

The Sanford Herald

Established in 1908... published daily except Saturday and Sunday at Sanford, Florida... GOLLAND L. DEAN, Editor... LLOYD HARRIS, Business Manager... WEDNESDAY, JAN. 31, 1951... TODAY'S HIGHLIGHTS... Automobile accidents continue in the Sanford area at the rate of about two or three a day...

Extended Contracts

Attempting to measure to trend toward long-term labor contracts, the National Industrial Conference Board surveyed a group of 220 contracts... WASHINGTON, Jan. 30 (AP)—You wondering whether there's a loophole for you in the wage freeze? It will depend on the Wage Stabilization Board (WSB)...

Stassen And Taft

Senator Taft does not represent the Republican Party, the majority of Republicans, or the Republicans in Congress... This is Harold E. Stassen speaking, former governor of Minnesota and now president of the University of Pennsylvania...

Novelists' Good Deeds

The novels of Charles Dickens and their social and economic effects are to be studied in a course, open to the public, at New York University... The novels of Charles Dickens and their social and economic effects are to be studied in a course, open to the public, at New York University...

Atomic Energy

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Four Are Killed

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THE NATION TODAY

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Florida Fashions

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New York Flight

Continued from Page One... He was then running 49 minutes behind his flight plan, which called for completing the hop in seven hours 36 minutes.

Eisenhower

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Solons Balk

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Cohen Henchman

Continued from Page One... He began some good natured kidding with Greenberg, "Carlo is quoted by police as saying, 'Do you remember the time I ran you out of your own saloon?'"

Flourish Killed

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State Farmer Market

Table with columns for item names and prices. Includes items like Beans, Tomatoes, Cucumbers, and various produce items.

Allies

Continued from Page One... The Missouri 16-inch guns tore great holes in Kasong's bus-nag section, splintering buildings and wrecking bridges and roads...

Germany

Continued from Page One... Several hundred captured and unarmed U. S. soldiers and Belgian civilians were shot down in cold blood by SS troops in and near Malmeyd, Belgium...

Colored News

Sunday was observed as Women's Day at the First Shiloh Church Sunday School opened with Albert McClain giving the lesson on 'The Great Teacher'...

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LAST TIME TONIGHT Double Feature Bargain Program... A Very Good Cartoon... THURSDAY-FRIDAY... Ladies' Quilts, One Lot, Ladies' Gloves, Men's Leather Jackets 1/2 off PURCELL'S

CLEARANCE SPECIALS... Ladies' Coats 9.95 19.95... Dresses Fall and Winter crepes, wools and gabardines... Men's Leather Jackets 1/2 off PURCELL'S... Image of a woman in a coat.

Legal Notice

IN THE COURT OF THE COUNTY JUDGE, SEMINOLE COUNTY, FLORIDA, IN PROBATE...

Deal at Sanford, Florida, this 23 day of January, 1951. O. P. HERNDON, Clerk of Court...

Several groups of Indians in New Mexico still worship the ancient gods of their forefathers.

Transfer of World War II supplies carried the crop pest, the Oriental fruit fly, from Siapan to Hawaii.

Mexico covers an area of about 703,944 square miles.

A Three Days' Cough Is Your Danger Signal

Cremulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden sputum...

ITCH

Don't Suffer Another Minute. No matter how many remedies you have tried for itching eczema, psoriasis, infections, athlete's foot...

TO THE PEOPLE OF SANFORD

We are able now to loan out sick room equipment made available because of our sales of used clothing and household articles.

ARTICLES NOW AVAILABLE FOR SICK ROOM USE

- 1 HOSPITAL BED AND MATTRESS, 2 ROLL-AWAYS, MATTRESS COVER PAD, RUBBER SHEETING, FULLY EQUIPPED. 3 BEDSIDE TABLES, 1 LAMP, 3 BACK RESTS—SEMI INVALID, 2 BACK REST PILLOWS.

THE THRIFT SHOP CONTACT MRS. BEN WADE PHONE 535-J



MIMEOGRAPH PRINTING—TYPING CREDIT INVESTIGATIONS MADE ANYWHERE IN UNITED STATES OR FOREIGN COUNTRIES.

USE THE CLASSIFIED FOR RESULTS

Try HERALD Want Ads For Results. The following rates apply to all Want Ads published in The Sanford Herald:

PHONE 148. Want Ads will be accepted under the following conditions...

THE SANFORD HERALD. FOR RENT: BELAKA APARTMENTS, Rooms and Bath, 116 W. First Street.

NEW FURNISHED and unfurnished duplex-season or year. See Whidson, 119 South Park Avenue.

WANTED: 3-4 room unfurnished apartment. Call 419-X-W.

3—REAL ESTATE FOR SALE—3 UNIMPROVED ACREAGE—Two 10 acre tracts and five 1 acre tracts in St. Josephs Subdivision.

NEW RANCH TYPE HOUSE, masonry construction, large living room, dining room, kitchen, bath, garage; very nice apartment renting for \$50.00 per month.

IF YOU WISH to buy a home see the man who knows Sanford as he has many, many bargains.

WANTED: 3-4 room unfurnished apartment. Call 419-X-W.

VEGETABLES, Livestock and Miscellaneous. Sanford Farmer's Auction Market.

NEW FLOOR surfaced to perfection. Old floors made like new. Finishing, staining & waxing.

WANTED: Old fashioned furniture, dishes, vases, jewelry and buttons. Highest price paid.

WANTED: 3-4 room unfurnished apartment. Call 419-X-W.

REPAIR—MODERNIZE your home. Only 10¢ down now required. F.I.A. Plan, in-statement Loan Dept., Room 317.

NEW FLOOR surfaced to perfection. Old floors made like new. Finishing, staining & waxing.

WANTED: Old fashioned furniture, dishes, vases, jewelry and buttons. Highest price paid.

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BOYD WALLACE Insurance Agent. 112 N. Park Ave., Sanford, Florida.

THE LONE RANGER. FOLLOW ME MEN! THAT'LL DO, GRAFTON!

MICKY MOUSE. GRRROW! LET'S GET OUT OF HERE, JEFFREY...

ETTA KETT. I'M TERRIBLY SORRY THAT I ACTED SO MOODY. I MEAN I'D BE PLEASED TO FORGIVE ME IF YOU LIKE TO BE MY FRIENDS.

SENSATIONAL JANUARY RUG CLEARANCE SALE THE BIGGEST SCOOP IN TOWN! WHERE?

THE ORIENTAL RUG SHOP

312 N. Park Ave., Ph. 34571, Winter Park, Florida. FOR TWO DAYS ONLY WEDNESDAY AND THURSDAY (ALL DAY)

Save 35% to 50% ON ALL RUGS. Guaranteed Moth Proof. BEAT THIS PRICE!

9 x 12 REG. \$39.50 NOW \$27.50. 12 x 15 REG. \$55.00 NOW \$35.50.



OPEN WEDNESDAY AND THURSDAY EVENING—TILL 9:00 P. M. FOR YOUR CONVENIENCE.

THE LONE RANGER. UN-YUH SHOWED UP JUS' IN TIME T' HELP US WIT' SHOTS WIPIN' T'NIGHT'S GAME.

MICKY MOUSE. GRRROW! LET'S GET OUT OF HERE, JEFFREY...

ETTA KETT. I'M TERRIBLY SORRY THAT I ACTED SO MOODY. I MEAN I'D BE PLEASED TO FORGIVE ME IF YOU LIKE TO BE MY FRIENDS.

THE LONE RANGER. YOU'RE UNDER ARREST FOR INCITIN' MOB!

MICKY MOUSE. GRRROW! LET'S GET OUT OF HERE, JEFFREY...

ETTA KETT. I'M TERRIBLY SORRY THAT I ACTED SO MOODY. I MEAN I'D BE PLEASED TO FORGIVE ME IF YOU LIKE TO BE MY FRIENDS.

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A STATEMENT TO THE PEOPLE OF SANFORD FROM FLORIDA FASHIONS

Mail Order Division Removed To Orlando

Florida Fashions has found it necessary to move its Mail Order Division to Orlando. A building is now under construction for the company on the Cheney Highway. It will be completed in time for Florida Fashions to vacate its present Air Base quarters as requested by the City for the reactivated Naval Air Station.

This move was necessary for two reasons.

The immediate reason was the need to find quick replacement for the 78,000 square feet of space occupied at the Air Base, and required on short notice for the Navy.

The second reason was more basic and existed even before the present national emergency. It was simply that the rapid growth of the mail order operation and the quickly developing manufacturing division together required more qualified young women employees than Sanford seemed able to provide.

On January 1st, 1947, Florida Fashions had five persons on its payroll. By June, 1948, this had grown to 178; by June, 1949, it was 298; and by June, 1950, it was 446. A very large proportion of the employable young women of Sanford were working for Florida Fashions, and when more help was needed for seasonal peak periods it could not be obtained. Employees loyally worked long hours of overtime and on night shifts. This was often a hardship for them and the additional cost was unprofitable to the company.

Larger Community Necessary For Continued Expansion

By the summer of 1950 it was clear that Florida Fashions was growing faster than Sanford's ability to supply qualified young women workers. To insure the future growth of the company, a move had to be made to a community with a larger population on which to draw for an adequate number of suitable workers.

A survey was made of the principal cities of the State, most of which sought to interest the company in locating in their communities. It was finally decided that Orlando would be the natural choice because of its nearness to Sanford and the probability that most of the present employees would be able to continue working in the new location without undue hardship. Also, a survey which was made showed a large number of trained female workers available in the age groups most needed.

Orlando, through its Industrial Board, helped secure a suitable twelve-acre site and gave valuable assistance in making arrangements for financing and designing a building. Plans were drawn, and steel was purchased for a 54,000 square foot structure as the first unit of a contemplated 100,000 square foot Mail Order Building.

Sanford Officials Advised

When the decision to proceed with these plans was made, a meeting was called in July with key officials of the City and the Chamber of Commerce in Sanford, and they were told in confidence of the decision to move and the reasons which made it necessary.

Many suggestions were made by these officials for solving the construction problems which made the move necessary, looking toward

tracting new wage earners into Sanford. The key fact remained, however, that Florida Fashions employed mostly women and that a family did not ordinarily move into a community in order to secure work for the wife or daughter. Unless there were work opportunities for the man of the family as the principal wage earner—and these did not seem to exist—all such efforts to enlarge the working force of women could not help very much.

Moving Plans Held Up

The plans for building were not pushed any further, however, during the early Fall since the business outlook seemed so uncertain with the rapidly changing situation in Korea. It didn't seem wise to make so important a move at such a time.

During this period, however, the employment problem remained, and we again brought it to the attention of the proper authorities.

Looking Ahead To Base Reactivation

When the war picture made it certain that we were facing large-scale mobilization, we realized that the Air Base might be reactivated and we should make plans accordingly.

We still felt that the contemplated move to Orlando should be postponed, if at all possible, and that we should make every effort to remain in Sanford for the present.

Accordingly, a survey was begun of all available vacant property in Sanford suitable for our purposes, and some of these quarters were leased on a stand-by basis. A total of 26,000 square feet was acquired under lease and option. Even buildings much too small for economical operation were considered, many of which would have required expensive alterations. Finally, about a week ago, the hope of acquiring sufficient space in Sanford was abandoned as being much too costly, as well as resulting in a very inefficient operation, even if all the space necessary could be found.

There seemed no other course but to proceed with our original plans for the building in Orlando. Since construction had been frozen, it was necessary to get approval in Washington on the basis of an emergency, which approval was secured. The Navy wanted the Air Base quickly and we proceeded at once with day and night shifts to build the 54,000 square foot Orlando unit and have it ready so that we would not hold up their schedule. Additional storage space that will be needed is also being acquired.

Sanford Offered Cooperation

Officials of the City of Sanford, interested organizations, and members of the business community had at various times offered their help to Florida Fashions. There were suggestions made both before and after the state of emergency was declared for erecting a building for our use. Although all of these offers were made in good faith, there was no practical way of overcoming the legal, financial and construction problems in time to meet the emergency need.

Also, the basic problem of a sufficient supply of emergency help still remained as the from solution as ever.

Employees Will Receive Transportation Aid

Since the days of early 1950 when lack of help pointed to the need for moving to a larger community we have been concerned about the welfare of the employees who have contributed so much to our rapid growth. The choice of nearby Orlando was made primarily with this in mind. In order to cause the least possible hardship to our Sanford employees, travel assistance will be given by furnishing free bus transportation. The company will also work out a car pool plan, defraying the expense of those who will travel in this manner. Every possible consideration will be given to the time and travel convenience of our co-workers.

Sanford And Florida Fashions

Our concern has been and remains also for the welfare of Sanford, the community with which we have grown. We wish to commend the efforts of the City Commissioners and the other public spirited citizens who have continually offered their assistance and have done all in their power to help us.

Florida Fashions has not left Sanford. Hundreds of Sanford people will continue their employment with Florida Fashions, working in their neighboring community.

Florida Fashions Manufacturing Company remains in Sanford with its \$250,000 per year payroll, a payroll which did not exist four years ago. Now, in its own right, one of Sanford's principal businesses, it employs 130 persons, and is developing rapidly.

Today, although producing over 400,000 dresses a year, it still supplies only 25% of Florida Fashions' needs, and there is great opportunity for its continued growth. We are now seeking suitable and larger quarters in Sanford for this important industry.

Sanford's Economic Future

We believe Sanford is going to continue growing—commercially, industrially, and in every other way. We believe the reactivated Naval Air Station will aid that growth.

We hope to continue filling an important place in the life of this community. We sincerely pledge to the administration and to the people in Sanford the best we can possibly contribute toward Sanford's welfare.

Frank J. Chamos, President

FLORIDA FASHIONS, INC.

FLORIDA FASHIONS MANUFACTURING CO., INC.

