

Beauty Aids Can Be Found In Home

BY BETTY CLARKE,
AP Newsfeatures Beauty Editor

Sometimes there are props around your home that can be used to further your beauty plans. If you are the type that enjoys using only sparkling clean beauty aids, it may be worth your while to figure out ways you can improvise to insure a smoother glamor routine.

Pipe cleaners found on dad's smoking stand offer wonderful possibilities. If you like to have a clean powder puff each time you do a makeup job, buy some cotton balls, twist them around pipe cleaners which can be used as applicators. These give you a fine grip, more helpful than trying to work with a small piece of cotton between the fingers. The same trick can be applied when cotton is used as an astringent swab or for applying dry rouge.

A little cotton on the end of the stick can be used to clean hairline and eyebrows, used to remove nail polish or to clean excess polish away from the cuticle. Also it can serve as a lipstick brush and liner.

When you are short of pins and cutters, pipe cleaners can serve the purpose. Under the dryer, use a pipe cleaner as a book marker by bending it into shape.

Legislature

(Continued From Page One)

Son said.

"We will listen to the Governor and his representatives, to industry and their representatives and all other interested citizens. We will then decide what is best for the people of Florida."

Senator Shands of Gainesville, head of the finance and taxation group in the Senate, said he has received numerous messages opposing Warren's tax program.

He added he has not received a single message in support of the program.

Simpson said he likewise has received messages in opposition to the program.

"An opposition to the Governor's tax program was lacking," Warren's friends in the House, backed by new attacks, said his insurance bill to a second committee.

Rep. Hugh of Lee, who earlier had succeeded in having the bill sent to his committee on insurance only to have the board withdraw it the next day, tried to have it put back before his group today.

He said he resented as a reflection on him and members of the committee newspaper implications that the reference amounted to a setback for the bill.

The bill originally was sent to the Finance and Taxation Committee, and the reference to the Insurance Committee put it before two committees for study.

Either committee could give it an adverse report that would keep it off the calendar. The press had widely reported that a joint reference increased a bill's chance for defeat.

Rep. Clement of Pinellas led the fight to keep the bill from the Insurance Committee.

"Everyone knows what the gentleman from Lee (Hugh) wants to do with the bill."

Hugh said his committee would give the Governor's bill a fair hearing, but it contained matters affecting the insurance business other than taxation. Clement said it is purely a taxation bill. All it does is raise the tax.

Hugh's motion to set up parliamentary machinery to put the bill back in his committee was tabled by a vote of 54 to 22.

Four candidates for the 1951 House speakership put in a busy weekend filing up votes.

They are Rep. Tom Bassey of Walton, Farris of Marion, H. Elbert of Palm Beach and George Tupper of Gulf. All expressed confidence in victory but most of them predicted it would take more than one ballot to decide.

The contest will be settled at a caucus Wednesday night.

A free automobile license tag every year would go to every Florida war veteran with 30 percent service-connected disability under a bill introduced in the House.

Free tags also would be given to veterans who were prisoners of war; held the Purple Heart or Congressional Medal of Honor awards, or lost a hand or a foot in service.

The same group would get free hunting and fishing licenses, under another bill.

Compulsory annual inoculation against rabies would be provided by a bill introduced in the House by Rep. Dekie of Taylor county.

Every owner of a dog more than three months old would be required to have it inoculated by July 1 of every year. The anti-rabies serum could be administered by any licensed veterinarian or officer designated by the State health officer, and at every county health unit.



THIS AIR VIEW SHOWS FARM BUILDINGS completely surrounded by water as the Missouri River spills over its banks and goes on a Spring rampage. Thousands of acres of bottomland along the river are reported inundated. Hundreds of farmers on nearby higher ground are preparing to evacuate their families. (International)

Congress Roundup

(Continued From Page One)

members have branded the President's national health insurance program "socialized medicine."

The backers of the President's program called their payroll tax plan "the tried and tested democratic way." They added:

"In fact, it is the only way we know of to avoid socialized medicine x x x."

The sponsors of the Administration bill made an estimate of the overall cost of the Truman program, and one can be made on the basis of the bill itself.

In some cases specific appropriations are called for, but in many other cases the bill simply says that whatever sum Congress deems necessary to carry out particular plans is "hereby authorized."

Federal aid for construction of hospitals would be doubled under the bill, going from the present \$15,000,000 a year to \$30,000,000 a year, most of which would come from a three percent tax on payrolls, split between workers and employers.

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Arms Senator Gurney (R-S.D.) said Congress should find out whether the Administration's proposal to rearm Western Europe would weaken American military strength at home.

"Our best defensive strength is our own strength," Gurney said.

The State Department has asked \$1,120,000,000 in military equipment for the country's 11 partners in the North Atlantic Alliance.

Labor House Republican leaders called a final strategy session behind closed doors to get ready for the kickoff of the big labor law debate.

Secretary of Agriculture Brannan again told Congress that it is not possible to forecast the cost of the Administration's proposed new farm program.

He said the difficulty about making estimates is that the cost question is tied so tightly to general business conditions.

Brannan was testifying before the House Agriculture Committee. He outlined the Administration's new plan to the committee before the House took its 10-day Easter vacation. The members asked him then to come back after the holiday with figures on the probable cost.

Although he had no cost estimate of his own, Brannan described as "reckless" estimates some made by Congress members—that the cost might run \$3,000,000,000 to \$10,000,000,000 a year.

"If I understand the estimates correctly, all of them assume a severe depression and low farm income," he said. "I confess that I do not assume a depression. On the contrary, the whole proposal is designed to help avoid a depression by maintaining reasonable farm income."

The Administration plan would halt the present practice of government buying of surplus perishable products—such as meats, dairy products, fruits and vegetables—for the purpose of keeping up prices to guaranteed levels.

In fact, it would allow prices of these products to drop to levels determined by supply and demand. If the price did not bring the farmer a predetermined return, the government would make up the difference in a payment.

The Administration plan would keep the present method of supporting price of crops that can be stored such as grain, cotton, tobacco and oil seeds.

China War

(Continued From Page One)

through the official central news agency, acknowledged that Communist troops had infiltrated to Nanchung, 10 miles northeast of Shanghai, and were deploying towards Szechow (Wulden) 80 miles west of this great city.

Both units were declared to be still in government hands, however, with Szechow heavily defended by crack Nationalist forces.

The statement said only 20,000 Red troops had crossed to the north bank of the Yangtze from Kiangsu (the province just north of Shanghai and Nanking).

The Communists have said they have more than 1,000,000 men south of the Yangtze, 350,000 of them on the lower reaches east of Nanking and stretching towards Shanghai.

The Communists took Nanking without opposition Sunday morning.

Raymond Topping, Associated Press correspondent in Nanking, reported the former Nationalist capital received the Communist soldiers' first tanks was to put out a fire that erupted in the industrial Yunn building. The building was a total loss.

The Communists took their stations before some foreign embassies and all government buildings and utilities in Nanking. No guards were placed before the American embassy, however.

During the afternoon three government planes tried to destroy gasoline and ammunition dumps at the Nanking airport. Communist spokesmen said they overshot their mark and their machinegun bullets injured some Nanking children at play.

A welcome to the Communists by Nanking residents was planned for later.

At the time Nanking fell, the Communist radio at Peiping announced the capture of Taiyuan, Shanai province capital and industrial center 400 miles northwest of Nanking. Taiyuan had been under siege for months. The radio said all of the city's 150,000 defenders were wiped out. Pilots who flew over Taiyuan later reported it in flaming ruins.

The speed of the Red drive southward from the Yangtze apparently had thrown a noose around the government defenders. How close the Communists were to Hangchow, big port 100 miles southwest of Shanghai, was obscured by conflicting reports and lack of accurate military information.

Reports persisted that the Reds had taken Kashing, vital rail junction 55 miles southwest of Shanghai. If true, that would mean the last railway escape hatch to Hangchow from the Shanghai area already had been shut. Kashing controls the Shanghai-Hangchow railway.

Despite the reports that Kashing had fallen, one train from the last railway escape hatch to Hangchow was scheduled to depart this morning. But the military situation was changing so rapidly that the city might have been occupied by the Reds after the train passed there.

No one knows what to expect in Shanghai.

There was an indication of where General Tsin Fu-Pu had his 500,000 government troops—or if he was a Red under his control.

Shanghai garrison headquarters kept insisting that this city would be defended to the last man. How, when and with what was not apparent.

Tang, Nationalist defense commander of the gigantic Shanghai-Nanking-Hangchow triangle reportedly had fled Shanghai for the south. He had Fengmei Ho, Ying-Chin and other top government officials.

Acting President Li Tsung-jen reportedly had gone to Kwailin and retired President Chiang Kai-Shek to Amoy.

FISHERMAN SENTENCED
MIAMI, Apr. 25—(P)—Joseph Norman Ranger, 62-year-old Key West fisherman, today was sentenced to three years in state prison after pleading guilty of assault with intent to commit manslaughter.

Criminal Court Judge Ben C. Willard pronounced sentence on the case which has been in and out of court since October, 1947.

Clay Speech

(Continued From Page One)

is favorable to Communist domination of its political life and economic resources."

Establishment of a west German government under a more liberal constitution, he said, was proposed to the German parliament by a coalition of the United States, Britain and France. Clay said, in the hope of a "better understanding necessary to draw West Germany into close association with the nations of Western Europe."

Military government will end with establishment of a West German government, Clay said.

"A West German government," he said, "can develop in the democratic tradition only if it is given the right to associate with nations which have long traditions of democratic government and if from such association more readily under the guiding hands of a civilian high commission."

The time for punitive measures has ended, Goodwill and a helping hand are needed, not only to create the new government but to make it feel that it is wanted back in the family of free nations as quickly as it has demonstrated its own will to be free."

Clay said it was unfortunate that the West German government was not established last June when the Western Allies first agreed to it in principle. But security fears still prevailed, he added, and it was necessary to agree to security measures, the broader question of which was resolved in the North Atlantic Pact.

"Unfortunately during the many months in which the Allies had been unable to work in full accord political discord had developed in Germany," Clay said. "This discord was exploited by naive German politicians who still saw Germany playing a compromise role between East and West, and by Communist representatives eager to prevent the formation of a West German government."

"I cannot believe that German leadership will fail to grasp the opportunity which now has for a West German government to become a member in its own right of the organization for European economic cooperation, and for assuming almost complete responsibility for the management of its internal affairs."

A mole, unfed for 12 hours, will starve to death.

Police Probe Attempt To Kill Everts Mayor

EVARTS, Ky., Apr. 25—(AP)—State police were investigating an apparent attempt to kill Mayor E. H. Bailey.

Officers said a bundle of 20 sticks of dynamite wrapped in black friction tape was found under the mayor's bedroom window about 9:30 o'clock this morning. The fuse burned almost to the end before it was extinguished, they added.

Police said they had been unable to learn what extinguished the fuse or when the dynamite was placed there. The charge could not be reached immediately for comment.

Ten Killed

(Continued From Page One)

at the Gordonsville-Lancaster road crossing about eight miles south of here occurred.

Instantly killed were:

Jess Bennett, 50, driver; his wife, Mattie Bell Bennett, 45, and their sons, Douglas, 12, U. L., 10, and Melvin Earl, eight.

Mrs. Pauline Bennett Dickens, 24, daughter of the Bennett's, her husband, Pauline Bennett, 27, and their one-year-old daughter, Catherine. W. E. (Counie) Bennett, 40, Jess Bennett's brother.

Miss Linnie Gibbs, 17, died shortly after arriving at a hospital at nearby Lebanon.

Ruth Johnson, the sole survivor, was hospitalized at Lebanon. Doctors said she suffered a broken pelvic bone.

An immediate investigation of the accident was being conducted by J. T. Waddell, general manager of the railroad.

State Safety Commissioner Sam Neal, who hurried to the scene, said the train rapped the ton and a half farm truck in two. He said it appeared five persons were seated in the cab and six on chairs set up in the back.

A son-in-law of the Bennett's, John Overaire, told commissioner Neal he had stopped his car at the crossing to let some passengers out when the truck came up behind him.

"I knew the train was coming," he said. "I tried to wave the truck down, but my father-in-law pulled around me and went on in front of the train."

A conductor on the train, the



THREE-MONTH-OLD Robin Whitford earns money by her aquatic act so must have a social security number. Therefore, Mr. and Mrs. Fred Whitford bring the tot to the Social Security office in Los Angeles and sign for her. Robin began swimming lessons at four days. (International)

Extortion Case

JACKSONVILLE, Apr. 25—(P)—Justice of the Peace L. B. McCullough and Constable D. M. Keen of the West Jacksonville District will be arraigned in criminal court of record tomorrow on charges of extortion growing out of an arrest last July.

TC No. 81, said none of the crew saw the truck until it loomed up before the lights of the engine.

The wreck, one of the worst such disasters in this area in years, brought all available ambulances from Carthage and Gordonsville.

Attendees worked feverishly for more than an hour to remove bodies from the wreckage.

And workers tumbled into the burning with crowbars and axes to try to cut the body of the smashed cab from the beneath the engine of the train.

Memorial Day To Be Observed Here

Confederate Memorial Day will be observed tomorrow by the N. de Vera Howard Chapter, United Daughters of the Confederacy, with the placing of Confederate flags on the graves of all Confederate soldiers.

A meeting will be held in the afternoon at the home of Mrs. F. E. Guzmil, 910 Palmetto Avenue, at 3:30 P. M. Mrs. E. H. Lacey is president of the local chapter.

Bookie Bill

(Continued From Page One)

McKendree, Merritt, Pearce, Phillips, Sapp, Saunders of St. Lucie, Saunders of Clay, Tapper, Thornal, Whitlock-10.

Great Britain

(Continued From Page One)

government is going to do about it.

The conservative leader will get his explanation, a cabinet spokesman said today, but the cabinet hasn't decided yet exactly what it will do. Atlee will say tomorrow.

Atlee cancelled a full cabinet session to consider what the government called "the grave events" but he instructed Defense Ministers A. V. Alexander and Viscount Hall, first lord of the Admiralty to write a statement on the shelling.

An advisory investigation of the shelling is in progress now, a spokesman said.

The advisory spokesman said he was unable to confirm a report published in the London Star that British naval authorities in Shanghai have advised that either reinforcements should be sent to Shanghai immediately or Britain should quit the city.

The authorities reportedly argued it would be impossible to defend British interests there with the naval forces available. The British fleet in Shanghai waters now consists of the shelled cruiser London, and about six destroyers and sloops.

Both Conservative and Labor members were reported ready to ask Atlee if the government is going to demand retribution from the Communists and what is being done to guard against a recurrence of the shelling.

Editorial indignation about the incident rose.

The Manchester Guardian said the attack on the Sloop Amethyst—the first ship shelled last Wednesday—"May have consequences out of all proportion to the incident" because it may limit contact between the West and the Chinese Communists.

But the Guardian warned: "This is no time for sabre-rattling even if we had a sabre to rattle."

The conservative Daily Mail lamented that "certainly Britain has lost 'face'—not only in China but throughout the Eastern World" and called for a show of "real strength" in the Far East to counter Communist propaganda.

A machine gun was first fired from an airplane in 1912.

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STUNT PLANE KILLED

JACKSON, Miss., Apr. 25—(AP)—A 38-year-old stunt flyer was killed yesterday when his 485-horsepower, 10,000-air show plane crashed in a pine forest, near a town.

The plane was flying at an altitude of 3,000 feet when it crashed, according to a report from a nearby town.

The pilot, whose name was not disclosed, was reported to have been flying the plane for several years.

The plane was carrying a large amount of equipment, including a camera and a radio.

The crash occurred during a routine flight over the area.

MEMORANDUM FOR THE PRESIDENT
FROM THE SECRETARY OF STATE
SUBJECT: DEBATE ON THE SOUTHERN PORTAL TREATY

It is noted that the Senate Foreign Relations Committee is expected to report on the Southern Portal Treaty in the next few days. The treaty, which was introduced by the Administration, provides for the establishment of a Southern Portal, a waterway connecting the Gulf of Mexico and the Caribbean Sea. The treaty is opposed by a large number of Senators, who claim that it will result in the loss of sovereignty over the Southern Portal. It is suggested that the President should take steps to clarify the Administration's position on the treaty, and to ensure that the treaty is in the best interests of the United States.

The Sanford Herald

Established in 1888... published daily except Saturday and Sunday... 113 Magnolia Avenue... TUESDAY, APR. 26, 1948

BILLS YET TO PASS

If we close our waking hours with prayer we are apt to awaken with many ailments subdued. Every morning death has brought his justice to light, he faileth not.—Zeph. 3:5.

Illinois now has a law "to curb delinquency among cats." Little or nothing, however, is done in Illinois, any more than in other states, about child delinquency.

We are taking it very easy in this country. The Communist victory in China, the loss of this old friend and ally to the free world. Perhaps if we could look into the future and see what this defeat to the free nations means in "blood, sweat and tears" for our children and our children's children, we would not be so complacent about it.

The State Industrial Commission reveals that it had 48,477 applications from employers for workers during the first three months of this year, was able to fill 42,692 of them, leaving 5,785 jobs for which no one was available. Yet, unemployment is said to be a growing problem in this state, and last year we paid out over \$6,000,000 to keep people from working.

Millard Caldwell and George Smathers are both being talked of as prospects for next year's elections when Senator Pepper will be the star of the show. Caldwell is the immediate past governor of Florida; Smathers is an ex-Maine and present congressman from Miami.

Carl Dann, who not so long ago was the most brilliant young golfer in the state, is now the most surprising old man in the game, as Miami last week he sank a 30-foot putt to tie his match in the finals of a tournament which he won on the 37th hole to make himself winner of his fifth Florida Amateur Golf Championship. It has been 16 years since Dann won his first championship, 11 years since he won the last one. He may not always be the best golf player in Florida, but it will be a long time before anyone exceeds his record of achievement.

Sanford civic leaders are watching with interest the outcome of today's bond election in Orange county where bond-holders will decide whether to borrow \$6,000,000 to erect new school buildings to help take care of Orange county's expanding population. There is no doubt that the majority of the people favor such financing, but only the freeholders (property owners) can vote. There isn't much doubt that the majority of freeholders favor the bond issue, but under state law more than half of them will have to vote to make the election legal. The difficulty will come in getting out the vote.

Not long ago we heard one of our leading citizens boast: "There's nothing to do in Sanford except go to the ball games." Last week, besides baseball, there was the American Legion's annual installation of officers on Monday night, the bridge benefit parties Tuesday afternoon and evening at Holy Cross Parish House, the chaperon presentation banquet of the Business and Professional Woman on Wednesday night, the Executive Club dinner, and the High School Glee Club concert on Thursday night, the Jaycee Civic Dinner, play on Friday night, and the Shrine musicale on Saturday night. If you couldn't find anything to do with all that going on, and missed a crop of good picture shows as well as a number of excellent radio programs, you must have been out playing golf or tennis or just having a good time at the dinner, you better believe that.

Menace To Freedom

With federal spending of the people's income at an all-time high, the government plans to spend "not less of what we make but vastly more," declares A. Willis Robertson, U. S. Senator from Virginia, in The Reader's Digest for May. Senator Robertson warns of a danger point where government spending, "by taking from the people so much of the fruit of their labors and the means of increasing their production, becomes a menace to a free country and, thereby, to all freedom."

Measures now before Congress, "looking innocently small at first glance, are due to grow into the most gigantic bills in the peacetime history of any nation," Robertson states. The national health insurance bill, proposing to put doctors on the federal payroll, would cost \$4 billion the first year. Eventually, if passed, it would cost \$14 billion annually. Federal aid to education, planned to be launched this year for a "modest \$300 million," will cost \$3 billion annually after 1950. Public housing expansion, calling for \$186 million for the first year, "could end up costing us billions." The cost of developing waterways in the Missouri River basin was officially placed at \$4.5 billion in January, 1948. By July the official figure was \$6.5 billion—a \$2 billion boost in six months.

This year's proposed federal budget of \$42 billion is more than was spent in five years of "the most alarming period of New Deal spending," from 1935 through 1939. On a per capita basis, Senator Robertson points out it is equivalent to a burden of \$1,420 for a family of five, almost half as much as the average American family earns in a year. In 1939 the government took in taxes a sum amounting to \$37 for every man, woman and child in the country. Last year it took seven times that much, while national income had risen by three times. Government spending was thus increasing two and one-third times faster than the people's earnings.

The author urges that "the saving of the people's money be made a major objective of government," and that government spending, henceforth, be confined to "projects which are demonstrably necessary and which only the federal government can undertake."

Confederate Memorial Day

When Miss Matt Morton of Columbus, Miss., first placed flowers on the graves of northern and southern soldiers alike in April, 1866, she started a custom which has been preserved ever since and which is being observed in Sanford today when the graves of the fallen heroes of the War Between the States will be decorated under the auspices of the United Daughters of the Confederacy.

Memorial Day, or Decoration Day as it is sometimes called, is always observed in Florida, Georgia, Alabama and Mississippi on the 30th of April. In Louisiana and Tennessee it is observed on June 3, the birthday of Jefferson Davis; in North and South Carolina on May 10, and in Virginia on May 30.

Memorial Day was not observed in the northern states until 1868, when General John A. Logan, commander-in-chief of the Grand Army of the Republic, issued an order designating May 30 as an occasion for decorating the graves of the war dead, and it was not until 1871 that Rhode Island became the first state in the North to make it a legal holiday.

The practice of decorating the graves of the heroes of both the North and the South is generally observed nowadays and the custom is being gradually extended to include the veterans' graves from other wars. The purpose is not to keep alive bitter sectional strife or unhappy memories, but rather to honor and pay our respects to the brave men who sacrificed their lives for a cause they believed right.

Return Of A Prodigal

The bottom seems to be dropping out of Henry Wallace's Progressive Party. Rexford G. Tugwell, one of the Roosevelt brain-trusters and chairman of the Wallace national convention, recently decided there were too many Communists in the movement to suit him, and said he would have no more to do with it. Now Senator Glen Taylor of Idaho, who was Wallace's running mate in the presidential race, announces that he will run for re-election to the Senate in 1950 as a Democrat, not as a Progressive.

He thus repeats the story of his neighbor, former Senator Burton K. Wheeler of Montana, who ran for vice-president in 1924 on the independent ticket headed by Senator Robert M. La Follette and immediately afterward returned to the Democratic fold. Wheeler became steadily more conservative until finally he came too much so for his state, and was defeated in 1946. Will Taylor, too, turn toward more conservative views?

Postal Rate Revision

Louisville Courier-Journal

As many of our readers know, there is now pending in Washington a bill to increase postal rates generally in order to try to reduce the operating deficit of the Post Office Department. This bill proposes to increase second class rates—the rates which apply to mail delivery of newspapers and magazines—by approximately 300 per cent. Since there are more than 40,000 mail subscribers to the Courier-Journal, this proposal is of mutual interest to both this newspaper and a large segment of its subscribers, as well as to the general public. The Courier-Journal wants no subsidy from the government. Therefore, we would like to explain just how this bill would affect us and our mail subscribers, and to state our position upon this legislation.

For many years it has been our policy to offer mail subscriptions at a bargain rate of 87 per cent for renewal subscriptions and 88 per cent for new subscribers. These rates compare with \$15.00 for carrier-delivered subscriptions. The carrier receives \$4.50 of this amount so that we receive \$10.50 per year per subscriber. The purpose of offering a mail rate of approximately two-thirds the carrier-delivered rate has been to encourage readership and to make available news and information to those who might otherwise not be able to receive it—particularly those in small towns and upon rural routes. This is the same policy which we have followed in the past.

During 1948 our second class postage costs per mail subscriber were \$1.96 each, in addition to which we had an average of 89 cents each for trucking our papers to outlying post offices rather than clearing them through the Louisville Post Office, which, in many cases, would occasion a day's delay in delivery. Consequently, for 318 issues of the Courier-Journal to a bargain offer renewal subscriber we received not only \$4.50 per year after deducting postage and trucking costs. The proposed increase in second class postage rates would be from \$1.96 per subscriber per year to \$7.80—an increase of 295.50 per cent more than the \$4.56 which we now receive.

Obviously if this situation is presented something will have to give. Either mail rates would have to be increased to a figure higher than carrier delivery rates or some alternative means of delivery will have to be found which is much cheaper. There seems little prospect of the latter alternative as it appears that the only solution would be to increase mail rates very sharply if this bill passes. This will, of course, result in depriving those who cannot afford the increase of their daily Courier-Journal. At the same time they will probably face the same situation as to other magazines and publications which would be equally affected by the legislation.

SCARLET FEVER



Churchill Speech

Continued From Page One... should be withdrawn. Chinese embassy officials, however, said that their government clearly intended that their warning should be followed by the withdrawal of foreign vessels anchored in the Yangtze.

Commie Member

Continued From Page One... (Continued) Nelson also stood on his constitutional rights not to answer a question whether he knew Joseph Weinberg, university of Minnesota professor.

ANPA Meet

Continued From Page One... operator was necessary to punch the tape and said "the idea is not to replace the present operators."

SPORTSMEN

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Too Late To Classify

By RUSSELL RAY

Seeking advice as to the best way to advertise Florida, the newly appointed Florida State Advertising Commission, meeting in Tampa, called in a group of so-called experts to tell them how it should be done.

In the group were such distinguished authorities as Karl Hekel, former president of the United Press; Roger Babson, the famed statistician; William Holler, retired Chevrolet executive; George H. Storer, radio and television operator and Carl Byoir, public relations man.

All big men, able men, successful men and all residents of the state. Each of these gentlemen presented his ideas and the sum total of their collective advice was to launch forever the "bathing girl" and concentrate on publicizing the state's educational facilities and advantages.

Karl Hekel stated that "the bathing beauty picture was dropped as an effective selling point by experts ten years ago," and said it was "high time most of us dropped it as it was corny today."

Holler and George Storer backed him up while Roger Babson urged that we feature our youth in an educational role.

Press dispatches heralded the story far and wide. The experts had spoken and if the Advertising Commission followed their advice the bathing girl would be out as far as Florida publicity was concerned.

After all, the proof of the pudding is in the eating and while these experts may have been perfectly sincere in their denunciation of bathing girl pictures, the fact remains that Florida has received more favorable publicity via the bathing girl route than in any other manner, and when Florida's No. 1 publicist who has created national magazine covers, catalogues, sections and news columns than all of the aforementioned experts combined read of their findings he blew his top.

Last week Dick released a headline giving the experts' statement of the bathing girl pictures that have always clicked and continue to click with the nation's top flight newspapers and periodicals.

Through the efforts of Dick Pope, Florida bathing girl pictures are in greater demand today than ever before. Magazine and picture editors send their ablest photographers to Florida to work with Dick Pope. He is nationally recognized as a picture wizard and his pictures are featured in every type of publication from the smallest weekly to Collier's, Life and the Saturday Evening Post.

The day Florida stops using attractive bathing girl pictures, such as Dick Pope releases, and tries to crank newspapers and magazine pages with educational pictures will be the day that the nation's

Right Queen of the Opelousas, La., Daily World, only daily in the country now being printed by offset on a web press, told the group the process did not save him money but did enable him to use many additional pictures and advertising illustrations economically.

His paper printed 829 pictures in the first three months of this year, he reported.

Man's necktie is only about 500 years old.

CLASS for every purpose

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TUESDAY
The Pilot Club will hold its regular business meeting...

Mrs. Price Heard was elected president of the Sanford Women's Golf Association...

Dr. and Mrs. J. W. Gerbracht of Gault, Ontario, Canada, spent the past weekend in Sanford...

WEDNESDAY
The Music and Drama Division of the Fine Arts Department...

Cecilian Music Club Presents Program
Members of the Cecilian Music Club presented a short piano recital...

Public Invited To Story League Meet
The Sanford Story League will meet with Mrs. Charles E. Ginn...

THURSDAY
Seminola Rehearsal Lodge No. 13 will meet in regular session...

Members of the Cecilian Music Club presented a short piano recital...

Officers Installed For Lake Mary PTA
Induction of officers was held at the last regular meeting...

FRIDAY
The Sanford Story League will meet in the garden of Mrs. Charles E. Ginn...

Members of the Cecilian Music Club presented a short piano recital...

Officers Installed For Lake Mary PTA
Induction of officers was held at the last regular meeting...

MONDAY
Circles of the First Methodist Church will meet as follows: Circle No. 1 with Mrs. A. D. Shoemaker...

Members of the Cecilian Music Club presented a short piano recital...

Officers Installed For Lake Mary PTA
Induction of officers was held at the last regular meeting...

MONDAY
Circles of the First Methodist Church will meet as follows: Circle No. 1 with Mrs. A. D. Shoemaker...

Members of the Cecilian Music Club presented a short piano recital...

Officers Installed For Lake Mary PTA
Induction of officers was held at the last regular meeting...

P. H. Fullers Honored With Boat Party

Mr. and Mrs. P. H. Fuller, who plan to move their residence to Daytona in the near future, were honored on Sunday evening with a boat trip given by Mr. and Mrs. F. E. Rommilt...



Officers Installed For Lake Mary PTA

Induction of officers was held at the last regular meeting of the Lake Mary Parent-Teacher Association...

Hollywood

HOLLYWOOD, Apr. 26 (AP)—Being old, contacted Helen Hayes, with perfect logic, merely means that you have lived longer...

Hints To Housewives

PAINT IT RED
Bright red paint can be put to many useful purposes around the house...

Rural Common Sense TONIGHT ONLY!

ACTIVITIES OF HOME DEMONSTRATION CLUB WOMEN ARE HELPFUL
There's nothing sensational about a group of home demonstration club women getting together...

Central Baptist Church

Rev. J. Whitley Foster
Central Baptist Church
SPECIAL MESSAGE



Dr. E. J. Daniels

Dr. E. J. Daniels, pastor of Central Baptist Church...

THE MISSING CHRISTIANS

THE MISSING CHRISTIANS
THE GREAT RELIGIOUS FILM EVER PRODUCED
SEE-HEAR-ENJOY
IT'S DIFFERENT!

PENNEY'S 47th ANNIVERSARY

Penney's 47th Anniversary
Come take the Bargain Ride of Your Life!
VAT-DYED COLORS! FINE BROADCLOTH!
Boys' Sport Shirts



THE MOST PROMISING CITIZEN OF TOMORROW
Contest editor, Sanford Herald. Please accept my nomination of...

VEL cuts dishwashing time in half!
NEW Colgate-Palmolive-Peet product...
Dishes, glassware gleam without wiping!

American Dinnerware Parade
FOURTH BIG WEEK
Monticello and Regal Vellum Dinnerware
PATTERNS INCLUDE BUTTERCUP ROSE BOUQUET GOLD BAND FLORAL

TALBOTT'S - DRIVE-IN - Wall Paper - Paint

Dr. Henry McLaulin - Optometrist

Legal Notice

Notice to Appear - JOHN D. McLOHORN

Circuit of Florida, Seminole County, Florida, under the will of FRANCIS WILLIAM McLOHORN

Not only Christianity but also Buddhism, Zoroastrianism and Islam are, or have been, missionary religions

STONE AGE STUFF - The Poor Cave Man Had No Newspaper To Advertise In. But You Have!!

new mayonnaise sensation! BENNETT'S "butter-firm" MAYONNAISE

USE THE CLASSIFIED FOR RESULTS

Try HERALD Want Ads For Results

Real Estate For Sale - REAL ESTATE - INSURANCE PROPERTY MANAGEMENT

Articles For Sale - We both lose when you don't bring your prescriptions to Laney's, Phone 103

HELP WANTED - YOUNG man for northern Ohio summer hotel work

PHONE 148 - Want Ads will be arranged for the telephone

Bedroom house, one and half baths, hardwood floors, electric kitchen

MOTORCYCLE - 1947 Harley-Davidson, Excellent shape

WORK WANTED - LOWER PRICES. Expert watch repairing

FOR RENT - FURNISHED 2 room cottages, quiet A. road, Phone 504-M

NEAR WATER FRONT LOTS - Lots 3, 4, 5, 6, 7, & 8 of Block 3

Articles For Sale - MIRRORS - Furniture Tops made to order

Special Services - DODGE-PLYMOUTH PARTS AND SERVICE

ROOMS - FURNISHED 2 room apartment, 1600 French Ave. after 3:00 P. M.

NEW MASONRY Store Building - 6 lots and garden, lights, water

Articles For Sale - CONCRETE FLOOR Sealer - Prevents paint failures

NOTICES - PERSONALS - WANTED: Mrs. Sidney Vaden to take her daughter

ROOMS - FURNISHED 3 room apartment, 1600 French Ave. after 3:00 P. M.

ARTICLES WANTED - Highest cash price paid for used furniture

Articles For Sale - FRIED JUMBO SHRIMP dinners

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ROOMS - FURNISHED 2 room apartment, 1600 French Ave. after 3:00 P. M.

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Flor-Ceal - DOES MORE - COSTS LESS - \$1.95 per qt

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OSARK IKE - DINK, WHEN NEW WAYS I CLEAN THEM

THE LONE RANGER - HEY, SLIM, YOU'RE FANNING OUT

MICKEY MOUSE - EGGA... STOP THEM! THEY'RE GOING TO ILL PRY...

WITA KETT - HI YA, BAIT!

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