY CARS AT TERRIFIC SAVINGS

HOLLER MOTOR SALES
 2215 W. FIRST ST. 322-6231

Congratulations

ARE IN ORDER FOR **The Sanford Herald**

WE DID THE CABINETS AND THE MILLWORK IN THE NEW PLANT

Adams Building Materials
 INCORPORATED
 P.O. BOX 967 WINTER HAVEN, FLA.

Village-Life Museum Set Up

50 YES 50

1966 CHEVROLET 1/2 TON PICKUPS! 6 CYL. ENGINE. STD. EQUIP. NO EXTRAS
OTHER MODELS SLIGHTLY HIGHER MODEL C1404
 If you need a truck — We need to sell a truck!

\$1695

HOLLER MOTOR SALES
 2215 West First St. OPEN EVENINGS 322-6231

Worm Has Turned: Loop Leaders Make Errors And Mets Victorious

By ASSOCIATED PRESS
The Mets fans were singing, "Jose, can't you see?" The object of their derision

was Pittsburgh's Jose Pagan, normally about as sure-handed as any third baseman in the league, but Thursday the per-

Undefeated Colts, Cards 'Tune-Up' In Top NFL Tilt

ST. LOUIS (AP)—The Baltimore Colts and the St. Louis Cardinals will be playing for music Friday night as Cardinals comes his old team for the first time.

Proceeds from the National Football League exhibition game in new Busch Memorial Stadium will go to the St. Louis Symphony Orchestra. The Cardinals and Colts are competing with tankers from Guatemala, El Salvador, Panama and Colombia.



HAPPY BILL Stempert

was his first hole in one recently at the Mayfair Country Club. Stempert got his ace on the 185-yard, par three, 10th hole. He used a two iron.

Major League Standings

NATIONAL LEAGUE		AMERICAN LEAGUE	
W.	P.	W.	P.
Pittsburgh	70	49	588
St. Louis	68	51	571
Philadelphia	65	55	542
San Francisco	63	59	516
Cincinnati	60	60	500
Atlanta	58	61	487
New York	57	62	474
Houston	52	68	433
Chicago	40	78	339

AMERICAN LEAGUE		NATIONAL LEAGUE	
W.	P.	W.	P.
Baltimore	79	41	658
Detroit	65	54	546
Cleveland	65	57	533
Minnesota	64	58	528
Chicago	63	59	516
California	60	61	496
New York	53	68	438
Kansas City	53	68	438
Washington	54	71	432
Boston	50	75	424

Sanford's Best Swimmer Seeks International Honors in St. Pete

By KAT BARTHOLOMEW
Maureen Scott is in St. Petersburg Beach this weekend competing with swimmers from Central America.

Major League Leaders

AMERICAN LEAGUE
Batting (30 at bats)—Olivia, Minnesota, .322; F. Robinson, Baltimore, .317.

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Palmer, Nicklaus Combine Forces

NEW YORK (UPI)—Arnold Palmer and Jack Nicklaus, who combined forces to capture the Canada Cup for the United States in 1964 and 1965, have been chosen to represent their country again at Tokyo Nov. 30.

Check the PLY Before You Buy!

WE BELIEVE PLY REQUIRES A MINIMUM 4 PLY CONSTRUCTION AT TODAY'S TURNPIRE SPEEDS.

NO CARRYING CHARGES

WHEEL ALIGNMENT
WHEEL BALANCING
405 W. FIRST ST.
322-0651

Football This Friday

FOOTBALL THIS FRIDAY
COLTS VS. CARDINALS
9:30 P.M. CHANNEL 6

— CO-SPONSORED BY —

FIRST FEDERAL Savings & Loan ASSOCIATION

Two Locations To Serve You

Main Office — Branch Office —

312 W. FIRST ST. SANFORD PLAZA
322-1242 322-1951

BE A NO. 1 SALESMAN FOR NO. 1 PRODUCTS AT SEMINOLE COUNTY'S NO. 1 DEALER....

HOLLER MOTOR SALES

AS A RETAIL SALESMAN YOU HAVE...

A NEW CAR DEMONSTRATOR, GAS, OIL FURNISHED, MAINTENANCE FURNISHED, BEST PAY PLAN, WAY ABOVE AVERAGE EARNINGS, PAID VACATION, HOSPITAL INSURANCE.

2215 W. FIRST ST. 322-6231

Panthers Open With Montreal

By SAM STANLEY
Herald Sports Editor
ORLANDO—The Orlando Panthers are opening their first Continental League season in another country Saturday night, but their money fans in Florida won't miss any of the action.



MRS. EVE DICKSON couldn't be more pleased if she had caught a whale. Here she shows off her citation, standing beside the 13 1/2 pound snapper she caught, the biggest catch of the week at Inlet Harbor.

A Penetrating Report (2)

Brown Will Be An Actor

By MURRAY OLDERMAN
NATIONAL ENTERPRISE ASSN.
LONDON, England (NEA)—Stage 10 on the movie lot in Hollywood is the set for a look like the inside of a World War II army stockade.

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Atlanta	58	61	487
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Chicago	40	78	339

Crooms In Good Condition

By BOB THOMAS
Herald Sports Writer
Willie Holt, head mentor of the Crooms High Panthers, is most impressed with his boys' physical condition following four days of practice.

Another Exciting Race Card Slated

Stock car racing continues this Sunday on the quarter mile, banked clay track at the DeLand Raceway when excitement comes on every turn.

Half Pint Football Registration Set

Registration for boys in South Seminole County, Fla., for half pint football is set for 10 a.m. Saturday at Cooper Field in Casselberry.

Youngster Hurls Two No-Hitters

SAULT STE. MARIE, Ont. (AP)—Right-handed pitcher Tony Bergmann of the Sault Ste. Marie Huskies became major league baseball's second youngest pitcher to hurl a no-hitter in three days.

Eagles Drop Two

DEFIANCE, Pa. (UPI)—Defensive back Bob Mabile of Norfolk College and defensive end Dean Wink of Yankton College were released Thursday by the Philadelphia Eagles of the National Football League.

Major League Leaders

AMERICAN LEAGUE
Batting (30 at bats)—Olivia, Minnesota, .322; F. Robinson, Baltimore, .317.

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2215 W. FIRST ST. 322-6231

LET AN EXPERT HANDLE IT!

Paint & Body Work ANY MAKE CAR

- Free Estimates
- You'll Like The Service • Quality • Courtesy

Fare Budget Plan Available NO MONEY DOWN

Strickland - Morrison MODERN NEW BODY SHOP

Hwy. 17-92 & Lake Mary Blvd. 322-1481

Duck Hunt Rules Are Loosened

WASHINGTON (AP)—Interior Secretary Stewart Udall today announced the most liberal duck hunting regulations in six years.

In the Atlantic Flyway, which includes Florida, the seasons on duck and coot can run for 55 consecutive days or 50 days in split seasons. In this case, the basic bag limit on ducks would be three per day with a possession limit of six.

Or the Florida Game and Fresh water fish commission can set seasons of 45 consecutive days or 41 days in split seasons. Under this arrangement, the daily bag would be four ducks with a possession limit of eight.

The daily bag may not include more than two wood ducks and four canvasbacks. The possession limit on ducks other than mergansers is four wood ducks and four canvasbacks.

The cost limit for the Atlantic flyway will be ten daily and 20 in addition, some parts of Florida will be open for season opening shooting after Nov. 15th and January 8th. The daily bag will be two, the possession limit four.

A 70-day open season on geese and brant may be set between October 1st and January 15th. The daily bag will be two, the possession limit four.

2 1/2 Pages IN THE HERALD — OR — ONE POST CARD?

OWN YOUR OWN BUSINESS!

EXPANDING NETWORK OF NEW STATIONS OFFERS EXCEPTIONAL OPPORTUNITIES

Standard Oil Company (Kentucky)—the South's pioneering prime marketer of petroleum products—has openings for capable, ambitious men. Exceptional opportunity to become an independent dealer in its fast-growing network of modern service stations. Immediate guaranteed salary while training; management counseling service. Broad benefits program—hospitalization, life insurance, pension plan, etc.—available at low group rates. Modest capital investment required.

For details call 322-1433 SANFORD, FLORIDA at YOUR LOCAL STANDARD OIL OFFICE

Mr. John Doe Sensville, Fla.

The postage alone on enough Post Cards to reach the homes now receiving THE SANFORD HERALD, would amount to \$480. That would buy 2 1/2 PAGES of advertising in THE SANFORD HERALD.

AND THE CIRCULATION IS CONCENTRATED IN YOUR TRADING AREA!

Each copy of THE HERALD is read by an average of four persons. HOW MANY READ POST CARDS?

The Sanford Herald — A NEWSPAPER WITH MORE THAN 50,000 READERS — PHONE 322-2611 or 425-5938

LEE BROTHERS

Plumbing, Heating & Air Conditioning

Low Sprinklers, Pumps and Piping

QUALITY INSTALLATIONS

379 W. 319 ELM AVE. SANFORD, FLA. 322-0052

STANDARD OIL COMPANY (KENTUCKY)

Not The Blues

Music is chalking up one of the greatest stories in this year.

The figures, compiled by Broadcast Music, Inc., in its annual Concert Music survey are overwhelming:

Increase of 857 per cent in dollar volume of sales of records, instrumental and other aspects of music when compared with 1959. That's 25 per cent faster than the growth of the GNP.

Amateur musicians number 37 million.

There are more than 22 million who play piano and 7 and a half million playing the guitar.

Record sales up 1,344 per cent since 1940.

Number of symphony orchestras doubled to 1,401 since 1939.

More than 12 million Americans receive instruction in schools or with private teachers.

There are 63,000 school instrumental organizations.

This is Culture with a high C.

Word Of Caution

LP stands for liquified petroleum gas. A great many city people who aren't acquainted with LP come into intimate contact with it during their summer holidays. Because it can be handled in any form, it is very useful in cottages, trailers and even on boats.

There's one thing that these people and everyone should know about LP: It won't do any harm to repeat it here again.

One of its properties is that it is heavier than air. If it escapes in large enough quantities, it accumulates on the floor or in low spots on the ground rather than rising and being dispersed in the air as most gases do.

If you get into trouble, remember that it is odorized as a safety measure and it has an smell—and that accumulations in low spots are very, very dangerous.

Smoke Screen

Uncle Sam is finally getting around to putting an end to all this conjecture about the cigarette in the exact amount of tar and nicotine in each brand.

This will be most interesting—especially to the cigarette companies. It may seem a shame, though, to upset the impression some of us may have had—that each and every brand of cigarette has more or less tar and nicotine, and therefore less tar and nicotine.

The government is going to make laboratory tests to determine the exact amount of tar and nicotine in each brand.

It was no too big for a state to handle. It was too small for the federal government. It was a state cigarette law that was a national strike. It was a regional strike.

There is no effective law restricting any level of government to deal effectively with a strike which has only regional impact, however disastrous.

Whether a state cigarette law is to quell the national health or safety, President Johnson could have proclaimed the machine's

Thought For Today

Be patient, therefore, brethren, until the coming of the Lord. Behold, the farmer waits for the precious fruit of the earth, but he patiently endures until it receives the early and the late rain. James 5:7.

Genius is eternal patience.—Michelangelo, Italian sculptor and painter.

Lyle C. Wilson Says:

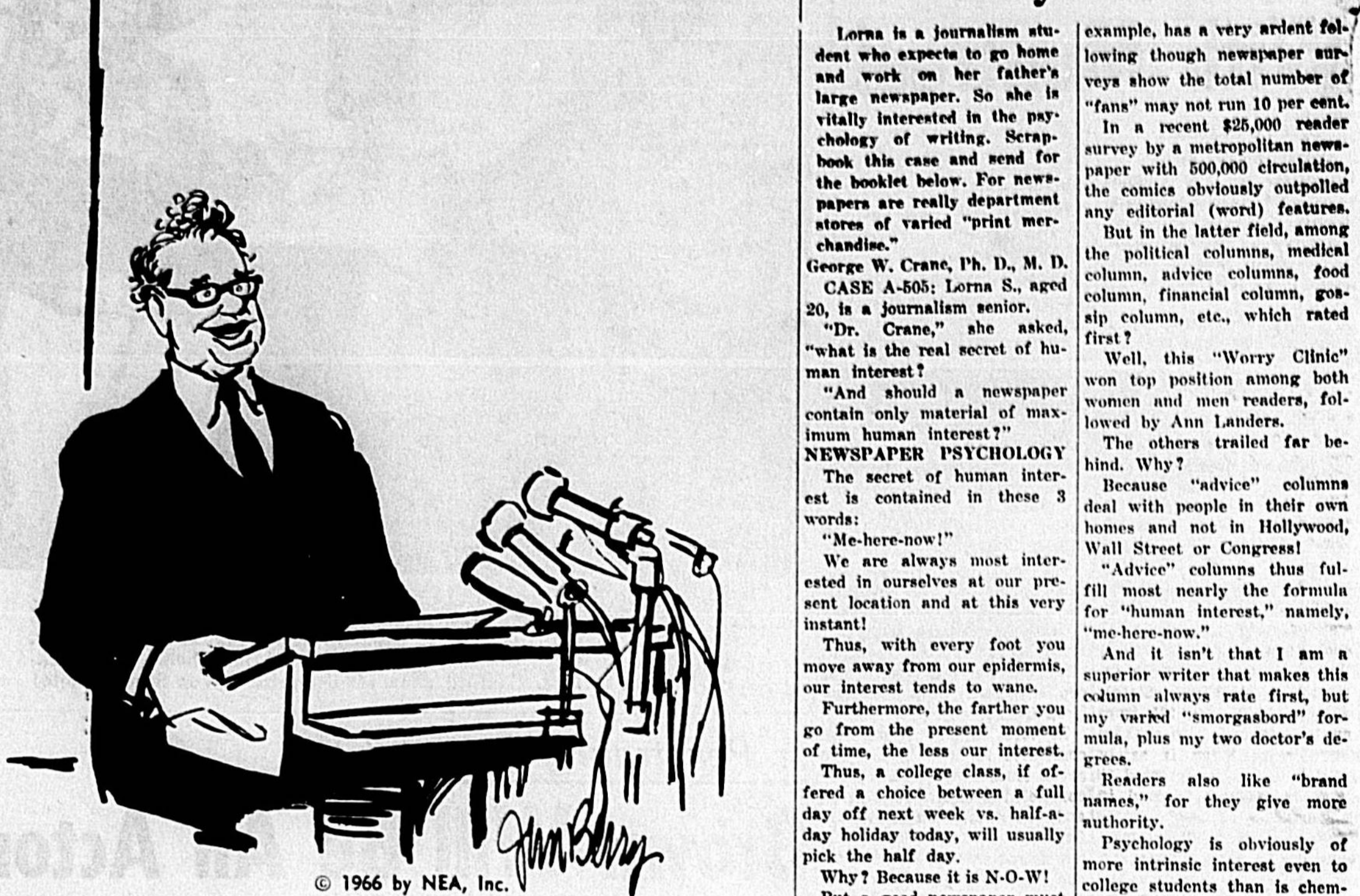
Neither State Nor Federal

By LYLE WILSON

The strike of 35,000 airline mechanics flourished in a no-man's land where it could not be reached by the power of either state or federal government.

It was too big for a state to handle. It was too small for the federal government. It was a state cigarette law that was a national strike. It was a regional strike.

BERRY'S WORLD



"As one of your neighbors, and as a favorite subject of 'Berry's World,' it seems rather appropriate for me to appear today to announce that the SANFORD HERALD is having an open house over at their brand new plant..."

Dick West

The Lighter Side

WASHINGTON (UPI)—Assuming for illustration purposes that you are out in the backyard barbecuing an aardvark on your charcoal grill.

Flies, gnats and mosquitoes are swarming about the grill. You threaten to turn the cookout into a riot.

You frantically reach for the spray gun and rush wildly around befogging the atmosphere and the potato salad with vile-smelling chemicals? No.

You calmly switch on your portable phonograph and play an insect repellent.

At least you do in this vision have just conjured up. And it is no so far-fetched as it might seem.

A lot of people probably thought I was being fantastical a few days ago when I mentioned my theory that mosquitoes respond to certain types of music.

Specifically, I expressed the belief that mosquitoes will attack anyone they hear singing "Moonlight Bay."

Scott if you will, but it has now been revealed that the U. S. Department of Agriculture is conducting considerable experiments along those very same lines.

The department has awarded a \$15,350 grant to the University of Florida to help finance "basic research on using sound waves to control insects."

"Reactions to both ultrasound and audible sound will be evaluated," the department said. "Sounds produced by the insects during courtship and mating, in normal colony life, and under other conditions will be investigated."

The reaction of mosquitoes to vocal renditions of "Moonlight Bay" is not, alas, directly involved in the study. But the results should provide at least an indication as to whether my theory is valid.

Certainly there is no doubt that the concept of using sound waves to control insects is an intriguing one.

I gather from the reference to "courtship and mating" that the Agriculture Department is thinking primarily in terms of

Bruce Biosat -- Ray Cromley

Political Notebook

WASHINGTON (NEA)—One of the great diplomatic-military victories of the Viet Nam war may be in the making. U.S. negotiators have been secretly in touch with Cambodia's head of state, Prince Norodom Sihanouk.

They've been urging him to cut off the smuggling of Cambodian rice to the Viet Cong.

After considerable talk, Sihanouk has secretly but obliquely agreed.

If Sihanouk carries through and is able to shut off a major portion of the Cambodian-Viet Cong rice trade, this action alone could seriously cut the effectiveness of a considerable number of the Viet Cong mainline troops. These, like all regular soldiers, cannot operate effectively without regular food supplies.

Sihanouk, however, may not be able to carry through. He hasn't the ability or the will to himself move directly against the smugglers—who could probably put his troops to rout—since they're protected by North Vietnamese mainline forces.

So instead of a direct approach, Sihanouk has decided in effect to nationalize the rice trade. The government will buy the rice directly from the farmer and sell it on the market, eliminating the middleman.

The smuggling has been underground.

Quotes

Beauty is a fleeting thing. It can be exploited for a while and then it is gone. Intellect can be exploited for an entire lifetime.

—Maria Judith Remy, Miss U.S.A.

It is time for government officials to recognize the National Guard is no answer to the problems of slums.

—Vice President Humphrey.

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PUBLIC NOTICE

Notice is given that on or about August 19, 1965 application was filed with the Federal Communication Commission to assign the license of station WSFR, Sanford, Florida (1246 kc.) to Sanford-Seminole Broadcast Co., Inc. to Seminole Broadcasters, Inc., whose stockholders, officers and directors are Fred S. Greenwald, Joan Bone and Frances Greenwald.

The application is available for public inspection at the Seminole County Court House, Sanford, Fla.

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Dr. Crane's Worry Clinic

Lorna is a journalism student who expects to go home and work on her father's large newspaper. So she is vitally interested in the psychology of writing. Scap- book this case and send for the booklet below. For newspapers are really department stores of varied "print merchandise."

George W. Crane, Ph. D., M. D. CASE A-558: Lorna S., aged 20, is a journalism senior.

"Dr. Crane," she asked, "what is the real secret of human interest?"

"And should a newspaper contain only material of maximum human interest?"

"The secretary of human interest is contained in these 3 words:

"Me-here-now!"

"We are always most interested in ourselves at our present location and at this very instant!"

"Thus, with every foot you move away from our epidemics, our interest tends to wane."

Furthermore, the farther you get from the present moment of time, the less our interest.

Thus, a college class, if offered a choice between a full day off next week vs. half-a-day holiday today, will usually pick the half day.

Why? Because it is N-O-W!

But a newspaper must duplicate those sounds to lure insects into traps and that sort of thing.

The first record company that brings out an album of "Music to Chase Bugs By" will make a fortune.

Leaders also like "brand names," for they give more authority.

Psychology is obviously of great importance to the chemist, lawyer, doctor and psychologist. For mankind is the most fascinating creature on this planet and psychology deals with mankind.

Send for my booklet "How to Write a Successful Story" for the same amount of money in business on the cash register.

Obviously, not all the counters in your local department store are selling the same amount of goods.

But customers expect a wide variety of merchandise, and though some counters don't sell half as much as others.

But a successful department store must duplicate those sounds to lure insects into traps and that sort of thing.

The first record company that brings out an album of "Music to Chase Bugs By" will make a fortune.

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Dear Abby: By Abigail Van Buren

DEAR ABBY: I have been dating a girl steadily and I think I love her. She claims she loves me, but she does things I can't understand. Like always being late for our dates. And if I ask her who she gets up with.

She works as a door-to-door saleswoman so I can't even call her when she doesn't show up. She says she'll call me at my office at a certain time so I always make it my business to be there even if I have to cut my route short (I am a traveling salesman in a local area). Well, she doesn't call and she sure must pass a dozen phone books in her work. Don't you think you owe me some sort of explanation when she's late?

And how about the fact that she always says she'll call me and she doesn't? What do you make of this? SUCKER OR NOT?

DEAR SUCKER: Either your lady love is extremely scatterbrained, inconsiderate and thoughtless, or she's throwing you a fast curve. If you continue to put up with her tardy tactics, you are a sucker.

DEAR ABBY: We have a nice group in our bridge club. However, some members insist on using top sergeant tactics on the rest of us.

DEAR ABBY: This morning my mail in SHORTLY I know it was blistering hot out doors, but my husband has been taking me to work, so why shouldn't he bring me home with him?

Believe me, my mailbox is not bursting, and I didn't go to work, so why shouldn't he bring me home with him?

I'm all for comfort and progress, but I think this is going a little far, and now I am wondering what he's really after.

DEAR COLUMBIA: That's a switch. Mail carriers tell me they've seen housewives on their routes in everything from a fur coat to a bikini. And you're complaining about a knee!

Mail carriers dress accordingly. If you wear a hat and your coat, you're rich except a contented apartment.

Write to Abby, Box 69700, Los Angeles, Cal., 90009.

For Abby's booklet, "How to Have a Lovely Wedding," send \$1.00 to Mrs. H. B. Jones, Los Angeles, Cal., 90009.

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Jacoby On Bridge

Newspaper Enterprise Assn.

If you start by looking at the North and South hands only you will be very happy about the six club contract. It looks as if your only problem is to see if you can sneak through a diamond trick to make a score.

Now take a look at the East-West hands and you see trouble. All four trumps are in one hand. You are supposed to know this as a declarer but you will find it out right away since at trick two you should lay down the ace of clubs. This is standard procedure. You don't play a high club with dummy because if you do, you'll be picking up four clubs in either hand.

Since you have made the right club play to start with

Polly's Pointers

DEAR POLLY:—When I'm riding pillion, slipping on the ground and sliding off the bike, they say it's not the bike's fault. They say it's the rider's fault. They say it's the rider's fault. They say it's the rider's fault.

DEAR POLLY:—I would like to have a remedy for keeping a cat from getting in the car and making it his sleeping spot. Our car is always a mess with hair, mud and even scratches.—J. D. T.

DEAR J. D. T.—Is there any reason why the car doors can't be kept locked?—POLLY

DEAR POLLY:—Mark a yardstick at the right length for your skirts. When it is necessary to straighten a hem or shorten a dress, the yardstick is the only thing you need to have on hand to hold the yardstick and move it with the hem, to see whether

We The Women:

DEAR MRS. LAWRENCE: Though our daughter has never told us that her marriage is unhappy we know it is. Her husband seems to take pleasure in making cutting remarks to her in our presence. Recently I noticed that her hands tremble. Last Friday my husband had words with her husband over a remark he made to her and we left their home. I am so afraid that my husband will make more trouble for her. There is a little boy of 4...

ANSWER: Maybe your husband made good for her, not trouble.

Anyway, if you're asking me my opinion of what he did, I must tell you I think it was splendid. His explanation is honest and open recognition of your son-in-law's behavior may be exactly what your daughter needs to explode her own—and end this unhappy marriage.

You're upset because your husband "interfered" in her marriage, aren't you? He broke the law that governs the behavior of parents of married children.

O.K. So your another member of the feminine persuasion has the rate of 30,000 per hour.

Nat Cole's Brother

By Patrick E. O'Keefe

CHICAGO (AP)—As song man Fred Cole says it, "Nat King Cole was a merry old soul and he had a lot of personality. Yet I am not my brother. I'm me."

That's the gist of a song by Nat's younger brother, a congenial troupe leader at 35. Fred Cole says he remembers it. He was holding forth in the new Haymarket Room at the Conrad Hilton Hotel.

He isn't satisfied with his first record album and prefers to call his second one, "I'm Not My Brother, I'm Me."

Fred Cole, Nat's younger brother, is a performer of the Nat Cole variety. He is a performer of the Nat Cole variety. He is a performer of the Nat Cole variety.

Yours

DEAR ABBY: I have been dating a girl steadily and I think I love her. She claims she loves me, but she does things I can't understand. Like always being late for our dates. And if I ask her who she gets up with.

She works as a door-to-door saleswoman so I can't even call her when she doesn't show up. She says she'll call me at my office at a certain time so I always make it my business to be there even if I have to cut my route short (I am a traveling salesman in a local area). Well, she doesn't call and she sure must pass a dozen phone books in her work. Don't you think you owe me some sort of explanation when she's late?

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Do It Yourself: Exterior Walls Warping

By MR. FIX

Newspaper Enterprise Assn.

The exterior walls of wood houses should be inspected periodically. Clapboard siding will develop cracks and warped areas, and joints may open. The result of such defects is the entrance of moisture which will cause paint to peel and blister and cause further damage such as rotting of the boards.

Like most home maintenance repairs are simple if done early. Small cracks can be filled with caulk compound or putty. If using white lead putty, coat the area with linseed oil before filling.

Boards that have begun to warp can be nailed down. If a tiny gap remains between the boards and the wall, pack the opening with putty or caulk.

Old clapboards are likely to be dry. When you nail them, they may split. To avoid this, drill pilot holes for the nails. After nailing, counter-sink the boards and fill with putty.

Sometimes a piece of clapboard is so rotted or cracked to be repaired. In such a case, get a new piece of siding and cut it to size. If you can remove the entire length of board, work will be easier, since there will be no cutting.

When you cut, you will have to cut into the damaged board without hurting the rest. A clapboard flush against the house is not the easiest thing to cut. Raise it slightly with wooden wedges driven carefully under the lower edge. You can then use a hand saw to cut away the bad section. A square-back saw will do the job more easily than an ordinary saw.

HOME WORKSHOP

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24" PANELS OF GLASS FIBER

CONCRETE OR ALUMINUM

AT TOP & BOTTOM WITH JIG-SAWED HARDBOARD

CLIP AND SAVE

Camera Angles

By Irving Deaf

AP Newsfeature

WITH THE SUMMER SEASON in full picture-taking gear, a special press section carrying a couple of new items from camera firms has been announced. An answer to the dilemma of the amateur photographer, the new Super 8 camera is a pocket-sized camera with a built-in flash and a lens that is slightly larger than that of the regular 8mm camera. It is also equipped with a built-in flash and a lens that is slightly larger than that of the regular 8mm camera.

Your Dental Health

Teeth Tints Inherited

By WILLIAM LAWRENCE, D.D.S.

Newspaper Enterprise Assn.

From the time your mother told you "I'd like to know what makes some people's teeth white and some people's teeth yellow," you've probably been told that your teeth are inherited.

Color of teeth is inherited from your parents. It is a matter of how much of the yellow dentin is covered by a layer of enamel. Coloration of teeth is dependent on color of dentin and on thickness of the enamel. Color of dentin is inherited from your parents. It is a matter of how much of the yellow dentin is covered by a layer of enamel. Coloration of teeth is dependent on color of dentin and on thickness of the enamel.



MRS. J. P. GREGONIS, left, chats with Mrs. T. B. Wood during delightful afternoon tea for Ruth Swanson at the SNAS quarters of Cdr. and Mrs. J. S. Cleveland.



MRS. J. S. CLEVELAND, left, was hostess to a farewell tea Thursday afternoon at her quarters at Sanford Naval Air Station honoring Mrs. Chandler Swanson, right, who will be moving to Charleston, S.C. next week.



MISS LIBBY SWANSON, left, daughter of Capt. and Mrs. Chandler W. Swanson, and Miss Ginger Cleveland, daughter of Cdr. and Mrs. J. S. Cleveland, both assisted at Thursday's tea complementing Mrs. Swanson at the Cleveland quarters.



MRS. W. G. LEON, left, is being served by Mrs. R. J. Provencher, who assisted in pouring at the tea Thursday for Ruth Swanson. (Herald staff photos by Doris Williams)

Bon Voyage Tea Compliments Mrs. Chandler W. Swanson

By DORIS WILLIAMS
The Sanford Naval Air Station quarters of Cdr. and Mrs. J. S. Cleveland was the site Thursday afternoon when Libby Cleveland and Miss Ginger Cleveland were charming mother-daughter hostesses to a lovely tea honoring Mrs. Chandler (Ruth) Swanson.
Mrs. Cleveland greeted the guests at the door wearing a crisp yellow linen frock and introduced them to the guest of honor, who was attired in a smart yellow and white stripe two-piece ensemble.
Receiving the guests with her mother was Libby Swanson, wearing a green cotton skimming dress. The hostesses presented Mrs. Swanson and Miss Swanson with orchid corsages.
A color scheme of rust, brown and green was used throughout in the floral arrangements in keeping with the decor of the fashionable quarters.
Centering the oval-shaped dining table, which was covered with a white contemporary cloth bordered in wide fringe, was a beautiful arrangement, created by the hostesses from magnolia leaves with seed cone combined with shrimp plant. White butane candles and silver and crystal appointments accented the beautiful arrangement.
Punch was poured from a crystal bowl with a Blue Bell lime-banana apple pie makes a cool looking dessert. Diverse 1 1/2 ounce package of lime flavored gelatin in 3/4 cup of boiling water. Add 2 cups of canned apple sauce and 1 teaspoon of grated lime rind. Mix well. Cool. Bake and cool a 9-inch pastry shell. Line it with whipping cream and bananas. Chill until firm. Garnish with whipped cream before serving. Makes 6 servings.

Ginny Grundler And Bridesmaids Complimented

Miss Ginny Grundler, who became the bride of Dave Wilson on Aug. 12, and her bridal attendants were guests of honor at the traditional bridesmaids luncheon on Aug. 6.
The site for the lovely luncheon was the Orlando Country Club with Mrs. Chester Karst of Orlando serving as hostess.
Two silver composites holding pink sweetheart roses centered the luncheon table, which was covered with a white linen cloth.
Mrs. Karst presented the bride-elect with a gift of crystals.
Those attending were Mrs. Carl Grundler, mother of the bride-elect; Mrs. Julian Wilson, mother of the groom; Mrs. Hat Merritt, maternal grandmother; Mrs. Carl Grundler Sr., paternal grandmother; Mrs. Frank Bamstedt, Mrs. Dennis Morrison, Miss Cheryl English and Miss Becky Karst.
For variety, try serving strawberries with powdered sugar or sour cream.

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...oes our luscious Bouquet of Seafood Norfolk Style. Juicy chunks of Alaskan King Crab, tender Jumbo Shrimp, succulent kernels of Lobster and de Luxe Lump Crab Meat scented in an elegant blend of Shallots, Dry Sherry, creamy, whipped Butter, Lemon Juice and Aromatic Herbs. Served in the Skillet - along with 8 different Relishes, Condiments, your choice of zucchini Salads and delightful Dressings, a giant Baked Idaho Potato, creamy Cole Slaw, your own individual loaf of Hot Bread with no limit on Creamery Butter - all for only \$2.95 at

Miss Anita Barash Bride Of Robert A. Samuel

Miss Anita Faye Barash, daughter of Mr. and Mrs. George Mirman, of Akron, Ohio and Robert Alan Samuel, son of Mr. and Mrs. Lee Samuel, of Sanford, were married on Aug. 6, 1966, at 9:30 p.m. at Reibel Synagogue, Akron.



MRS. ROBERT ALAN SAMUEL

Rabbi Robert Hammer officiated at the candlelight and double ring ceremony in an impressive setting of turquoise tapers softly glowing from the altar and pews.
A color scheme of turquoise and lavender was carried out in the entire wedding. The center aisle was roped off with turquoise velvet ribbon, tied to a hurricane globe effect with turquoise tapers at each pew accented with turquoise and lavender nylon tulle bows.
The altar was embellished with Woodwardia fern and jade foliage and flanked with turquoise tapers in standing candleholders on each side. The dome-shaped canopy was covered with turquoise tulle, puffed with overlapping ruffles and topped with stephanotis cascades and lavender asters.
Traditional nuptial music was played during the rites.
The lovely bride, daughter of the late Saul Barash, was given in marriage by Mr. and Mrs. George Mirman. She chose for her vows a formal gown of pearl de sole styled along princess lines with the scooped neckline accented with Alencon lace and seed pearls. Band of Alencon lace bordered the long-sleeved and the entire front panel was embellished with Alencon lace appliques and seed pearls. The detachable chapel train was outlined with a wide border of matching lace and seed pearls.
Her only ornament was a choker of pearls, a gift from the groom. A single rose head piece held her elbow length veil of imported illusion and she carried a bouquet of five white Phalaenopsis orchids and stephanotis ornamented with white

lots of company.
NEW YORK (UPI) — About 70 per cent of Americans entertain guests at least once a month and 25 per cent have guests once a week, says a housewares manufacturer. These statistics were revealed at a seminar on trends in food preparation, service and storage. The seminar, conducted by Corning Glass Works, also showed that half the 40-million homemakers in the United States work outside their homes.
Crawling insects can be warded away from the picnic table if you put a small piece of blotting paper, saturated with insect repellent, under each leg.
Colored or patterned sheets make very attractive summer bedspreads. Dress them up with an easy to iron on applique.

Bear Lake Personals

Elder and Mrs. Kenneth Wright of Bear Lake Road have just received word from their son and his family. Elder and Mrs. Burton Wright, along with their four youngsters, Judy, Jimmy, Jeanne and baby John, that they will be leaving here in October from South Africa, for a three-month leave and will be coming to visit here.

Sanford Personals

Miss Jane Wakelind is currently attending the Annual Central Florida Batm Camp at Howey Academy, Howey-in-the-Hills.
Mrs. Joan Goolsby has returned to her home in Okaloosa after visiting with Mr. and Mrs. John P. Abrahamson at their home, 316 West 20th Street.
One medium-sized saw tooth will provide nearly one-half of the day's requirements of vitamin C and generous amounts of vitamin A.

Household Shower Given In Oviedo



MRS. MAGGIE DOTSON, Mrs. Mary Lou Willis and Mrs. Pearl Priest, left to right, of Oviedo, were hostesses recently to a household shower for Mrs. Charles Boone of Delaware, whose household furnishings were destroyed by a warehouse fire there.

By RUTH DAVIDSON
A shower honoring Mrs. Charles Boone, was held Monday night, Aug. 15, at the home of Mrs. Boone received many useful gifts of household articles, clothing and toys for her children.
Among the guests who were invited were Frances Slavik, Toppie Beasley, Bonnie Carter, Wendy Priest, Pauline Priest, Curtis Estes, Cortez Williams, Nellie Higgins, Elizabeth Beasley, Corrine Arthur, Gladys Malouin, Glendene Slater, Ann Abell, Linda Smithson, Mrs. W. C. Halcome, Mrs. Alexander, Margie Fulghum, Sally Fulghum, Pauline Arndt, Louise Oliver by the guests, the gifts were opened by Mrs. Willis.

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Stainless steel and Teflon covered aluminum are combined for even cooking and ease of cleaning.
1. 1 1/2 qt. sauce pan with cover 4. 8 inch fry pan
2. 2 1/2 qt. sauce pan with cover 5. 5 1/2 qt. Dutch oven
3. 11 inch fry pan with cover
PLUS Nylon spoon and spatula and free cookbook.
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TOUCHTON'S DOWNTOWN SANFORD

WE'VE REDUCED OUR OWN LADY TOWNCRAFT SHIRTS FOR THIS WEEK ONLY...SO EVERY GAL CAN OWN 'EM!

2 for \$7
Reg. \$3.98, now

WE'VE REDUCED OUR OWN LADY TOWNCRAFT SHIRTS FOR THIS WEEK ONLY...SO EVERY GAL CAN OWN 'EM!

2 for \$7
Reg. \$3.98, now

What a way to start your shirt collection! Lady Towncraft classics, terrific buys at regular prices, now reduced! All in quick-care Dacron® polyester-cotton oxford or broadcloth, superbly tailored under Penney's watchful eye! Many with the added plus of never-iron™ Penn-Press! Exclusively ours every stitch of the way for top quality, top fashion, top dollar value. Solids and mini-prints included. Misses' sizes.
*When tumble dried.

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DeDomenico Cabbage Rolls Suggest Creative Dining

The Italians who settled in California added greatly to that state's reputation for good eating. Among them was the DeDomenico family, who began as produce and poultry storekeepers and later became experts in pasta making.
It was Lois DeDomenico, however, who thought up the idea of combining this vermicelli with rice (another California product) and packaging it as a mix. Here's her suggestion for using it in cabbage rolls.
DEDOMENICO CABBAGE ROLLS
(Makes 6 to 8 servings)
1 pkg. (8 oz.) beef flavor vermicelli and rice mix
1 lb. ground chuck steak
1 onion, chopped
1 carrot, coarsely grated
1 large head green cabbage
2 cups tomato puree (two cans)
2 cups chicken broth, canned or made with chicken bouillon cubes
Prepare vermicelli and rice mix according to package directions. Cool. In a deep sauce pan or in the bottom section of a Dutch oven, saute beef, onion and carrot in a little butter or margarine until beef is brown and crumbly. Drain off any excess fat from the beef. Stir in cooked vermicelli and rice.
Remove core from cabbage and carefully pull off about 12 leaves, keeping them whole and allow to stand until cabbage leaves are wilted. Use vermicelli-rice mixture to fill cabbage leaves (more leaves may be needed, depending on their size). Roll up leaves, tucking in ends and fastening with a food pick.
Pour tomato puree into the sautépan or Dutch oven in which meat mixture was cooked. Put in cabbage rolls. Stir two cups of the remaining cabbage and sprinkle over rolls.
Add chicken broth. Cover tightly and simmer, stirring occasionally, about one hour, or until cabbage is tender. Add more chicken broth, if necessary, to keep rolls from sticking.
The Florida avocado is a favorite for salads. Because of the smooth texture and bland taste, it combines well with tart fruits and vegetables such as pineapple, oranges, tomatoes or grapefruit. Many Oriental like avocado served with sugar.

Altamonte Personals

By JULIA BARTOS
Mr. and Mrs. L. L. Werley and son, Scott, of 4884 North Orlando, Fla., returned from a refreshing and enjoyable trip in the north. First they visited points of interest in the panhandle at Fort Walton Beach, then on to Rock City where they camped at Look Out Mountain in Tennessee. They later visited friends and relatives in Huntington and Parkersburg, W. Va., and camped at Kumbrow W. Va., and on a series of trips. All her friends are wishing Belle a speedy recovery.
Mr. and Mrs. Clell Rice of Hillcrest Road attended the symphony held at Daytona Aug. 14, which they thoroughly enjoyed.

FREE ONE HOUR OF BEAUTY

A demonstration of complexion care featuring our famous 3 Steps to Beauty, followed by a marvelous complimentary make-up!

Merle Norman Cosmetic Studio
Marieje Shepard — owner
2472 S. PARK AVE. PH. 322-0952
NEXT DOOR TO FOOD FAIR

MARK FOIST celebrated his Fourth birthday, Aug. 4, while on a family vacation visiting his grandparents, Mr. and Mrs. Joseph Pike, in Indiana. There were 45 family members and friends attending the party and six August birthdays were celebrated along with Mark's, brother, Kevin, and sister, Janet. They are the youngsters of Mr. and Mrs. Howard Foist of 6120 Linwood Beach Drive, Bear Lake. (Photo by Maryann Miles)

Eleven Cadillacs...

HOLLER MOTOR SALES
2215 W. FIRST ST. 322-6231

MUST BE SOLD IN THE NEXT TEN DAYS... CADILLAC OWNERS ARE PRACTICAL PEOPLE... THIS IS THE TIME OF YEAR THEY WAIT FOR!

GOODY'S Special Purchase SALE

GENUINE LEATHER LOAFERS

ONLY \$3.99 Pair
Selling Nationally at \$5 - \$6

Colors: Black, Cordo
Sizes: 5 to 10!

Hand sewn Vamp! Soft-Tri-Cot Lined! Long-wearing Sole! Genuine Glove-Leather! Penny-slot Vamp!

SHOP Tonite Til 9 P.M. —

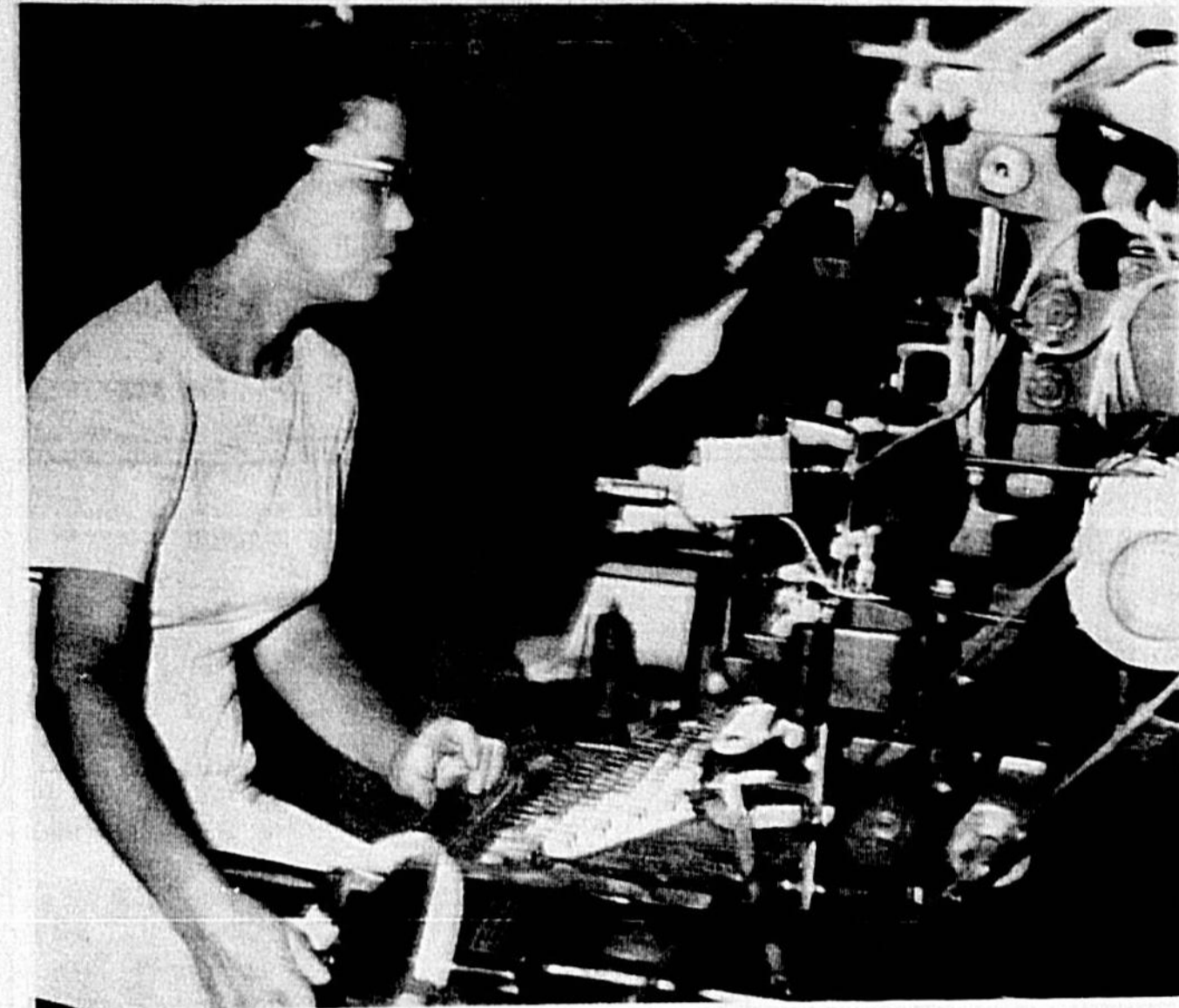
GOODY SHOES then Back to School
SANFORD PLAZA NORTHGATE ALOMA

LEARN TO PLAY THE PIANO

PROFESSIONAL MUSIC INSTRUCTIONS
Mary Ellen Rowe, B.A.
ALSO PRIVATE VOICE LESSONS REGISTERED NOW
PH. 323-1874

'New' Herald Is Ready For Your Inspection Sunday

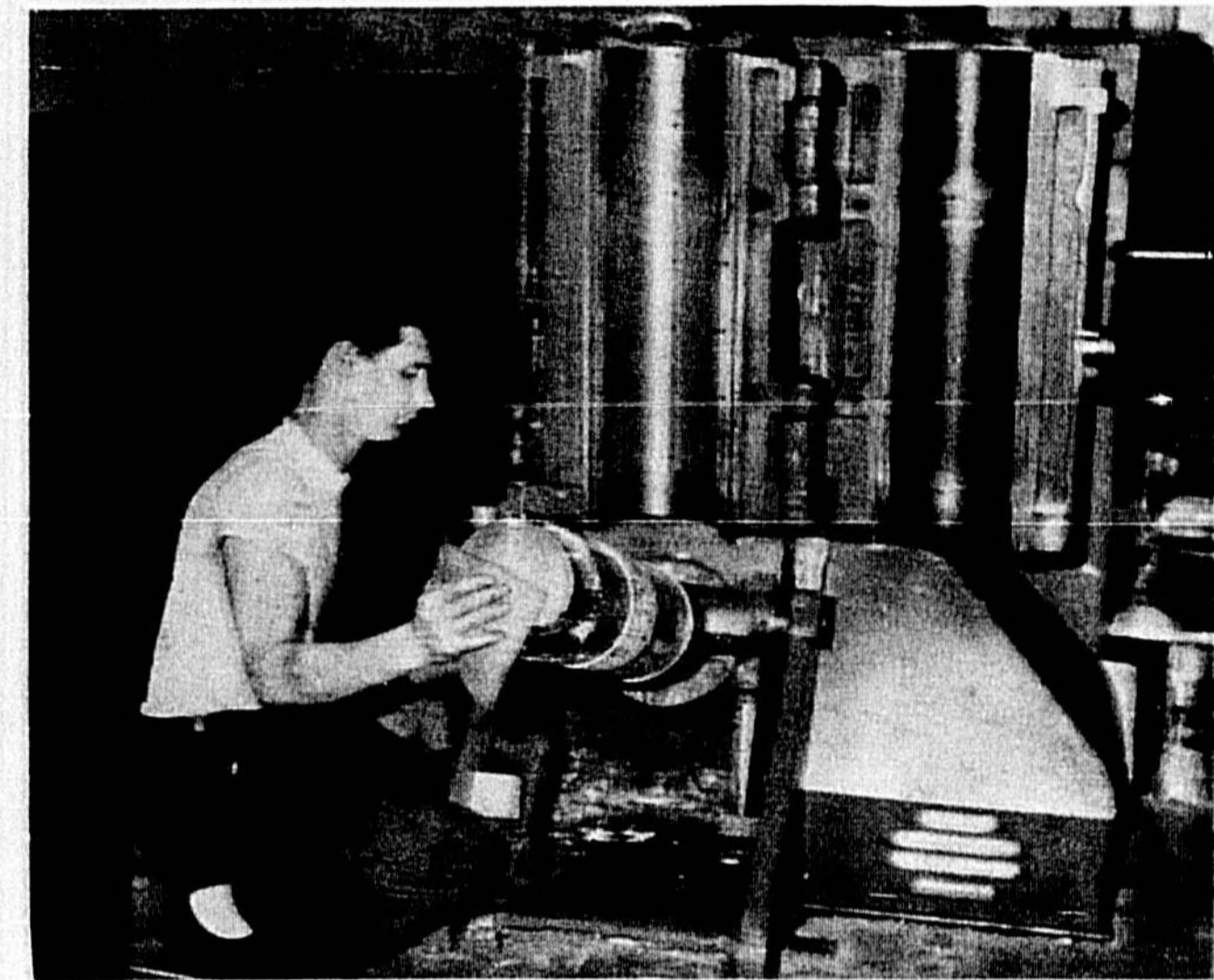
The Sanford Herald Page 12 — August 19, 1966



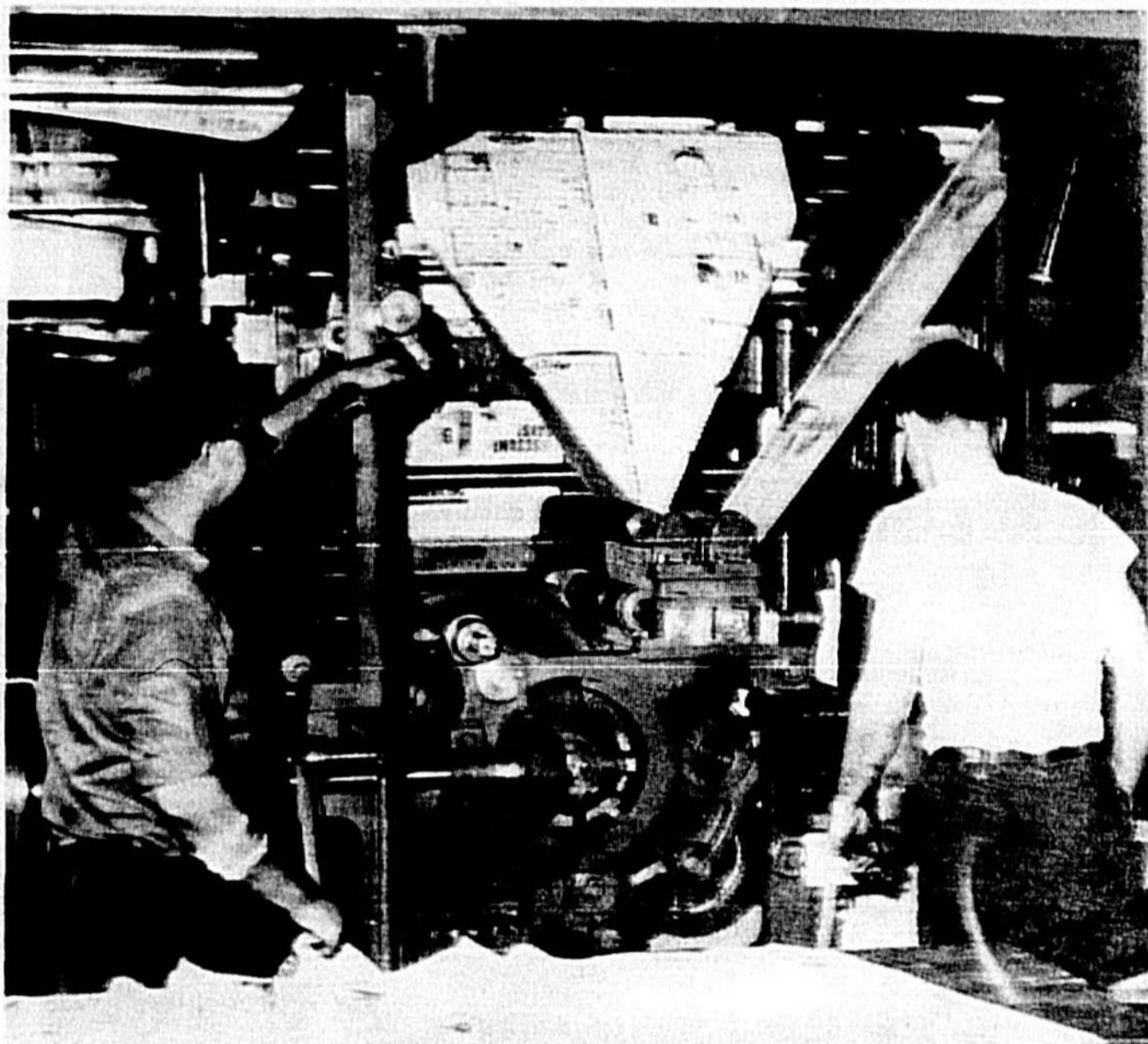
ANNA JARDINE Adjusts A Linotype To Operate On Perforated Tape Only.



SPACIOUSNESS IS The Word In The Display Advertising Dept.



RAY STEVENS Trims A Page Plate In Readiness For The Press.



LOIS Alexander and Raymond Bellamy Are In Charge Of Housekeeping.



DOTTIE AUSTIN ... city editor



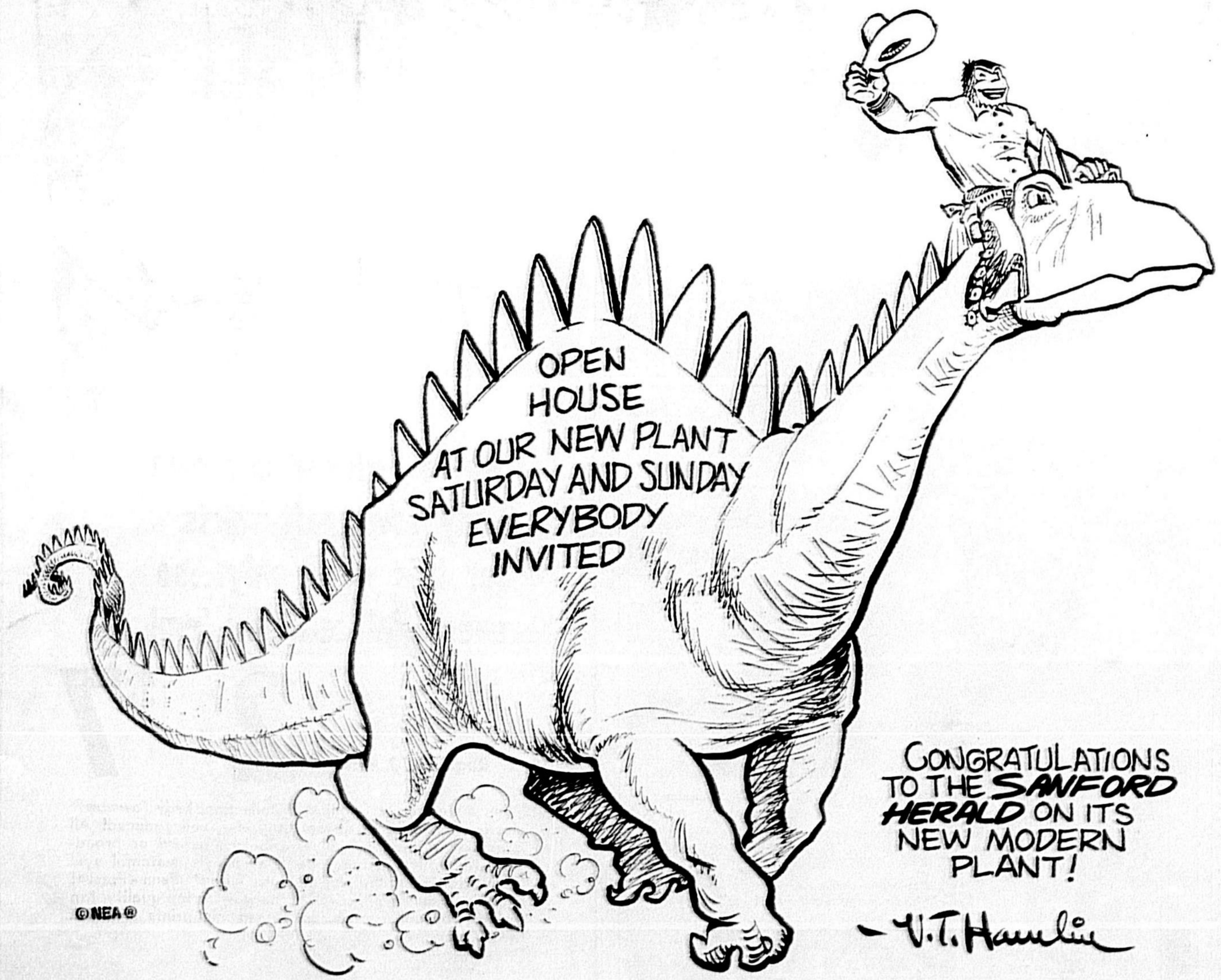
JAMES HULL, with an armload of Herald's, is one of many who deliver the paper to your door.



BILL VINCENT JR. ... photographer



HANK TENNEY doubles as linotypist and machinist.



CONGRATULATIONS TO THE SANFORD HERALD ON ITS NEW MODERN PLANT!

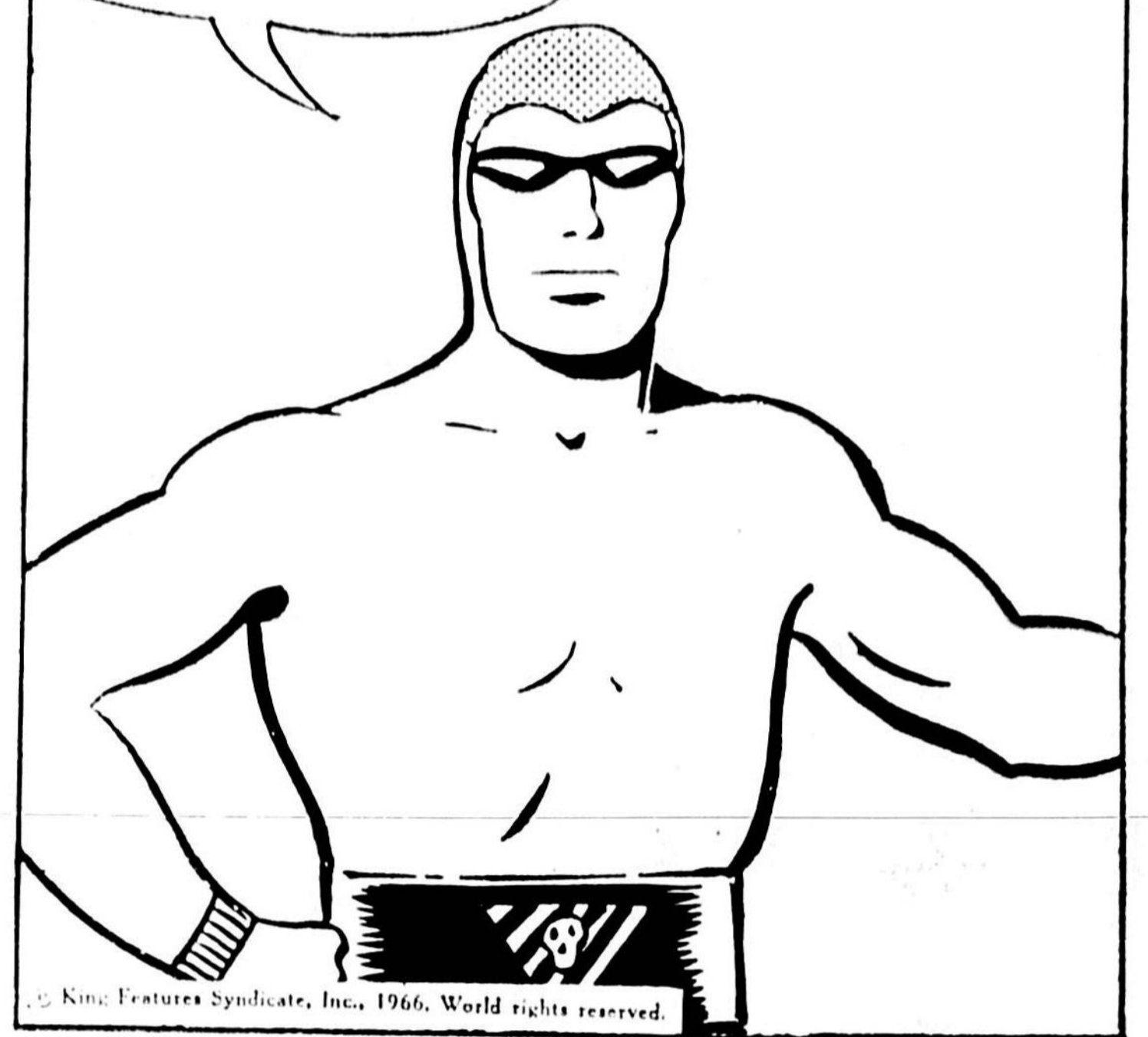
- V.T. Hamlin

Y'all Come ... Sunday ... Open House ... Sanford Herald

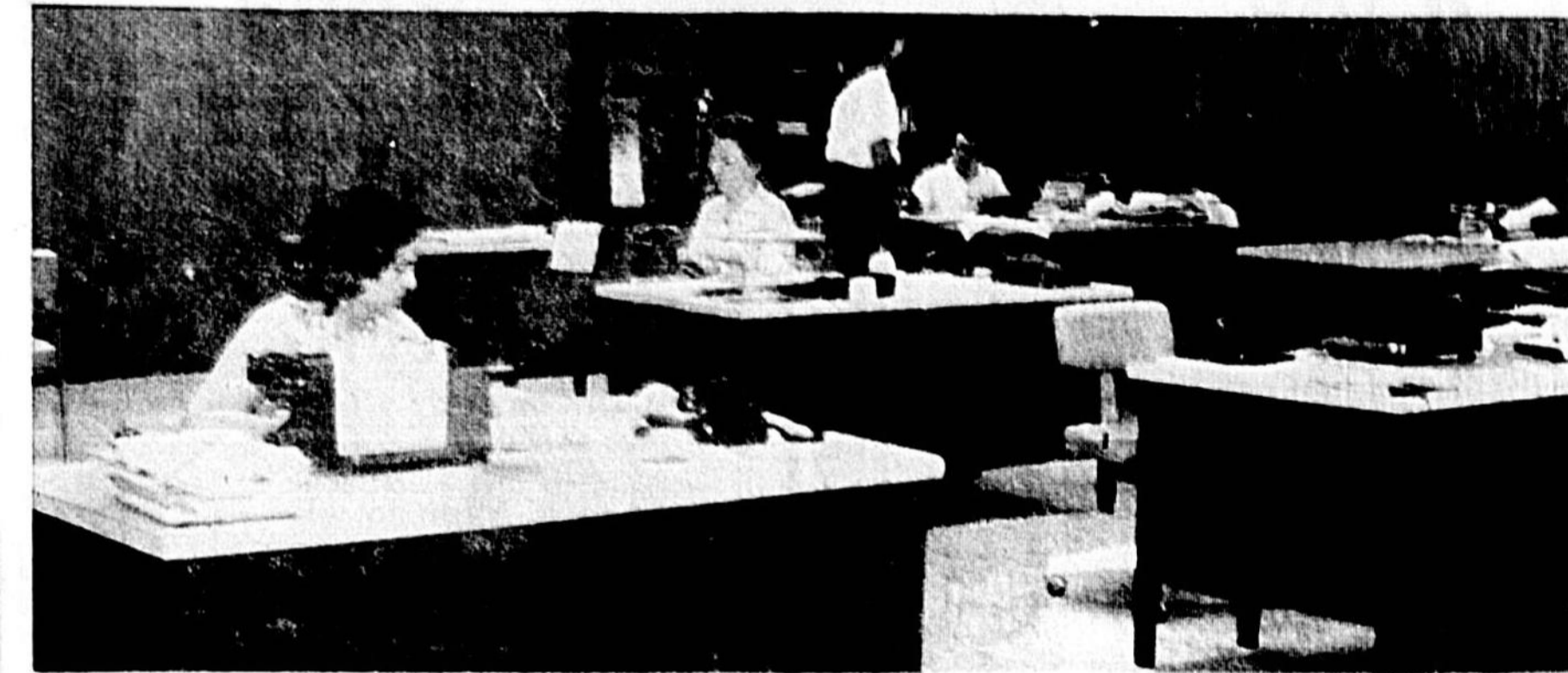
The Sanford Herald August 19, 1966 — Page 13

The Phantom By Lee Falk and Sy Barry

IT'S GREAT TO BE IN FLORIDA! IT'S EVEN GREATER TO BE ATTENDING THE OPEN HOUSE OF THE SANFORD HERALD-- AND ADMIRING THEIR FINE NEW PLANT!



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HEART BEAT of any newspaper is the newsroom — typewriters clacking, 'phones ringing, teletypes banging ... until deadline is past.



DORIS WILLIAMS ... society editor



JUDY WELLS ... county editor



DOTTIE AUSTIN ... city editor



FRANCES WESTER ... staff writer ... Lake Mary



M. MILES ... staff writer ... Forest City



O. H. HOWARD ... contractor



ROBT. B. THOMAS ... reporter



DOUG MARLETTE ... cartoonist



CHARLES HAYS ... Ast. Foreman



BILL VINCENT JR. ... photographer



MILDRED HANEY ... staff writer ... Deltona



J. CASSELBERRY ... staff writer ... Caselberry



M. PETERSON ... staff writer ... N. Orlando



DONNA ESTES ... staff writer ... general news

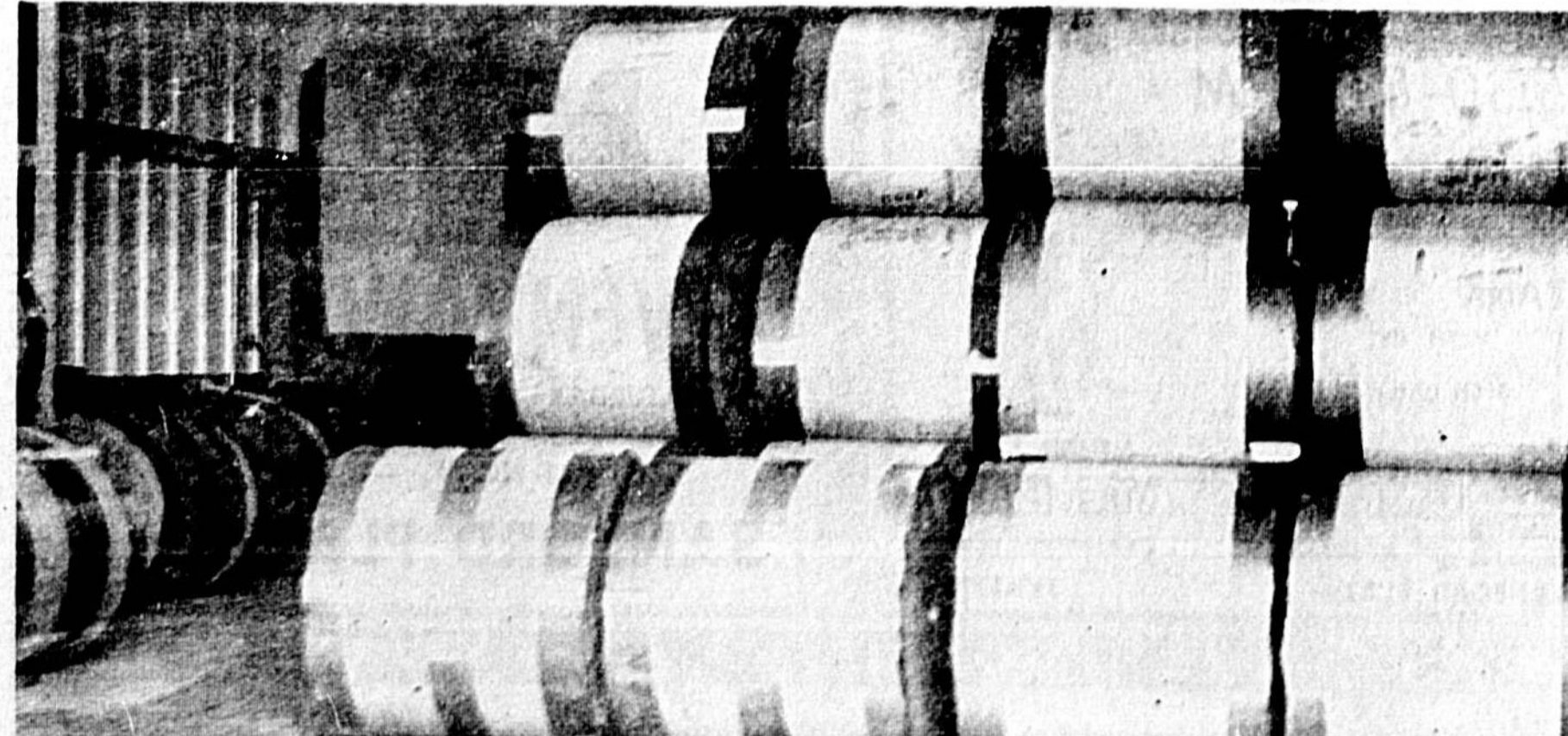


MRS. H. JOHNSON ... staff writer ... Lake Monroe



LIZA BAKER ... staff writer ... Chuluota

Speeders Caught Next Year, Too!
DAYTONA BEACH (AP) — The London Symphony Orchestra plans to play at Daytona Beach again next summer, the orchestra and the Florida International Music Festival announced. Final concerts of the festival are being performed this weekend.



NEWSPRINT By The Ton Rolls Through The Herald Presses.



JULIA BARTOS ... staff writer ... Altamonte



MRS. C. SNYDER ... staff writer ... Osteen



R. DAVISON ... staff writer ... Oviedo



MRS. J. MATHIEU ... staff writer ... Geneva

Picketing Power

LOS ANGELES (UPI) — The power of picketing was demonstrated when 20 youngsters, aged 16 to 12, carried placards in front of a liquor store to press their demands for cash redemption of empty bottles instead of goods. Eager to get rid of the pickets, the owner relented and paid them off in cash.

Closed Inquiry

SWINDON, England (UPI) — Passengers approaching the inquiry window at the railway station, found a baffling notice reading "Open for air only."

Poor Choice

NEWARK, N. J. (UPI) — A policeman's work is never done. Buditt squad Detective Michael Corona wound up his daily eight-hour shift and returned home only to find a burglar climbing through his kitchen window. The intruder was promptly arrested.

Installed

PHILADELPHIA (AP) — Dr. Douglas T. Mowbray of Waterloo, Iowa, has been installed as president of the American Podiatry Association.

World's largest swimming pool in Casablanca, 1,575 feet long and 246 feet wide.

<p>Penneys ALWAYS FIRST QUALITY</p> <p>SKIRT SPECIAL!</p> <p>Just in time for your back-to-school wardrobe!</p> <p>MISSIZES 6 to 16</p> <p>3.99</p> <p><small>You would expect to pay dollars more for these fashion skirts! Your choice of 100% wool cloth in solids and plaids or 65% Dacron Polyester/35% Cotton Whipstev in solids. Belted waistband and no-waistband "A" line styling in back-to-school basic and fall fashion shades. Junior and misses' sizes 6 to 16.</small></p> <p>OPEN NIGHTS! 'TIL 9 P.M. Mon. thru Sat.</p>	<p>BOOTS</p> <p>HULLA BALLOO'S AND MARY POPPINS'</p> <p>\$5.99</p> <p>\$6.99</p> <p>AND THE VERY LATEST FLAT — ROUND TOE TWO STRAPS. CHECK THESE AT \$3.99 a pair!</p> <p>GOODY SHOES</p> <p>SANFORD PLAZA 323-0860</p>	<p><i>The Vogue</i></p> <p>SIZZLER SPECIAL!</p> <p>SHIRTWAIST Shift</p> <p>Ruffled front</p> <p>SIMILAR TO ILLUSTRATION</p> <p>2 for \$7</p> <p>A Reg. \$7.99 Value</p> <p>TONITE & SAT.</p> <p>SEE THE PONY</p> <p>3 FOR \$1.00</p>	<p>A REAL LIVE Pony WILL BE GIVEN AWAY</p> <p>SATURDAY, SEPT. 3</p> <p>BY THE SANFORD PLAZA MERCHANTS</p> <p>REGISTER</p> <p>IN ANY OR EVERY STORE IN SANFORD PLAZA.</p> <p>NOTHING TO BUY — YOU DON'T HAVE TO BE PRESENT TO WIN.</p> <p>SEE THE PONY NOW AT SANFORD PLAZA</p>
<p>GENERAL ELECTRIC</p> <p>STEAM & DRY IRON</p> <p>YOUR CHOICE</p> <p>7⁹⁹</p> <p>HAAMILTON BEACH</p> <p>PORTABLE MIXER</p> <p>with the purchase of one 2-lb. box Aunt Jemima</p> <p>FREE!</p> <p>47¢</p> <p>Pancake Mix</p> <p>ZALES</p> <p>OPEN THURS. & FRI. 'TIL 9 • 323-7800</p>	<p>SANFORD PLAZA ONLY</p> <p>1-12-OZ. BOTTLE AUNT JEMIMA SYRUP</p> <p>FREE!</p> <p>with the purchase of one 2-lb. box Aunt Jemima</p> <p>47¢</p> <p>Pancake Mix</p>	<p>While Mama Shops</p> <p>THE FABULOUS BARGAINS ALL OVER SANFORD PLAZA</p> <p>DUCK OUT FOR A LEISURELY HAIRCUT AND SHAVE... TONIC... MASSAGE... IN COOL EASY COMFORT</p> <p>BOB and OTTO'S BARBER SHOP</p> <p>SMOOTH MODERN EQUIPMENT</p> <p>BIG COMFORTABLE CHAIRS WITH ASH TRAYS</p>	<p>BACK-TO-SCHOOL SPECIAL</p> <p>MOTHER AND DAUGHTER</p> <p>PERMANENT WAVE</p> <p>BOTH FOR \$10.95</p> <p>\$35.00 VALUE</p> <p>NO APPOINTMENT NECESSARY</p> <p>WIGS Sold, Styled, Cut, Tinted</p> <p>Jack & Jean's BEAUTY SALON</p> <p>SANFORD PLAZA 323-3901</p>

SIZZLING SUPER SPECIALS—TONIGHT AND ALL DAY TOMORROW—IN

SANFORD PLAZA

YOUR OWN CONVENIENT SHOPPING CENTER — PLENTY OF FREE PARKING SPACE!

<p>Penneys ALWAYS FIRST QUALITY</p> <p>Fantastic Savings!</p> <p>Men's plaid or solid Penn-Prest walk shorts!</p> <p>50% fortrel/polyester 50% cotton</p> <p>Sizes 29 to 38. Belt loop model.</p> <p>1.99</p> <p>OPEN NIGHTS! 'TIL 9 P.M. Mon. thru Sat.</p>	<p>McCRORY'S</p> <p>SANFORD PLAZA STORE ONLY</p> <p>Canvas Binder</p> <ul style="list-style-type: none"> 150 SHEETS FILLER PAPER 5-7% PLASTIC TAB INDEX 18,000 WORD DICTIONARY PLASTIC CARRY-ALL WITH ZIPPER <p>A \$2.75 VALUE</p> <p>\$1.49</p> <p>FOUNTAIN SPECIAL</p> <p>RIB EYE STEAK 85¢</p> <p>CHAR BROILED FRENCH FRIES SETTUCE & TOMATO HOT ROLLS & BUTTER</p> <p>TONITE & SAT.</p>	<p>IN SANFORD PLAZA</p> <p>ROB'S COIN OPERATED</p> <p>LAUNDRY AND DRY CLEANING</p> <p>modern • clean • attended all day Fri. & Saturday 7 A.M.—11 P.M.</p> <p>SIZZLER SPECIALS</p> <p>9 x 12 Shag Rugs \$1.75 or several smaller size (FOR MONDAY PICKUP)</p> <p>1-LB DRY CLEANING WHILE YOU WAIT \$1.75</p> <p>EVERYDAY SPECIAL</p> <p>20-Lb. double load wash 35c 30-Lb. Dry 10c</p> <p>ALL YOUR NEEDS ATTENDED TO WHILE YOU SHOP!</p>	<p>SUPER SHOE REPAIR</p> <p>Shoe — Luggage — Handbag — Zipper Repairing — Shoe Dyeing — Refinishing — Skinning — Precision Machine Sharpening — Soles — Kevlar — Making Shoes — Mower Blades — Saws, Etc.</p> <p>SIZZLER SPECIAL</p> <p>TONITE & SAT.</p> <p>ALL COLORS</p> <p>KIWI or ESQUIRE PASTE</p> <p>POLISH</p> <p>ea. 15¢</p>
<p>DUPONT LUCITE</p> <p>HOUSE PAINT</p> <p>REG. \$7.49</p> <p>\$5.89</p> <p>GAL. (LIMIT: 3 GAL.)</p> <p>PLUS 100 EXTRA 5&H GREEN STAMPS</p> <p>SANFORD PLAZA</p> <p>PAINT FAIR</p>	<p>TONIGHT AND SATURDAY SIZZLERS!</p> <p>JUMBO GARMENT BAG</p> <p>HOLDS UP TO 14 GARMENTS</p> <p>54" LONG LIST \$1.39</p> <p>66¢</p> <p>BACK-TO-SCHOOL SPECIAL</p> <p>GYM BAG</p> <p>LIST \$1.98</p> <p>89¢</p> <p>ECKERD DRUGS SANFORD PLAZA</p>	<p>for YOUR convenience</p> <p>we're open tonight and every Friday night —</p> <p>5:30-8:00 PM</p> <p>SHOP SANFORD PLAZA ...</p> <p>BANK WITH US! OPEN DAILY 'TIL 4 P.M.</p> <p>MEMBER F.D.I.C.</p> <p>UNITED STATE BANK</p> <p>of Sanford... Sanford, Florida</p> <p>3 SANFORD PLAZA 323-1776</p>	<p>REGISTER</p> <p>IN ANY SANFORD PLAZA STORE FOR</p> <p>PONY</p> <p>COMPLETE WITH BRIDLE & SADDLE TO BE</p> <p>GIVEN AWAY</p> <p>SATURDAY • SEPTEMBER 3</p> <p>SEE HIM NOW — AT</p> <p>SANFORD PLAZA</p>

We're rolling out the

Red Carpet

In Celebration of Our

58TH ANNIVERSARY

and the occupancy of our

NEW HOME

We Invite You to Our

Open House

Sunday, August 21ST

2:00 P.M. until 5:00 P.M.



The Sanford Herald

300 North French Ave.
Sanford, Florida

YOUR LOCAL NEWSPAPER WITH MORE THAN 50,000 READERS

The Herald's Record: Support Of Community

By Roland Dean

It was 48 years ago that I saw Sanford for the first time. As I drove down West First Street and then out Celery Avenue and looked at the great fields of celery on both sides of the road—"green gold," they used to call it—I thought I had never seen anything more beautiful in my life. What a picture! "Green gold" is a polite name for it. It is the lifeblood of the community.

Fresh out of college I had been sent there by R. H. Berg, a Miami newspaperman, to look after his circulation business. At that time he had bought the circulation and handled the distribution for most of the newspapers between Daytona Beach and Lake Wales. I don't suppose it amounted to more than 15 or 20 thousand copies, including the Orlando Reporter-Star.

It was while doing this work that we discovered the Sanford Herald was for sale and made arrangements to buy it. Bob Kelly, who had founded the paper in 1908, was a popular fellow, well liked in the community, and for many years wrote a column for us called "Just In Passing."

For a few years business boomed and we made more money than we knew what to do with, then the bottom dropped out, all five banks in Seminole County failed, and the next 15 years my brother Gordon's principal job was trying to raise enough money to meet the payroll.

To this end we were aided by those progressive merchants who believed that advertising pays and who didn't care what our policies was so long as it helped their business, and equally as well by those faithful employees who believed in on-the-job-training and were willing to accept due bills on local merchants if there wasn't enough money in the till to pay them off.

One of the proudest achievements of the Herald during this period was the many fine boys—and girls—who came to us right out of high school or from the University of Florida School of Journalism, spent a few years learning the ropes and then went on to other large newspapers in big cities and even as far away as New York to win fame and fortune.

And we are also proud of the many fine projects which the Herald sponsored during this period of which, though they may not have reached completion at that time, have since been carried on by others to bring health, happiness and prosperity to the community.

I remember the first project the Herald sponsored after I moved to Sanford. It was nothing but a Community Chest and today it seems incredible that anyone could have opposed it. But the town wasn't ready for it then and I soon became known as "that 25-year-old upstart from Miami." Oh, to be a 25-year-old upstart again!

Other community projects which the Herald favored or supported then were the golf course, the swimming pool, tennis courts, a yacht basin and ballfield for which the "backfront" deeper water for the beautiful St. Johns River, even a bridge

across Lake Monroe to enter on the other side, a modern baseball stadium, Fort Mellon Park, the General Henry Sanford Library.

We are glad to see that most of these projects have today become a reality though some of them took a long time to get. When I drive by that magnificent three-story hospital on East First Street, I marvel at our restraint in marking only \$250,000 to build the first one.

And we are glad to see too that as Sanford has grown and developed, the Herald has prospered and even expanded its horizons by building new buildings on French Avenue where it will be even better able to serve the public and contribute to Sanford's future growth and stability. We congratulate the present owners.

The Herald has always been like any other business, whether on the local, state or national level, and fearlessly voiced its views whether anyone agreed with them or not. For the most part we believe most people accepted that policy for what it was worth, or attributed it to a weakness of the mind rather than hardness of the heart.

One of the Herald's political campaigns got us burned in effigy and another brought us a \$100,000 libel suit. We were in court on that one for 21 days and the jury was out for 24 hours trying to make up its mind what to do. The plaintiff finally reduced his claim to one cent but even then we had plenty of attorneys to meet with any scientific theories: a heliograph which has no connection with the heliograph. Likewise, there are many other terms familiar to the newsmen which are strictly "Greek" to the outsider.

What's A Galley? A "galley" is a long tray in which type is placed by the typesetter and kept until it is ready to be placed in the "chase." The galleys are about 24 inches long, and from four to 16 inches wide, depending upon the size of type desired to be handled.

What's A Chase? A "chase" is the page form into which type, advertisements and pictures are assembled. It is the same size as a newspaper page.

But we are proud, too, that throughout this 80-year period in which we were in the thick of every fight, nobody ever took a shot at us and we never had to shoot anybody, though we always thought we had the fastest gun east of the Florida.

One time during the darkest days of the depression we did have to chase a machinery salesman out of the office with a pair of shears after he called us a crook because we were late in paying a bill.

But that we look back today, those were rewarding years, both for work done and friendships made, and we'd like to start right out now and do it all over again.

Development of the Disney World project, the 27,000 acre tract near Orlando purchased by Walt Disney, will probably cost half a billion dollars.

The Sanford Herald



WALTER A. GIELOW
... Publisher and Editor

Special Lingo Of News World

Newspapers the world over, like any other business, have their share of odd terms, slang and special lingo. To the uninitiated, at times it must seem as if reporters, composing and pressroom men are talking a foreign language.

For instance, we have a galley but no shipboard cook; we have a composing room full of turtles but they can't be eaten; every edition has its ears; we have plenty of proofs, unneeded with any scientific theories: a heliograph which has no connection with the heliograph.

But it's a lot more fun battling for virtue, tax reduction and motherhood in a governor's race or senatorial election. The Herald met with pretty good success in this area. Among the gubernatorial candidates we supported were Doyle Carlton, Dave Sholtz, Spessard Holland, Millard Caldwell and Dan McCarthy, all of whom became governors.

And among the senatorial candidates the Herald assisted were Duncan Fletcher, Claude Pepper, Spessard Holland and George Smathers, all of whom have served with considerable distinction in the Senate. We believe the Herald can be proud of this record.

But we are proud, too, that throughout this 80-year period in which we were in the thick of every fight, nobody ever took a shot at us and we never had to shoot anybody, though we always thought we had the fastest gun east of the Florida.

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The city of Ephesus, Turkey, claims to have been the home of Mary, mother of Christ.

Page 2A — Aug. 19, 1966



WALTER A. GIELOW
... Publisher and Editor

Full Coverage Of Sports Found In Herald Columns

The Sanford Herald is proud of its "local sports section" that covers the recreational-minded people of Seminole County.

You can find the Seminole County's participating in many types of sports and you'll find the results in the Sanford Herald.

The county's five high schools — Seminole, Lyman, Oviedo, Sanford Naval Academy and Cross — provide much of the activity, starting in the fall with football, following up with basketball in the winter and a full spring-sports menu of baseball, track, golf, swimming and crew racing.

Starting this next school term, the county's school sports program becomes even bigger with the opening of Seminole Junior College, where basketball and baseball will be in variety competition with other Florida junior college teams.

Bowling and golf are two major sports where everyone can participate and the local alleys (Jet Lanes) and links (Mayfair, Land O' Lakes, Mid-Florida, Rolling Hills, Seminole Country Club) provide plenty of facilities.

Other weekly or monthly events covered by the Herald are horse shows, drag racing, and AAU swimming in the summer months.

Keeping up to date on the fine Sanford recreational department activities can be easily done by reading the Herald's sports section.

The city provides Little League, Junior League and Pee Wee Leagues for the youngsters and two softball leagues for the adults, during the spring and summer and a biddy and junior basketball program during the winter.

Many special events such as exhibition tennis, quarter-horse racing and sports car rallies are also reported.

Being in the Central Florida area, many prominent national sports attractions are nearby and the Herald always gives its readers top coverage of races at the Daytona Speedway, golf tours such as from the Citrus Open FGA tournament at Orlando and spring training baseball action from all over the state.

These major activities and all other national sports find their way on the Herald sports pages via national wire service.

The Herald is fortunate in having a fine group of stringers who keep the paper in constant touch with the local sports activities. Jim Boehm of Lynch, Bobby Stewart of Oviedo, Buddy Krout at Sanford Naval Academy, J. Richards of Seminole High and Robert Thomas of Cross are frequently by-lined on the Herald sport pages.



CIRCULATION, Classified Advertisements and Reception Dept.

The News Game Is 'Great Life'

A man (or woman) takes a news-writing job for many reasons—for money, for experience, or because he likes to write.

Some even get into the game by accident. Once in, however, few ever change occupations. A trade, an occupation and a profession all rolled into one, news reporting offers more excitement from a standpoint of satisfaction than almost any other job.

If the reporter wants excitement it is there for him; if he wants to meet people and share their experiences, he has unlimited opportunities; if he wants to be of service to the community, he has more chance than being head of a dozen organizations.

The thrill of rushing to meet a deadline can be the high spot of his day—and often it is. A famous editor once said that a good reporter should "love his work more than man or woman."

Most reporters, while falling a little short of this idealistic goal, will still admit that it's a great life.



MRS. JANIE SHOEMAKER
... Business Manager

Lad's End and John O'Grata, John Carroll was the first Catholic bishop in the United States in 1788.

What's A Dump? There's One At All Newspapers

Every newspaper has a "dump" but no trash or garbage is deposited thereon. The dump is the name given to a long metal table or bank where typesetters place their type in galley.

It is there that the "galley boy" operates, inserting corrections, assembling stories with their headlines, and arranging the type into various departments for sports, women's department, etc.

The "galley boy" is today's modern version of the "printer's devil" of yesteryear, only his duties are a little more demanding. A headline placed over the wrong story, for instance, can cause plenty of trouble for proofreaders and makeup men before the glaring error is corrected.

LITTLE RECOGNITION
The writings of Emily Dickinson, famous American poet, were almost entirely unknown to the people of her time. Only seven of her poems were published during her lifetime.

Newspaper Ad Columns Show Windows For All

Advertising columns of newspapers are the show windows through which those who have something to sell or something to buy take the news of their wares directly into the homes of prospective customers for leisurely shopping.

The size of their messages vary from the two or three line classified items to the larger illustrated presentations known as display ads.

Although many larger advertisers prepare their own messages or work through agencies that specialize in that field, newspapers maintain a staff of artists and copy writers who provide competent assistance for any who desire it. They maintain careful editorial supervision over all ads to protect the public against misleading or injurious statements.

Newspaper advertising is unique in that the message of the individual establishment is delivered to a guaranteed number of homes for the reading at the convenience of an entire family at only a fraction of the cost of sending a postcard to an equal number of families. It captures immediate reader interest because it reaches the home with the eagerly awaited news of the day. From the newspaper ads the consumers shop for details and price comparisons. It's like standing before one giant display window.

Housewives compare grocery prices and families pick out furniture—clothing is selected and houses for rent or sale are spotted. In each ad there is a message to the reader, be it selling, persuading, informing or seeking.

There are two primary types of advertising, "display" ads and "classified" ads, some-thing known as "classified" ads, some-thing not advertised by local concerns.

Display advertising is the type normally used by merchants or others who have a product or service they want to show, usually with illustrations. This type makes up the greater bulk of newspaper advertising and is carried throughout the paper.

Classified advertising on the other hand is concentrated on pages by itself. These ads used by citizens and businesses alike are arranged in a certain order to enable easier location by the reader. The items and services they cover, from extra chairs for sale to career opportunities make up such a variety and answer so many needs that classified carries a high reader interest.

Nearly all of the display advertising is prepared by The Sanford Herald staff of solicitors. They create the ads according to the desire of the merchant, utilizing illustrations furnished by the newspaper or the advertiser himself.

The solicitors must constantly study each line of business they serve to keep abreast of seasonal requirements. They discuss a merchandising program of stores with the store manager or advertising manager and coordinate advertising in ways to best keep the merchandise plan of the store.

The National advertising varies from automotive and real estate to a wide range of classifications. Into the national advertising budget approved, the Florida Citrus Commission is reading the most comprehensive advertising-merchandising campaign it has ever undertaken.

With a record \$8 million advertising budget approved, the Florida Citrus Commission is reading the most comprehensive advertising-merchandising campaign it has ever undertaken.

Three states once were independent nations — Hawaii, Texas and Vermont.

classification falls almost anywhere in the advertising department. Since it is impossible for The Sanford Herald to reach the hundreds of agencies and advertisers over the nation the services of Gallagher-Delisser Advertising Agency are employed, with their main office in New York.

These representatives are familiar with the market and circulation territory of The Sanford Herald. The national advertiser's copy is processed the same as local copy. Mats, plates, printing material and insertion instructions are sent by mail, then handled in the same channels as other advertising.

Since advertising is a newspaper's primary source of revenue the space an advertiser requires determines its cost and the rates are primarily set by the circulation of the newspaper. The higher the circulation the more distribution and printing expenses for the paper and the more readers to see the ad and buy the merchandise, benefiting the advertiser more.

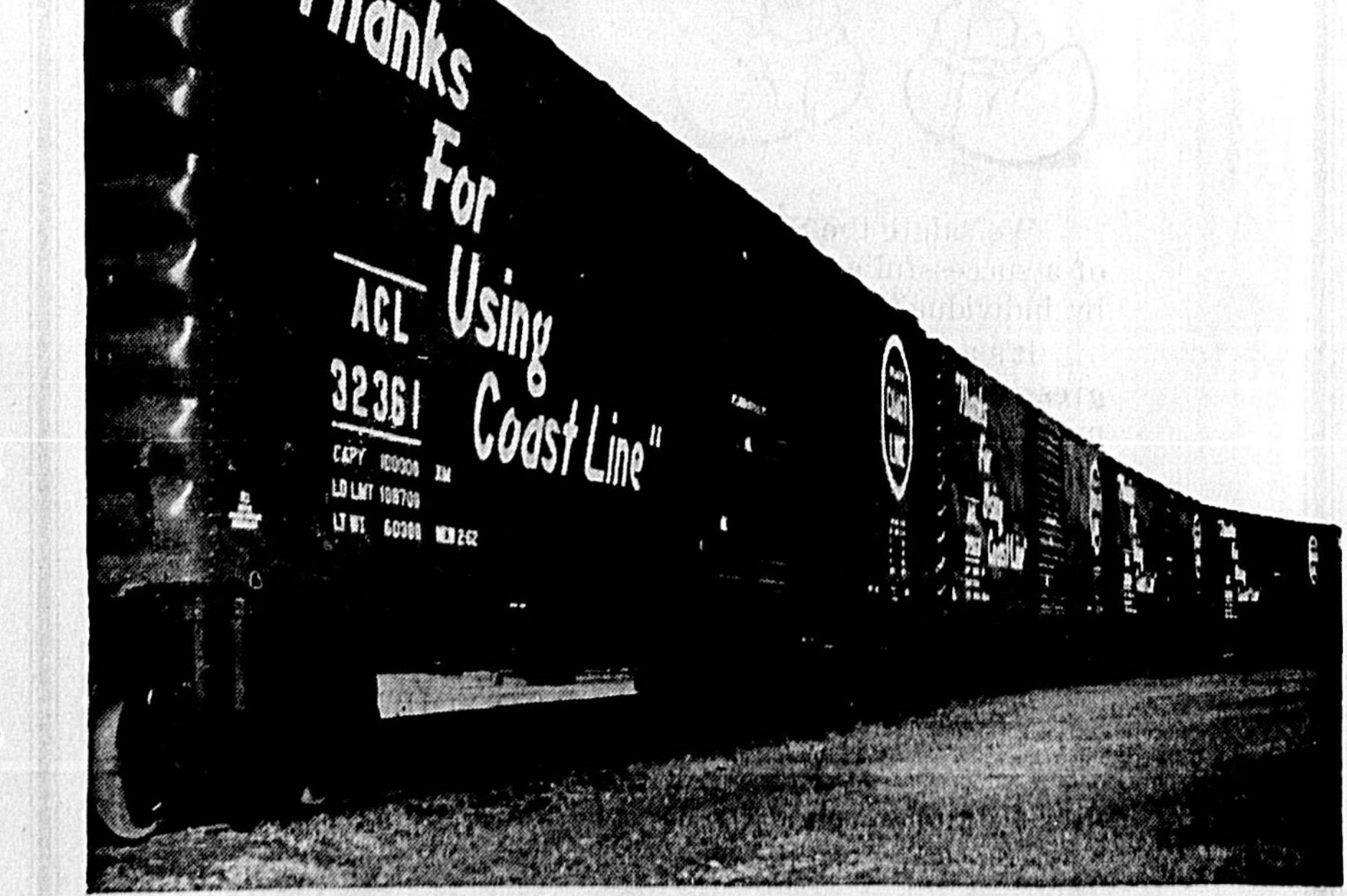
Once the advertising plan is revealed the ad is laid out or sketched. Illustrations are taken from The Sanford Herald and used to properly show the merchandise and type is selected to best fit the purpose of the ad itself.

Most automobile trips are relatively short, says John G. Lacoak, president of Quality Courts Motels. Almost half of the family trips and 66 per cent of all business trips are less than 200 miles round trip.

With a record \$8 million advertising budget approved, the Florida Citrus Commission is reading the most comprehensive advertising-merchandising campaign it has ever undertaken.

ARE WE TALKING TO OURSELVES?

Not at all. When we say "Thanks for using Coast Line", we're trying to tell you we appreciate your business. But saying it isn't enough. So we try to show it. By giving you the kind of equipment you want. The attention you deserve. And the safest, fastest, most dependable service possible. Who says railroads don't care? Not us. We've been working on our railroad.



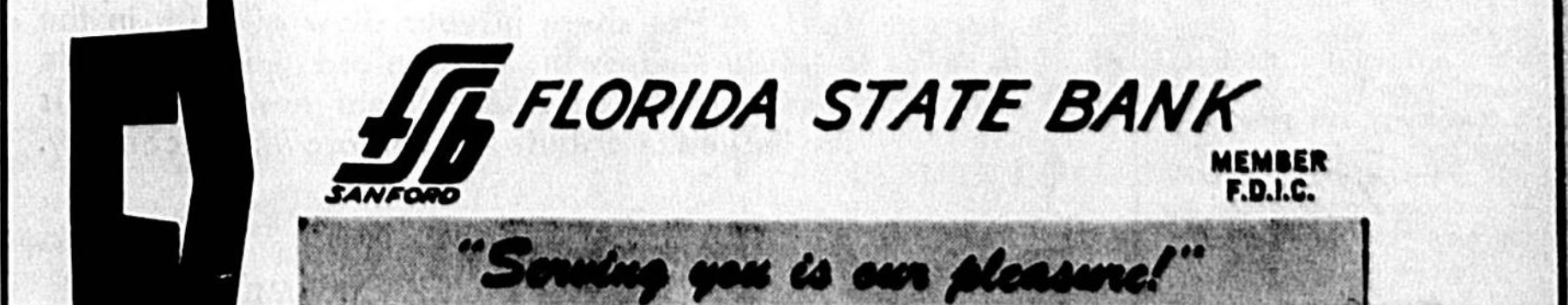
Congratulations

To The Sanford Herald

May Your OPEN HOUSE Be A Huge Success!

You are to be congratulated upon the completion of your new home.

The people of Sanford and Seminole County are indeed fortunate in having a newspaper with the foresight and ability to prepare now for the future growth of the area.



THE SANFORD HERALD HAS A BRAND NEW PLANT AND IS HOLDING AN OPEN HOUSE!

GEE, PRISCILLA! NOW MAYBE THEY'LL LET ME WRITE A COLUMN ABOUT BALLET DANCING!

OUR SINCEREST Congratulations TO THE SANFORD HERALD

AMERICAN BUILDINGS COMPANY
FRANCHISED DEALER

LERROY ROBB
CONSTRUCTION COMPANY

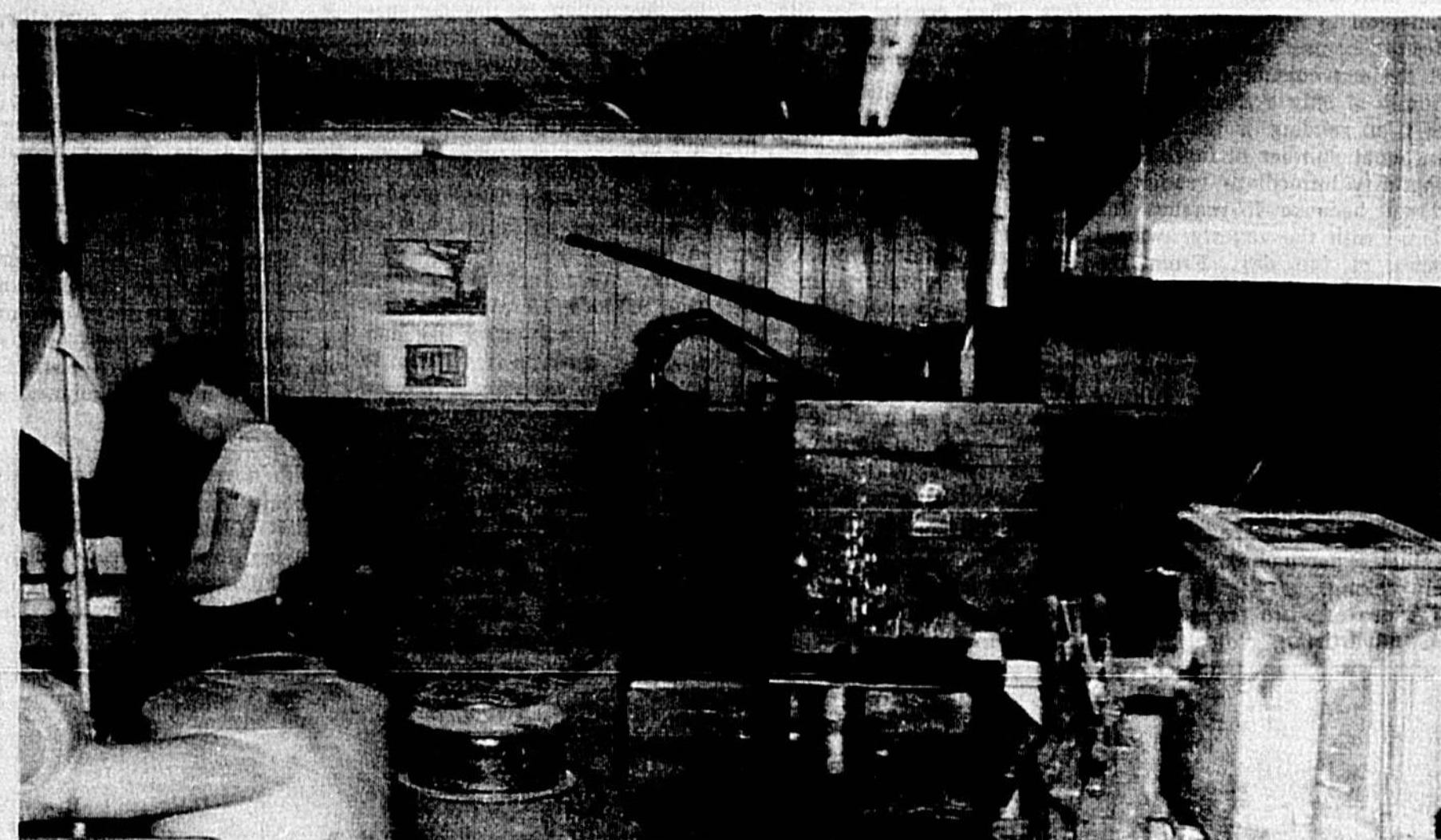
2800 S. SANFORD AVENUE SANFORD FL. 322-5011

'Fever' Of Newspaper Is Composing Room

The Sanford Herald Page 4A — Aug. 19, 1966



'MAKE-UP MEN' Assemble Ads And Stories For The Printed Page.



STEREOTYPE Dept. Transforms Page Of Type To Plate For Press.

'Tag-Lines' Vital To Makeup Man

All stories which move from The Herald's newsroom to the composing room carry "tag-lines" which contain vital information to the makeup man who will place the stories in pages for the afternoon edition.

Composing room personnel do not have the time to read each story, and then hunt for its headline, set on a different machine.

Consequently, it is the function of the tagline to explain in a few words and symbols the headline which is to accompany the story, where the story goes, and if there is a picture to accompany.

A typical tagline might read: "Pat - 3:30 - Memorial Day; with 2-col. cut." To the makeup man this means the story goes on page six rather than on a woman's page or sports page; that it carries a "2-30" headline, a three-column headline of a specific type size used by The Herald; that the headline starts with the words "Memorial Day"; and that a two-column picture will go with it.

A dummy layout is prepared for each page in the paper. When the managing editor decides where to put the story, and its picture, he will block in the picture on the dummy, indicate its size and depth, and write in under or alongside it the name "Memorial Day" tagline that was affixed to the story.

It is then a simple matter for the makeup man to assemble story, headline and the two-column Photo Engraver metal-cut of the picture and put them all together in the press page.

Thus the tagline performs a vital function. If for any reason the linotype operator who sets the story into type forgets to repeat in type the tagline, it is the function of the proofreader to mark it on his proof of the story. The proof then goes back to the typesetter, who inserts the tagline when he makes the other corrections the proofreader has marked.

"CONSCIENCE FUND" The U.S. Treasury's "conscience fund" consists of money sent in anonymously by citizens who think they owe the money to the government because of income tax evasions, falsifica-



PHOTO-ENGRAVING Machine Transforms Photos To Metal Cuts.

The fever and heat of a newspaper can best be felt in the composing room.

Anyone who doubts this need only stroll around and watch the makeup men assembling advertisements, stories and pictures in the page forms; listen to the whine of the circular metal saws, and pay heed to the incessant chatter of the Linotype and other machines converting news and ad copy into lead slugs in The Sanford Herald's composing room.

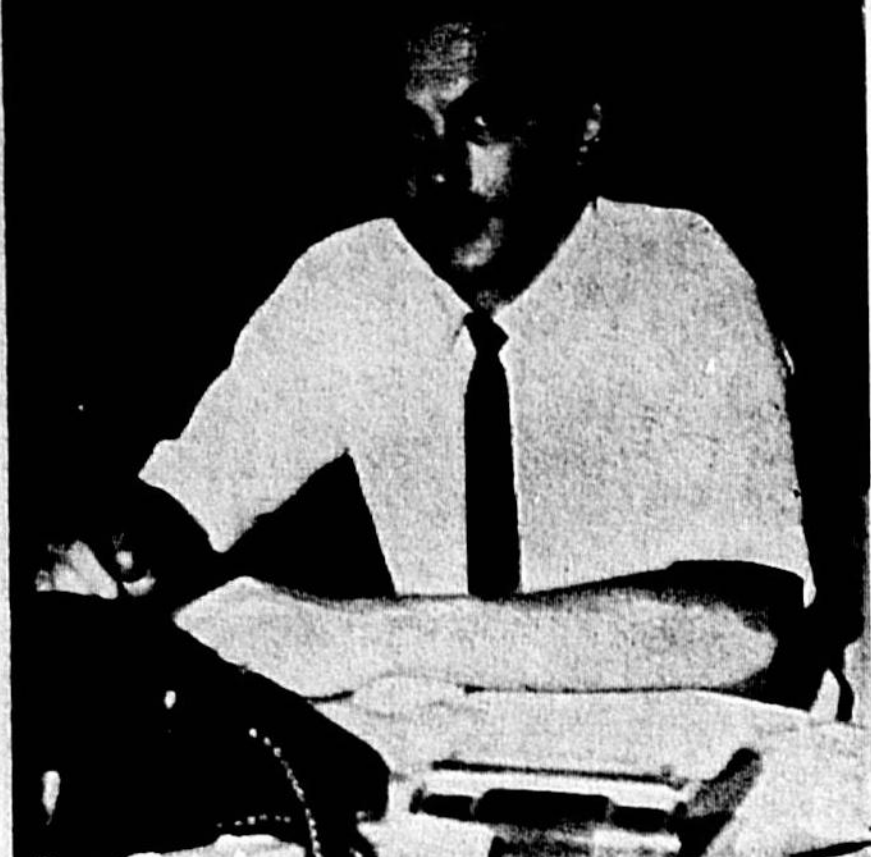
Anyone who can do this and not be caught up in some of the immediacy that is the lifeblood of all daily newspapers is a rare and insensitive person.

It is here that the commercial portion and the gathered news local and distant, meet for the first time. Displayed only on drawing boards, made up on advertising department and are given to the compositor. He then puts the ad together, following his "blueprint."

The ad compositor takes a proof of the ad when it is completed and stores his finished product in a cabinet to await the date of publication. The ad proof is checked by the proofreader and sent back for corrections. It is then corrected, reproofed and rechecked so as to arrive in perfect accordance with the advertiser's wishes by the time it is ready for insertion.

It is then that the page makeup man takes over. He carefully follows instructions noted on a page layout sheet, drawn by the advertising department, and with news and pictures scheduled by the editor, so as to be sure of the exact date, page and position that a particular display ad or news story is scheduled.

Once the news story is received in the composing room, it is given to a Linotype operator who sits in front of a set of 90 keys and punches out the



FRANK VOLTOLINE
...General Manager

Best Wishes.....

to
THE SANFORD HERALD

We're proud to have made and installed the draperies in this beautiful new building.

Jean Marcel
INTERIORS

COME IN — OR CALL FOR APPOINTMENT NO OBLIGATION
1002 FRENCH AVE. 322-3290

Hats off to the HERALD



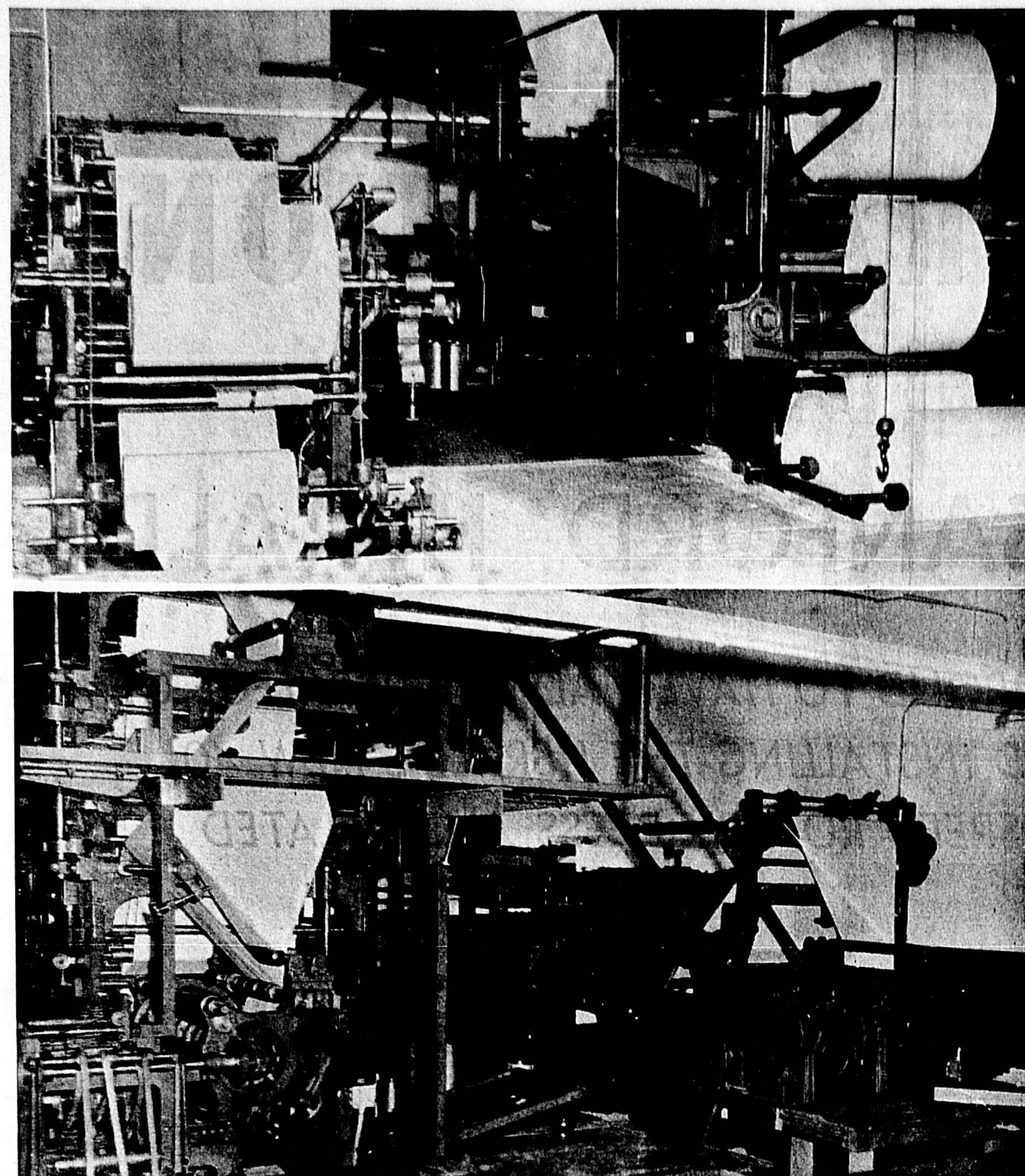
Best wishes for your success in your new building

We salute the Sanford Herald as another example of a successful and respected Florida newspaper, built by individual initiative and free enterprise.

It's a good feeling to work side by side with a progressive newspaper toward the growth and development of its community and area. We're always proud to see our advertisements in the Sanford Herald... just as we are proud to be on "pushbutton" call with Sunshine Service Electricity in every part of your beautiful new building.

Looking forward to your growing influence in the years ahead, Reddy says: "GO! GO! GO! MORE POWER TO YOU!"

FLORIDA POWER & LIGHT COMPANY
HELPING BUILD FLORIDA



TWO NEW DUPLEX Presses deliver 28,000 40-page newspapers, with color, in one hour, as compared to The Herald's old press which delivered 12,000 15-page newspapers an hour, in black-and-white only. Top photo shows the newsprint being fed into the presses, which deliver (lower photo) the printed newspaper, cut and folded, ready for the carriers.



LUDLOW Machine Produces Large Type For Headlines And Ads.

Are you working and receiving Social Security payments? Each year the Social Security Administration automatically reviews your earnings record to see if your earnings will result in a benefit increase. Your Sanford Social Security office is located at 1509 E. Second Street. Office hours are from 8:30 until 4:00, Monday through Friday.

'Flag' Is Name Atop Of Page 1

Contrary to usage and popular belief, the "masthead" of a newspaper is not the name across the front of the paper, such as "The Sanford Herald." The term refers to matter printed in a "box" on the editorial page which states the name of the newspaper, the name of the publisher, general manager, business manager, editors and other executives, and the fact The Herald is a member of the Associated Press.

The name across the top of Page One is the "flag."

Windsor, Ontario, is Canada's most southerly city.

Typesetting Machinery Vital Part

Typesetting machines are a vital part of the operation of a modern newspaper plant.

In the composing room of The Sanford Herald are found eight Linotype machines. These machines convert reading material from copy furnished by the editorial and advertising departments into metal "lines of type" which gave the Linotype its name.

These machines have a large keyboard which contains 90 keys. In an average day an operator strikes these keys 60,000 times. When an operator touches a key it causes a "matrix" or letter to fall from the magazine that is filled with matrices into the assembling elevator. After a line is assembled, the elevator is raised manually to start the machine on its operation. The line of matrices is delivered in the casting mechanism where they are lined up with a mold and hot metal is pumped into the mold and into the letters that are punched in the matrices. After casting, this metal solidifies almost instantly and the mold is then turned to a position where the slug that was cast is ejected into a galley or "stick."

After this casting operation, the matrices are elevated by the first elevator to a transfer point where they are transferred to a second elevator that delivers them to a distributor box that in turn lifts them onto a combination bar where they are conveyed across the bar by distributor screws and drop off according to their combination and return to their respective channel in the magazine. From

the matrices, after casting, the following process is followed by the machine:

The photograph is fastened to a cylinder on the machine and a thin sheet of zinc is secured to another cylinder. The half-tone screen (the printing surface of the finished engraving) is etched into the zinc by a cold stylus activated by electronics.

A scanning light travels across the picture and picks up every minute detail. The details are transferred to the stylus which then carries out the etching process.

When the engraving is complete, it is removed from the cylinder, washed and finally backed with pressure-sensitive tape.

The engraving is then ready for the press. The covering is removed from the double-coated tape and the engraving is fastened onto the page plates on the press, where the picture is then printed as you see it in your newspaper.

News Photos Play Big Part

Herald readers are assured the latest in local news photos because of our Photo Engraver, an electronic machine which can make a three column metal engraving of a photograph in 15 to 20 minutes.

The machine is running almost constantly to produce the large number of news pictures published daily in The Herald. The account of an important late morning or noon meeting can be told in both pictures and text in the same day's paper with the aid of the Photo Engraver.

In making a metal engraving on the Photo Engraver, the following process is followed by the machine:

The photograph is fastened to a cylinder on the machine and a thin sheet of zinc is secured to another cylinder. The half-tone screen (the printing surface of the finished engraving) is etched into the zinc by a cold stylus activated by electronics.

A scanning light travels across the picture and picks up every minute detail. The details are transferred to the stylus which then carries out the etching process.

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Congratulations

The Sanford Herald

We share in your show of faith in the future growth of Sanford and Seminole County. Your magnificent new building is indeed a tribute to our growing economy.

FIRST FEDERAL SAVINGS & LOAN ASSOCIATION

— MAIN OFFICE — 312 W. FIRST ST.
— BRANCH OFFICE — SANFORD PLAZA

"CONSCIENCE FUND" The U.S. Treasury's "conscience fund" consists of money sent in anonymously by citizens who think they owe the money to the government because of income tax evasions, falsifica-

Best Wishes to the

Sanford Herald

We're happy to have installed the

TRANE air conditioning and heating

PLUS — CRANE PLUMBING

Lee Brothers

QUALITY INSTALLATIONS SINCE 1917

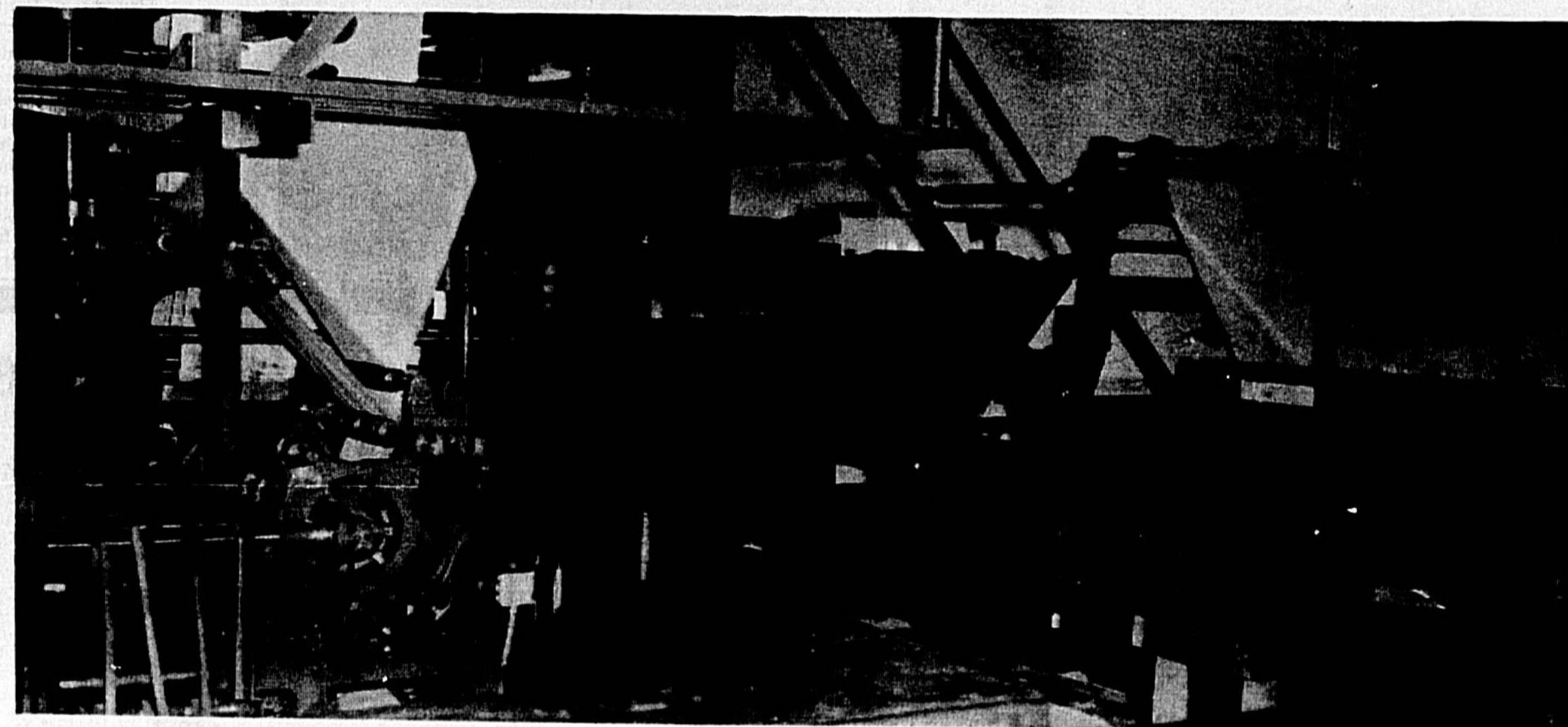
317-319 ELM AVENUE

SANFORD, FLORIDA

PHONE 322-0852

CONGRATULATIONS TO THE SANFORD HERALD

INLAND IS PROUD TO HAVE HAD THE PRIVILEGE OF SELLING AND INSTALLING THE HERALD'S NEW 40 PAGE HIGH-SPEED ROTARY PRESS AND RELATED EQUIPMENT.



40 PAGE DUPLEX STANDARD TUBULAR TWINNED ROTARY PRESS AT THE HERALD.

WE KNOW YOUR READERS, MERCHANTS, AND ADVERTISERS JOIN US IN CONGRATULATING THE HERALD FOR PROVIDING THE SEMINOLE COUNTY AREA WITH A FINER NEWSPAPER PLANT AND PRODUCT.

INLAND NEWSPAPER MACHINERY CORPORATION

SINCE 1910

1720 CHERRY STREET, KANSAS CITY, MISSOURI

News Doesn't 'Just Happen' To Get Into Your Paper

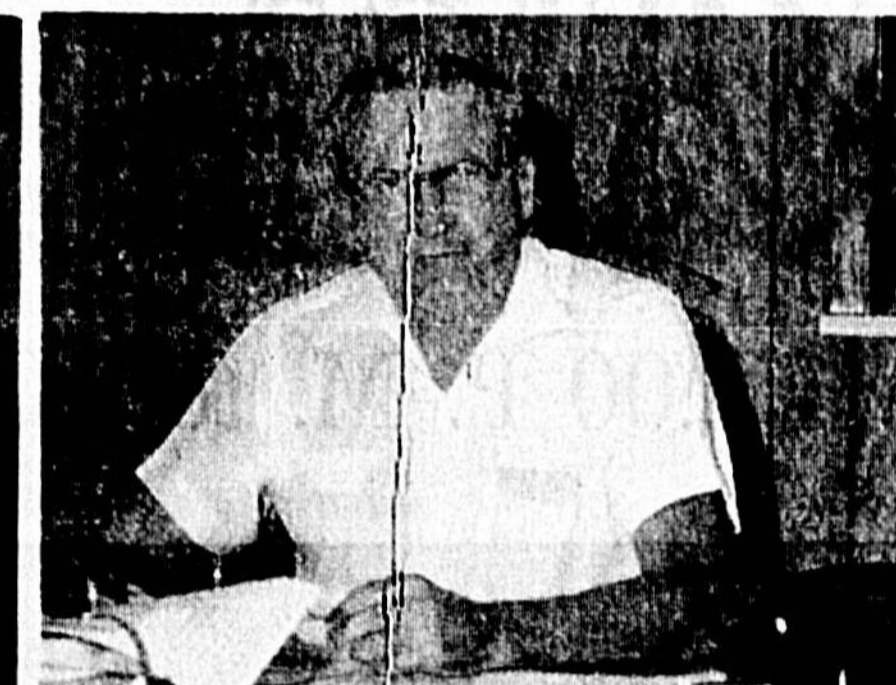
The Sanford Herald Aug. 19, 1966 — Page 7A



WINIFRED GIELOW
... Administrative



ROY GREEN
... Advertising Mgr.



FRED VAN PELT
... Managing Editor



ANN ALEXANDER
... Classified Mgr.



ROBERT ALEXANDER
... Advertising Director



RAY STEVENS
... Head Pressman



FRED WELLS
... Mechanical Supt.

News just doesn't "happen" to get in your newspaper. The daily compilation of the raft of information contained in a single edition of The Sanford Herald is a direct result of careful planning, diligent work and smooth-working organization.

The news department of The Sanford Herald is set up in the following way to handle the steady flow of news:

1. On the top level is the executive and policy-making branch.
2. Below this level is the news desk which supervises the coverage of local news and edits the telegraph news which is fed into the news room over the Associated Press leased wire.
3. The news desk actually has divisions of its own. There are the local reporters, with fixed beats such as city hall, the police station, the court house, and other specified news sources. Then there are the sports and society departments, and the correspondents.

The managing editor has charge of the general operations of the news department, but is primarily concerned with policy-making and editorial duties. He also has his duties the editing of both wire and local copy, the writing of headlines and supervision of page make-up and the coverage of local news and photographs from local sources.

The backbone of any news staff, however, is the reporter. Reporting is by far and away the most important duty of any editorial department.

Reporting is the application of curiosity directed by intelligence and disciplined by standards of accuracy and fairness to the current happenings of the world. Reporters perform a public service of great importance. In effect they say, "Here's the truth to the best of our knowledge; you can base your judgment on it."

The first duty of a reporter is to get the facts. He cannot get them unless he has the enterprise, the initiative and the diligence to track them down.

Of course, a reporter must be more than just an observer. He must be equipped to deal intelligently with the countless problems that confront him daily.

In addition to the reporters, who must be versatile enough to cover a murder trial one day and a Sunday school picnic the next, are correspondents. This newspaper has correspondents in virtually every community of the county, as well as immediately neighboring counties.

The National Park Service, created by Congress in 1916, to-day protects more than 230 great parks, shrines, seashores, riverways, parkways, battlefields, cultural and industrial sites of historic interest, and other public treasures.

national scene. Special sports correspondents and the sports editor in area coverage.

The Women's News department covers all the news of the sex in a direct and unobtrusive manner.

The photographic department specializes in photographs of local interest. Local photographs, made with a battery of cameras by reporters and photographers, are processed in a fully-equipped dark room. Besides the darkroom, which includes facilities for both making negatives and prints, the photographic department contains a Photo Engraver for making cuts. This news paper employs a full-time photographer and a full-time darkroom technician.

In addition, reporters, sports writers and correspondents also have working knowledge of the press camera.

The proof-reader, who scans the copy carefully for mistakes before it goes into the paper, plays an important role in the newsroom's operation. Mistakes, naturally, do get through and most times stick out like sore thumbs. But for every mistake that does get by there are hundreds more which were caught and corrected.

Of course, no newspaper would be complete without a digest of national and world news. Many thousands of words daily are received by The Sanford Herald on current events from the Associated Press wire.

In addition to the AP wire report special columnists and features from special syndicates and topflight comics bring entertainment to the reader.

We have now traced the major steps in gathering and receiving the news. The next step is to select the most important and interesting news for daily publication.

In an average week, The Sanford Herald receives about 10 times more words than it could possibly print.

The selection of the news to be printed and the prominence to be given it is one of the most difficult and complicated phases of the newspaper business.

The size of the paper is normally determined by collaboration between the advertising and news departments the afternoon before publication. A proper balance between advertising and news is desired. Of course, since the size of papers varies, the balance is not the same for all papers.

go up or down in the matter of two pages, one way or the other, this sometimes results in light (heavy advertising) papers or "loose" (heavy news matter) papers.

The Herald's managing editor then must make allowances for the total amount of space to be allowed to news of various classifications. He must decide how much space to give to foreign and national news, to sports, obituaries, amusements, women's news, pictures, feature stories, etc.

Of course, such decisions cannot be made after a long amount of consideration. They must always be made in the light of latest developments, some of which come only minutes before press time.

News cannot just be crammed letter-sticker into a paper. Copy must be edited and proper headlines must be written before it is sent to the composing room to be put into type.

As soon as the story has been set up, proofs are checked by the proofreader for errors. Page one, of course, receives a great amount of attention. A layout is always drawn up of this page for the compositors to follow. Other layouts are made for sports and social pages, for the editorial page and others.

Other pages are put into type by make-up men with the assistance of the managing editor.

Welcome Neighbor...
Congratulations on your modern, efficient and beautifully landscaped new building:

We appreciate the opportunity we have had to design, engineer and supply the materials for lawn and shrubbery sprinkler system.

Wall Supply

"Headquarters for sprinkler systems"
220 North French Ave. 322-5412
LES BATEMAN — OWNER

We are pleased...
to have been chosen to do the
Landscaping & Irrigation

for the beautiful new home of

The Sanford Herald

We wish them success in the future, and are happy to be associated with a firm that by its expansion has shown its faith in the growth of the community.

— IN THE SAME LOCATION 14 YEARS —

Grapeville Florist and Nursery

"Flowers for Every Need"

2221 Grapeville Ave. 322-0886

We CONGRATULATE You...

We are proud to have done the beautiful and durable TERRAZZO FLOORS in this spacious plant.

Residential Terrazzo

ORLANDO, FLORIDA
PH. 425-9007

We're always happy to be in good company
Congratulations.

Southern Bell

Good News

YOU ARE *Invited* TO

The Sanford Herald

Open HOUSE

SUNDAY, AUGUST 21st from 2:00 P. M. to 5:00 P. M.



It was indeed a pleasure to have been selected as General Contractor of this big beautiful and functional newspaper plant. The people of Sanford and Seminole County should be proud to have such a wonderful group of people dedicated to producing a larger and finer newspaper.

— ARCHITECT —
JOHN A. BURTON IV
Member American Institute of Architects
SANFORD, FLORIDA

H O W A R D
AND
S P E N C E R

— GENERAL CONSTRUCTION CONTRACTORS
664 S. MAITLAND AVE. WINTER PARK, FLORIDA

Shrimp Boats Am 'A Comin'

In the early hours of the morning, several times each week from May through October, boat crews push away from the old town docks at Thunderbolt, Ga., and set out to sea in search of crago vulgaris.

That's the many-legged crustacean, commonly called shrimp, whose meaty taste has tickled the palate of people all over the U.S.

If the weather is good and the fishermen have good luck, the boats will return at sunset two days later loaded with over a thousand pounds of shrimp apiece.

Each boat drags two nets which are pulled up and emptied every

two and a half hours. The frequent emptying is necessary since "trash"—crabs, fish and other things—fill up the nets.

The crew of two, a captain and a helper called a striker, work the nets from dawn until dusk and then anchor at a calm spot for the night. At dawn they put their nets down again.

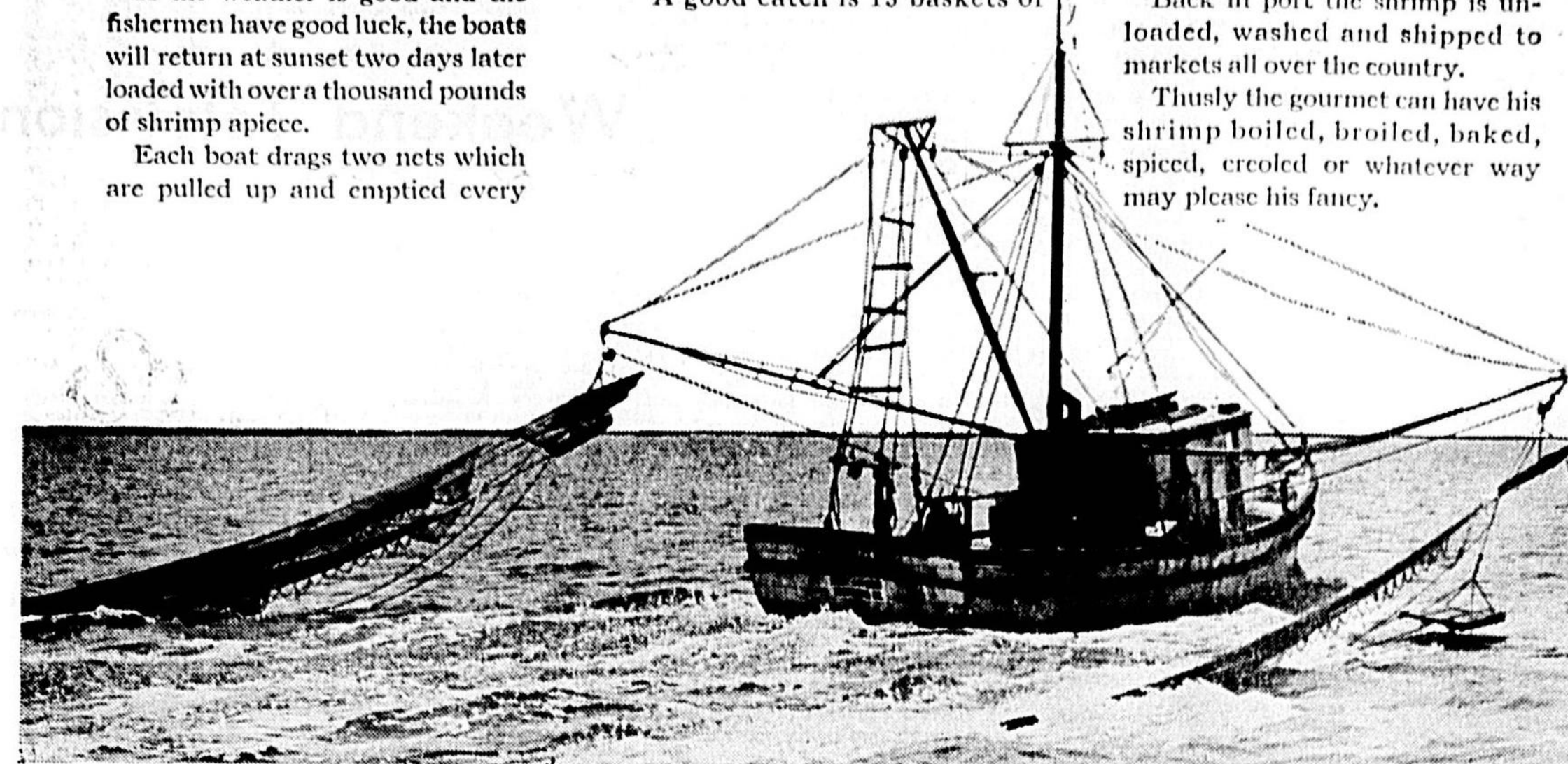
A good catch is 15 baskets of

shrimp, about 1,500 pounds. Prices vary but shrimp sometimes brings as much as \$100 per basket.

After October, at the end of the local shrimp season, the Thunderbolt boats work their way down towards Florida, reaching as far south as Key West before finally returning in the Spring for repairs and overhaul.

Back in port the shrimp is unloaded, washed and shipped to markets all over the country.

Thusly the gourmet can have his shrimp boiled, broiled, baked, spiced, creoled or whatever way may please his fancy.



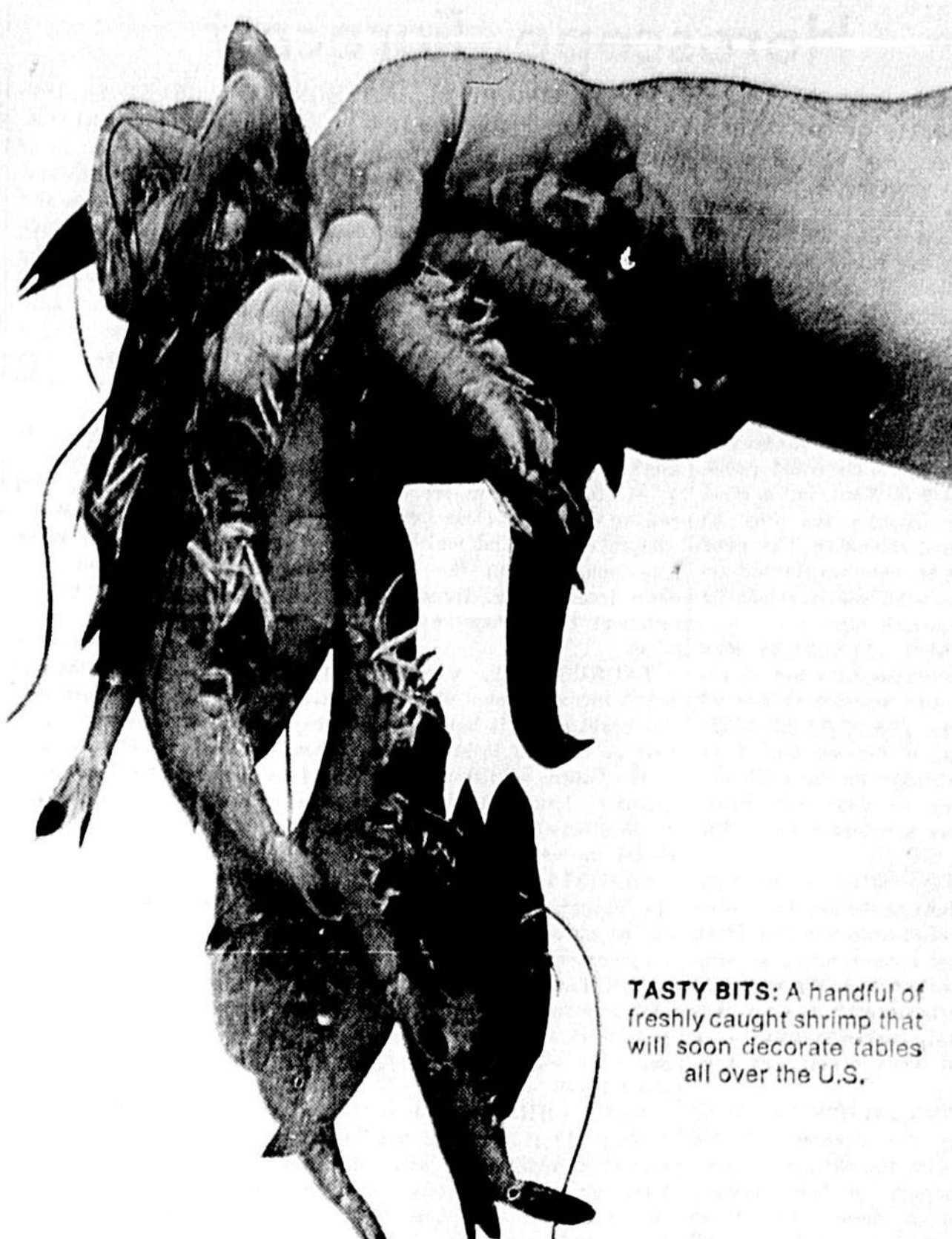
IN SEARCH OF SHRIMP: A shrimp boat, nets swung out on booms, plies the Georgia coastal waters. Each boat costs about \$50,000.



SORTING JOB: The striker sorts shrimp and trash fish, piling the shrimp into a basket and sweeping the trash fish overboard. Good trips may net 15 baskets of shrimp.



NET TRASH: A four foot hammer-head shark was found with shrimp.



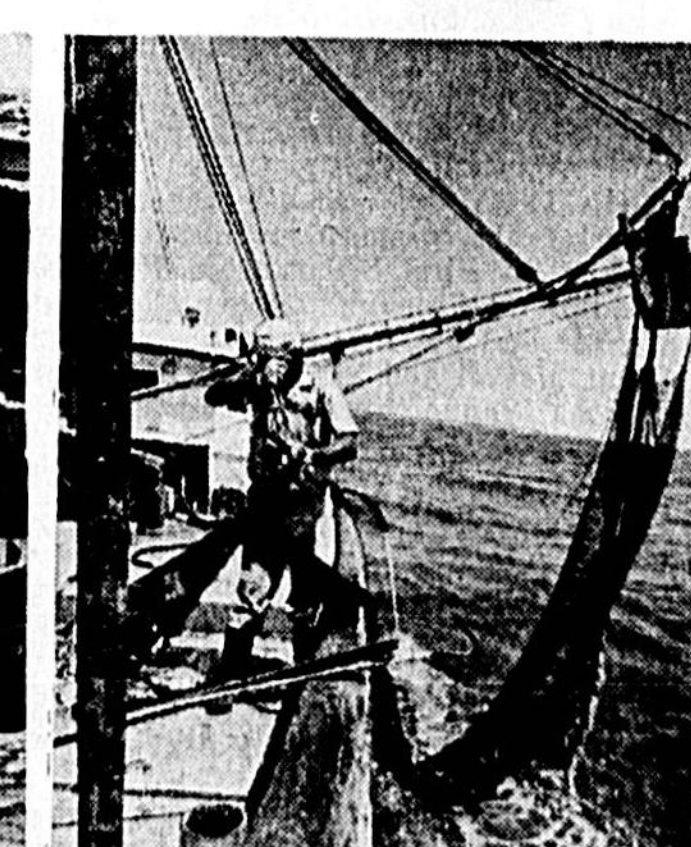
TASTY BITS: A handful of freshly caught shrimp that will soon decorate tables all over the U.S.



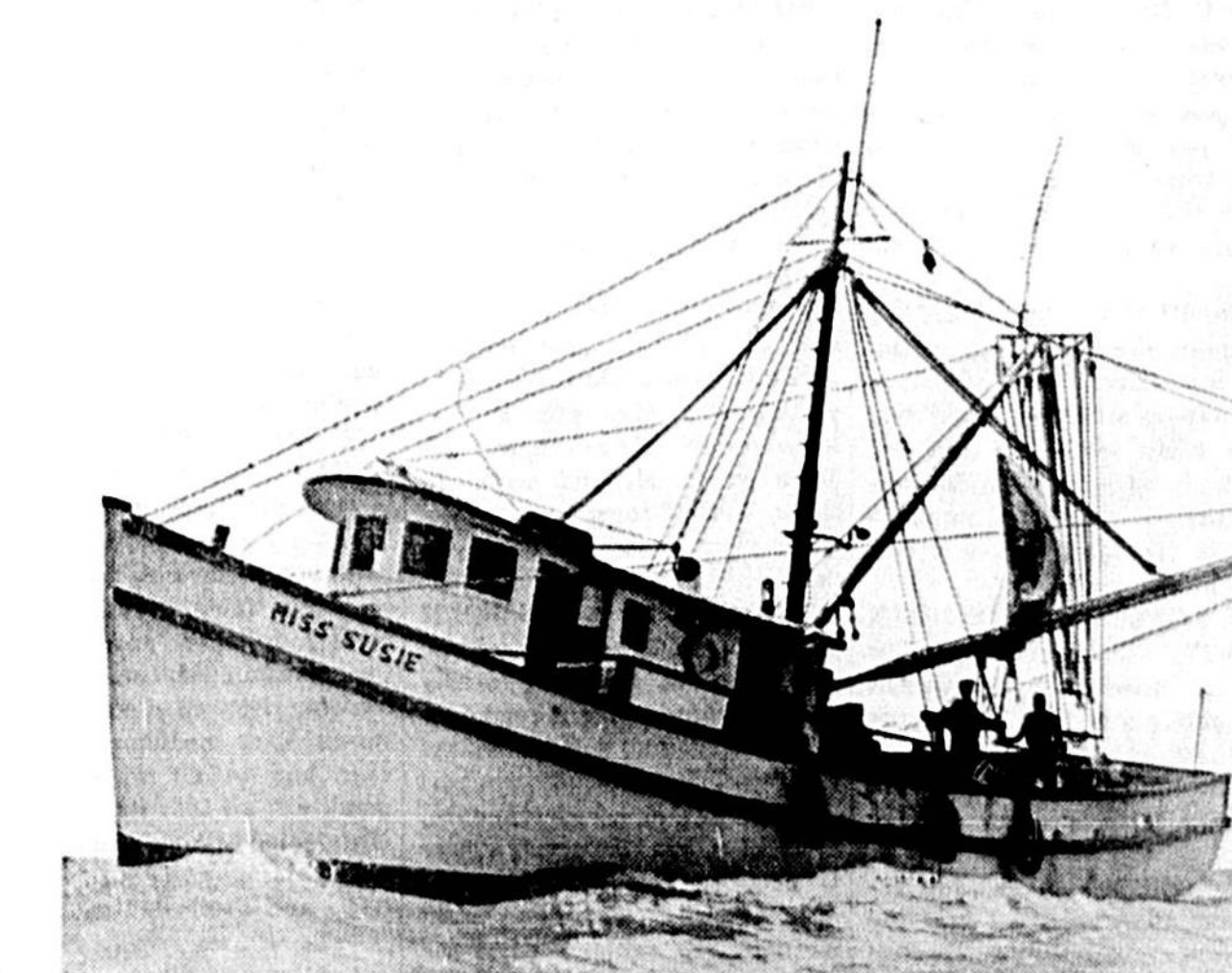
SEA HARVEST: The drag nets are pulled up every two and a half hours and the contents dumped on the deck. The nets and rigging cost \$1,000.



DAWN TO DUSK: Shrimpers swing out their nets at the crack of dawn and work through the day until the sun sets. Setting the nets or taking them up usually takes about an hour.



FINAL FEW: Last of a net full of shrimp are unloaded on boat's deck.



HOMEWARD BOUND: After a successful two days of shrimping, Miss Susie heads back to her home port of Thunderbolt on the Georgia coast.



This Week's PICTURE SHOW—AP News-features

Horoscope Forecast

GEN. TENDENCIES: Except for one who is in a peculiar position, you will find the best advice that you can use, this day and evening are not good for taking any chances. There can be no mistakes made in the way you move. If you are one of those who feel like flexing their military muscles in countries that have dictators but a political attitude helps men in power.

TAURUS (Apr. 20 to Apr. 19): An extra close could prove to be very difficult, but a good compromise can be reached if you understand the way to better understanding. Use your intellect to clear up former arguments with others, also. Be at peace with all.

GEMINI (May 21 to June 21): Some newcomer or visitor from out-of-town has fine ideas for your advancement. Do not be taken over the road. See that you do your best work, more efficient than in the past.

LEO (July 23 to Aug. 23): Rather than feel so pessimistic, think over carefully what must be done, then out and accomplish in a positive way. Be charming and smiling and you overcome opposition. Take that chip off your shoulder.

SCORPIO (Oct. 23 to Nov. 23): You are able to put personal aims provided you do not burden others in any way or ask for support from higher-ups. Be more independent, obtain situations now in force can help you to win out. Be persevering.

SAGITTARIUS (Nov. 23 to Dec. 23): You are more congenial if you act more friendly and sincere toward them. Start a new uprising to ward harmony, get into different kinds of entertainment or sports that are more your cup of tea.

CAPRICORN (Dec. 23 to Jan. 20): You are wise in desiring to get influential persons to go along with the ideas you have in mind at this time. Be sure you know what it is that associates experts from you. Then combine efforts in a mutual success, which is very possible then co-operate.

AQUARIUS (Jan. 21 to Feb. 19): Carry through with what you desire instead of merely doing what higher-ups want, which is entirely too imposing. Make sure your health, appearance. Then the world is your oyster.

PISCES (Feb. 20 to Mar. 20): Forget worries and work and get out to new outlets, persons, places that are stimulating and give you a new lease on life. Learn more, sit down in P. M. and write to those out-of-town and give them your ideas, get data you need.

IF YOUR CHILD IS BORN TODAY . . . he, or she, will be one of those charming youngsters who are a treasure to foot and cry for whatever is wanted, but you must not give in to all the desires or you have endless woe. However, there worse still, spoiled adult later on. Give spiritual training early and this will be curbed and the success here can then be most satisfactory since there will be co-operation with others, much artistry in nature.

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Highlights

8:30-8:59 P.M. CBS. The Wild West Show. (Rem.) Fun! Fun! Good but not up to usual standards. A mysterious investigation by a team of cowboys and a horse named Laramie, which is a blend of action, mystery and Western. The story of a horse named Laramie, which is a blend of action, mystery and Western. The story of a horse named Laramie, which is a blend of action, mystery and Western.

8:30-9:30 P.M. NBC. Sing Along With Mitch. (Color) Re-run. A good will tune around the world in the theme for tonight's show, with Mitch and the gang presenting songs from Scotland, Poland, Russia and the Philippines. Solists include Eddie Lang, Louie O'Brien, Deirdre Damm, Bob McGrath and Jess Randolph, among others, with the Lang Sisters in a special role.

8:58-9:59 P.M. ABC. The Adam Family. (Color) Re-run. A comedy of manners, featuring the Adams family. A comedy of manners, featuring the Adams family.

10-11 P.M. NBC. The Man From U.N.C.L.E. (Color) Re-run. A wild and funny show about Thrush's attempt to build a hydrogen bomb on the Oklahoma reservation of the Cardinal Indians. Ted De Cossin, Joe Mantell and Angela Dorian are guest stars in a mad story, which includes little disguises as an Indian, a nurse, and the classic Indiana-brown-and-covered-wagon scene done with motorcycles and a Thrustmaster caravan.

TV Time Previews

8:30-9:30 P.M. NBC. Saturday Night at the Movies. "Ten Thousand Bedrooms." (Color) Re-run. The story in all is the title in this silly little comedy about an American millionaire who buys a hotel in Rome. It's the old story (included in both Shakespeare and the Bible, as a matter of fact) the fellow who can't marry the girl of his dreams until her sisters are all married off.

9:30-10:30 P.M. ABC. The World's Greatest Athlete. A comedy about a woman who is a champion athlete. A comedy about a woman who is a champion athlete.

10-11 P.M. ABC. The Man From U.N.C.L.E. (Color) Re-run. A wild and funny show about Thrush's attempt to build a hydrogen bomb on the Oklahoma reservation of the Cardinal Indians. Ted De Cossin, Joe Mantell and Angela Dorian are guest stars in a mad story, which includes little disguises as an Indian, a nurse, and the classic Indiana-brown-and-covered-wagon scene done with motorcycles and a Thrustmaster caravan.

Weekend Television

- FRIDAY P. M.**
- 8:30 (2) News
 - (5) News
 - (6) Leave It To Beaver
 - (6) News
 - (9) ABC News
 - (10) Newsline
 - (10) CBS News
 - (10) Walter Cronkite
 - (10) CBS Evening News
 - (10) CBS News
 - (10) CBS News
 - (10) CBS News
- SATURDAY P. M.**
- 8:30 (2) News
 - (5) News
 - (6) Leave It To Beaver
 - (6) News
 - (9) ABC News
 - (10) Newsline
 - (10) CBS News
 - (10) Walter Cronkite
 - (10) CBS Evening News
 - (10) CBS News
 - (10) CBS News
 - (10) CBS News

Entertainment for Everyone in the Sanford Area

'Lady L' At Movieland

First Sanford showing of "Lady L" starring Sophia Loren, Paul Newman and David Niven, in color, will be Sunday through Wednesday at the Movieland Drive-In Theatre. Co-feature also stars Sophia Loren, "Judith", and also in color.

Family entertainment will be offered Thursday through Saturday (Aug. 25-27), "Born Free" with Virginia McKenna, and "A Man Called Cavendish" starring John Drago, a wounded outlaw in Mexico to collect \$50,000 reward. Trouble is, Marshall Bidle won't let them get Drago to the border until he is well, and either way the bounty men stand to lose their reward. Unsual suspense, with good performance.

SOPHIA LOREN AND DAVID NIVEN in "Lady L" at the Movieland Drive-In.

Freddie's Steak House

THE WHOLE FAMILY LOVES THE TRADE WINDS!

Enjoy luncheon or dinner in the cool, pleasant comfort of the Trade Winds. Delicious food, courteous service. Very moderate prices. And no dishes to wash!

Trade Winds CAFE/RESTAURANT

179 S. PALM AVE. SANFORD, FLA. 32771

Freddie's Steak House

OUR SPECIALTY DELMONICO STEAK

\$1.95

Includes: French Fries, Salad, Hot Garlic Bread, Tea or Coffee.

LEON WALKER, FOOD SERVICE MANAGER

Trophy Lounge & Jet Lanes
HWY 17-92 & OHORA ROAD 322-7442

Mar-Lou Restaurant

WINE AND DINE AT PHELPS RESTAURANT

Specializing in CORDON BLEU FRENCH CUISINE AND AMERICAN

OPEN DAILY EXCEPT MON. 11:30 A.M. 'TIL 1:30 A.M.

LIVE ENTERTAINMENT "THE ABSTRACTS"

FRI. & SAT. 9 P.M. 'TIL 1:30 A.M.

CATFISH - ALL YOU CAN EAT \$1.75

COMPLETE DINNER \$3.95

Ladies Night Each Thursday ALL MIXED DRINKS . . . \$1.00

PRIVATE PARTIES & DINNERS CALL NORMA CARTER Our Hostess

MAR-LOU RESTAURANT

JIMMY GEORGE and JOHN URBAN (USN Ret.) Owners

17-92 - Across from Sanford Plaza PH. 322-2902

DOUGOSTINO'S VILLA NOVA

SEAFOOD COMBINATION \$1.85

Includes: Soup - Salad - Veg. - French Fries 2 Oysters - 2 Scallops - 2 Shrimp Bread - Butter and Coffee

4 Course Lobster Dinner . . . \$2.50

WED. and FRI. SPECIAL CATFISH - ALL YOU CAN EAT \$1.25

FRIDAY NIGHT SPECIAL! ALL YOU CAN EAT

ADULTS \$1.35 CHILDREN 12 OR UNDER \$1.00

BREAKFAST SPECIALS!

FROM 8:00 'TILL 11 A.M. ONLY

2 EGGS (ANY STYLE) TOAST - JELLY

CHOICE OF GRITS or POTATOES

34¢ FREE COFFEE

1 EGG (ANY STYLE) 1 STRIP BACON TOAST - JELLY GRITS or POTATOES (CHOICE)

29¢ FREE COFFEE

"THE PRESCRIPTION OUR PRIMARY CONCERN" TOUCHTON'S REXALL DRUG

LOW PRICES - ALL QUALITIES

GLENN MCCALL AND "GRINNY" WILLIAMS

COR. 17 & MAGNOLIA PHONE 322-2482 DOWNTOWN SANFORD



MARY POPPINS, starring Julie Andrews and Dick Van Dyke, will open Friday, Aug. 25, at the Park West Theatre. This is the same Walt Disney fantasy that captured Academy Awards.



Officers Get Break On Tax

WASHINGTON (UPI)—President Johnson has recommended that officers now in line with those allowed enlisted men's pay.

Under present law all pay for enlisted personnel serving in a combat zone is exempt from federal income tax. Commissioned officers are allowed to exempt \$200. The Johnson recommendation would raise this to \$300.

Reasoning Denied

Request to change the zoning on property adjacent to Nazareth Church in Lake Mary, Fla., was denied by the county zoning board following public hearing Wednesday evening.

A fire recently caused \$300 at the courthouse. Rev. A. E. Green, pastor of the church, led a delegation of his members to oppose the zoning change request.

Just Add Salt

DENVER, Colo. (AP)—The turkey was stuffed but they weren't supposed to be roasted. A fire recently caused \$300 at the courthouse. Rev. A. E. Green, pastor of the church, led a delegation of his members to oppose the zoning change request.

Madam Margo
Palmit & Advisor

She Advises on All Problems of Love, Sickness and Business

HOURS - 8 A.M. to 9 P.M. DAILY

Located in WINTER PARK, FLORIDA, Orlando Area.

(HWY 17-92 N.W.)

For Appl. Call 644-4941

BACK INTEREST is the suspender in this white sweater is now ready. The fall collection of London designer Carolé Hansen. Features an all over suspender that has been decorated with tiny beaded flowers and an impressive line three inches above the knee.

Movieland Drive-In Theatre

TONITE & SAT. BIG FAMILY SHOW

7:30 & 11:15

"YARZAN & THE VALLEY OF GOLD"

IN COLOR

PLUS AT 8:45 ONLY

"NIGHT OF THE GRIZZLY"

IN COLOR

CLINT WALKER

SOPHIA LOREN DAVID NIVEN

JUDITH

MOVIELAND ADM. SUN. THRU WED. ADULTS 60¢ UNDER 12 FREE

Park Twin Theatre

WEST - 2, 4, 6, 8, 10:00

EAST - 1, 3, 5, 7, 9

MOBILITY BLAISE

TODAY & SAT. "DUST A GIANT SHADOW"

STARTS SUNDAY

Ritz

Today & Sat. "BOY DID I GET A WRONG NUMBER"

JERRY LEWIS as "THE BELBOY"

SEMINOLE THEATRE

WINNER OF 6 ACADEMY AWARDS

DOCTOR ZHIVAGO

WINNER OF 5 ACADEMY AWARDS

7 PERFORMANCES DAILY

2 P.M. (Open 1:30) and 8 P.M. (Open 7:30)

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FRIDAY NIGHT SPECIAL!

ALL YOU CAN EAT

ADULTS \$1.35 CHILDREN 12 OR UNDER \$1.00

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2 P.M. (Open 1:30) and 8 P.M. (Open 7:30)



"Of course you're from Toledo, Mr. Crutinger! I don't know what in the world made me say you were from Spendersville!"

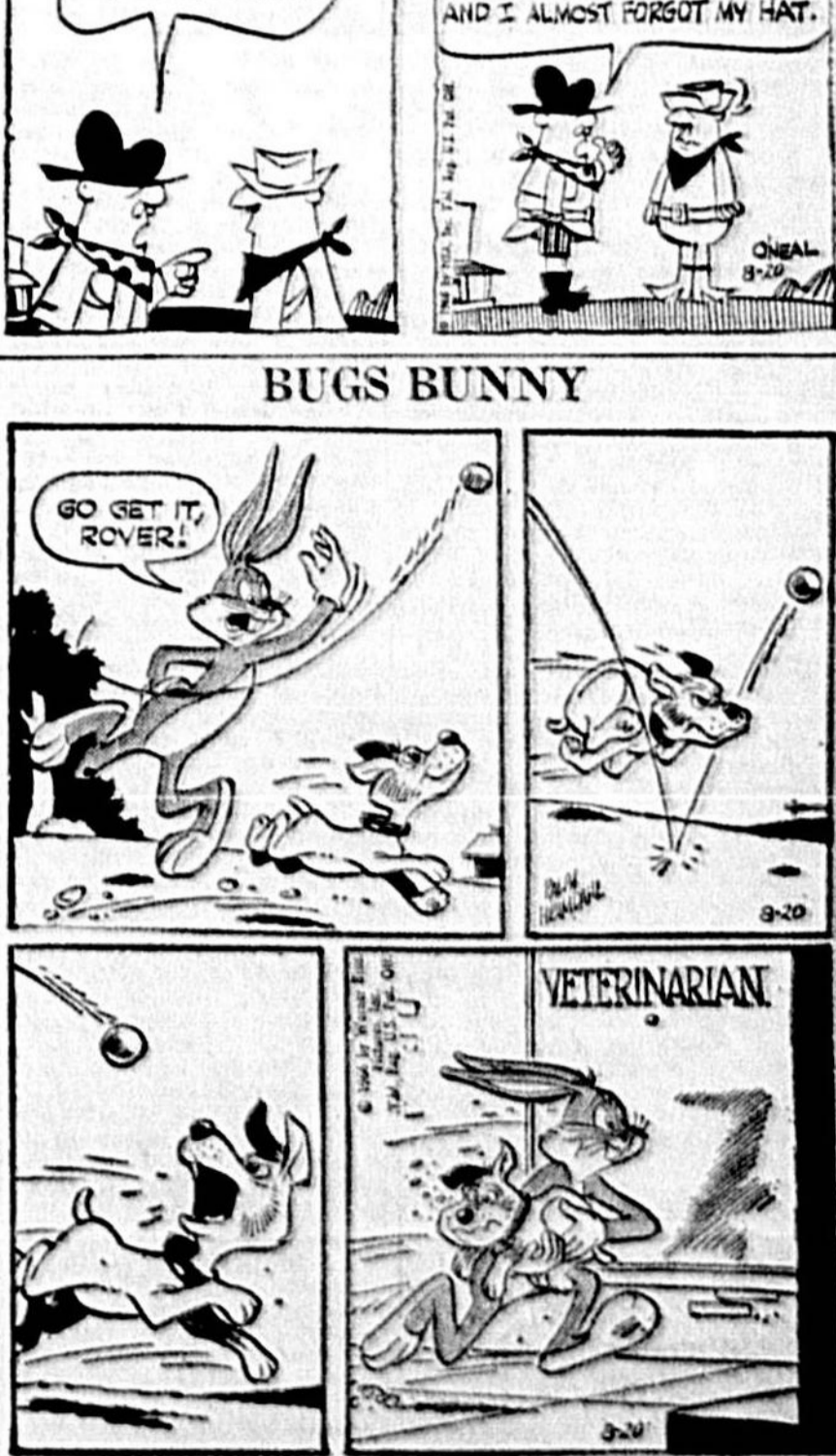
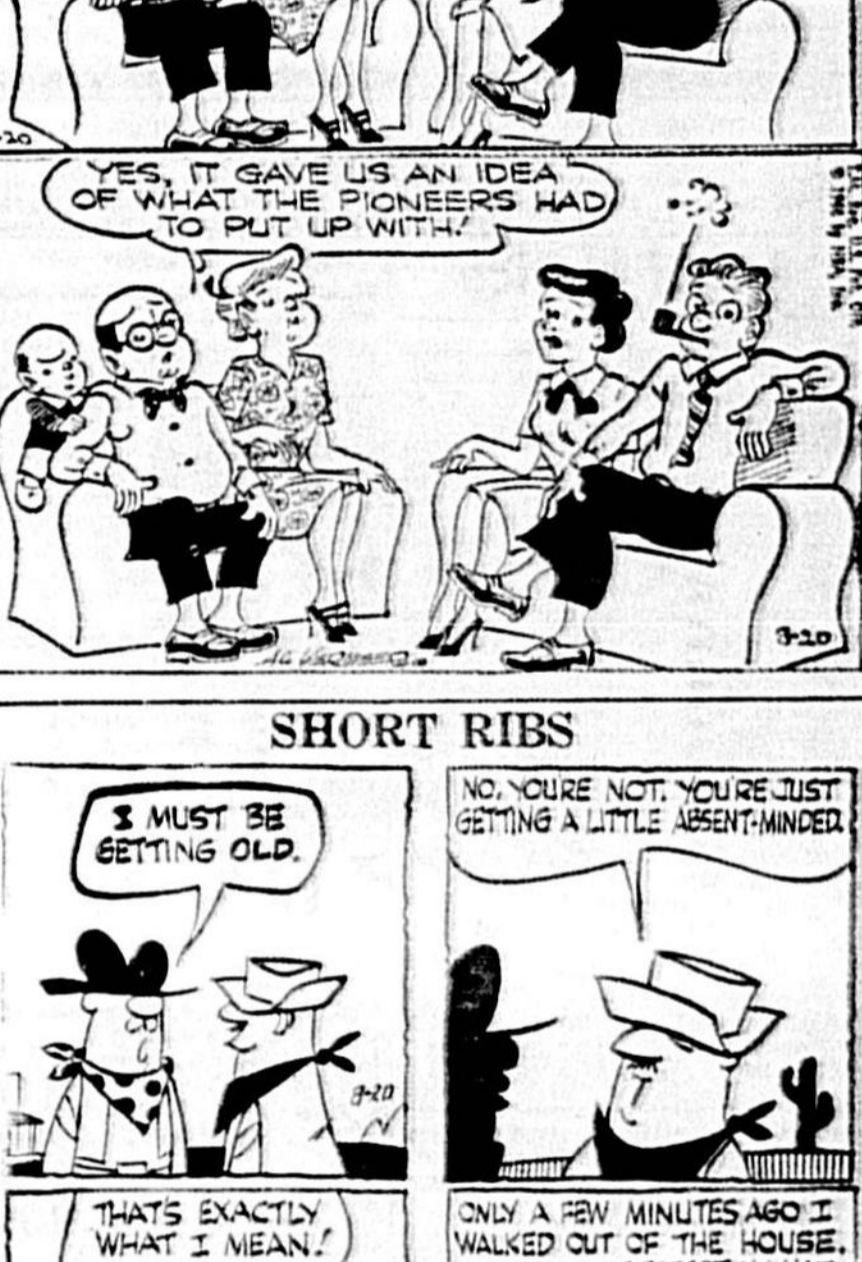
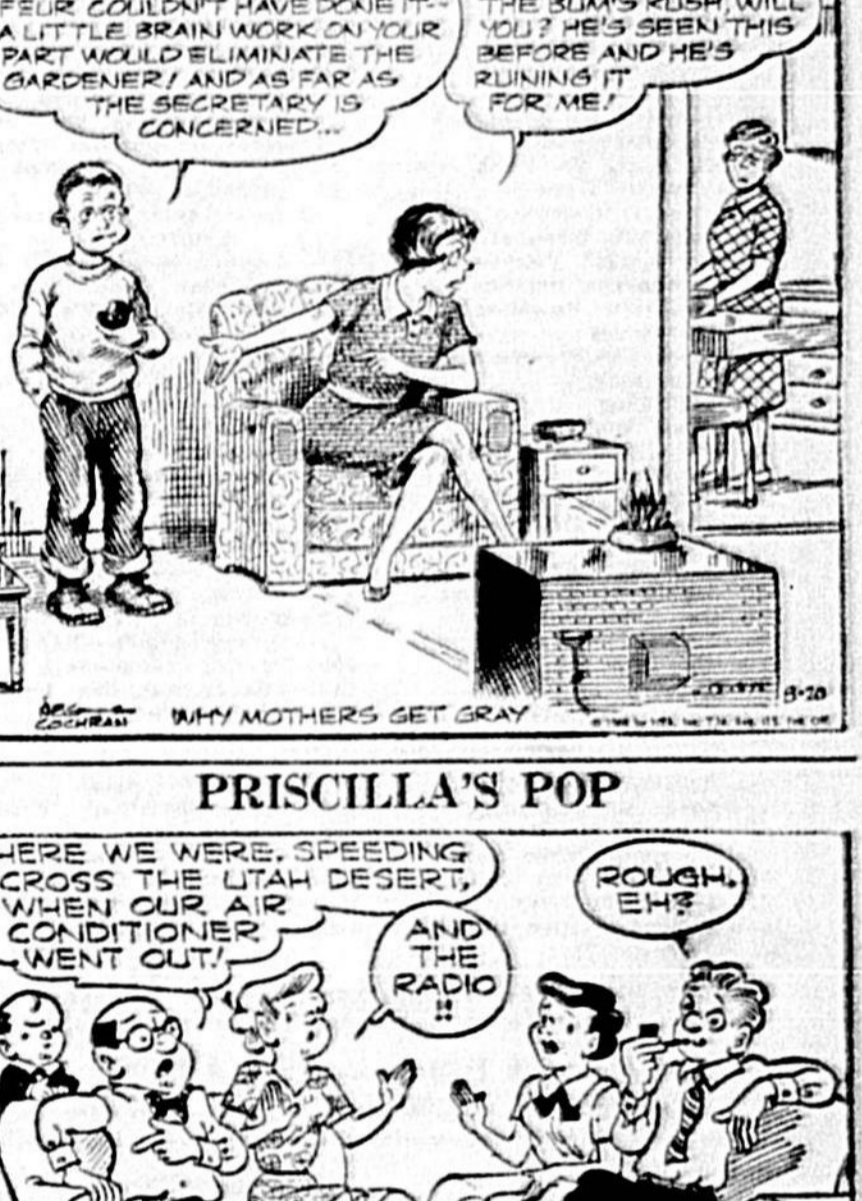
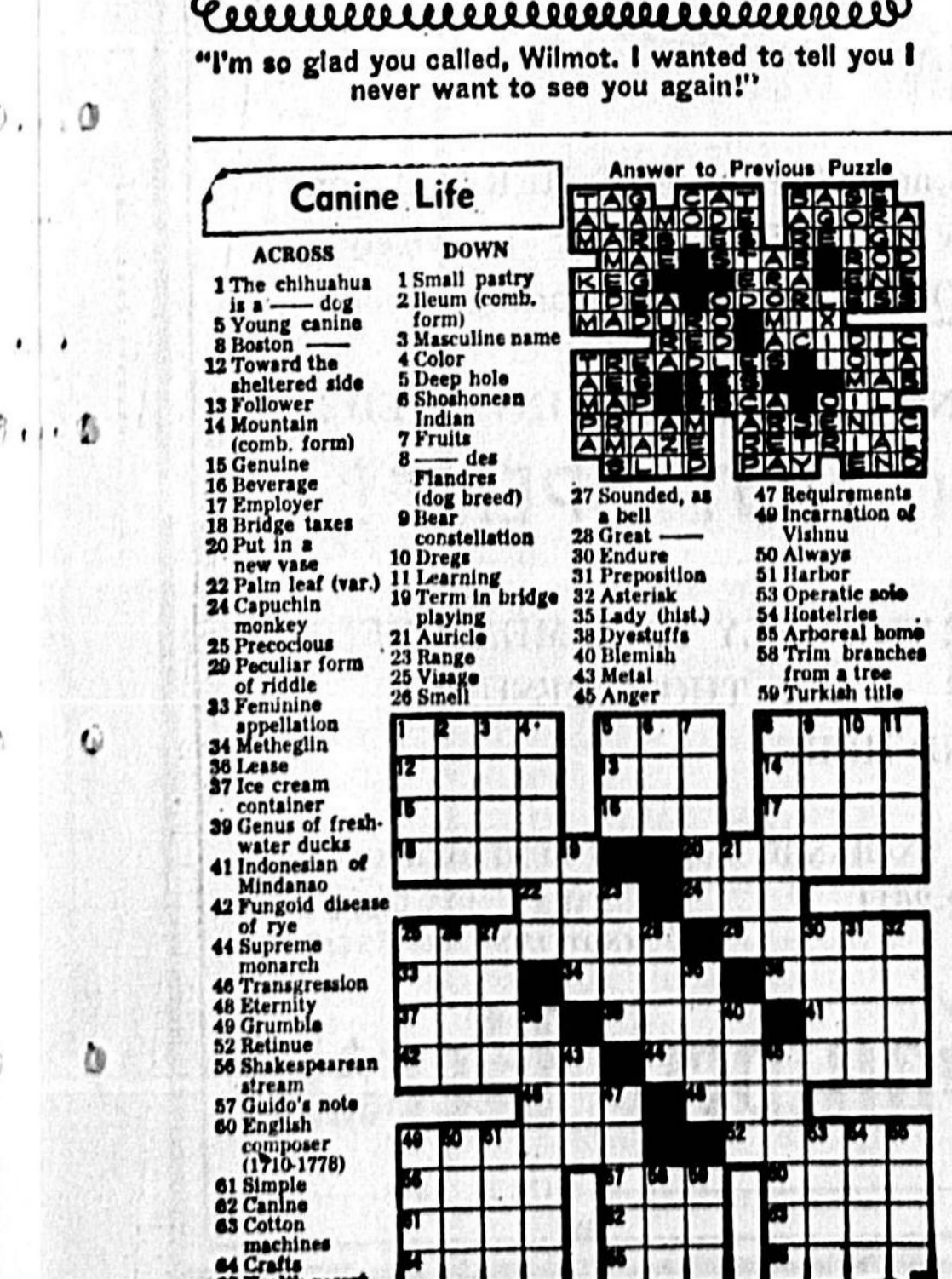
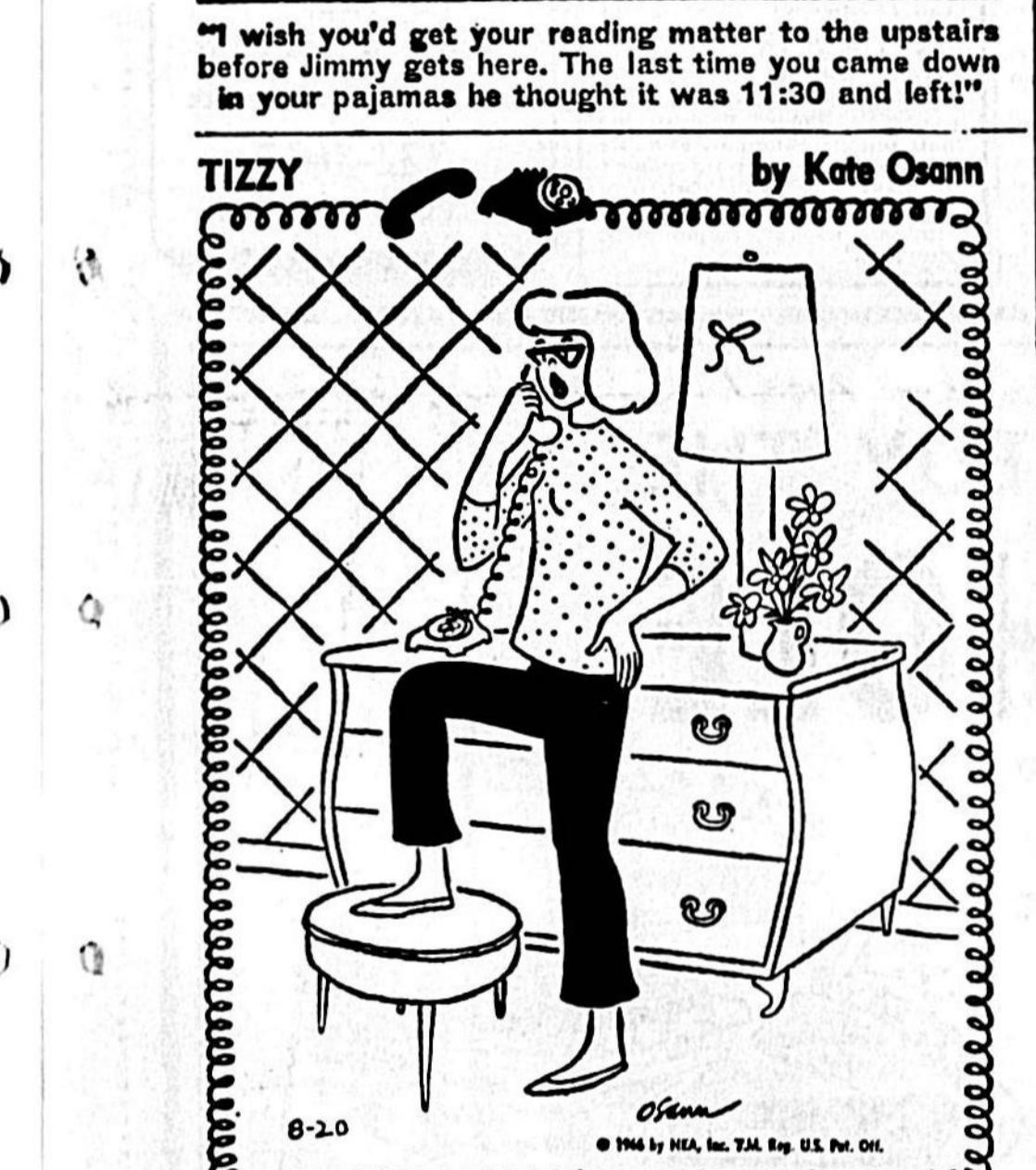
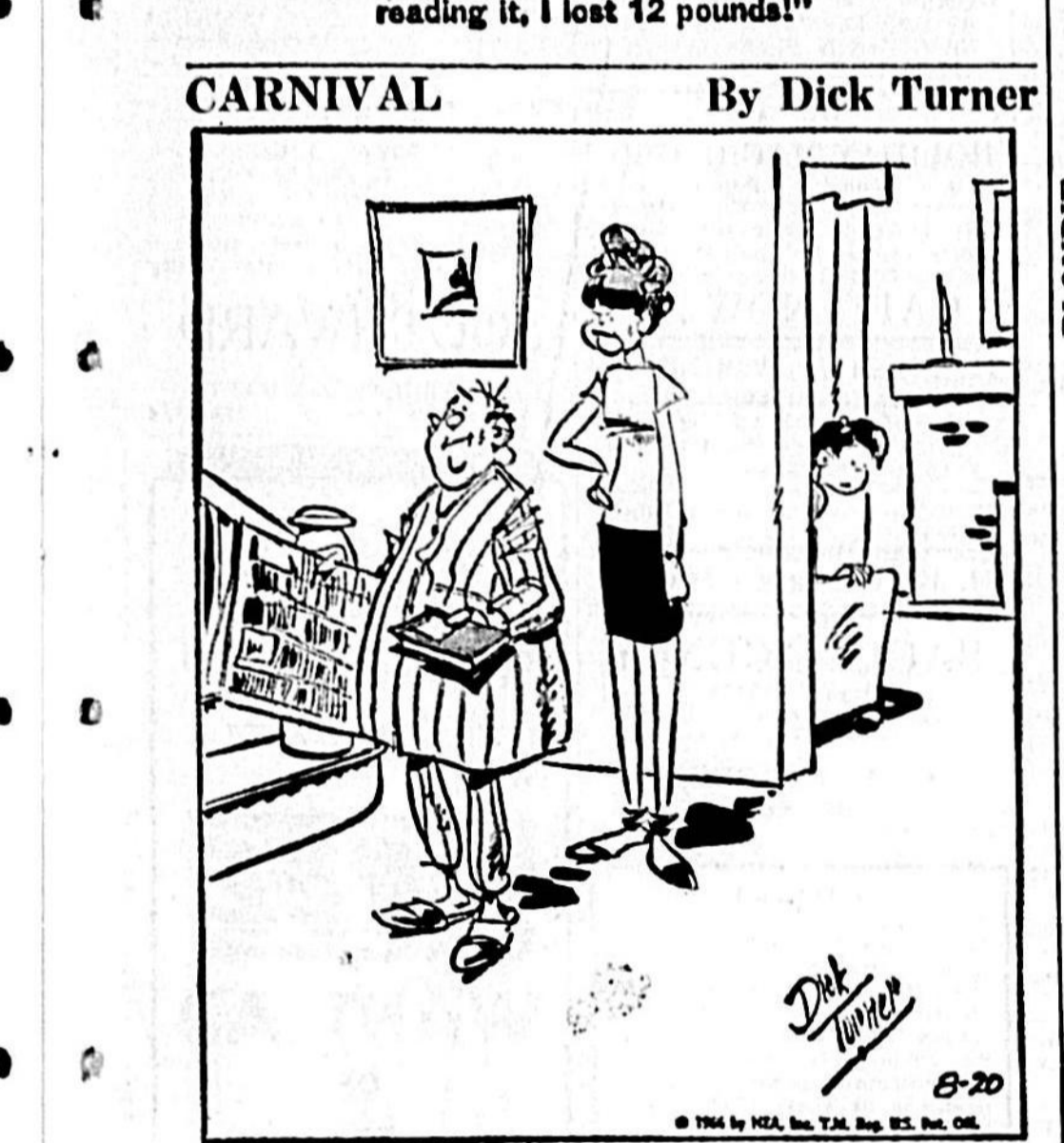
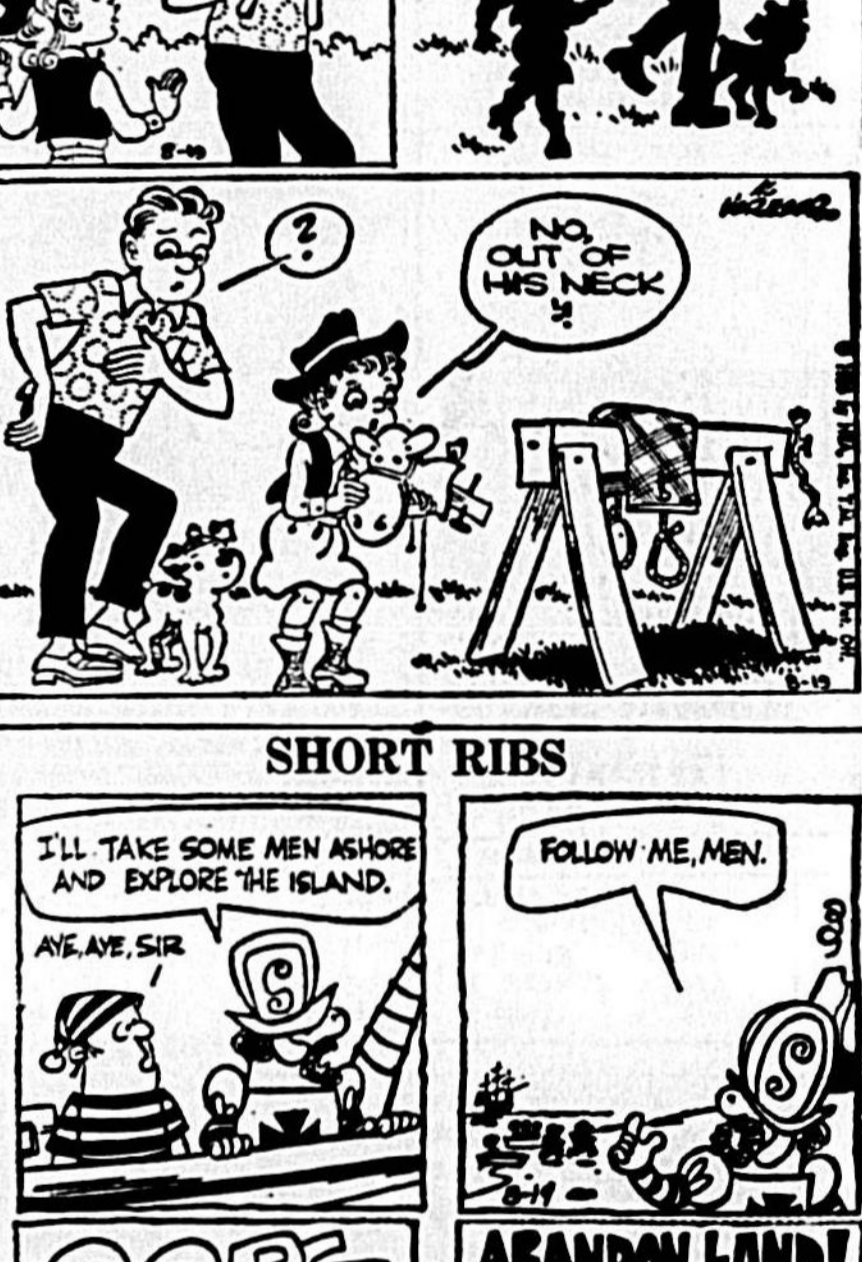
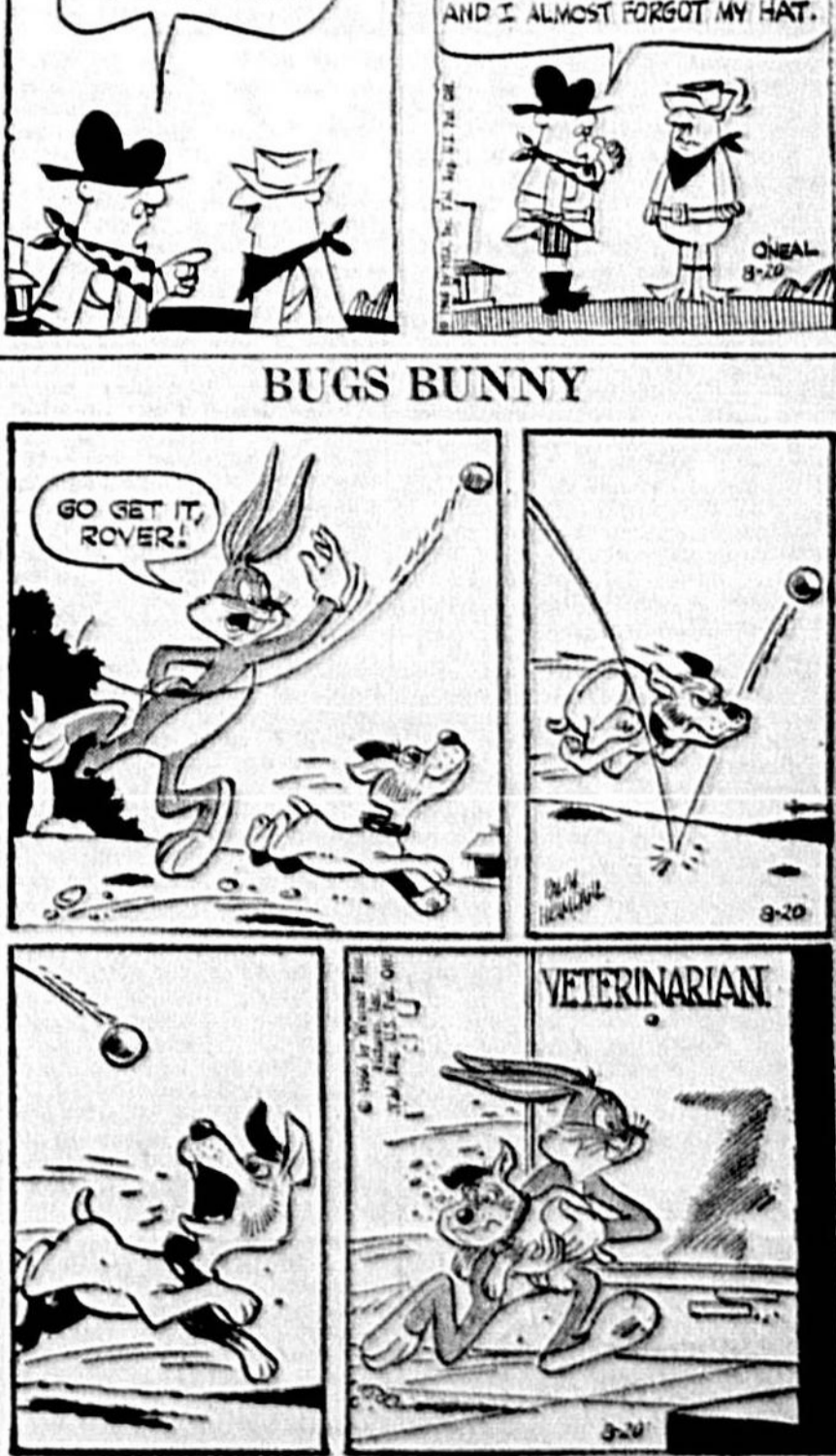
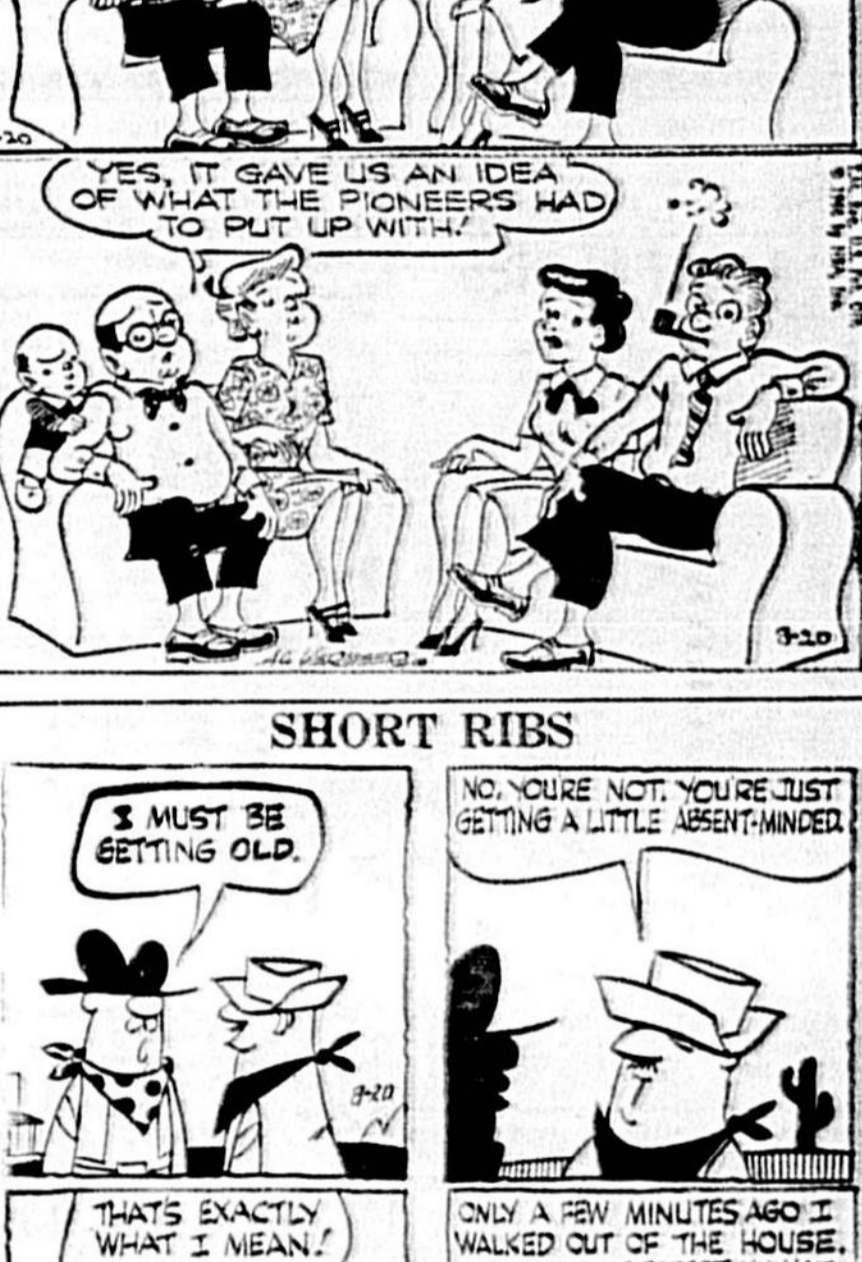
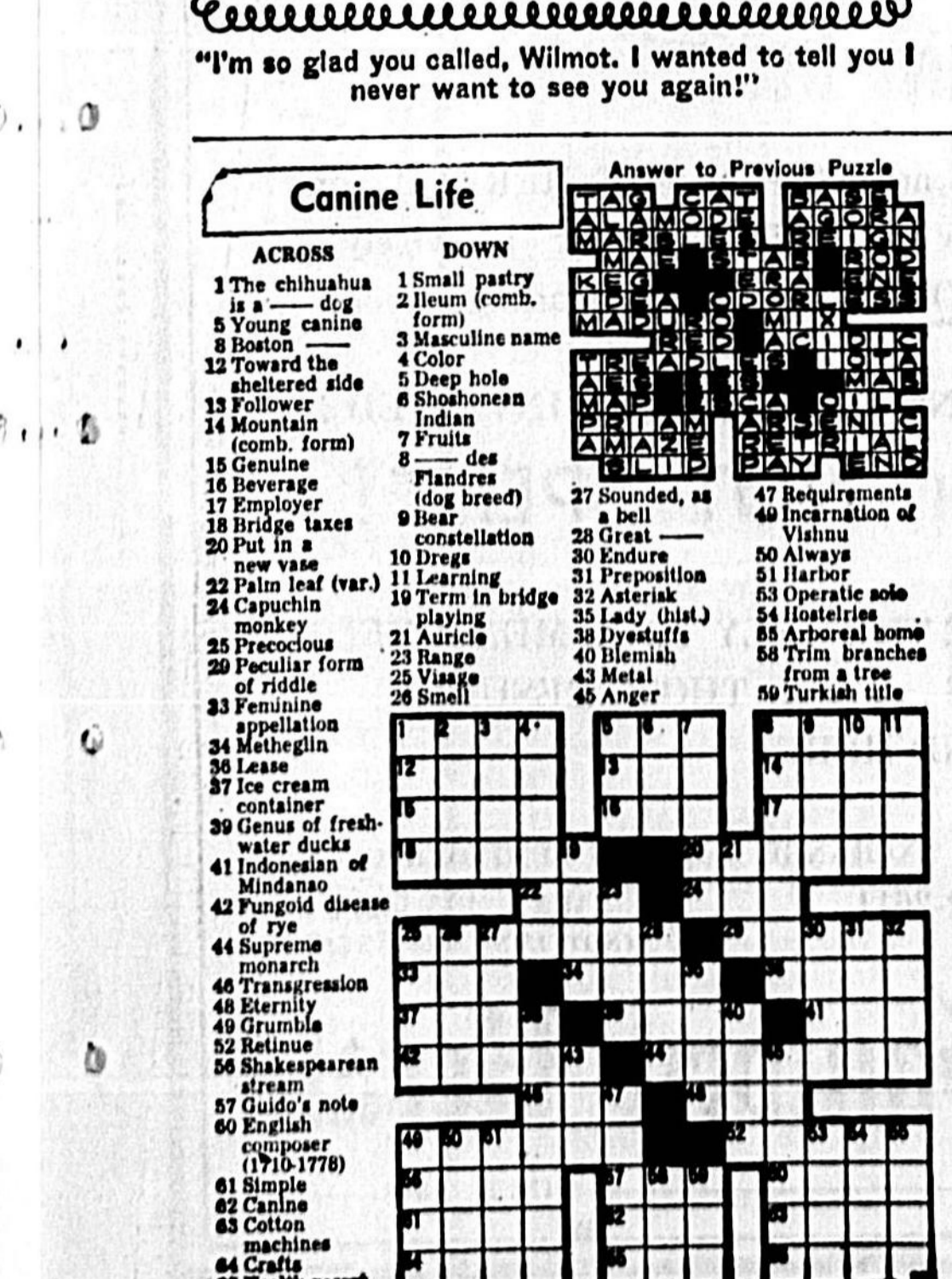
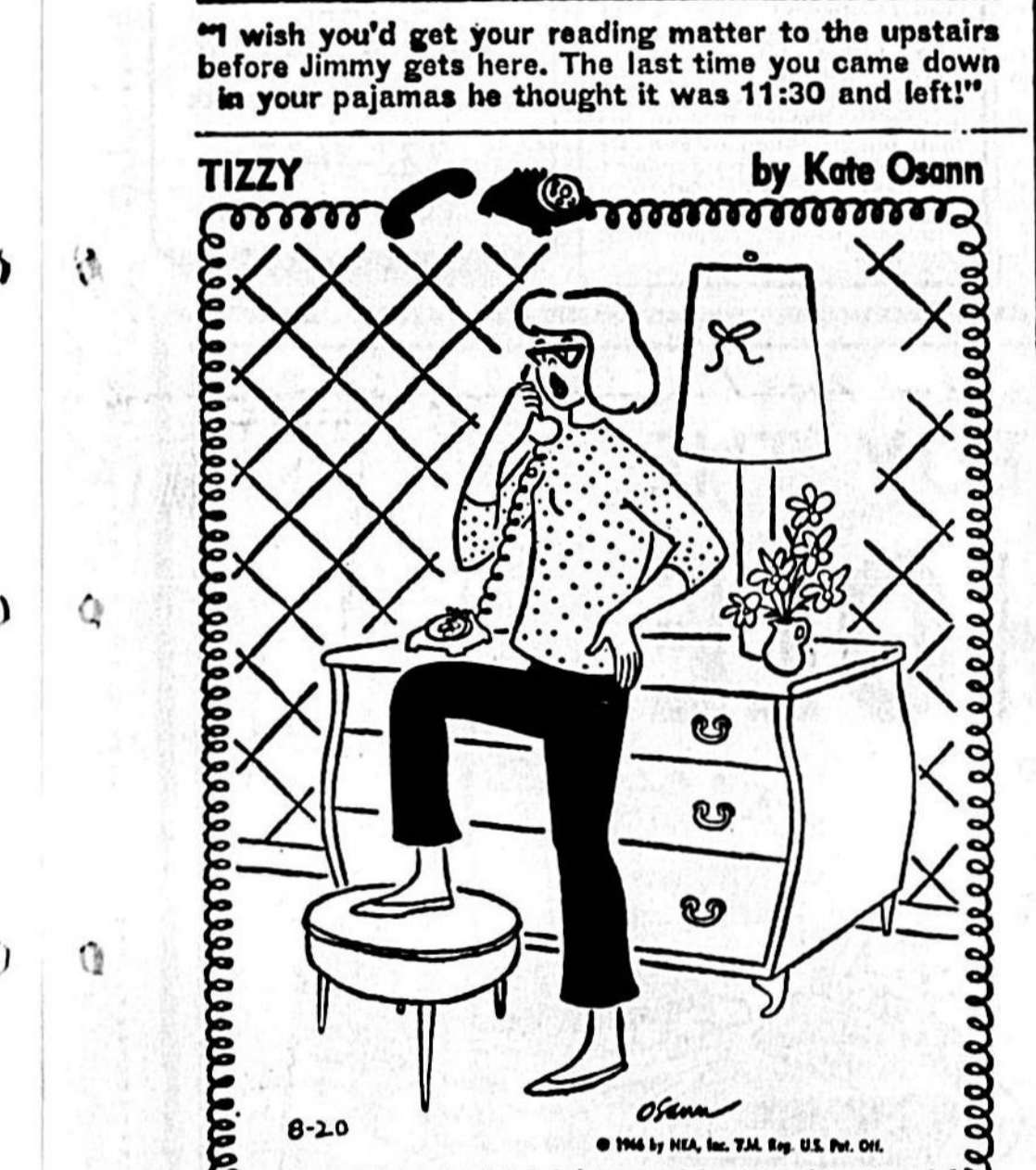
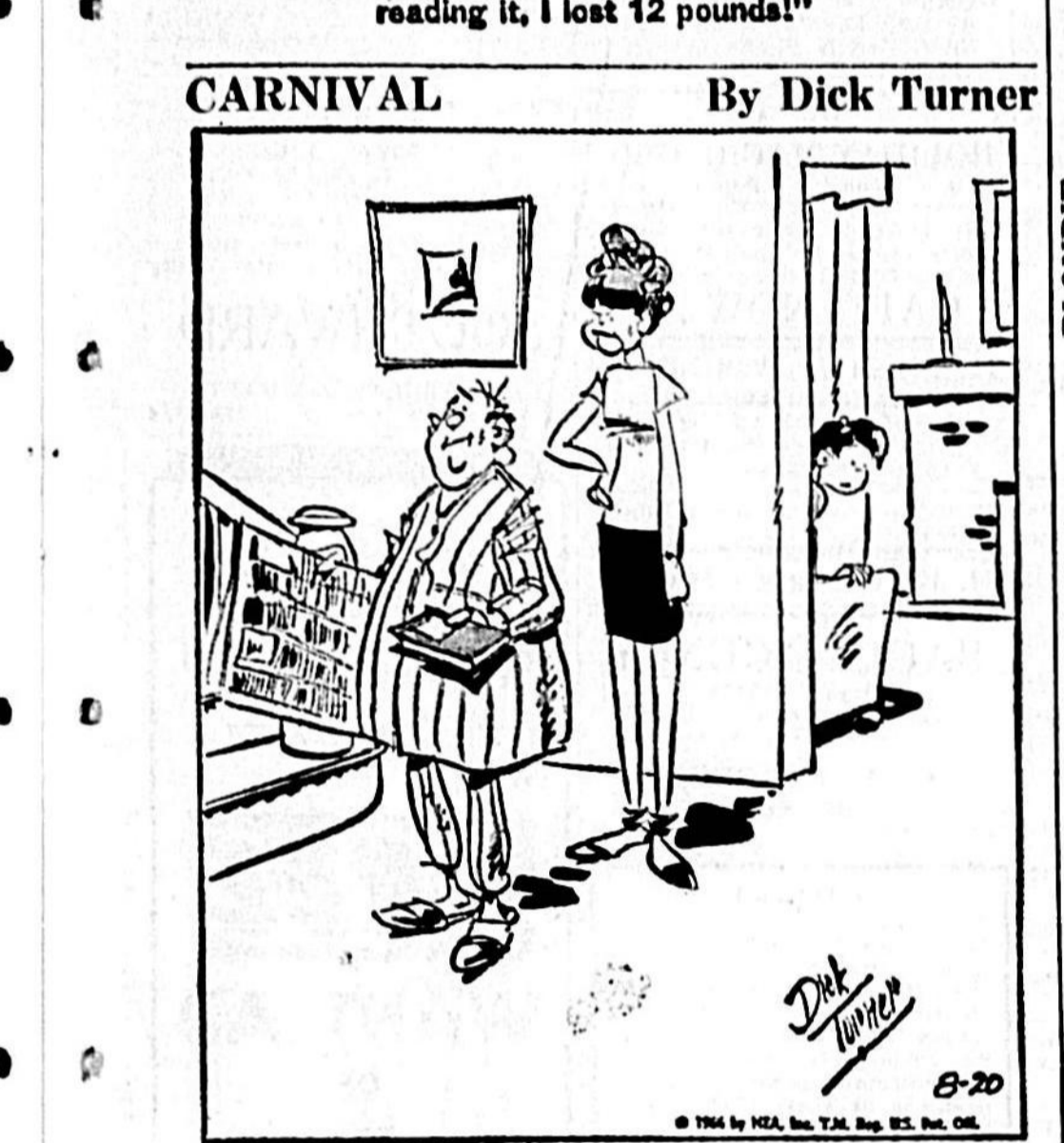
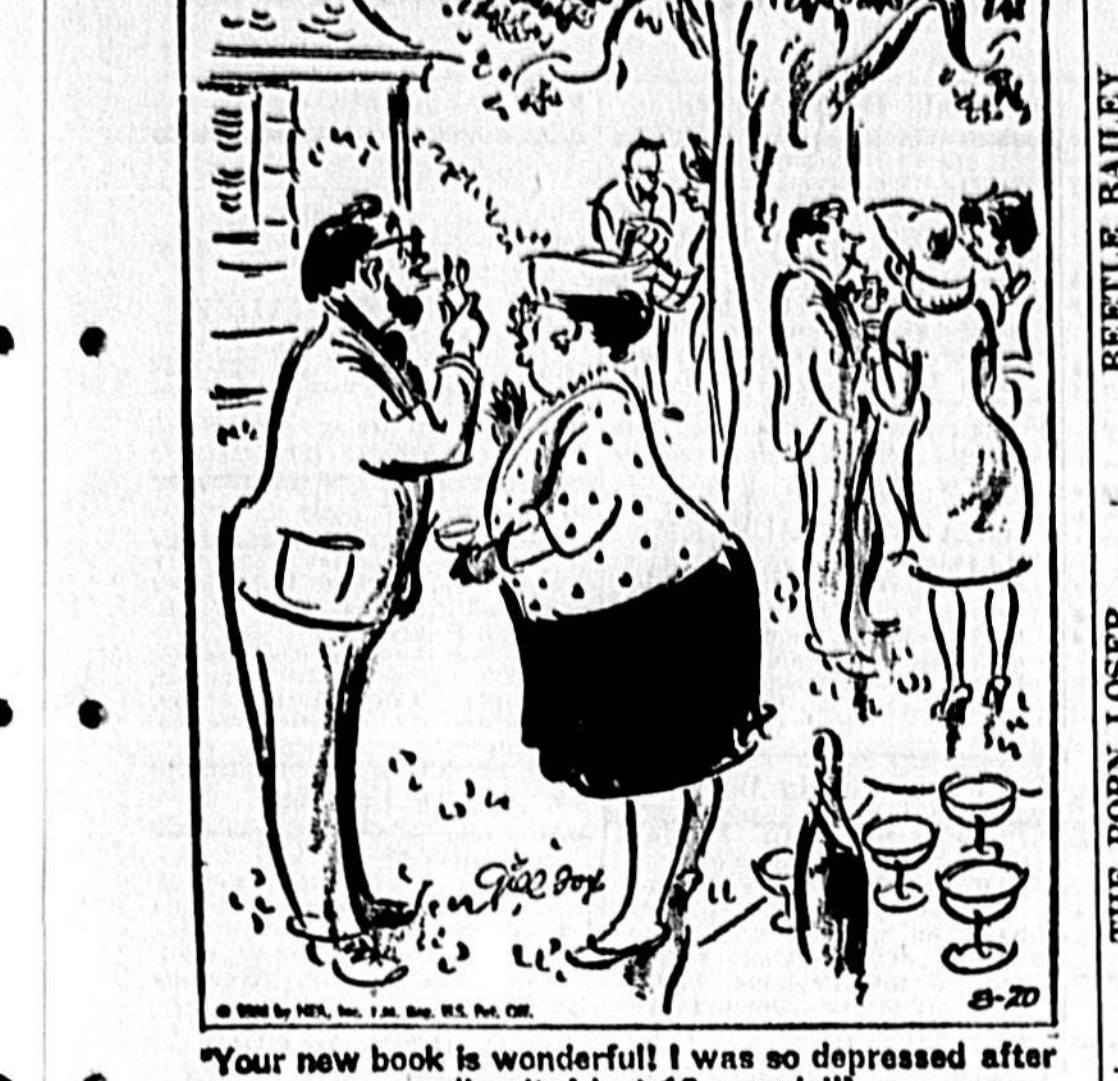
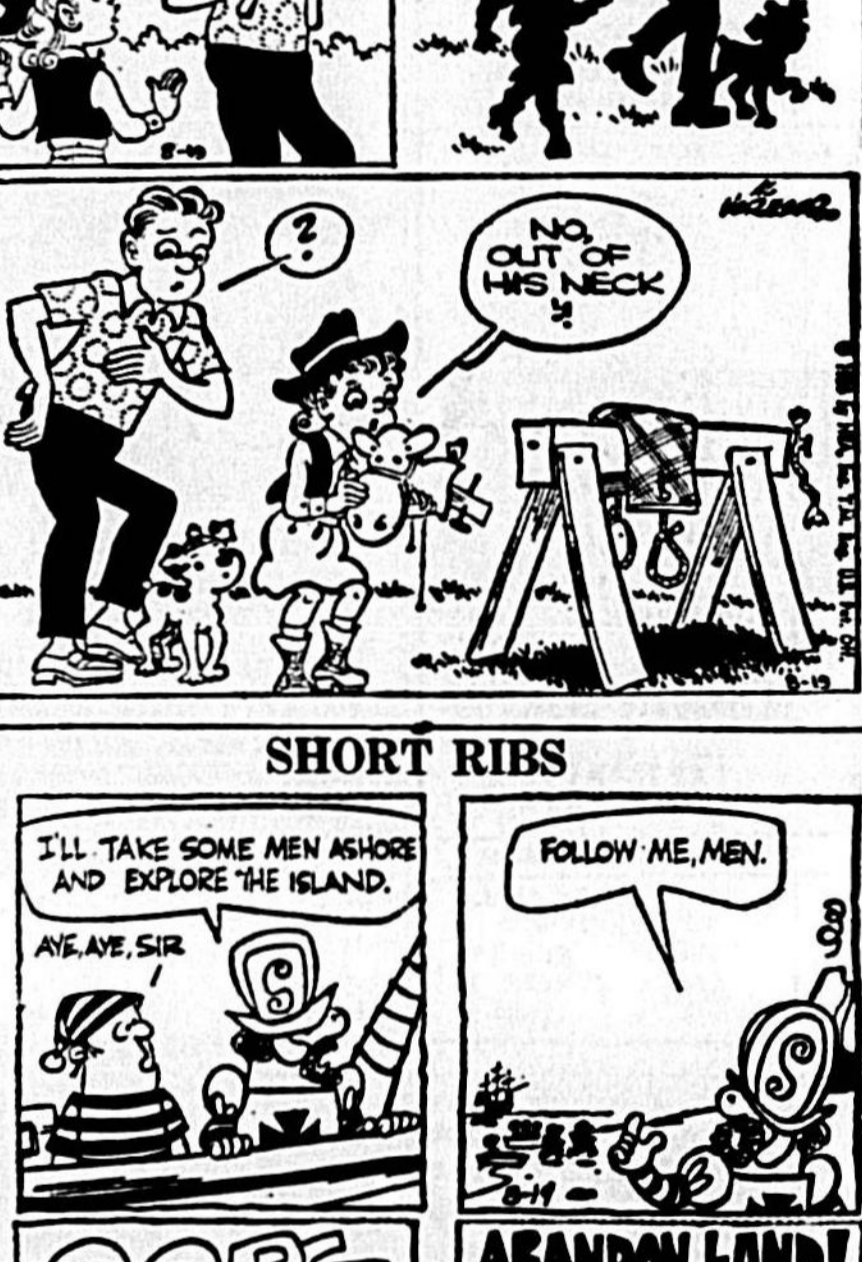


"Nothing much! Just a note from the Friendly Finance Company telling us about their new association with the Unfriendly Collection Agency!"



"I'm scared, Mother. I had a dream about Pete Mortenson last night, and I hardly even know him!"

Children's Games section including a crossword puzzle and word search.



One to Church Every Week

Adventist
THE SEVENTH-DAY ADVENTIST CHURCH
 CORNELL 17th & Elm
SERVICES SATURDAY
 Sabbath School — 9:30 a. m.
 Worship Service — 11:00 a. m.
 Wednesday Night — 7:00 p. m.
 Prayer Service — 7:00 p. m.

Baptist
FIRST BAPTIST CHURCH
 519 Park Avenue
 Morning Worship — 8:30 a. m.
 Sunday School — 9:30 a. m.
 Morning Worship — 11:00 a. m.
 Training Union — 7:30 p. m.
 Evening Worship — 7:45 p. m.
 Wed. Prayer Service 7:30 p. m.

Alliance
CHRISTIAN MISSIONARY ALLIANCE CHURCH
 1415 Park Ave.
 Rev. Blair McGarvey, Pastor
 Sunday School — 9:30 a. m.
 Morning Worship — 11:00 a. m.
 Wednesday Night — 7:00 p. m.
 Fellowship (Teas) — 7:30 p. m.

WELDER SPRINGS BAPTIST
 2121 Florida St. at Foster Ave.
 Rev. Hamilton Griffin, Pastor
 Sunday School — 9:30 a. m.
 Morning Worship — 11:00 a. m.
 Training Union — 7:30 p. m.
 Evening Worship — 7:45 p. m.

Assembly Of God
WINCHESTER ASSEMBLY OF GOD CHURCH
 715 1/2 and Elm
 Pastor
 M. S. Willey
 Sunday School — 9:30 a. m.
 Morning Worship — 10:30 a. m.
 Wednesday Night — 7:00 p. m.
 Youth Serv. (Bible) — 4:00 p. m.
 Wed. Prayer Serv. (W.C.) — 7:30 p. m.

SUNLAND BAPTIST CHURCH
 3413 French Ave.
 Rev. G. E. Hodges, Pastor
 Sunday School — 9:30 a. m.
 Morning Worship — 11:00 a. m.
 Wednesday Night — 7:00 p. m.
 Wed. Prayer — 7:00 p. m.
 (Sponsored by Baptist Fellowship)

Baptist
CENTRAL BAPTIST CHURCH
 1415 Park Ave.
 Pastor
 G. L. King
 Sunday School — 9:30 a. m.
 Morning Worship — 10:30 a. m.
 Wednesday Night — 7:00 p. m.
 Youth Serv. — 4:00 p. m.

WELDER SPRINGS BAPTIST
 2121 Florida St. at Foster Ave.
 Rev. Hamilton Griffin, Pastor
 Sunday School — 9:30 a. m.
 Morning Worship — 11:00 a. m.
 Training Union — 7:30 p. m.
 Evening Worship — 7:45 p. m.

WELDER SPRINGS BAPTIST
 2121 Florida St. at Foster Ave.
 Rev. Hamilton Griffin, Pastor
 Sunday School — 9:30 a. m.
 Morning Worship — 11:00 a. m.
 Training Union — 7:30 p. m.
 Evening Worship — 7:45 p. m.

WELDER SPRINGS BAPTIST
 2121 Florida St. at Foster Ave.
 Rev. Hamilton Griffin, Pastor
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 Evening Worship — 7:45 p. m.

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 Rev. Hamilton Griffin, Pastor
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 Training Union — 7:30 p. m.
 Evening Worship — 7:45 p. m.

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 Training Union — 7:30 p. m.
 Evening Worship — 7:45 p. m.

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 Training Union — 7:30 p. m.
 Evening Worship — 7:45 p. m.

BAPTIST
 Antioch Baptist Church, Oviedo
 Central Baptist Church, 1211 Oak Ave.
 Chula Vista Baptist Church
 Florida Baptist Church
 519 Park Ave.
 Friendship Baptist Church, 2121 Florida St.
 First Baptist Church, 1415 Park Ave.
 First Baptist Church of Oviedo
 First Baptist Church of Lake Monroe
 First Baptist Church of Longwood
 First Baptist Church of Oviedo
 First Baptist Church of San Lande Springs
 First Baptist Church of Oviedo
 1415 Park Ave.
 First Baptist Church of Oviedo
 1415 Park Ave.
 First Baptist Church of Oviedo
 1415 Park Ave.

CHURCH OF GOD
 Church of God, 2121 Florida St.
 Church of God, 1415 Park Ave.
 Church of God, 1415 Park Ave.
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 Church of God, 1415 Park Ave.

Church of God
CHURCH OF GOD
 2121 Florida St.
 Pastor
 L. H. Alford
 Sunday School — 9:30 a. m.
 Morning Worship — 11:00 a. m.
 Training Union — 7:30 p. m.
 Evangelistic Serv. — 7:00 p. m.
 Youth People Service — 7:00 p. m.
 T. R. E. Wed. — 7:30 p. m.

Methodist
CHRIST METHODIST CHURCH
 Sunland Estates
 Pastor
 Rev. Donald B. Reynolds
 Church School — 9:30 a. m.
 Morning Worship — 11:00 a. m.
 N.Y. People Service — 7:00 p. m.
 Eve. Worship — 7:00 p. m.

Southern Methodist
FIRST SOUTHERN METHODIST CHURCH
 2426 Sanford Ave.
 Pastor
 Rev. Norman H. Knight, Jr.
 Sunday School — 9:30 a. m.
 Morning Worship — 11:00 a. m.
 Youth League — 7:00 p. m.
 Evening Worship — 7:00 p. m.
 Wed. Prayer Meeting 7:30 p. m.

Episcopal
CHRIST CHURCH
 Church Street, Longwood
 Pastor
 Charles F. Freeman, Jr.
 Holy Communion — 8:00 a. m.
 Family Service — 9:30 a. m.
 Classes — 9:30 a. m.

Nazarene
FIRST CHURCH OF THE NAZARENES
 2nd St. at Main Ave.
 Pastor
 J. Lester Seal
 Sunday School — 9:30 a. m.
 Morning Worship — 10:30 a. m.
 Youth Hour — 6:00 p. m.
 Evangelistic Service 7:00 p. m.
 Service (Wed.) — 7:00 p. m.
 Singing — 8:00 p. m.

Pentecostal
FIRST PENTECOSTAL CHURCH OF LONGWOOD
 1415 Park Ave.
 Pastor
 Rev. L. H. Grant
 Sunday School — 9:30 a. m.
 Morning Worship — 11:00 a. m.
 Youth League — 7:00 p. m.
 Wed. Bible Study — 7:00 p. m.
 Singing — 7:00 p. m.

Presbyterian
FIRST PRESBYTERIAN CHURCH
 1415 Park Ave.
 Pastor
 Rev. Virgil L. Grant
 Sunday School — 9:30 a. m.
 Morning Worship — 10:30 a. m.
 Youth Hour — 6:00 p. m.
 Evangelistic Service 7:00 p. m.
 Service (Wed.) — 7:00 p. m.
 Singing — 8:00 p. m.

Methodist
FIRST METHODIST CHURCH
 415 Park Ave.
 Pastor
 Rev. Robert M. Jenkins
 Sunday School — 9:30 a. m.
 Morning Worship — 10:30 a. m.
 Youth League — 7:00 p. m.
 Evangelistic Service 7:00 p. m.
 Service (Wed.) — 7:00 p. m.
 Singing — 8:00 p. m.

Methodist
FIRST METHODIST CHURCH
 415 Park Ave.
 Pastor
 Rev. Robert M. Jenkins
 Sunday School — 9:30 a. m.
 Morning Worship — 10:30 a. m.
 Youth League — 7:00 p. m.
 Evangelistic Service 7:00 p. m.
 Service (Wed.) — 7:00 p. m.
 Singing — 8:00 p. m.

Methodist
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 Youth League — 7:00 p. m.
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 Morning Worship — 10:30 a. m.
 Youth League — 7:00 p. m.
 Evangelistic Service 7:00 p. m.
 Service (Wed.) — 7:00 p. m.
 Singing — 8:00 p. m.

Florida Police Capture Five Who Fled Jail

Give Up To Leon Deputies 'Quietly'; 2 Still At Large

TALLAHASSEE (UPI) — Five of seven young federal prisoners who climbed over the fence of the Federal Correctional Institution were captured here today and offered no resistance to Leon County deputies.

Taken into custody were Albert Bernard Evans, 21, Hammahan, S.C.; George Larry Edgill, 19, Townley, Ala.; Boyce Buck Griffin, 18, Moore, S.C.; Marvin Eugene Stone, 19, St. Augustine, and Charles Alexander Crowley Jr., 21, Landrum, S.C.

Still at large were Charles Norman Williams, 24, Fort Myers, and J. B. Estes, 24, Valley Head, Ala.

The seven had scaled the seven-foot wire fence of the institution about dark Sunday night as they were being taken to the county jail. They were immediately taken to their barracks.

None of the men had more than two years left to serve in their sentences at the minimum security facility.

The escapers were captured in a field south of here, about five miles from the institution. They were immediately taken to the Leon County jail.

Williams and Evans were sentenced on postal law violations and the others had been convicted of car theft.

State, local and federal law officers had combined their forces to search for the inmates.

What would it be like going back after three years? Three years ago I turned my back on Sanford to follow a dream — I took me to California, Oregon, New York and Connecticut.

The dream became a nightmare — If there was any kind of success it was a hollow one. For me, Sanford was home. I had criticized city and county officials. I was labeled "iron-bloated." The "crazy guy" from Brooklyn — "The city slicker" with the big ideas.

I was the "hatchet man" for the "outsiders." I was with the critics — The eyes on the outside looking in. "Give 'em hell! Get 'em! Get 'em! Get 'em!" And we started "Around the Clock."

We tore down in hopes of building up. There was pride in our work. We were putting out a good product and I called the goods.

And then... I walked out to follow that private dream. And now I was coming back. (The bus driver said "Jack, sonville," 20 minutes rest stop.) I sat alone on the bus and thought — It won't be long now — In a little while I'll be home.

But, what was I coming home to?

I had no idea. They say there are no second acts in our lives. If you can't make it the first time — It won't be in the towel. But now, Walt Gielow was giving me another chance.

Would I find things different after three years? Would there still be so many vacant stores on First Street?

Are the lonely old men and women still being forgotten by our officials at the County Home?

Is there still no peace between the south end of the county and Sanford?

Is Mack Cleveland Jr. still the most eligible bachelor in central Florida? Has anything really changed? Would there still be hell for me on First Street when I walked to City Hall and the Courthouse?

(The bus started up again.) The country was becoming familiar now. St. Augustine, Dunell — the roads looked up by glaring billboards shouting at you: "Come To Miami." Come to beautiful St. Pete. You gotta see Palm Beach. I thought about the hell during the last three years. There weren't many in San Francisco, Coos Bay, Oregon, or the hot, violent streets of New York City.

The bus roared into DeLand — The models looked prosperous along Hwy. 17-92. And then we came to Lake Monroe... The bus moved swiftly. Traffic was light... Past the new sewage treatment plant... Only a dream on a scratch pad on Pete Knowles' desk some three years ago.

"Sanford," said the bus driver. I took my luggage off the bus. The butterflies stopped. I was home.

Herald Index
 Area deaths — 2A
 Bridge — 4A
 Classified ads — 6F
 Florida — 1A
 Crossword puzzle — 5A
 Dear Abby — 4A
 Editorial page — 7A
 Entertainment — 4A-5A
 Horoscope — 4A
 Society — 2A-3A
 Sports — 4A-5A
 TV — 4A

The Sanford Herald

Seminole County *** on the St. Johns River *** "The Nile of America"
 Phone 322-2611 or 425-5938 Zip Code 32771
 WEATHER: Sunday 95-74; 31 inch rain today; warm, showers thru Tuesday.
 VOL. 60 NO. 1 — AP Leased Wire — Established 1908 — MONDAY, AUGUST 22, 1966 — SANFORD, FLORIDA — Price 5 Cents

Shortage Of MDs Plaguing Sanford

Sanford is suffering from a shortage of physicians, in line with the same situation throughout the United States, according to Dr. Robert J. Smith, president of the Seminole County Medical Society.

With growing reports of a "doctor shortage" in the area, especially the inability of newly arrived residents, to obtain the services of a physician, The Sanford Herald queries and hopes to be arranged through a local physician's office.

"The present output of the nation's medical schools is still well ahead of the need to keep up with the growing population. We hope as our city grows, to secure more physicians and hope to be arranged through a local physician's office."

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No Vote - Swofford

Resignations of North Orlando Police Chief Lawrence Phillips and Group 2 Councilman Jack Hips were read and accepted, effective Saturday at noon, in special meeting of the village council Friday evening.

Resignations of both officials were submitted to council early last week. Phillips because he found the salary of \$200 per month inadequate and Hips because he has moved from the area.

Budget Hearing Set Tuesday

A jammed commission chamber filled with protesting taxpayers is expected at the public hearing on the budget scheduled to begin at 10 a.m. Tuesday.

The budget, which has been controversial with Commissioner W. Lawrence Swofford, pledging a "no" vote, will total \$2.85 million and raise the millage to 20.80 (an increase of 1.65 mills).

Visitors Throng New Plant As Guests Of The Herald

Hundreds of wide-eyed visitors thronged offices of The Sanford Herald's new plant on North French Avenue, Saturday and Sunday in response to an invitation to "Open House."

Welcoming the citizens who learned first hand how their newspaper is "put together daily" were all the members of the Herald's staff.

Tropical Storm Near Africa

MIAMI, Fla. (AP)—Tropical Storm Faith, fifth in the Atlantic hurricane season, popped up today off the coast of Africa more than 3,000 miles from the U.S. mainland.

The National Hurricane Center said ships reported two winds had reached only 30-35 miles an hour in squalls, but that all other data indicated it was a full-fledged but small storm.

World News In Brief

WKE'S Bold Plan
 WASHINGTON (UPI) — Former President Dwight D. Eisenhower has proposed a universal military training program for all 18-year-old males as the fairest way to meet the nation's military manpower needs.

City, Spencer Row To Come Up Again Tonight

Discussion of the City of Sanford's new sign regulations is listed on the agenda for tonight's meeting again.

The changes in regulations, which grew out of an argument between the city and Restaurateur Jim Spencer over a sign which Spencer erected without city permission, has been listed on innumerable agendas in past months, but has been tabled each time.

Right To Protest

WASHINGTON (AP) — A Treasury Department official told House investigators today that proposed legislation to curb anti-war groups is unnecessary and might infringe on the constitutional rights of Americans.

Big Push On For Home Rule Over Florida

The commission finally called upon the hospital trustees to correct the situation of operating continually at a deficit.

Also included in the budget is 15.97 mills for the public school system, which by law the commission must certify.

Nothing New

PASADENA, Calif. (AP) — America's first, clear close-ups of the moon's surface, taken last week, show pretty much what was expected — nothing new.

The good, sharply focused pictures, transmitted to Earth Sunday by the Lunar Orbiter spacecraft just show more lumps and craters — a carbon copy, almost, of the familiar near side.

Time to buy... Mad Hatter deals.

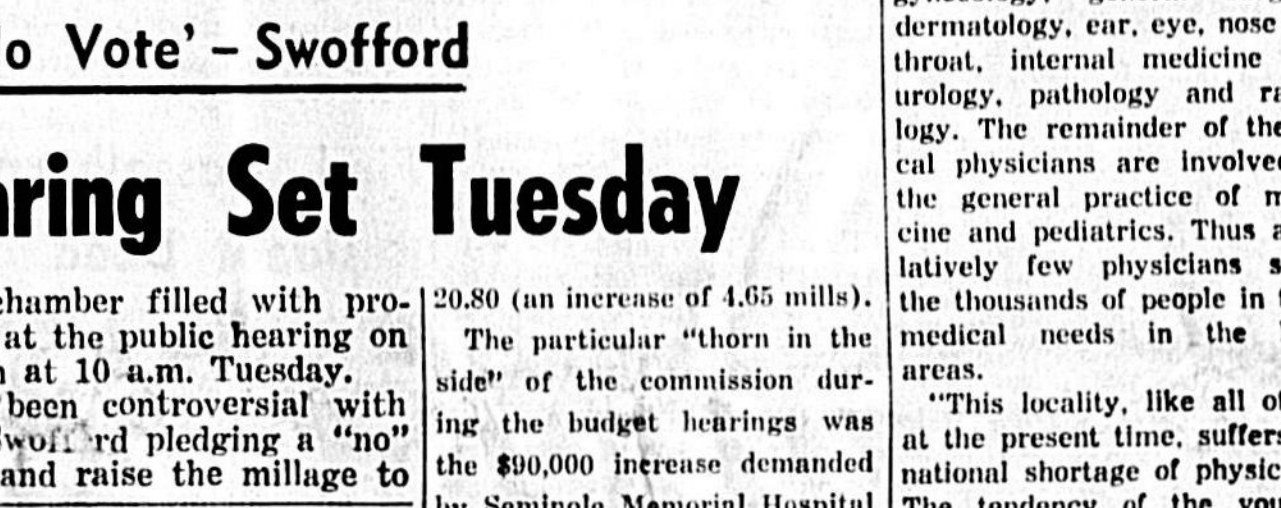
HEMPHILL
 We're dealing like Mad Hatters. Now the time has come to get your hands on the new Buick Wildcat. High in class, low in cost. Budget repayment plans can put you in the driver's seat. 1501 W. FIRST ST. PH. 322-0231



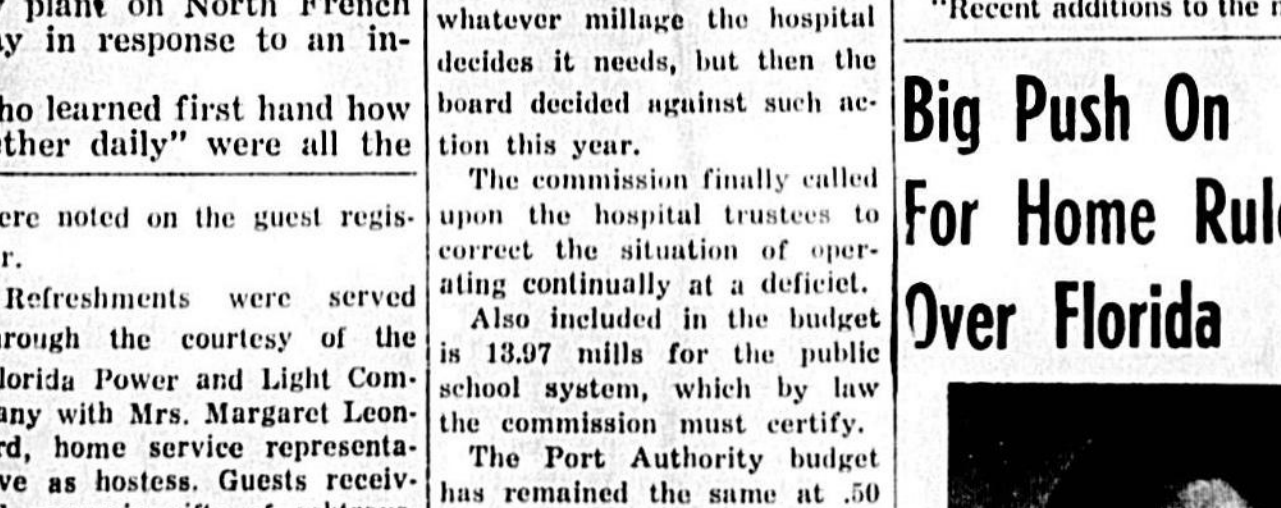
LAWRENCE PHILLIPS
 North Orlando OKs Resignation Of Phillips



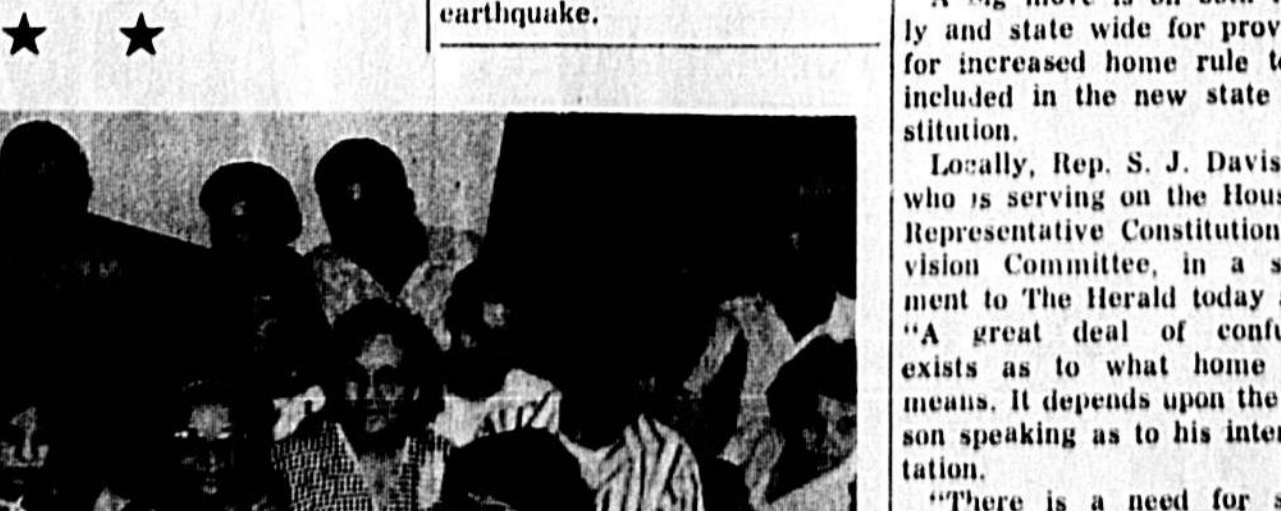
HOME AT LAST after a hectic weekend is Mrs. Willa Hood, zoo superintendent, shown here with her new lion cub which she flew to Nassau to claim. New pet is a gift to the Sanford zoo from wealthy Nassau family. (Herald Photo)



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New Quakes
 ERZURUM, Turkey (AP) — Two new earth shocks today struck dazed and rattled towns of eastern Turkey, where the government launched the massive campaign to fight hunger and disease among thousands of refugees from last week's killer earthquake.

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