



KINGSWOOD BUILDERS were hosts at a luncheon for all realtors and other special guests at the site of their new Greenbriar of Loch Arbor Estates, Friday. Here the officials Bryon Leach, secretary treasurer (left) and William Brumley, president (second from right)

stand with two guests, Engineer Bill Loffler and Herald Publisher Walter Gielow on the truck of a caterpillar tractor on the site of the new development just south of the Mayfair Golf Course. (Herald Photo)

Citrus Pruning Demonstration Set Wednesday

A special demonstration of pruning and topping methods and techniques for citrus has been set for 2 p. m. Wednesday at the Reiter Brothers grove in Longwood, by the Seminole County Agricultural Agents office.

The grove is located one and a half miles west of Hwy. 17-92 on SR 434. There will be signs to mark the way. Specialists on the program will be Dr. Dale Kretschman from the Citrus Experiment Station and Jack McCann and Dalton Harrison from the University of Florida Agricultural Extension Service.

Dealers in pruning equipment are invited to demonstrate their equipment after the demonstration on methods and techniques. "Pruning is an important topic of discussion for growers, caretakers and production managers," said Ernie Lundberg, assistant county agent.

"Severe pruning is necessary in many cases because of the severity of the cold this past December. In some instances the trees need to be topped. Topping means that the tops of the trees are cut back."

For additional information on the demonstration Wednesday, contact the Seminole County Agricultural office.

Mrs. C. Collins Dies At Hospital

Mrs. Charlie C. Collins, 61, died Saturday at Seminole Memorial Hospital after a long illness.

She was a member of the Friends Church of North Carolina and the Hibiscus Garden Circle of Sanford.

Mrs. Collins is survived by her sister, Mrs. R. H. Parkes of Sanford and four step children, Mrs. W. K. Brown, Pinhurst, Ga.; Randall Collins of Texas; Bernard Collins of N. Y. and Clarence Collins of Lake Mary. There are also several step-grandchildren.

Services are scheduled at 10 a. m. Tuesday at Brison Funeral Home with the Rev. Fred B. Chance officiating assisted by Rev. R. L. O'Quinn.

Burial will be in Evergreen Cemetery. Pallbearers will be J. P. Bates, Mel Watkins, John Fox and Ben Whitner.

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Special Events Set At Gen. Sanford Library

In celebration of the Seminole County Semi-Centennial, an unusual exhibit of old photographs, curios and mementos of early Sanford will go on display at 2:00 p. m. Thursday, at the General Henry Shelton Sanford Memorial Library and Museum in Fort Mellon Park.

In addition, the library will present slide projections of early pictures of Sanford and the surrounding area Thursday night from 7 p. m. until 9 p. m. Most of these pictures are from the extensive collection of W. R. Vincent, local resident, and a number are the work of Dr. Fred Ensminger's father, a pioneer photographer in the county.

Dr. Fred Ensminger, librarian and museum curator, and a resident of the county since 1890, has announced that the library will be open from 9 a. m. until 6 p. m. on Saturdays.

Assisting him in greeting visitors will be members of the Sallie Harrison chapter of the Daughters of the American Revolution and wives of the members of the Board of Managers of the Henry Shelton Sanford Memorial Library and Museum Association including the following:

Mrs. Lawrence Tinsley, Mrs. J. L. Sims, Delaney, Mrs. Edmund Meisch, Mrs. A. W. Lee, Mrs. F. E. Romillat, Mrs. Dean Turner, Mrs. H. W. Tucker, Mrs. J. St. Clair White, Mrs. J. B. Ray, Mrs. A. S. McCallum, Mrs. A. R. Key, Mrs. M. J. Beam, Miss Emma Baker, Mrs. C. R. Dawson, Mrs. Randall Chase, Mrs. H. D. Pope, Mrs. G. Andrew Speer, Mrs. Roy R. Wright Jr., Mrs. J. C. Hutchison, Mrs. B. P. Whitner Jr., Mrs. Frank Evans, Mrs. R. E. True and Mrs. Raymond Ball.

The library and museum, completed in 1957, commemorates Henry Shelton Sanford—lawyer, diplomat, general and founder of the City of Sanford. Having served as the United States minister to Belgium for eight years, General Sanford began a new career in Florida in 1870 when he purchased 12,535 acres (nearly 20 square miles) of land bordering on Lake Monroe.

He fostered the growth of citrus at his St. Gertrude orange grove and experimented with the culture of many other varieties of fruits at his 125-acre "tropical garden," Belair.

A light-year is roughly six trillion miles.



'MADAME BUTTERFLY' arrangement, in back, was displayed by Mrs. Bill Ryan at this month's meeting of the North Orlando Garden Club when members presented their own program. In front are cleverly decorated plates made by Mrs. Don Nall. (Herald Photo)

Garden Club Members Present Own Program

By Mona Grinstead

Creative talents of North Orlando Garden Club members were displayed at the April meeting as the women presented their own program featuring floral arrangements and articles made at home.

The process of leathering carnations was demonstrated by Mrs. George Duquette with each member following the step-by-step instruction.

A note of warning came from Mrs. Charles Rowell who said that the gloriosa lily, although beautiful, is deadly poisonous and that homeowners should be cautioned to watch children in the areas where the gloriosa is used.

Among those exhibiting arrangements were Mrs. Duquette, wall planter with artificial materials; Mrs. Jesse Wallace, Hawaiian Keekawa centerpiece using orange and green artificial flowers; Mrs.

W. W. Anderson, pink and white artificial sweetpeas in blue container; Mrs. Leonard Stewart, arrangement of artificial gladioli and daffodils.

Mrs. Richard Stodden, small arrangement of roses in Victorian container; Mrs. Carl Hyatt, white glad arrangement; Mrs. Bill Ryan, an arrangement entitled "Madame Butterfly" using small Oriental figurines placed on red mat.

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# Frightening

Though Adm. George W. Anderson, Chief of Naval Operations, considers sabotage a remote prospect in the loss of the nuclear submarine Thresher, past history works against ruling it out.

It has been disclosed that when our first atomic vessel, the Nautilus, was in Portsmouth naval yard for repairs four years ago, some 235 separate sabotage efforts were made in a two-week period. All involved deliberate cuts in armored, cable-style wiring affecting ship controls.

The FBI failed to turn up the saboteurs, despite hard search. Its quest was similarly fruitless in the case of another nuclear submarine and a guided missile destroyer, both

of which suffered sabotage later in 1959.

Whether this kind of thing is the work of conscious foreign agents or simply of disgruntled workmen, it is not very heartening to hear that it can occur in the tight security atmosphere of a U. S. naval shipyard or that the perpetrators can go undiscovered.

Whatever the cause of the Thresher's sinking, we would all gain from assurances that far tighter screening of workmen is now being applied in critical naval defense tasks. Obviously, too, it should not overlook men of a temperamental weakness which might lead them to work out personal resentments in actions against the nation's safety.

# Automatic Bankruptcy

The term "escalating expenditures" is a vague cover for runaway government spending.

You get it in Washington. You get it in the states. What it means is that the government keeps getting bigger and bigger and spending more and more.

At the state level, a typical example is the steadily swelling load of pupils in the schools. In many states this means inescapably heavier assistance from government sources.

There are other kinds of escalation. Sometimes new programs are started almost on a pilot basis, with modest expenditures for the first year and carefully planned increases over a span of time.

Now how does all this fit into the spending debate?

It is important because a good many governors, especially some who are getting shot at for proposing higher budgets, claim that a substantial part of the increase they seek is compelled by these "built-in" escalations.

Though the same argument is made now and then at the federal level, it tends to get drowned out by other points. Nevertheless, budget

specialists on all sides of the spending debate do agree that automatic escalation is not uncommon to the federal budget.

If the arguments are to be weighed properly, the citizen needs to know how big a factor these built-in increases really are. Should they represent a marked percentage of budget hikes, then the executive establishments, state and federal, would seem to have a legitimate point.

Executives, even when they have promoted the programs involved, can hardly be handed full blame for increases which were approved by clear legislative majorities in prior years.

In this connection, it would be interesting to single out the politicians who are most vocal against government spending, and match their well-publicized economy shouts against their voting records on measures with built-in escalation features. Embarrassment might prove more than occasional.

Obviously much more reporting research needs to be done in this field. There is today too much verbal noise about escalating expenditures—and almost no hard substance.

# Aircraft Carrier Island

**By R. C. THALER**

LONDON (UPI) — Britain will remain an aircraft carrier island for many more years to come, with an imminent new American air strike buildup this side of the Atlantic.

New and more up-to-date U. S. planes equipped with nuclear weapons are to be flown to bases in the British Isles over the next few months.

The developments belie earlier suggestions that the United States was planning to pull down its bases in this country.

This impression of a fade-out has been strengthened lately by U. S. plans to withdraw Thor long-range missiles from Europe, including Britain, as Polaris-carrying nuclear submarines come into operation on a growing scale.

American atomic strike fighters will play an important part in this new U. S. move. Current assessments in London are that by Oct. de-

pleted American bases will be back to their former strength, probably even with their striking power increased.

The fighters will, at least partly, take over from the long range B47 strategic bombers which are to be gradually withdrawn.

Supersonic fighter bombers with operational ranges of more than 1,000 miles are held less vulnerable than the B47—apart from serving additional purposes.

The program for the buildup in Britain includes a new operational control and command center and other long term arrangements which are seen as an indication of planning for a long stay in Britain.

Whether some of this new air strength will eventually be added to the projected inter-Allied nuclear force now in the state of preparation remains to be seen.

The United States and Britain are speeding arrange-

ments for the inter-Allied force which, as a start will include the British V-bomber nuclear force, three American Polaris submarines, and tactical air forces of NATO allies.

European interest has been turning lately to the inter-Allied nuclear force concept, as expectations fade for early emergence of the American-proposed multi-lateral force of Polaris-armed, mixed-manned surface vessels.

# "Maybe Them Vietcong Didn't Realize You Are Just an 'Adviser,' Sir!"



# Dr. Crane's Worry Clinic

CASE P-420: Donna G., aged 18, is a college coed.

"But, Dr. Crane," she began, "I don't know how to carry on an interesting conversation."

"Last week I dated a very attractive boy. But he actually told me I was too tongue-tied."

"So what can I do to become an interesting conversationalist?"

Psychology has developed several simple recipes by which you girls can make a boy feel wonderful.

And if you can help him over the awkward pauses of the first few minutes on your date, and then get him launched into easy conversation, he usually will feel happy.

Then some of his joy will splash over you until you become painted in a much more charming hue.

Clever conversational skill thus keeps 'em coming back for future dates far more than does a classy chassid!

Your attractive physical beauty may ATTRACT a man's attention but what produces a wedding ring is a girl's ability to HOLD a boy's interest.

If a boy's first attempt at conversation bugs down and a pause develops, you girls should use this 5-word formula. It reads:

"How interesting! Tell me more!"

He will expand happily at your compliment, plus your request for more information, whether it be about football, his hobbies or space ships.

"Yes, Dr. Crane," Donna may inquire, "but suppose he doesn't say a thing except 'Hi' when he first arrives."

"How can I get him started on any topic long enough to justify using your 5-word recipe?"

If you have a claim-like boy friend, you can get him launched upon easy conversation by using the key letters H-E-L-P of my short-form strategy.

"Hi" stands for "Hobbies," so ask him if he ever collected birds eggs, bottle caps, matches, old coins, stamps, etc.

He will usually get launched upon conversation, after which you can then use that 5-word strategy:

"How interesting! Tell me more!"

But if he runs out of conversational ammunition after you have tried the letter "Hi," then shift to "E," which stands for Entertainment.

It includes sporting events, movies, dances, etc.

The letter "L" refers to

"Literature" and the "P" to "Politics."

And when you can't think of anything else with which to break a pause, then size up your companion quickly for some virtue or talent.

"That's a cute hat you are wearing," a boy may thus say to a quiet, shy girl such as Donna.

But you girls should never trump this type of conversational lead by simply saying "Thank you."

Don't end your reply with a period but with a question mark.

Say, for example, "Thank you; I'm glad you like it, but I've been admiring that beautiful tie of yours. Where did you get it?"

This "question - strategy" makes it easy for a shy boy to respond.

For further detailed advice and the longer formula I taught my college students, send for my "Formula for Easy Conversation," enclosing a stamped return envelope, plus 20 cents.

The new U.A.R. has announced there will be central financial direction. But who is going to collect the taxes? And will Iraq turn over to Nasser a share of the oil royalties it now collects from Iraq Petroleum Co.—47 percent owned by American companies—or keep these funds for purely internal development of the Iraq "area," as each of the three new states will be called?

Relations between the new U.A.R. and its neighbors are also being watched closely. The Kingdoms of Jordan and Saudi Arabia, which formed a loose alliance last year, may have completely different reactions to the new nation.

Jordan has made encouraging progress the last few years. Young King Hussein recently declared that if conditions were right and his people wanted unity with other Arab countries he might resign his throne. He might also be assassinated, which is the traditional Near East

Peter Edson

# Political Notebook

WASHINGTON (NEA) — The United States has a big stake in the new United Arab Republic just formed by Egypt, Syria and Iraq.

The merger unites 38 million Arabs into one strong force, dominated by Egypt.

Near East authorities in Washington look upon this development as something new and different in the Arab world. They believe it bears watching; American interests are involved.

The first U.A.R. of 1958 broke up in 1961 because Egypt exercised too tight a control over Syria. President Gamal Abdel Nasser may have learned something from this.

Whether he did will be revealed in the degree of local independence allowed the young Ba'ath party in Iraq, the Nationalists and Socialists in Syria.

Nasser has banned all political parties except his own in Egypt. It may be difficult for him to maintain a unified country if he has three different local political systems.

way to remove unwanted kings.

Saudi Arabia, on the other hand, has been close to direct conflict with Egypt over the revolution in Yemen.

Nasser has had 25,000 Egyptian troops supporting the revolution while King Saud's forces supported the old Imamate that was overthrown.

Yemen has had observers in Cairo while unification of Egypt, Syria and Iraq was being arranged. Yemen could conceivably provide a fourth star for the new U.A.R. flag. This would not meet with favor in Saudi Arabia, which then would be isolated.

So far, the United States has felt no embarrassment in dealing with both ancient kingdoms and new presences in the Arab world.

U.S. policy is to not interfere in the domestic affairs of other countries. It has been made clear in the Near East that on the question of Arab unity, the U.S. will live with whatever the Arabs agree to, so long as the will of Arab leaders is not imposed by force.

The most important question remaining on Near East peace or war, is Israel's future in a world of growing Arab unity. There are now two schools of thought on it.

One is that as Arab strength gains—particularly if Nasser develops missiles—the danger to Israel increases. The other is that if Arab unity is established, rivalries of Arab countries to be the most anti-Israel in action will disappear.

The Israeli government is extremely skeptical of this possibility. An agreement in which Israel's continued existence is accepted is a desire to see some settlement of the Palestine refugee problem which has been borne largely at American expense. Of the four refugee "host" nations as they are called, Iraq and Syria now are in the U.A.R.; Jordan and Lebanon are outside. Getting all four with a common interest other than anti-Israelism might facilitate a settlement.

NEXT—Nasser and the Russians.

# Quotes

While the United States sits on the launch pad with a Pullman coach, the Russians may heat the path to the moon in a Tonnerville trolley.

—Rep. James G. Fulton, R-Pa., on elaborate U.S. preparations for journeys to the moon.

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OH, YEAH! I GOT AS MUCH BUSINESS TO PROTECT MY MITTS WHEN I DO THE Dishes AS SHE HAS, HAVEN'T I?

YOU LISTEN TO ME! HANDS THAT GET GREASED-UP IN THE GARAGE AND PAINT-STAINED IN THE BASEMENT AREN'T GOING TO SUPPER FROM DISH WATER IN THE KITCHEN! NOW GET OUT THE ACT WITH THE GLOVES AND GET BUSY!

WHY MOTHERS GET GRAY

**The Sanford Herald**

Page 4 Sanford, Florida Tues., April 23, 1963

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Entered as second class matter October 27, 1919 at the Post Office of Sanford, Florida, under the Act of Congress of March 3, 1879.

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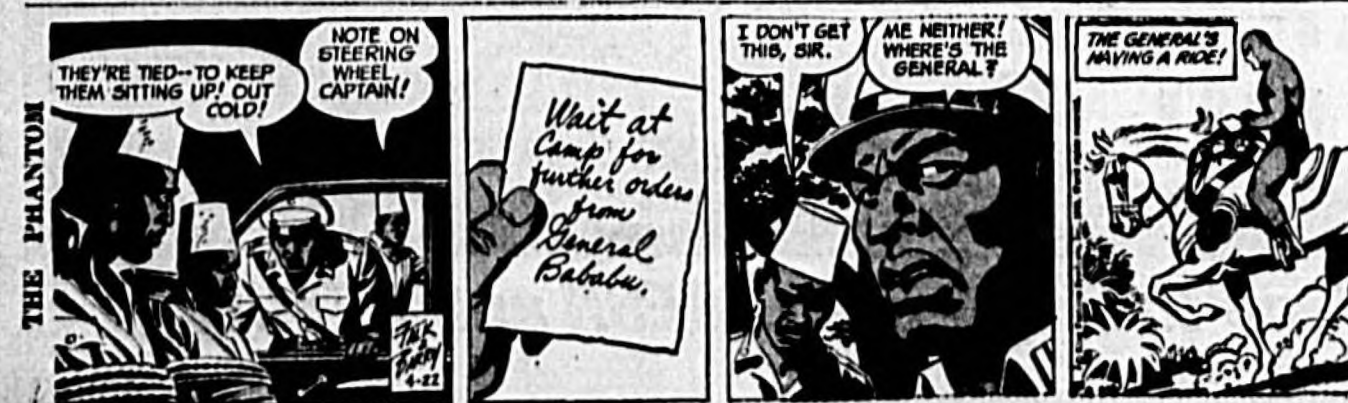
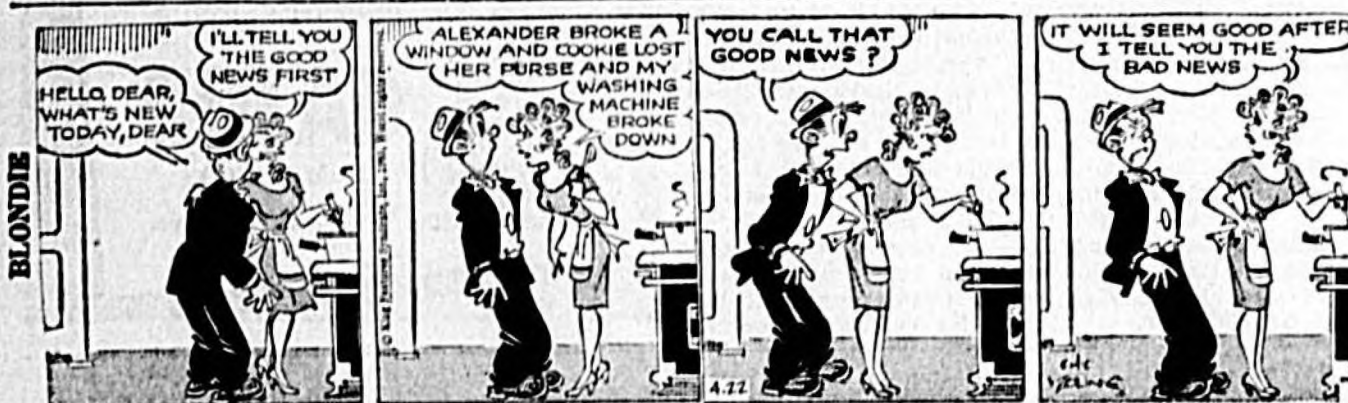
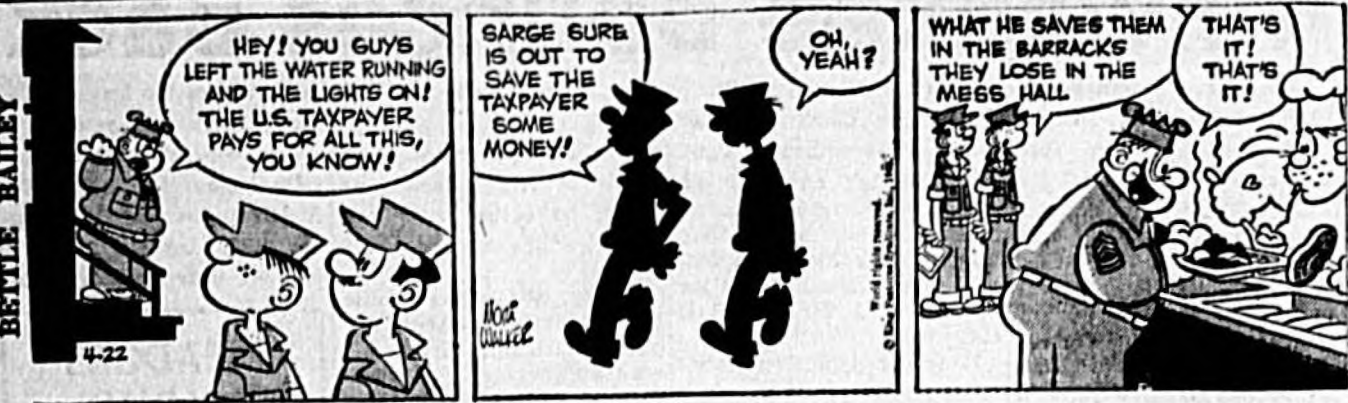
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This and That crossword puzzle with clues and grid.

Veteran Actor crossword puzzle with clues and grid.



IN COUNTY JUDICIAL COURT, SEMINOLE COUNTY, FLORIDA... NOTICE OF ANNA FRIEDEL...

IN THE COURT OF THE COUNTY JUDICIAL SEMINOLE COUNTY, FLORIDA... IN RE: ESTATE OF ALICE K. ROEHL...

NOTICE OF BIRTH TO JOHN MICHAEL ROEHL... AND NO ONE SEES THEM SLIP OUT VIA THE BALCONY...

IN THE CIRCUIT COURT, NINTH JUDICIAL CIRCUIT, IN AND FOR SEMINOLE COUNTY, FLORIDA... NOTICE OF SALE...







**GREETING GUESTS** at the Sarcpta benefit ball at the Mayfair Inn, Saturday night, were left to right, Art Flynn, public relations director of the San Francisco Giants, Mrs. W. L. Merritt, one of the hard working committee members and Everett Kerr, Mayfair manager. Bottom picture, Mr. and Mrs. Cliff McKibbin, finance committee members and Richard Reagan, ball chairman. (Herald Photos)



### Tampa U. Opens Summer Register

Persons wishing to attend the 1963 summer session at the University of Tampa should make application as soon as possible. Dr. Willis J. Dunn, director of admissions and registrar has announced.

As soon as applications are received and prospective students are accepted for admission to the summer session, they may pre-register for their courses, insuring their choice of classes. Dr. Dunn said. Summer session classes will begin on Monday, June 17, and the session will end on Aug. 8. Registration for current students will be held on Thursday, June 13, and for new and returning students on Friday, June 14. Late registration will take place from 4 to 8 p. m. on June 17.

### DeBary Firemen To Present Annual Show

By Mrs. Adam Muller The fifth annual variety show, "Those Wonderful Years," will be presented by members of the DeBary Volunteer Firemen's Assn. and its Auxiliary on Wednesday and Thursday at 8 p. m. in the Recreation Hall of the Fire Station.

More than 35 voices are in this year's chorus and many specialty numbers have been prepared. Mrs. Charles Ulrich is director and Viola Lamberson is pianist.



**RED, WHITE AND BLUE PETUNIAS** were planted Saturday in all the planter boxes on First St. by members of the Epsilon Sigma Alpha sorority's Gamma Omega Chapter, as their contribution toward the celebration of the Seminole County Semi-Centennial. The ladies warned that though they have purchased and planted the flowers, it will be up to merchants to water them and keep them from dying. From left are Mrs. Kirby Fite Jr., Mrs. James McKee, Mrs. Mary Keenan, Mrs. Johnny Higgins, Mrs. Eli White, Mrs. Henry Tooke and Mrs. Raymond Fox. Kneeling are Mrs. John Dickey and Mrs. Edward McCull Jr. (Herald Photo)

### Air Safety Measures Told Out At Course

A thorough knowledge of crew rescue procedures by both military and civilian safety personnel is mandatory at the scene of an aircraft accident, Lt. C. Thomas Covill, Safety Officer for Heavy Attack Wing One told an assembly of 75 local safety officials last week.

Speaking before firemen, police and forestry authorities from Seminole and Volusia Counties, Covill said, "Your presence here alone indicates a strong desire to assist us in the event of an aircraft accident."

The occasion was the first in a series of Wing-NAS Sanford briefings to civilian officials on crash and rescue operations.

The purpose of the annual conferences, according to Wing officials, is to give civilian users first-hand, up-to-date knowledge and information on effective crew rescue procedure in the A3 Skywarrior, ASA Vigilante and T49 Cougar aircraft.

The all-day conference began with lectures by Covill and on-the-spot inspection of NAS aircraft with an eye toward crew rescue methods. Later the delegates watched a two-hour fire-fighting demonstration using latest equipment under the supervision of NAS structural Fire Chief Claude M. Whitten.

### Ryan Service Held Sunday

Funeral services for Milton H. Ryan who died last Thursday afternoon at Fish Memorial Hospital in DeLand were held Sunday at 2:30 p.m. at the Allen Summerhill Chapel in DeLand. Burial was in the Evergreen Cemetery of Enterprise with Rev. Fred Foster officiating.

A native of Washington County, Va., Ryan was an Enterprise resident for 39 years where he owned and operated Ryan's Store until his retirement.

A World War I veteran, he was a 50 year member of the Masons and a former District One County Commissioner. He was president of the Volusia-Seminole Hunting Club and a trustee of the Barnett Memorial Methodist Church of Enterprise.

### Oviedo Names Cheerleaders

By Linda Smithson Oviedo High Cheerleaders for the 1963-64 school years were announced Friday amid much excitement and speculation among the students.

Named for the Varsity Squad were Maureen Boyle, Alice Fox, Marilyn Partin, Ann Hidenour, Nancy Swenson and Joy Wainwright. Alternates will be Miriam Wheeler and Kathy Book. Junior Varsity cheerleaders will be Judy Burch, Cathy Carter, Beth Gore, Anne Martin, Linda Ray and Linda Higgins.



**FIRST PRESBYTERIAN CHURCH** young people of the Senior High Fellowship spent the weekend at Rock Eagle State Park, in Eatonton, Ga., at the World Missions Conference. The six Sanford young people traveled by chartered bus with about 1,000 other high school and college youths who attended. Shown here as they left from Sanford Friday were Norma Adams, Tommy Makin, Helen Mann, Sherry Marazita, Steve Sewell and Linda Williams. (Herald Photo)

### County Ball Big Attraction

Eyes, ears and plans of the pacesetter dancing set of the county are focused on the Charlie Spivak dance band that will mark the closing of the Seminole County Semi-Centennial celebration here on April 27.

The renowned and popular orchestra leader and his top-flight musicians will give the Mayfair Inn crowd "the dance of the season" as the curtain is brought down on a festive day filled with headline attractions.

Garnett White, chairman of the dance, said that the Jaycee information booth phone has been ringing much more frequently for reservations in the past few days, indicating that as the day of the dance gets closer, more and more parties are being organized to take advantage of the rare opportunity to "have a ball" to the music of a nationally known orchestra.

About two-thirds of the tables that have been set up to take care of the dancers during rest breaks have been reserved, White said. He urged those who have been planning to "get in the act" with the other dancers of the area to call in for their reservations as soon as possible. If tickets that have been set aside are not called for in the next few days, reservations no doubt will be cancelled, not because the

committee wants to do so, but to help meet an assured demand for the limited available space at the tables. White commented on the fact that in addition to Spivak's orchestra, there will be other entertainment to add enjoyment to the "big night." Candi Scott, appealing in personality, appearance and voice will have a featured spot on the bandstand. "This is the biggest bargain in dancing and enter-

tainment offered in this Central Florida district," White said. He pointed out that while the Blue Angels and the "Clutting Stars" navy's precision aviators who will have thrilled the thousands of visitors attending the open house at the Naval Air Station earlier in the day, are not part of the act, they will be at the dance to enjoy the outing and shake hands with local admirers.

### Mental Health Fight Drive Set Next Week

Residents of Seminole County will be called upon to join in a "National Rally Against Mental Illness" at a meeting May 2 during Mental Health Week, April 28 to May 4. This meeting will take place at 8 p.m. at the Seminole High School.

The National Rally Against Mental Illness is a nationwide event sponsored by the National Association for Mental Health, its 800 divisions and chapters throughout the country, and many other national organizations and their affiliates.

Its purpose, according to

William Thomas, president of the Seminole County Association for Mental Health, is "to stir a national awakening to the grave problem of mental illness."

Citing President Kennedy's mental health message to Congress last February, Mr. Thomas noted that the President had called for a "new approach" to the problem based on new scientific knowledge and new psychiatric treatment measures.

If you need help, call FA 2-5612 and place a Herald Classified.



## Yes. The exact model Plymouth that beat Chevrolet and Ford can be in your driveway tomorrow.

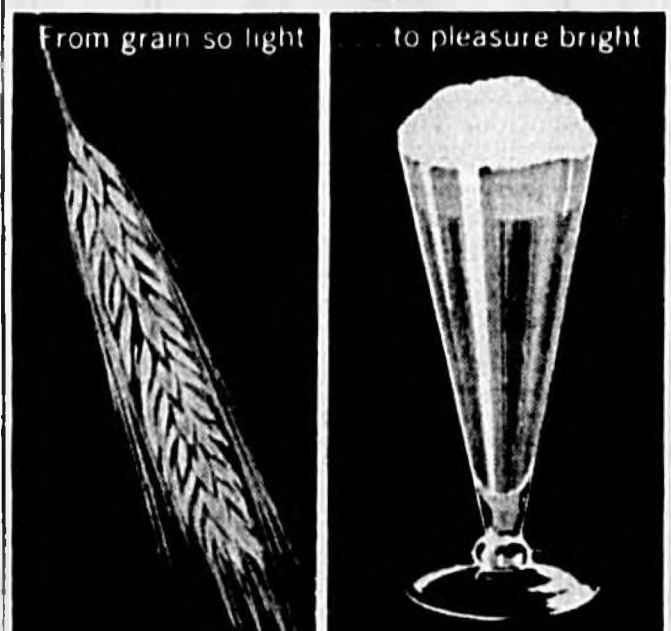
A customer walked into a Plymouth dealership the other day and asked where he could get a Fury just like the one that beat Chevrolet and Ford in 8 out of 10 tests at Riverside. The Plymouth salesman grinned broadly and said, "Mister, you're leaning on one!" The point is, the exact model Plymouth that performed so well at Riverside—winning every acceleration test, the handling test, both passing-safety tests, and the gas economy test—is performing just as well for thousands of new Plymouth owners every day. (There's probably one sitting in your Plymouth Dealer's showroom this minute, with a 5-year/50,000-mile warranty\* in the glove box.) See and drive the 1963 Plymouth!

**NATIONWIDE CONSUMER TESTING INSTITUTE REPORT**

Model	0-60	1-5	1-10	1-15	1-20	1-25	1-30	1-35	1-40	1-45	1-50	1-55	1-60	1-65	1-70	1-75	1-80	1-85	1-90	1-95	1-100
<b>Plymouth</b>	11.99	13.64	15.01	16.04	16.99	17.04	17.77	18.77	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04
<b>Chevrolet</b>	13.64	15.01	16.04	16.99	17.04	17.77	18.77	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04
<b>Ford</b>	15.01	16.04	16.99	17.04	17.77	18.77	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04	19.04

At Plymouth's request, Nationwide Consumer Testing Institute purchased the test cars—a 1963 Chevrolet Impala V-8, Ford Galaxie "500" V-8, and Plymouth Fury V-8. They conducted every test and computed all results. See your Plymouth Dealer for illustrated Official Results Booklet.

**LARGE SELECTION OF COLD HARDY SHRUBBERY ALL SIZES REASONABLE**  
Grapeville Nursery  
2221 Grapeville Ave.  
FA 2-0886  
"Scotts Dealer"



**IN FLORIDA BEER IS A NATURAL.**

From nature's light grain comes sparkling, light beer... Florida's traditional beverage of moderation... it's light, sparkling, delicious. And naturally, the Brewing Industry in Florida is proud of the more than \$27,820,838 it contributes in taxes to the state of Florida each year... money that helps support our schools, our hospitals, and our roads. In Florida, beer belongs... enjoy it.

**UNITED STATES BREWERS ASSOCIATION, INC. FLORIDA DIVISION**



**BRASS MOTORS**  
206 East Commercial St. — Sanford  
THE BIG MOVE IS TO PLYMOUTH  
SEE IT AT THE SANFORD AUTO SHOW  
MUNICIPAL STADIUM - WEDNESDAY, THURSDAY, FRIDAY

# AUTO Show

# '63

## SPONSORED BY: THE SANFORD AUTOMOBILE DEALERS ASSOCIATION

YOU'RE INVITED by The Sanford Automobile Dealers Association to the most exciting event we've ever staged in Seminole County, The 1963 Auto Show. Don't miss it! Admission Free!

### FACTS ABOUT THE AUTO SHOW:

LOCATION: Sanford Memorial Stadium (Giants Ball Park), Mellonville Ave., just off Celery.

DATE: Wednesday, Thursday, Friday, April 24, 25, 26.

TIME: 1:00 P.M. until 10:00 P.M.

#### PROGRAM:

1. See the world famous "Flying Silver Condors" perform on the high wire!
2. Free orchids to the first 50 adult ladies each night!
3. Live entertainment by "The Tempos", "The Shades" and "The Rockin' Roadrunners".
4. Concession Stand.
5. Free Balloons for the kiddies!

NO ADMISSION CHARGE!



J. D. BRASS  
Brass Motors



BILL HEMPHILL  
Bill Hemphill Motors



EMMET FERRELL  
Holler Motor Sales



WILLIE HUNT  
Hunt Lincoln-Mercury



BEN HOWLAND  
Seminole County Motors



GARY HUDGENS  
Strickland-Morrison

## PLAN TO SEE THE SIXTY - THREES

Wednesday - Thursday - Friday - ~~Mar.~~ 24, 25, 26

APR!



A 1963 DODGE is displayed by Ben Howland, of Seminole County Motors.

The Sanford Herald  
Page 2-A — April 23, '63

## New Rambler Emphasizes Leadership

DETROIT—The 1963 Ramblers presented by American Motors Corporation re-emphasize the compact leader's size and balance concept while utilizing new body building techniques to take on a fresh new appearance.

The new Rambler Classic Six and Ambassador V-8, which are on sale at lower in silhouette, look much bigger but are actually more than an inch shorter in overall length than previous models.

Coming on the heels of the best sales year in the company's history, Rambler's first major appearance change in several years is based on an advanced unit construction method that results in a stronger, safer body and greater precision and quality in manufacturing.

Other highlights of the '63 Rambler include a seven-fold increase in use of galvanized steel for greater rust resistance; step-down design with lower overall height, curved side glass, new grille design, large wrap-around bumpers, new Twin-Stick floor shift transmission with overdrive, permanently lubricated transmissions, alternators, and many other improvements to further reduce maintenance costs and service requirements. Continued features include Rambler's double-safety brake system and ceramic-armored muffler and tailpipe.

The ornamental trim parts on the 1963 Dodge Dart have round edges to protect the body part from cutting or cracking.



J. D. (Red) BRASS, of Brass Motors, displays a 1963 Plymouth.

## 1963 Plymouth Has Longer, Wider Lines

New styling, exceptional performance and fuel economy - plus a 50,000 mile or five year warranty on major power train components - are making the 1963 Plymouth a strong entry in the low price field this year.

The new Plymouth models have a wider, longer look to go with their widely acclaimed liveliness.

They are three inches longer and an inch wider than in 1962. A stylish new roof line with upright rear window, a longer rear deck with roomier trunk and smart new front-end styling gives the 1963 Plymouth a distinctively new appeal.

All 1963 Plymouth automobiles sold in the United States and Canada carry a new warranty for five years or 50,000 miles, whichever comes first, on major power train components. Plymouth is the first of the low-priced standardized cars to offer such extended owner protection.

The length of all 1963 Plymouth sedans, hardtops and convertibles is the same - 106 inches. There are no intermediates, in-between models, short wheelbase or small engine cars in the line.

Standard power plants are 235-cubic-inch inclined Six and the 318-cubic-inch Fury V-8. Both engines retain the economy features which have won for Plymouth victories in its class in the Mobile Economy Run the past six years in a row.

Plymouth offers 26 different models for 1963 in four series. In the Savoy series there is a 2- and 4-door

## Dramatic New Styles Highlight Mercury

Dramatic new styling features plus increased power and performance highlight the changes for the 1963 Mercury Monterey.

The completely restyled Monterey, the big car entry in the Mercury line, includes a unique reverse-sloped rear window and roof line that sets the car apart from all other American cars.

The new rear window, which goes up and down, has important functional advantages as well as styling appeal. The window slants inward and virtually eliminates visibility problems caused by rain, snow, frost or ice. The window, which is power operated, provides excellent ventilation when opened. The new roof also allows more than half an inch of additional rear seat headroom.

In addition to the new roof line, the exterior of the Monterey has been completely restyled. All major sheet metal and ornamentation has been changed. The front features a new bumper and conventional grille. The rear of the car has new quarter panels, new bumper, and triple tail lights. Cantilever blade-type fenders extending the length of the car,

add crispness to the styling.

The 390-Marauder V-8 now becomes the standard engine on the Monterey, replacing the 223 six-cylinder and 292 V-8 engines which are no longer available on Monterey. The standard 390 engine with two-barrel carburetor is rated at 250 horsepower and uses regular fuel. With four-barrel option, the engine is rated at 300 horsepower. Both 390-engines may be equipped with dual range Merc-O-Matic transmission, the fully synchronized four-speed floor mounted manual transmission. A newly designed fully synchronized three-speed manual transmission is available on the standard 390-engine.

The Dodge Custom 880 for 1963 offers a choice of 13 exterior colors. The paint is a new balling-type acrylic enamel which is highly durable and provides longer-lasting gloss and luster.

The 1963 Dodge 880 and Custom 880 have a free-standing vertical hood ornament which displays the familiar Dodge triangular trademark.

sedan and a 6- and 9-passenger station wagon, both 6 and 8-cylinders; Holsetere offers 2- and 4-door sedans and a 2-door hardtop in both 6 and 8-cylinder models, and 6 and 9-passenger wagons with V-8 only; Fury with 4-door sedan and 2-door hardtop in both 6 and 8-cylinder models, and the 4-door hardtop, convertible coupe, 8 and 9-passenger wagons with V-8 only. The Sport Fury series have a 2-door hardtop and convertible coupe with 8-cylinder engines only.

All 1963 Plymouth cars have fully unitized bodies, made even better this year by means of additional corrosion protection, stronger structures and tighter sealing.

## Chrysler Enters Sports Car Field

A Detroit engineer has organized a three-car team of Chrysler 300 cars, with experienced drivers and navigators to compete in national rallies of the Sports Car Club of America.

They are competing in events traditionally dominated by European cars and American compacts but the engineer, Scott Harvey, says the big Chrysler 300 cars have what it takes to do well on rallies because of their fine handling qualities.

Accurate timing, skillful navigation and all-around driving skill, rather than top speed, are the principal factors in determining the winner of a rally, Harvey says.

## New look...new "go": Mercury elegance at the Auto Show!



MONTEREY CUSTOM 4-DOOR SEDAN

## Unique Breezeway roof... 390 V-8 as the standard engine



**NEW BREEZEWAY REAR WINDOW OPENS**... the key to breezeway ventilation. Close side windows, open fresh air controls, air flows through car and out rear window. Wind and traffic noise is hushed.



**A BIG MARAUDER 390 V-8 NOW STANDARD** on every Mercury Monterey. Optional V-8's range up to a Super Marauder 430 V-8. Economy now the standard Marauder 390 V-8 thrives on regular gas.

**MORE MERCURY NEWS!** Reversed rear window slants inward, stays clearer in rain or snow. Its angle reduces glare, aids rear visibility. Rear seat passengers enjoy extra headroom, air shaded from sun. Mercury Monterey makes elegant styling work! And you can choose from convenient optional extras, including a power-operated front seat and a combined AM-FM radio.



BE SURE TO SEE MERCURY'S FUN-LOVING NEW COMETS AND SPARKLING NEW METEORS AT THE AUTO SHOW!

COMET • METEOR • MONTEREY • PRODUCTS OF LINCOLN-MERCURY DIVISION

## Hunt Lincoln - Mercury, Inc.

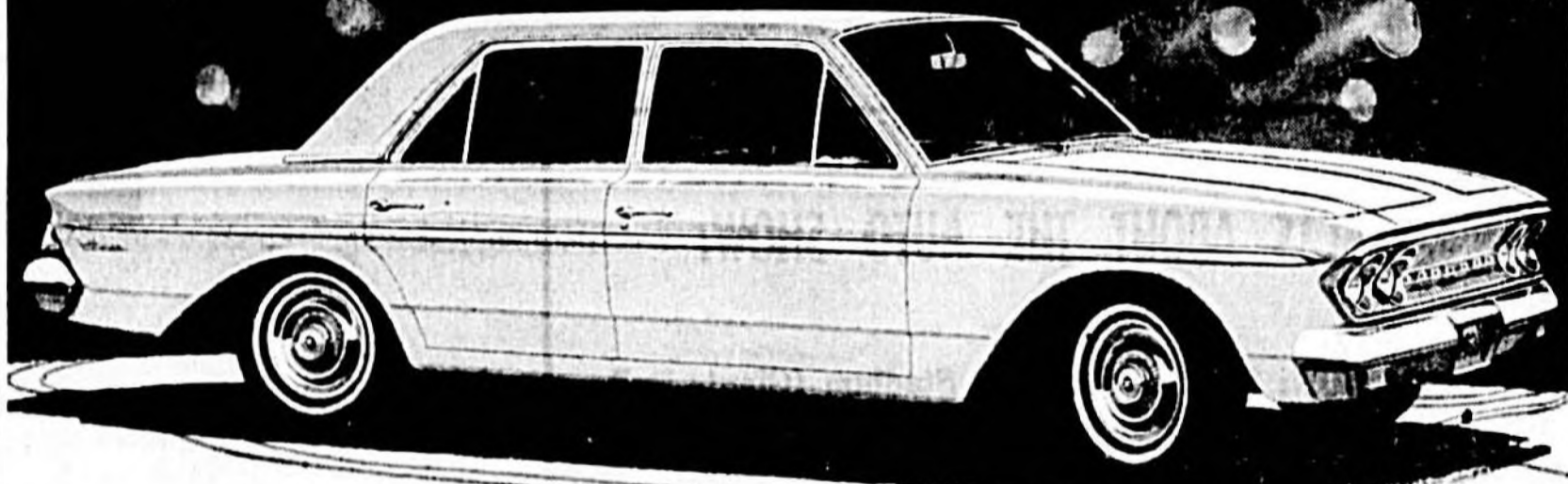
109 North Palmetto Ave.

Sanford, Fla.

# RAMBLER for '63

WINNER OF MOTOR TREND MAGAZINE AWARD

## "Car of the Year"



**Rambler Classic**—Now with a choice of a new V-8, or its famous running mate, the Classic 6. Top Six or V-8 economy. New Tri-Poised Power for exceptionally smooth performance.



**Rambler Ambassador V-8**—New luxury, new style with richly appointed interiors, exceptional riding comfort. 250-hp engine (270-hp optional) gives superior performance, outstanding V-8 economy.



**Rambler American 440-H Hardtop**—There's a new flat for fun in the '63 Rambler American. Reclining bucket seats, console, two-toning and a new 138-horsepower Six are all standard.

### THE MOST VALUE-FILLED RAMBLERS EVER BUILT

**New!** Advanced Unit Construction on Classic and Ambassador features one-piece inside. More galvanized steel for longer, rust-free life.

**New!** Scene-Ramic curved glass side windows—as in \$6,000 cars! New ease of entrance and exit, new beauty, new feeling of spaciousness!

**New!** Bucket seats, console, and Twin-Stick Floor Shift with Instant Overtake. Sports-car style and spirit. Even better economy. Optional.

**New!** Even easier to park. Looks longer but it isn't. Even sharper turning.

**New!** Tri-Poised Power! Classic and Ambassador engine are cradled in deep rubber at center of gravity for unmatched smoothness.

**New!** 1963 Rambler Classics and Ambassadors are almost 3 inches lower, yet have plenty of room for six 6-footers.

SEE ALL THE NEW RAMBLERS AT THE SHOW—SEDANS—WAGONS—HARDTOPS—CONVERTIBLES

AMERICAN MOTORS—DEDICATED TO EXCELLENCE

**BILL HEMPHILL MOTORS, Inc.**

301 W. 1st

SANFORD, FLA.



CONNIE CHANIOT, of Bill Hemphill Motors, displays a '63 Buick.

Buick Motor Division introduced its new line of cars for 1963 with all series distinctively styled in a completely new design and featuring numerous engineering refinements which will reduce maintenance costs and increase safety and ease of operation.

All regular-size Buicks maintain approximately the same dimensions as last year, but the Special series models are four inches longer.

The Wildcat, introduced last spring, has been expanded into a complete series for 1963 with three models offered in a two-door and four-door hardtop and a convertible. A four-speed floor-mounted transmission is available as an option on all Wildcat models. Front bucket seats, with center console housing the transmission control, are standard on the Wildcat convertible and two-door hardtop, and optional on the four-door hardtop.

"This is the first time Buick has ever offered its complete line with distinctive styling for each series," said Edward D. Rollert, general manager of Buick and vice president of General Motors. "From the Riviera right up through the Rambler and Electra 225, each series has a completely dif-

ferent appearance."

The Electra 225 can be identified by its long, straight rear fenders that extend beyond the body panel, by its unique, concave taillights and by the four ventsports on the front fender.

The Wildcat has its own grille design with brushed

stainless steel moldings extending down the sides from the headlight to the middle of the front door. A similar molding across the back, between the taillights, identifies the Wildcat from the rear.

The new Special, top selling car in its class, has been in-

creased in length from 188.4 to 192.1 inches. The additional length is in the rear fenders which extend beyond the body panel, and bumpers, both front and rear, have been made deeper, giving the Special a more massive look.

Smart new interiors, luxuriously done in a wide choice of nylon, leather and vinyl fabrics, add to the overall decor of both the Special and regular line. All-nylon interiors are available in two-door and four-door models of LeSabre series for the first time.



HARRY BYRD demonstrates a '63 Wildcat with Harold Whittern assisting. They are with Bill Hemphill Motors.



BILL HEMPHILL, of Bill Hemphill Motors, shows a 1963 Pontiac Grand Prix.

## Riviera Is 'Revolutionary' For '63

Buick Motor Division has released the details of its revolutionary new Riviera, a personalized, custom sports coupe with an extremely low center of gravity—15 inches—that permits a high degree of maneuverability.

The Riviera contains a host

of styling and engineering innovations, including a steering wheel that can be tailored to any position to fit the individual driver, side windows without frames, and the windshield and back glass set in new glazing compound that makes them a structural part

of the body. Sharply sculptured roof lines, sheer side panels and a low silhouette give the Riviera a continental look of elegance, craftsmanship and power.

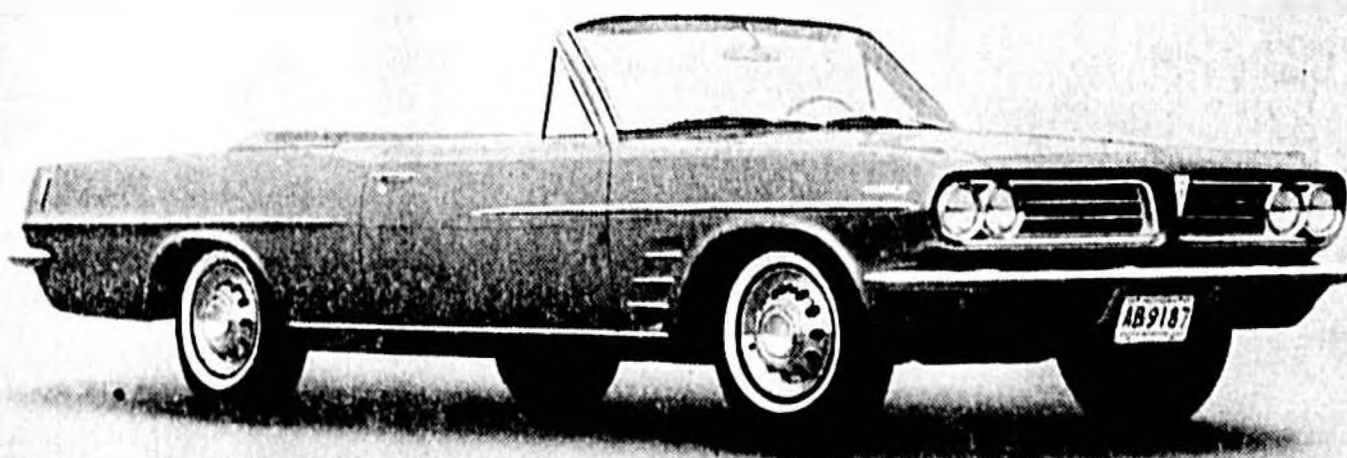
"Over the years there have been few automobiles that,

because of STYLING, ENGINEERING and DESIGN, have been acclaimed international classics," said Edward D. Rollert, general manager of Buick and vice president of General Motors. "This is Buick's bid for a car in this very exclusive class."



See the Riviera (and the Bold Beautiful change in all '63 Buicks) at Sanford Auto Show

**If you didn't plan  
to go to the show,  
get ready to change your mind**



1963 Pontiac Le Mans Convertible



1963 Pontiac Grand Prix

**see?**

**See you at the Pontiac exhibit**

AFTER THE SHOW, DRIVE THE WILD TRACKS AT YOUR AUTHORIZED PONTIAC DEALER'S

**Bill Hemphill Motors, Inc.**

301 W. 1st

SANFORD, FLA.



A 63 CADILLAC two-door hardtop is shown with Charles J. Smith, of Holler Motor Sales.



CHARLES J. SMITH displays a 63 Oldsmobile at Holler Motor Sales.

### '63 Oldsmobile Offers 26 Top, Unusual Models

LANSING, Mich.—For 1963, Oldsmobile is offering 23 highly distinctive models ranging from the crisply designed, longer looking F-85 to the most elegant 94's ever built. Each model has been designed for broader appeal through fresh, youthful styling, stronger model identification, many improvements for customer comfort and important engineering advances.

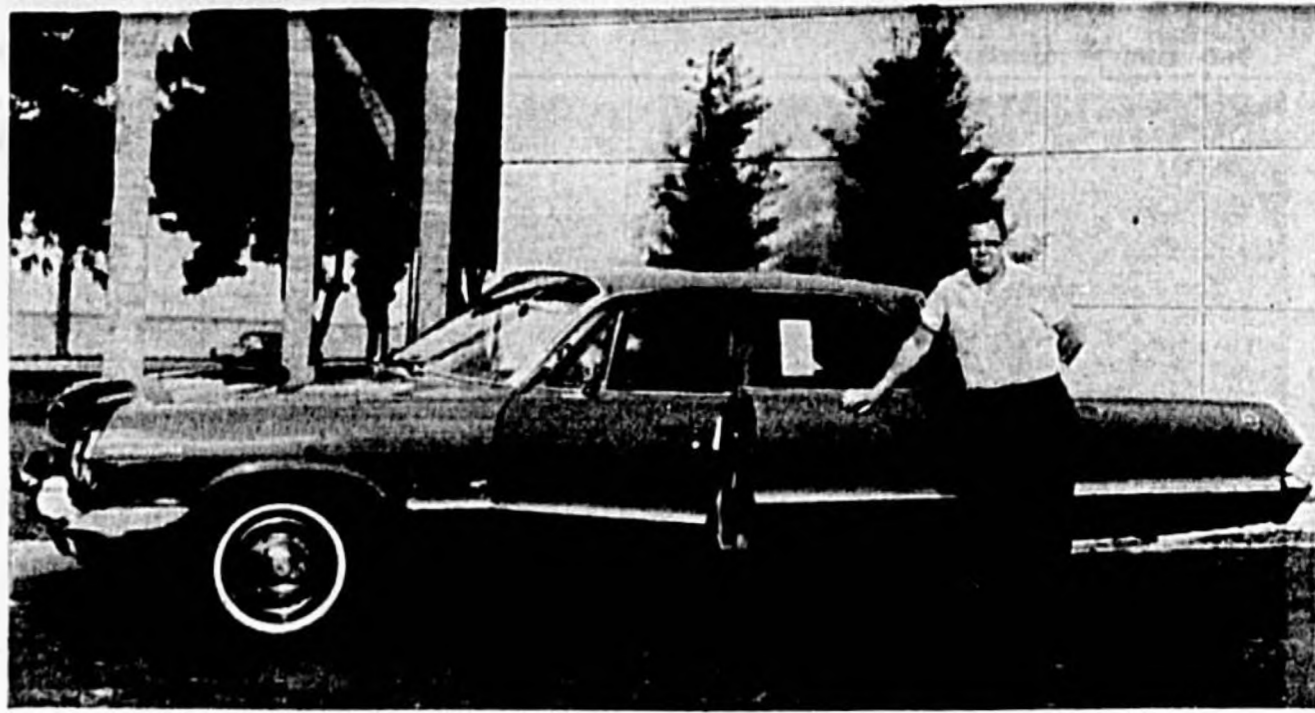
The impressive look of the F-85 has been achieved by a styling theme of clear, sharp, horizontal lines. Overall length has been increased by only four inches while the maneuvering of its 112 inch wheelbase has been retained.

Impressively apparent in all 1963 Oldsmobile full-size models are the sweeping changes in body and sheet metal, individualized grilles, bright metal accent trim and contemporary roof and upper structure design.

The fresh new styling of the Starfire coupe features a concave shaped rear window complemented by a highly individualized roof line.

In the 94 series, two new models made their debut this year. The Luxury Sedan is the flagship of the Oldsmobile fleet, offering the epitome of elegance in interior comfort, design and decor. The Custom Sports Coupe combines the distinction of 94 exterior appearance with the excitement of bucket seats, power console and performance of the famous Starfire engine.

All 1963 Oldsmobiles offer important advancements toward greater comfort, convenience and safety of the driver and passengers.



A 63 CHEVROLET IMPALA four-door is shown with Charles J. Smith, of Holler Motor Sales.

### Exciting Engineering Marks Cadillac

Cadillac comes to the Auto Show here Wednesday with its 1963-look of increased size, significant engineering accomplishments including a new engine and drive line and still greater emphasis on comfort and convenience.

For 1963, all 12 Cadillac models are styled with a blending of clean unbroken side metal with bold and definite individual components such as the hood, front fenders, grille, head lamps and roof.

Eleven models are one inch longer with nine of these 223 inches in over-all length. One, the single short deck sedan remaining in the line, is 215 inches and the two Series 75 models are 213.3 inches.

Traditionally the top of the Cadillac line is the Fleet-

wood Sixty Special sedan and 1963 is no exception. Its distinguishing characteristics are its stately roof, stainless rocker moldings along the lower edge of the body, the grille treatment above the rear bumper and the specially styled interior.

Sharing the spotlight with the Sixty Special are the two-door models, the Coupe de Ville and the Series Sixty-Two coupe. Their new appearance is accomplished by a shortened roof line, a back window that is 28 per cent smaller in over-all area and a crisp formal design to the metal surrounding the rear window. With the shortened roof line the rear deck becomes seven inches longer, contributing greatly to the long and low silhouette.

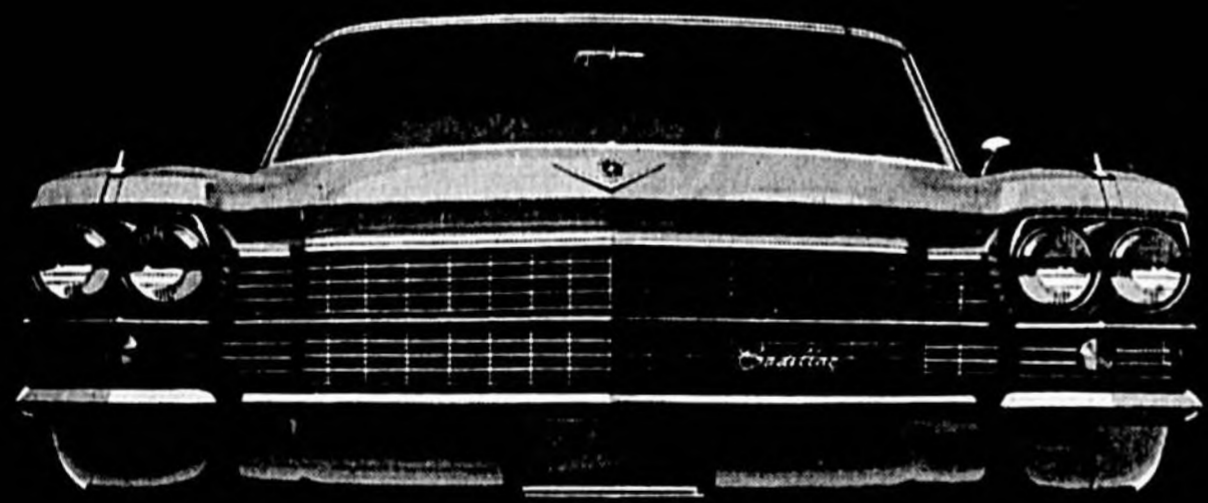
The outstanding engineering accomplishments include a

new engine that is more durable and more efficient while giving a substantial weight reduction and the smoothest most rugged drive line yet known to the industry. It has durability twice that of any operating design.

In the area of comfort and convenience an elegant new instrument panel is featured on all models, seating comfort is further improved with contoured and raised seat backs on the Sixty Special sedan and Eldorado Biarritz convertible while the interior trim combinations include more styling combinations than ever offered by Cadillac. Additionally, the use of wood trim is increased and options such as an adjustable steering wheel, AM-FM radio and combined air conditioning and heater controls appear for the first time on a Cad-

illac. Interior trim combinations total 143 and include the finest of leathers, wool broadcloth and modern synthetic fabrics and materials. The popular leather trims, exclusive to convertibles and three of the de Ville models in 1962, are expanded to include the Sixty Special in 1963. To go with these interior combinations, Cadillac offers 21 exterior colors including five high-luster fireproof acrylic lacquers. The fireproof exteriors are standard for the Biarritz convertible and an extra-cost option on all other models. Another exterior styling option, new this year, is a padded cross-grained vinyl covered roof for the Fleet-wood Sixty Special and the Coupe de Ville. It is available in four colors.

## See Cadillac's 1963 Standard of Excellence



...AT THE SANFORD AUTO SHOW  
April 24-26 • Sanford Ball Park

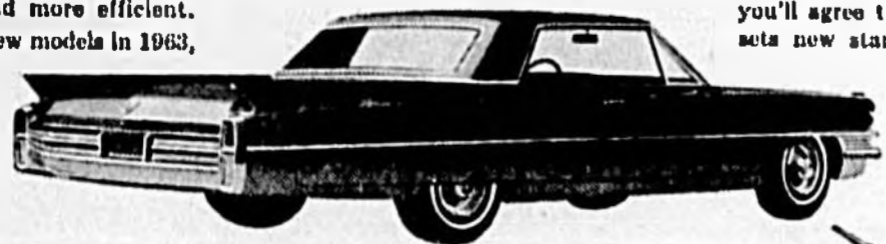
This is what wonderful motoring looks like in 1963—bold new elegance of design and brilliant new excellence of craftsmanship.

More than one hundred and fifty major advancements embrace every aspect of exterior and interior styling... body construction... chassis design... and appointments. And the most improved engine in fourteen years resides beneath the hood. All this, together with a unique new true-center drive line, makes the 1963 Cadillac smoother, quieter and more efficient.

There are twelve new models in 1963,

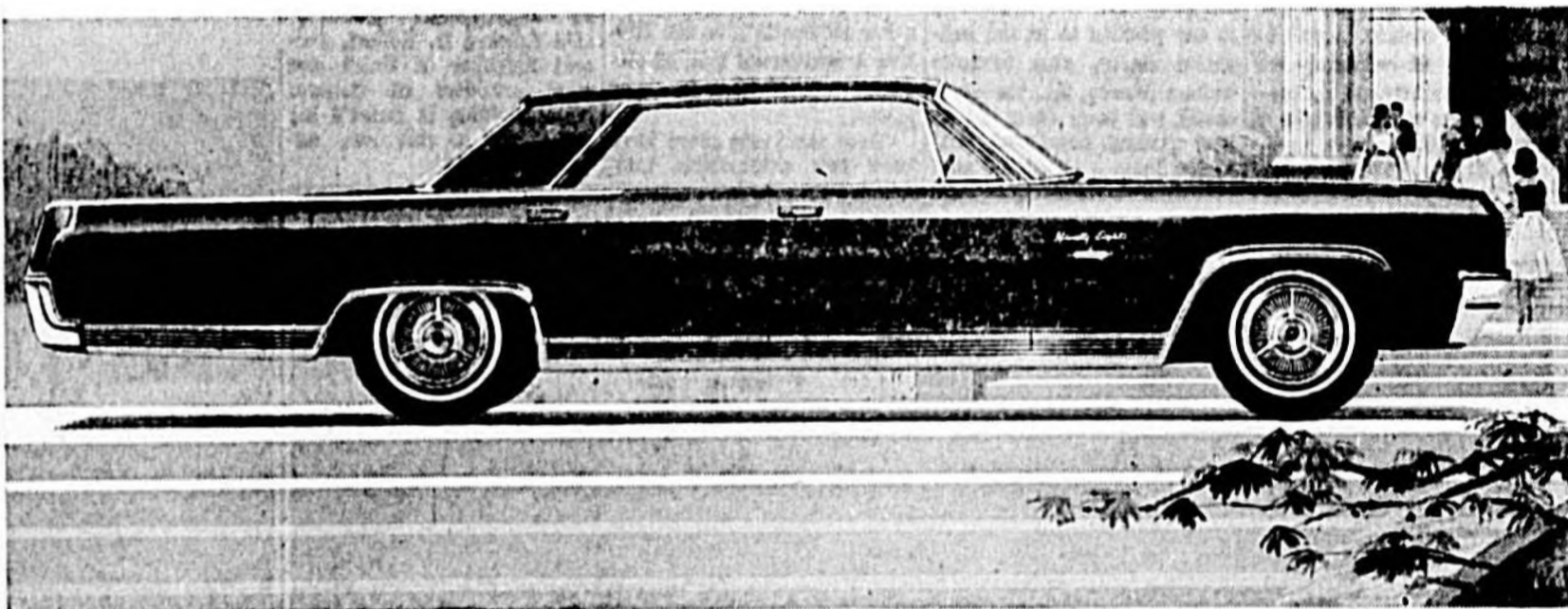
including two dramatically styled coupes, the distinguished Sixty Special and world-renowned Eldorado. Each has the widest choice of colors, fabrics, leathers, appointments and personal options in Cadillac history.

There are two very easy, quick ways to confirm all this. Visit the Auto Show for a firsthand inspection. Then visit your Authorized Cadillac Dealer and spend an hour behind the wheel. Will you do that? We know you'll agree that in 1963 Cadillac sets new standards of excellence.



VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER

HOLLER MOTOR SALES COMPANY  
Second and Palmetto Streets • Sanford, Florida



New Oldsmobile Ninety-Eight—now yours in more models than ever! The long look of luxury... brilliant interior detailing... responsive V-8 engine with up to 243 h.p. help make it the perfect choice in the luxury-car deal.

## Center of Attraction at the Show

# OLDSMOBILE for '63

They steal the show—and no wonder! For there's new style to excite you... new luxury to delight you in the wide variety of full-size Oldsmobiles for 1963! And the sexy, longer-looking Oldsmobile F-85 offers an exciting new blend of beauty and action in the low-price field! Magnificent Ninety-Eights... Super 88's... Dynamic 88's... stunning Starfires... smart F-85's... and the revolutionary turbocharged JETFIRE. See them at the show... drive them at your Oldsmobile Quality Dealer's!

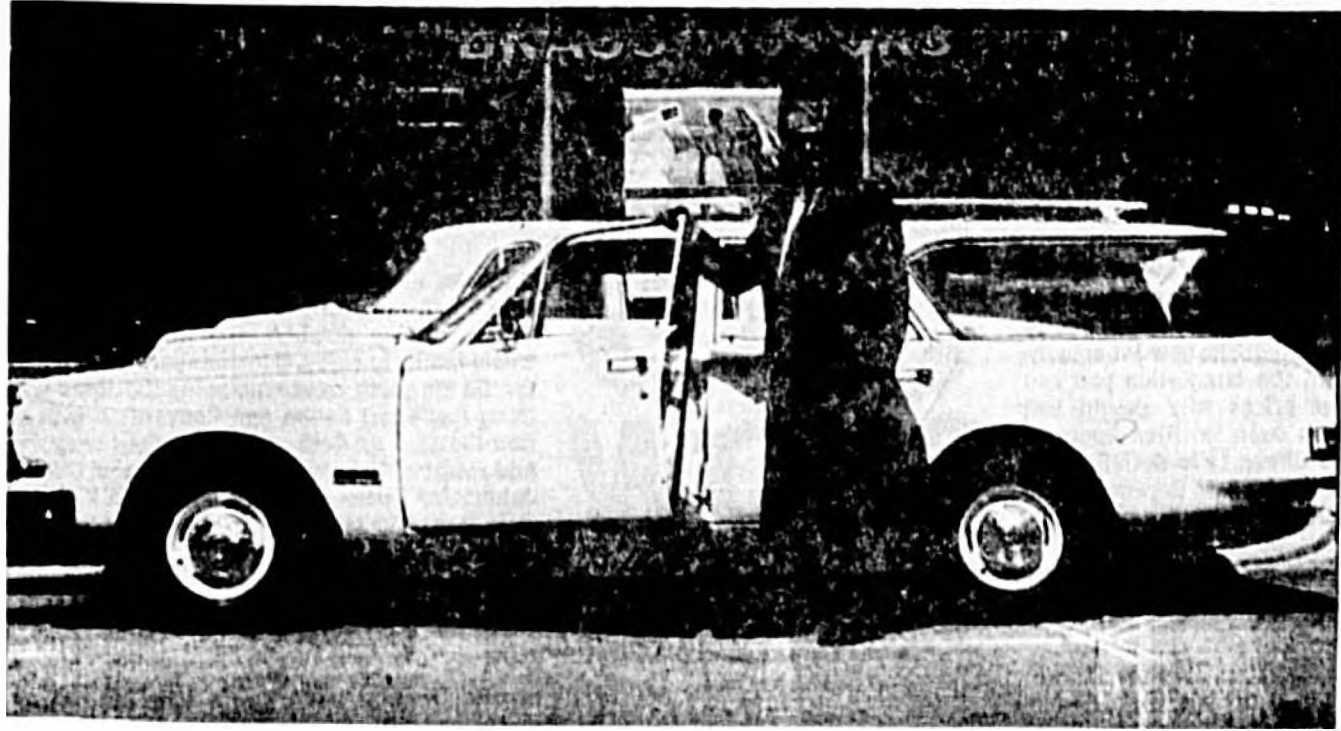
Fun-to-drive F-85—sexiest, most economical way to move up to Oldsmobile's Aluminum V-8 engine delivers up to 193 h.p. Crisp new styling... smooth "big car" ride... easy maneuverability tell you it's every inch an Oldsmobile!



SEE YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER

## HOLLER MOTOR SALES, Cor. 2nd & Palmetto

"VISIT THE OLDS EXHIBIT AT THE SANFORD AUTO SHOW, MUNICIPAL STADIUM, APRIL 24, 25, 26"



RICHARD McCANNA, of Brass Motors, is shown with a 63 Valiant Station Wagon.

## Style Change Sparks Valiant

Valiant's fully new design for 1963 marks the first major styling change in the popular compact field since Chrysler Corporation first introduced the low-price Valiant in the fall of 1959.

Brand new in the 1963 Valiant line are two convertibles, to fill out a complete range

of nine models and body styles.

"The 1963 Valiant re-emphasizes its reputation as the value leader in the low-price compact field," C. E. Briggs, vice president of Chrysler Corporation and general manager of the Chrysler-Plymouth Division, declared. "It

is Chrysler's lowest priced compact entry."

"We are convinced that the 1963 Valiant is the best all-around compact anybody has come up with yet," Briggs said.

Valiant for 1963 carries a new warranty for five years or 50,000 miles, whichever comes first, on the major power train components including engine, transmission, propeller shaft and universal joint and rear axle. This makes Valiant first in the compact car class to offer such extended owner protection.

### Thorough Tests Given Valiants

With more than a half million miles of rugged engineering road testing before its public introduction, the 1963 Valiant is one of the most thoroughly tested and proved new models the automobile industry has ever introduced.

Chrysler Corporation engineers logged a total of 550,000 miles of proving grounds and highway road testing to prove the rugged durability and sturdy performance of the 1963 Valiant for 15½ months before the new models of Chrysler Corporation's lowest priced compact went on sale at Chrysler-Plymouth dealerships October 3.

This is a half million miles of the severest kind of road test running on all kinds of road surfaces and over long periods of non-stop endurance running.

The Auto-Pilot, an optional feature on the medium price 1963 Dodge 880 and Custom 880, is a unique driver convenience that functions as an automatic speed-control and speed-warning device.

### Valiant Offers New Styling

Valiant, the low priced compact of Chrysler Corporation, has completely new styling for 1963.

It is 2.2 inches longer and is sleeker in appearance than previous models. For the first time this year Valiant offers a convertible with either a power or manually operated top.

Valiant for 1963 has a new warranty for five years or 50,000 miles, whichever comes first, on the major power train components including engine, transmission, propeller shaft and universal joint and rear axle. This makes Valiant first in the compact car class to offer such extended owner protection.

### Trucks Get Rugged Testing

The 1963 models of Chevrolet trucks at the Sanford Auto Show were subjected to some of the most rugged test programs in automotive annals.

In addition to their normal fare of weeks on the famous torture trails of the General Motors Proving Grounds, Chevrolet sent the vehicles over what is probably the roughest stretch of road on the North American continent.

This super testing site was the scorching, dust-choked "road" which runs the length of the Baja Peninsula in western Mexico. Extending for 1,000 miles, it winds and twists over surfaces from corrugated adobe to soft sand, from jagged lava to boulder-strewn creek beds, from hubcap-deep mud to rutted ocean shore.

The brakes on the 1963 Dodge 880 and Custom 880 are self-adjusting.

## Luxury Top Appeal In New Imperial Car

The 1963 Imperial which is on display in dealer showrooms carries forward a styling continuity with design modifications which further enhance its appeal to luxury car buyers.

It has a new roof structure, new styling treatment in the rear, more interior room for passengers, more luxurious interiors and additional convenience features as standard equipment.

"Imperial continues to be America's biggest car," says C. E. Briggs, vice president Chrysler Corporation and general manager of the Chrysler-Plymouth Division. "We are continuing to make Imperial the most carefully built car in the industry."

"To that end we are giving it exclusive manufacturing attention. It has its own separate shop for special coach work, and other facilities set aside for the sole purpose of making it the best car possible."

The 1963 Dodge 880 and Custom 880 have a resonator in the exhaust system which reduces exhaust noise.



BEN HOWLAND, of Seminole County Motors, shows a 1963 Chrysler.

## Dodge Unveils Family - Size Compact

DETROIT—Dodge has unveiled a new, larger, family-size compact—the 1963 Dart.

Built on a 111-inch wheelbase, the new Dart is 16 feet, 4 inches long. Nine models are offered, including two convertibles.

The new low-price compact is one of three separate Dodge lines for 1963. The others are the popular-price, standard-size Dodge and the medium-price Dodge 880.

Dodge General Manager Byron J. Nichols said the Dodge lineup for 1963 gives buyers the widest choice and greatest variety of cars in the company's 49-year history.

Nichols said the new Dart

provides "more room, more comfort, more convenience—in short, more of everything the average buyer of a compact car seems to want."

Rear door lock buttons in the 1963 Dodge Dart must be pulled up before the door can be opened. This feature assures maximum protection for children riding in the back seat.

He asserted that the Dart is small enough to provide exceptional ease of handling and parking yet large enough to accommodate the average-size family in comfort.

A standard rear axle ratio of 2.76 to 1 on 1963 Dodge 880 models with automatic transmission makes possible increased fuel economy and reduced drive train noise.

## Crisp Elegance Marks Chrysler

An entirely new and crisp sculptured look of elegance distinguishes the 1963 Chrysler which is on display in dealer showrooms.

Along with this fashionable new look, much more is new

in the 1963 Chrysler—new body structure, new brakes, new engine options, new economy features, new interiors and new, improved passenger roominess, safety and comfort.

"We have been told by architects and design authorities in many fields that the 1963 Chrysler embodies the best of contemporary design and is in many ways a leader in this area," C. E. Briggs, Chrysler Corporation vice president and general manager of the Chrysler-Plymouth Division, said.

"However, while we have made a distinctive appearance change in Chrysler we have retained the traditional big car appeal and engineering which has seen Chrysler register continuous sales gains over the past four years."

Mr. Briggs said in 1963 Chrysler maintains its policy of building only full-size cars.

Also new is a warranty for five years or 50,000 miles, whichever comes first, to cover the major power train components on all 1963 Chrysler automobiles sold in the United States and Canada.

Chrysler is the first of the medium price cars to offer such extended owner protection.

### '63 Chryslers Have 'New Look'

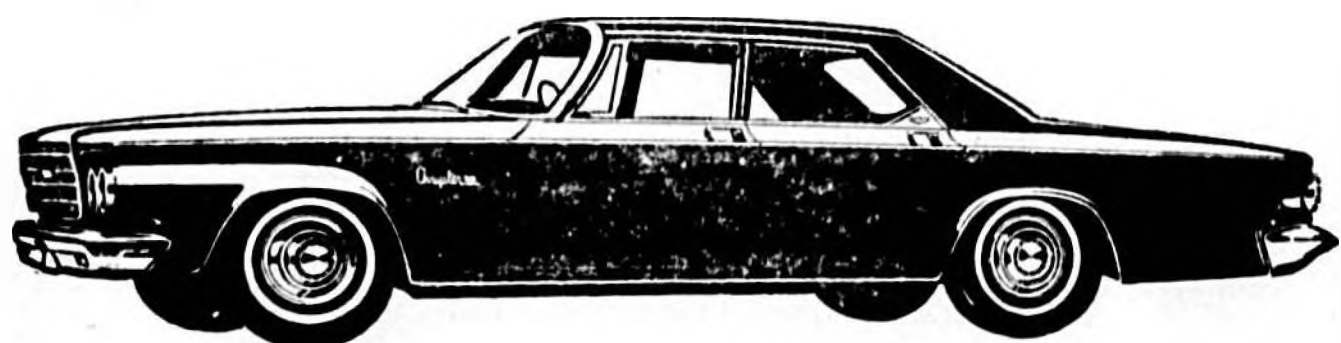
The 1963 Chrysler cars at the Sanford Auto Show have an entirely new and crisp look of elegance described by design authorities in other fields as "embodying the best in contemporary design."

They have a new body structure, new brakes, new engine options, new economy features, new interiors and new improved passenger roominess, safety and comfort.

They retain the traditional size of previous Chrysler cars. There are no compact versions in the line.

Also new for 1963 is a warranty for five years or 50,000 miles, whichever comes first, to cover the major power train components on all 1963 Chrysler automobiles.

Chrysler is the first of the medium price cars to offer such extended owner protection.



## NOW SHOWING! The Crisp, New, Custom Look of CHRYSLER '63!

Seventeen feet of styling revolution! That's Chrysler '63! So new... so beautifully ahead... that they've already earned the acclaim of many top stylists! □ \$4,000? \$3,500? Think again... but much lower! Chrysler prices are still surprising people... they still start just above many "jr. editions." Come in today while we're offering special high trades. □ See Chrysler '63. The Big Beautiful Step Ahead! Now at:

**SEMINOLE COUNTY MOTORS, INC.**

519 E. First St.

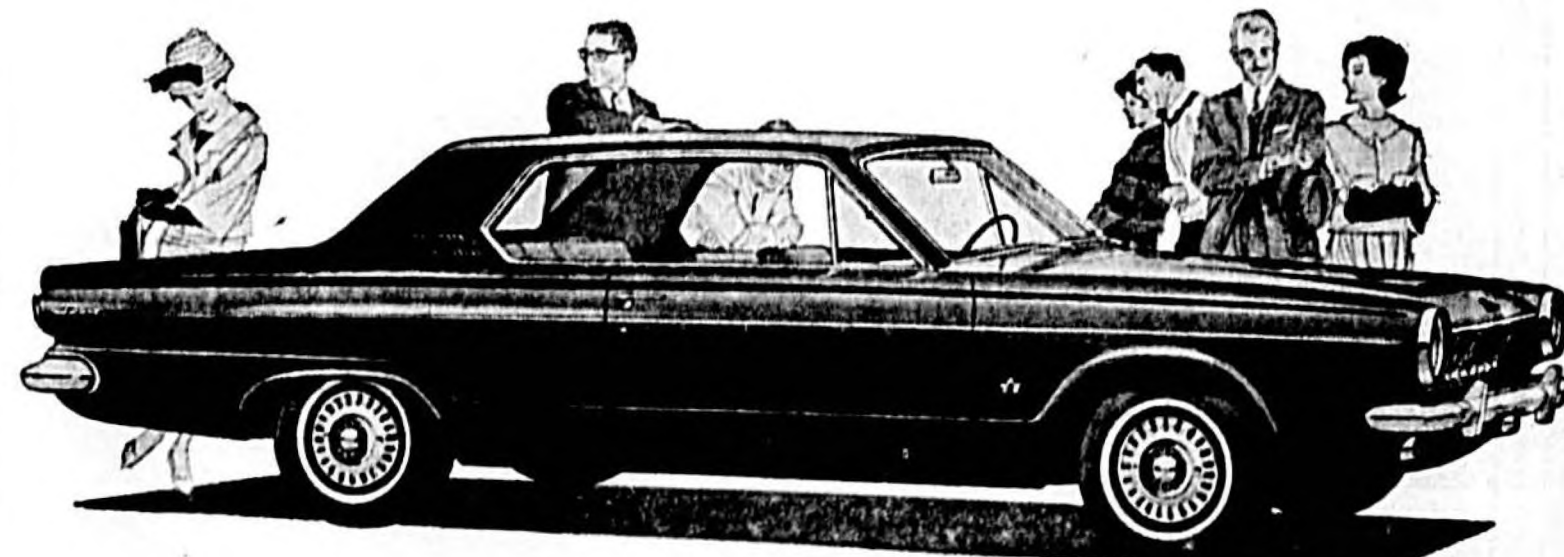
SANFORD, FLA.

HEY, LOOK US OVER. THE DEPENDABLES ARE HERE!



Standard-size '63 Dodge Dart 4-Door Hardtop

SEE THE MOST TALKED-ABOUT...



Compact Dodge Dart 6T 2-Door Hardtop

WALKED-ABOUT CARS AT THE SHOW

DODGE DIVISION  CHRYSLER MOTORS CORPORATION

**NEW 63 DODGE** If you like 'em hot and handsome, you gotta like Dodge. The '63 Dodge is fast and rugged. Roomy and comfortable. Quiet and nice, with beautiful interiors that sit you in the lap of luxury. But why talk and spoil it all? See for yourself. Look over Dodge at the show. Then go drive it at your Dodge Dealer's for the best show of all.

**COMPACT 63 DART** Forget what you've figured about compacts. Dart's a new kind of compact in the large economy size. Family-size room and comfort. Dart's easy on gas, great on looks. See Dart at the show. Then give it a go at your Dodge Dealer's—the man who sells The Dependables.

A FULL LINE OF CARS IN THE LOW-PRICE FIELD THE FRESH NEW COMPACT IN THE LARGE ECONOMY SIZE  
BIG CAR MAN? DON'T MISS THE BIG DODGE 880 AT THE AUTO SHOW  
Municipal Stadium April 24, 25, 26

**Seminole County Motors • 519 East First St.**

## Lincoln Enriched

Lincoln Continental's classic styling undergoes only subtle refinements in 1963 and the car is enriched by increased roominess, additional luggage space and higher performance in the engine.

"The car's high reputation for reliability and durability is enhanced further by additional improvements in quality throughout all areas of design and manufacture," said Ben D. Mills, Ford Motor Company vice president and general manager of the Lincoln-Mercury Division. Mr. Mills pointed out that the Lincoln Continental continues to carry a 24,000-mile, two-year warranty.

Interior design improvements yield almost an inch more legroom for front seat passengers and more than an inch additional legroom for rear seat passengers. Rear seat headroom also is increased slightly.

The sedan trunk has 1.8 cubic feet additional usable capacity, which permits carrying one additional two-suiter.

The car's elegant styling shows a slight modification resulting from a new and higher rear deck and three-dimensional ornamentation on the lower back panel.

The distinctive front-end features a new grille and upper grille moulding. Amber lights for front turn signal and parking lights are a new safety feature.

Eighteen solid colors are

offered for the exterior. The Lincoln Continental four-door convertible — the only one made in America — offers a new blue top in addition to a white and a black top.

New goals of luxury are attained in the interior styling, with new upholstery fabrics and redesigned instrument panel.

Major improvements to the 430-cubic-inch displacement engine give higher power output for acceleration at start-up and for passing at turn-pike speeds.

A light-year is roughly six trillion miles.

The Sanford Mercury Page 6-A — April 23, '63



THE LINCOLN Continental is contemporary. Today and tomorrow . . . the beauty of this motorcar is timeless. Exactly what is the Continental look? It is neither too much or too little. It is style, spirit, flair . . . with discipline. Clean. Simple. Classic.



THE COMPLETELY restyled Mercury Monterey, the big car entry in the Mercury line, features a unique rear window and roof line that sets it apart from all other American cars. The window slants inward and virtually eliminates visibility problems caused by rain, snow, ice and frost. The window, which is power operated, provides excellent ventilation when opened. For increased power and performance, a 330 V-8 Marauder engine is standard on the Monterey, replacing the 223 six-cylinder and 292 V-8 engines which are no longer available.



TWO NEW convertibles will join the Mercury Comet line in 1963. The power-operated soft-tops are available in the custom series and in the bucket seat S-22 series. Significant engineering advances developed originally for the big car field have been incorporated into the new Comet and substantially reduce the time and ex-

pense of auto maintenance. The major lubrication cycle has been extended from 1,000 to 36,000 miles with minor lube intervals of 6,000 miles. High detergent, factory installed engine oil and improved oil filter combine to extend the initial checkup period from 1,000 to 6,000 miles.

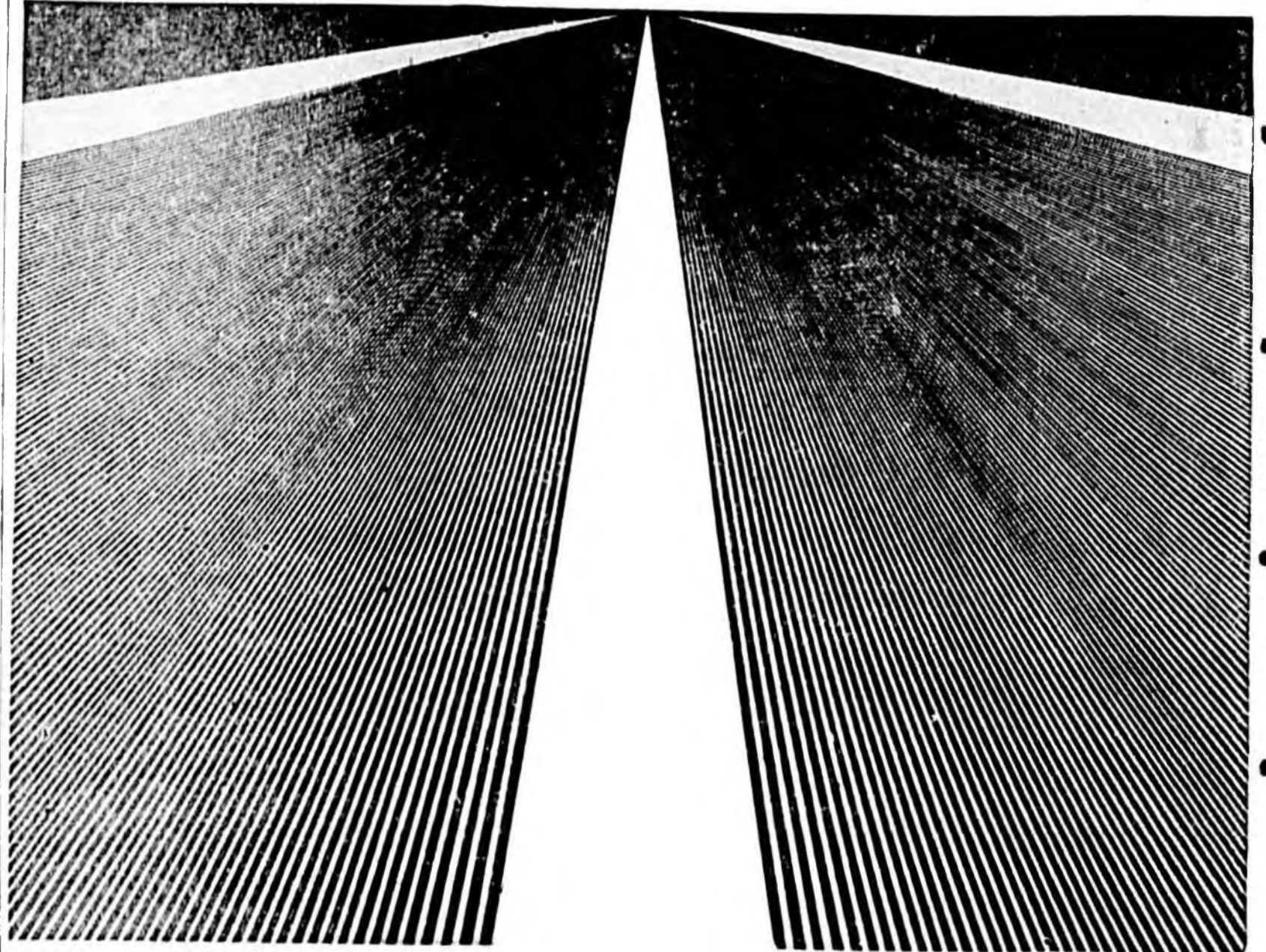
COME TO THE

CHEVROLET

GO FOR '63 SHOW

At Chevrolet's big, beautiful auto show exhibit you're bound to find your own personal brand of excitement. If it's luxury and lively going you're looking for, here's fair warning: The new Jet-smooth Chevrolets are about all the temptation you can take—and at Chevrolet prices why should you resist? If you're of an even thrillier frame of mind, the dashing new Chevy II is definitely on your wave length. Or maybe this is your year to go sporty (and still take the whole family along).

Step up, mister, and meet your Waterloo in the new Corvair Monzas. To top it all off, there will be fascinating displays and attractions for the whole family to enjoy. Incidentally, all Chevrolets for '63 are going great—including the new Corvette Sting Ray Sport Coupe and Convertible with such new features as 4-wheel independent suspension and retractable headlights, and the new Chevrolet Jobmaster trucks that conquered the 2,000-mile Baja Run, toughest road test under the sun.



CHEVROLET EXHIBIT SANFORD AUTO SHOW APRIL 24, 25, 26

## THE NEW LOOK



Yes, we've gone all the way . . . Our completely remodeled and modernized service department is now in operation offering the public the newest and most scientific car maintenance available anywhere.

Automobile malfunctions are no longer checked by "hit or miss methods," they are analyzed electronically and corrected by our factory trained personnel.

We invite your inspection of the new testing equipment and front end alignment equipment, recently written up in the national magazine, The Southern Automobile Journal. Automotive News May '63 Issue will also have a story and picture of our service department. It's our aim to give your car, regardless of make, the best service obtainable.

**GOOD SERVICE IS OUR SPECIALTY**  
**HUNT LINCOLN - MERCURY**

YOUR MERCURY - COMET, MONTEREY, METEOR - LINCOLN DEALER  
109 N. Palmetto Ave. Ph. FA 2-1881 - W. Park MI 4-0209

# Thunderbird - Spells Excitement

Thunderbird for 1963 the Division general manager... most quality car ever produced by Ford Division in changes are inside the corporate more than 2,800 engineering and design changes.

Yet for the most part, the changes are inside the vehicle. Scores of these changes were made not because they were absolutely necessary, but because they made the car better. Mr. Iacocca said the Thunderbird has long been recognized for example as one of the quietest cars on the road. Yet, to what it already had, Ford engineers added 150 pounds of sound deadener. This is more than twice the amount normally put into other vehicles, Mr. Iacocca explained. Other 1963 Thunderbird features for added comfort and convenience include 100,000-mile chassis lubrication, a new, quieter, longer-life exhaust system, new hydraulically-powered windshield wiper motor, new alternator, new windshield holding to reduce wind noise, and new circuit breakers built into the power windows. The traditional 1,000-mile new car inspection has been eliminated. "The 1963 Thunderbird continues the styling integrity and progressive improvement that led to sales of 465,000 Thunderbirds since the car's introduction in 1954," Mr. Iacocca said.

The four Thunderbird models for 1963—hardtop, hardtop Landau, convertible and sports roadster — will be shown at the Sanford Auto Show, April 24, 25, 26.



GARY HUDGINS, of Strickland-Morrison, Inc., is pictured with a 1963 Thunderbird.



A 1963 Galaxie 500 XL is shown by Gary Hudgins, of Strickland-Morrison, Inc.

## New Hardtops Spark 'Meteor'

A highly successful first year for the Mercury Meteor has led Lincoln-Mercury Division to expand the car to a full line for 1963. Five new models — two hardtops and three station wagons — have been added.

"While we offered the Meteor initially in only two body styles, a two-door sedan and a four-door sedan, its sales success proved there is a

solid place in the market for a quality car of the Meteor size," said Ben D. Mills, Ford Motor Company vice president and Division general manager.

The 1963 Meteors feature refined styling with more luxurious interior appointments, reduced maintenance, new air conditioning and accessories, and better engine-transmission characteristics.

The new hardtops — in the Meteor Custom and S-33 bucket seat series — are two-door models with a fleet-appearing low silhouette and a long rear deck. Both hardtops provide even more trunk space than the Meteor sedans.

The three new station wagons are four-door models. They are in the Meteor and Meteor Custom series, plus a top-of-the-line Meteor Custom Country Cruiser which features simulated mahogany side paneling.

The wagons are six-passenger models, with an optional rear-facing third seat providing comfortable space for a total of eight passengers. The counter-balanced second seat can be folded down in one simple operation after releasing a safety latch. Cargo volume is 86.2 cubic feet, with more than eight feet of interior floor length. The tailgate folds a roll-down type window counter-balanced and features

## 'Hot Test' Gives 500-Mile Breakin

A rigorous three-hour "hot test" puts the equivalent of a 500-mile break-in on every Lincoln Continental engine even before it is installed in the car. So when each car is driven off the final assembly line to begin Lincoln Continentals' unique 12-mile road test the engine already is run-in.

Throughout the entire operations at the Lima (Ohio) plant where the new Lincoln Continental engine is built, extreme care is taken to attain unexcelled quality standards. When the engine block has been machined, it is wrapped in cellophane to keep it free of dust and dirt particles on its conveyor journey to the engine assembly line.

When each engine is completed, it undergoes a special three-hour "hot test" to break it in so that when the customer gets his Lincoln Continental it is ready for the most severe and varied driving offered on the American road.

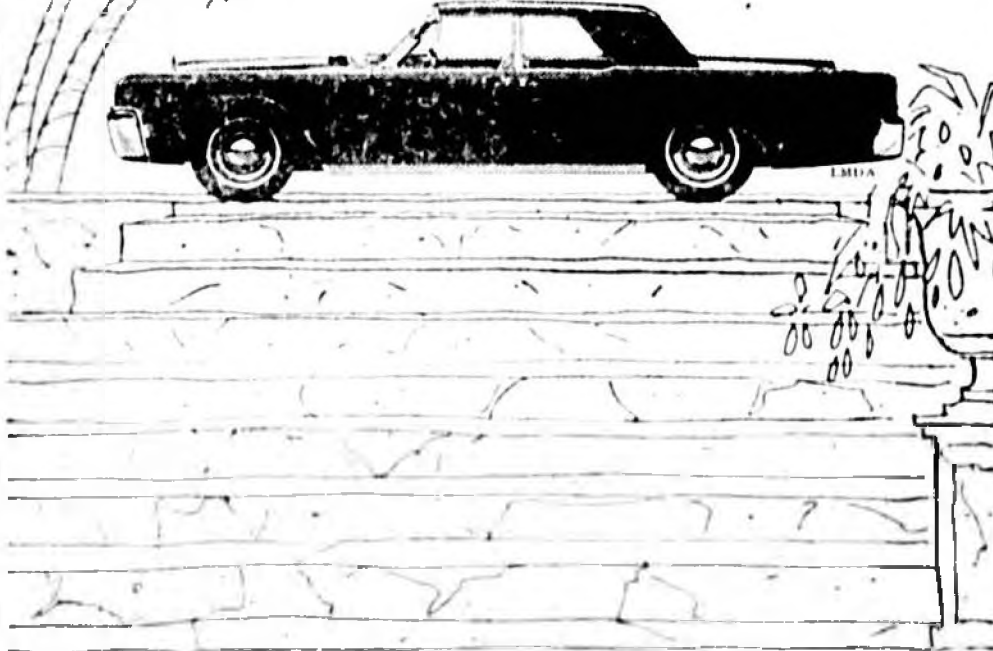
## Meteor Offers 5 New Models

The Mercury Meteor is expanded to a full car line for 1963. Five new models — two hardtops and three station wagons — are added.

"The Meteor's sales success in its first year proved there is a solid place in the market for a quality car of the Meteor size," said Ben D. Mills, Ford Motor Company vice president and Division general manager.

Refined styling with more luxurious interior appointments, reduced maintenance, new air conditioning and accessories, and better engine-transmission characteristics are featured by the 1963 Meteor.

## LINCOLN CONTINENTAL FOR 1963

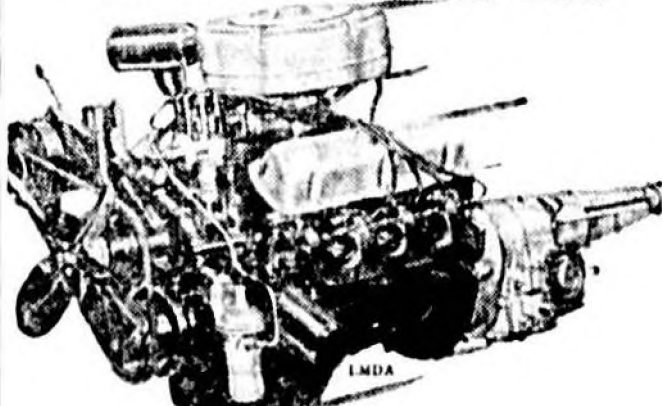


### TOP STEP FOR THE FINE CAR BUYER

Boasting? Not really. It's hard to avoid enthusiasm in describing the Lincoln Continental. Best to let it speak for itself. Classic simplicity. Luxury beyond what you'd expect in a car. Sensible size. A ride that says smoothness and power far better than words could. To grasp fully the meaning of Lincoln Continental, you have to own one. Anything else is a step down.

HUNT LINCOLN-MERCURY, INC.  
109 North Palmetto Avenue  
Sanford, Florida

## STAMPEDE!



## '63 COMET now offers V-8 HORSEPOWER



... plus low-car styling... smoother ride... best resale value record in the field.

Hunt Lincoln - Mercury, Inc.  
109 North Palmetto Avenue Sanford, Florida

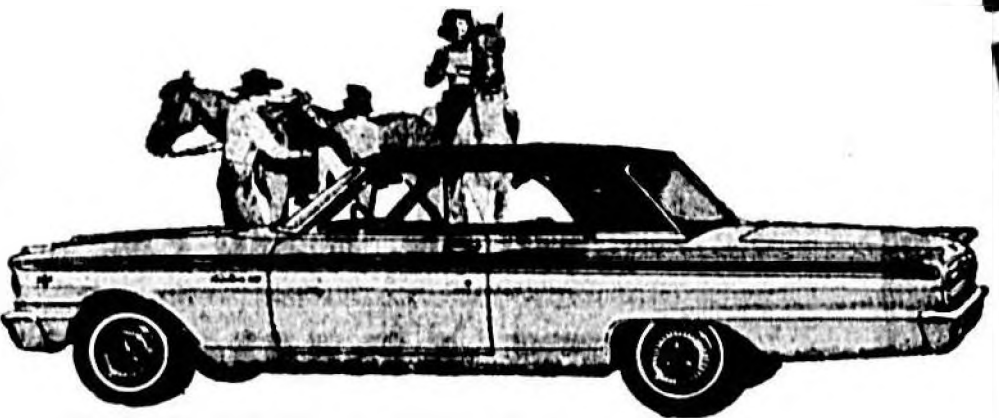
*you're*  
**INVITED**

See the New Command Performance Cars. . . Fresh From Their World Premiere In Monte Carlo. . .

at the

# AUTO SHOW

Here's a sophisticated blend of sports car flair, full-scale luxury and easy handling size . . . the exciting new Fairlane 500 Sports Coupe. Bucket seats and Thunderbird-styled roof are part of its great new style.



1963 1/2 FORD FAIRLANE 500

Ward's out - Falcon's got new V-8 V-8 room! This zingy V-8 is available in any of the nineteen lively Falcon models . . . standard in the '63 1/2 Sprite Hardtop. Test drive the niftiest compact on the road!



1963 1/2 FORD FALCON HARDTOP



1963 1/2 FORD GALAXIE HARDTOP

New "swept-back" hardtop styling, luxury appointments and a lively V-8 engine make the Galaxie 500 XL the greatest Ford yet! Bucket seats and stick shift are only two of the distinctive features!

Don't miss our exciting display of the "liveliest of the Lively Ones" at the 1963 AUTO SHOW!



# Strickland - Morrison, Inc.

AUTHORIZED FORD DEALER IN SEMINOLE COUNTY SINCE 1931  
SANFORD, FLORIDA



*Follow the Searchlights*

SANFORD MEMORIAL STADIUM  
(GIANTS BALL PARK)  
MELLONVILLE AVE.  
JUST OFF CELERY

# 1963 AUTO SHOW

SEE THE FABULOUS

*Flying Silver Condors*

WORLD FAMOUS  
HIGH WIRE & TRAPEZE ACT

Performed 100 feet above ground, this death defying act has won acclaim "under the big top" throughout the United States and many foreign countries and appeared on nationwide TV programs.

2 SHOWS DAILY  
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**FREE ADMISSION**

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Sanford Atlantic National Bank

**3 BIG DAYS**

WED. - THURS. - FRI.

**APRIL 24-25-26**

1:00 P.M. til 10:00 P.M.

*Free Orchids*

EACH NIGHT  
TO THE FIRST 50  
ADULT LADIES  
Beginning At 7:00 P.M.

## 125 NEW CARS ON DISPLAY

Chevrolets, Oldsmobiles, Cadillacs, Corvairs; Fords, Falcons, Thunderbirds, Ford Trucks; Mercurys, Comets, Lincolns; Pontiacs, Buicks, Ramblers; Dodges, Chryslers, Renaults; Plymouth and Valiants.

A COMPLETE LINE!

- SPORTS CARS • COMPACTS • HARDTOPS
- CONVERTIBLES • LUXURY CARS

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**Sanford Automobile Dealers  
ASSOCIATION**

## 3 BIG BANDS

PLAYING NIGHTLY  
7:00 P.M. - 10:00 P.M.

*The Tempos*  
WED. NIGHT

*The Shades*  
THURS. NIGHT

*The Rockin' Roadrunners*  
FRI. NIGHT

• **FREE BALLOONS**  
FOR THE KIDS

• **CONCESSION STAND**

Selling hot bar-b-que sandwiches,  
hot dogs and cold drinks.

