

The Sanford Herald

Published every Monday, Wednesday and Friday... HOLLAND L. DEAN... SUBSCRIPTION RATES...

MONDAY, JULY 12, 1943

WHAT YOU'RE FOR TODAY

WILL YOU BE SATISFIED WITH THE WAY WE ARE DOING? HOW CAN WE BE GOD TO BE CHASTABLE...

THE LITTLE BRIGHT ONE

Where the little bright one runs speaks fly... DIXIE BENNETT LAING.

THE OTHER TROUBLE WITH THE

The other trouble with the... We suppose when a young man...

FRONTLINE POST AT WALTHAM

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Soldiers And Politicians

A lot of well-meaning patriots insist on running Gen. Douglas MacArthur for president next year. And thereby they are probably doing an ill service to their candidate and their country.

General MacArthur is obviously an able man, and probably the best available for that Pacific task of rolling back the Japs. It will take years, and will require all the attention and ability of the man in charge. It is a questionable service to the nation, in any case, to distract such a man's attention from his job. MacArthur himself would say so.

And there is another practical point to consider. It is always a doubtful assumption that a man who excels in one kind of public service will shine equally in another kind. Candid historians admit General Grant, with his undoubted efficiency as a fighting man, did not make a good President. Similar comment can be made on other war heroes.

The fact is that military requirements and governmental requirements are very different. The military man is necessarily a dictator. The political office-holder is working directly for the people and subject to their instructions. He cannot order them around, but they can order him around. And the stronger a military man is, the more trouble he is likely to meet in such an unaccustomed position, where any voter can talk back to him.

Sober Advertising

"War is having a sobering and constructive influence on advertising," said I. A. Hirschmann, department store head, to a graduating class. He added that this influence will lead to less exaggerated claims in the future. It would be well, he remarked, to take into consideration the effect Army training will have on consumers. That training, especially of the men who worked at any time in the Quartermasters' or Supply Corps, where everything is bought according to precise specifications, will emphasize the need for facts instead of adjectives.

"We will always have some exaggerated advertising as long as we have people who fall into the fallacy of believing that boastfulness and overstatement can be convincing in the long run," said Mr. Hirschmann. "Most of us, however, have learned by experience and by the example of the English that nothing is more convincing than understatement. The old advertising game retained some of the aroma of the medicine show. The black magic and pulling rabbits out of hats will be relegated to the past."

It is good to know that the modern advertising will be more straightforward. The advertising columns furnish some of the most interesting reading matter in a newspaper, and this quieter and more effective tendency already becomes apparent there. Radio, soap and patent medicine advertising, arguable, offensive and somewhat incredible. Writers and announcers in that field, too, may yet learn that what people want in advertising is not deafening yell and flashy word-play, but truthful and exact information.

The Meat Problem

In the matter of meat, and possibly in some other respects, Americans might be called spoiled children. The average citizen seems to think it is a terrible privation when he cannot have meat three times a week, and even then not so much as he wants at a time.

An immense majority of the world's population today would regard this degree of meat consumption as almost unimaginable luxury. And on the other hand, a good many millions, especially in Asia, would wonder what all the grumbling was about; for they eat no meat at all and are not interested in it.

Many Americans, too, some of them from physical necessity and others from free choice, seldom or never eat meat, and wonder why the majority should consider it essential when there are eggs and fish, and so on. Americans engaged in hard labor usually insist that they need meat to give them physical strength. And presumably they do—as long as they are accustomed to it. But mostly it may be little more than a matter of habit. Modern dietitians often insist that the same nourishment, whether for light work or hard work, can be provided in other ways, and usually at less expense.

Current Comment

By AGNEW WELSH

An industrialist told the State Dept. that 60 percent of his employees were women; against 45 percent before the war and also says they want to retain their jobs after it ends. The easy money on extrahours that they have not yet reached the striking point.

In an address before a Iowa University, G.H. Seger, former member of the German legislative body said he favored a United States of Europe under the supervision of our U.S. adding "Germany has the right to another chance at democracy. He thought their defeat would have a great influence on the political attitudes of young Germans."

Frank Knox, secretary of the Navy, seems pessimistic over the war in saying it might last three or four more years. Elmer Davis, one of the war administration, said the war fighting on our side had just begun and the toughest part was ahead. He said we have not been exercising our muscles but it will not take four years to finish the war job. He says it is or not.

Dr. Galley asserts that despite the sharp criticism coming from some quarters, the government has been handling the war job very well. He says the government has been handling the war job very well. He says the government has been handling the war job very well.

News articles from around the world... The world is a very different place today. The news articles from around the world... The world is a very different place today.

The world is a very different place today... The world is a very different place today. The world is a very different place today.

"GRIM, ISN'T IT?"



American Hen Is Made Production Queen Of Year

By ALEXANDER R. GEORGE

WASHINGTON—One year for production queen of the year goes to an utterly glamorous gal—the good old American hen. Those grossly unappreciated "dumb clucks" of the farmyard are really putting on a magnificent performance—an output of eggs which is expected to reach a record-breaking total of 5 billion dozen in 1943. It's the big bright spot in the national food picture.

A report that hens and pullets on U.S. farms laid 64 billion eggs in a month (May), 13 percent more than the 10-year average for 1933-1941, may seem to be dull statistical reading. But now with short meat supplies apparently going to be shorter, the big increase in eggs with meat alternatives is food news with a capital 'N'.

Government poultry men, who emphasized the importance to consumers in this country and in Allied nations, cite the comment of the British sailor who spent a few days in New York City. When asked what was the most interesting thing he had seen, he replied: "Two fried eggs on a plate."

From 1933 to 1939, production of eggs was about 5 billion dozens a year. Last year it went to 4,420,000,000 dozens, with some 3,495,000,000 dozen going to American civilian consumers. That means an average of 220 eggs a year—almost one a day—

for every man, woman and child civilian. A similarly high proportion of hen fruit is expected to be available for the home front this year after allotments are made for the armed-forces, sea-and-land, etc. A favorable sign of high production again in 1944 is that the number of young chickens on farms totaled 677,417,000 on June 1, a 15 percent increase over last year.

Egg production now has passed the yearly peak and will decline until the seasonal low in November. However, the much larger number of layers on farms indicates that the egg output will continue considerably larger than

summer and early fall than in corresponding months last year. Egg production, although hampered by ceilings, have been the best received by farmers since 1930. That was the peak year of the living year. Egg production has been very profitable for poultry producers. There has been a big boom in backyard poultry raising.

From the days of the dinosaur to the economic era of the 1940s, the egg has been a "natural" for man. It is rich in vitamins except calcium and is a formidable contender for the title of "the cook's best friend."

The poultry market for military eggs in late June with a record buying all previous ones. It totaled 2,000,000 packages, a gain of over a quarter of a million over the previous year. For a while the poultrymen had a lot of argument on their side. Poultrymen were short of lower cost of packages. No one in the army had a way where there's a will there's a way, and the army had a way to get the packages. It is steady.

Condensed Statement Of The Condition Of FLORIDA STATE BANK OF SANFORD

Sanford, Florida
At The Close Of Business June 30, 1943
COMPTROLLER'S CALL

Table with 2 columns: RESOURCES and LIABILITIES. RESOURCES includes Loans and Discounts, Banking House, Furniture and Fixtures, Overdrafts, U. S. Govt. Obligations, Other Marketable Bonds, Cash and Due from Banks. LIABILITIES includes Capital Stock, Deposits and Undivided Profits, Deposits.

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OFFICERS
C. E. MINULTY, President
MISS DORIS HALL, Assistant Cashier

DIRECTORS
O. E. CLONTS, President
FARMER, Director
CHARLES D. DUNN, President

Twenty Years Ago Today

Fort Steele, Ont., July 12.—The body of Lieut. Keith, pilot of the ill-fated United States Navy Balloon, was found in the basket of the balloon 14 miles south-west of here this morning. He had been shot down by a German plane and captured. He was taken to a hospital in London, Ontario, and died there on July 11. The balloon was launched from Fort Steele on July 10 and was carrying a cargo of mail and supplies. It was seen to burst into flames and fall from the sky at 2:00 o'clock and was not seen again. The balloon was carrying a cargo of mail and supplies. It was seen to burst into flames and fall from the sky at 2:00 o'clock and was not seen again.

PAYING MORE CASH
We are now equipped to give complete family laundry service... ALFRED CHEVROLET CO.

SAVE: Time! Money! Energy!
We are now equipped to give complete family laundry service... LANEY DRY CLEANING CO.

Major Sicilian Port Is Taken Together With Nine Other Important Towns

(Continued From Page One) ... through the big island ... Sicilian armada thus became the greatest by far in all history, more than doubling the 850 warships and merchantmen which comprised the invasion fleet for North Africa last fall.

More than 2000 vessels, comprising the greatest naval force in history, were revealed to have participated in the invasion. ... Sicilian armada thus became the greatest by far in all history, more than doubling the 850 warships and merchantmen which comprised the invasion fleet for North Africa last fall.

At Gela, a vital port and road junction on the Gulf of Gela, the Americans established their beach objectives in three hours after the pre-dawn landing Saturday, fanning out to the right and left to contact other forces on their flanks.

Gela was the first city to be disclosed officially as a point at which the invasion of the island, 300 square miles larger than Vermont.

As the American troops waded ashore, Allied warships caught sight of an enemy tank column rumbling toward Gela and opened up on it with a shattering artillery barrage.

The identity of the Axis armored unit which attempted unsuccessfully early back into the sea was not disclosed but it was believed to have been German.

Australia supplies the greater part of the food rations used by U.S. forces stationed there.

The electric shock of a torpedo flash can disable a man temporarily.

Major Sicilian Port Is Taken Together With Nine Other Important Towns

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German With Bird's-eye View of Invasion Tells Story of Landing Party

(Continued From Page One) ... from the air they looked like ... They certainly were not ... I actually counted ... the warships were taking ... action, awaiting around ... the whole area was ... in flames from ack-ack batteries.

"Looking over the entire island I must have seen hundreds of ... with one chain stretching ... from east to west right across ... They appeared to ... but it was impossible to ... at all.

"The first single fire was at ... from the east coast from ... black smoke five ... feet ... These ... of the island also ... were ... I also saw a lot ... returning from ... the operation."

Another officer, Second Lieutenant ... over Sicily today ... landing still were continuing ... and many fires were burning.

"Ships, barges and lighters off the ... looked like a ... of water battles the way ... they were shipping around," he ... "I saw my granddaddy ... in the air ... we were ... our own way."

Capt. James H. Macia, Jr., ... said he ... along on a bombing ... as an observer and noted ... the warships on the windy ... was very uniform."

"I took another look, then realized I was seeing an invasion force," he said.

Campaign Gets Under Way To Save Crates

(Continued From Page One) ... may be distributed locally to ... the demands of growers and ... in the vicinity or consigned ... for shipment to another area.

"There were many medium ... behind them large ... Destroyers and ... were grouped all around on the ... outside for protection. It was ... in amazing sight—just like a ... cluster of islands in the sea.

"We wanted to kill a little ... so we went south around ... the light and headed north to the ... other side. And we hadn't seen ... anything yet. There were at ... least five different groups and ... we counted numerous landing ... craft. Most of the naval vessels ... seemed to be cruisers and ... destroyers plus a task force of some ... ships headed directly to the south- ... east corner of the island.

"We went on with our mission ... to bomb a town where there ... were some military barracks and ... later passed by the ships again. ... The string seemed to be ... miles along and it was moving ... good time. I wish I could have ... been with it.

"We went back over the same ... area again today and saw two big ... forces unloading. There was a ... lot of movement along naval ... craft but no oil slick or any ... evidence of sunken ships. Small ... landing craft were taking the ... men ashore in an orderly manner ... just like practicing on some Vir- ... ginia beach. It was a pretty ... sight to watch—especially when ... you consider what we were at- ... tacking," Macia said.

Campaign Gets Under Way To Save Crates

where desired, of state markets for storage of containers in the off-season so that they will be ready for the approaching shipping season.

It was announced at the meeting that the Florida Citrus Commission has relaxed a former rule so as to permit use of used containers.

The Food Distribution Administration field staff is now conducting Defense Council Food Distribution campaigns and urging assistance in forming local committees or salvage committees and in setting up the program in Florida communities.

Present at the Tampa conference were: Frank L. Holland, Winter Haven; Ed J. Keefe, Tampa; I. H. Kramer, Lake Wales; George L. Burr, Jr., Tallahassee; K. A. MacCowan, Tallahassee; A. H. Sourman, Clearwater; Harry H. Root, Tampa; W. C. Hamilton, Tampa; J. R. Wadsworth, Tampa; M. H. Hollingsworth, Tampa; Duval M. Smith, Tampa; William M. Munroe, Tampa; Marvin Williams, Tampa; Francis H. Corrigan, Bradenton; and Marvin H. Wilker, Lakeland, all members, officers or committee chairman of the State Defense Council.

J. M. Williams and V. V. Bowman, representatives of the U. S. Food Distribution Administration.

The city of Dubuque, Ia., was named after Julien Dubuque, French-Canadian trader.

A transparent eyelid enables the alligator to keep its eyes open under water.



NEAR HIS NEW HEADQUARTERS in the New Guinea operation, General Douglas MacArthur, U.S. Army, Allied command-in-chief, calls with Australian Lt. Gen. R. F. Herring at the start of the current drive to throw the Japs out. (International Radiophoto).

CITY BRIEFS

(Continued from Page One) ... summer at the Sanford Grammar School.

All members of the Veterans of Foreign Wars are requested by Comdr. Lloyd P. Boyle to attend the meeting to be held at 8:00 o'clock this evening at the Legion Hqt. Presentation of the Post Charter will be made, and the latest movies of American battle actions will be shown, he stated.

Judge R. W. Ware will set the docket and call the cases or County Court Tuesday morning at 10:00 o'clock. A number of cases are of reckless driving and driving while drunk, also failure to take treatment for

LEGAL NOTICES

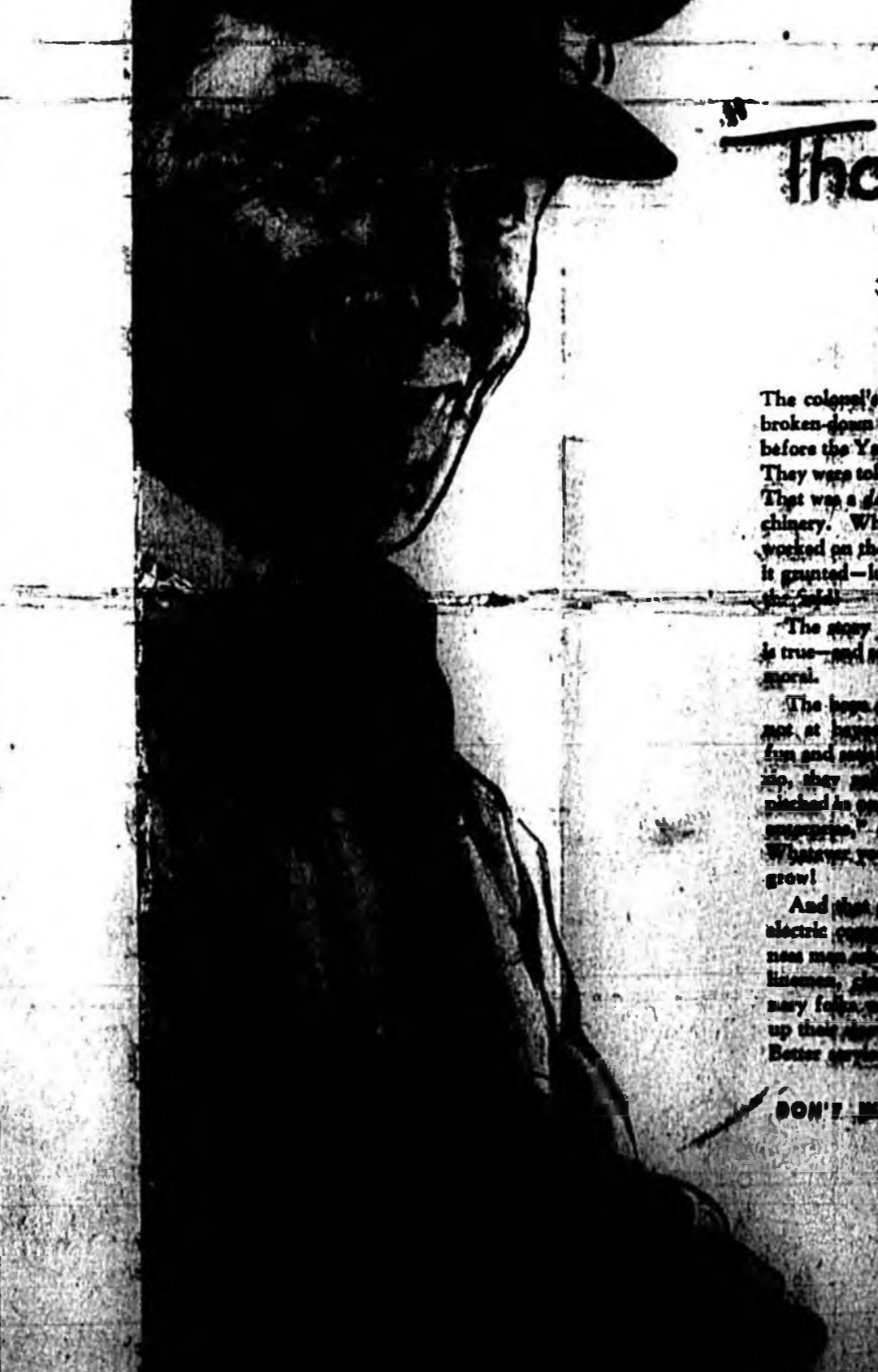
REPORT OF A HOLDING COMPANY AFFILIATE ... OF A NATIONAL BANK ... SANFORD ATLANTIC NATIONAL BANK OF SANFORD ... CHARLES NO. 13187 ... U. S. PHAZIEN, Notary Public ... My commission expires March 6, 1943.

REPORT OF THE CONDITION OF THE SANFORD ATLANTIC NATIONAL BANK OF SANFORD AT THE CLOSE OF BUSINESS ON JUNE 30, 1942.

Table with columns for Assets and Liabilities. Assets include Loans and discounts, United States Government obligations, and other assets. Liabilities include Deposits of individuals, partnerships, and corporations, and deposits of United States Government.

Assets: Loans and discounts (including overdrafts, minus) 1,282,900.11; United States Government obligations, direct and sur- 2,300,307.02; Obligations of States and political subdivisions 11,111.11; Other bonds, notes, and debentures 11,111.11; Cash balances with other banks, including reserve balances 2,274,931.11; Bank premises owned 24,112.00; Furniture and fixtures 61,656.00; Total Assets 8,417,117.11

Liabilities: Deposits of individuals, partnerships, and corporations 4,444,444.44; Deposits of United States Government (including postal savings) 10,111.11; Deposits of banks 1,111.11; Total Liabilities 4,455,666.66



Those doggoned kids!

Give 'em a speedriver and a pair of pliers and they'll make anything run!

The colonel's "Bible" had come upon a broken-down Keweenaw apt. abandoned before the Yanks reached North Africa. They were told to avoid traps run again. That was a darn to haul who knew machinery. Whenever they could, they worked on the old tank. ... Suddenly, it grunted—lurched—and waded across the tank.

The story of "Those Doggoned Kids" is true—and it's the story of American ingenuity.

The boys wanted their own boat, not at home, but in the field—fun and excitement. They made a job of it. They made an old tank. They made a story.

And that's the story of the American electric company. We're the best in the world. We're the best in the world.

Don't waste electricity just because it isn't saving you.

Don't waste electricity just because it isn't saving you.

Don't waste electricity just because it isn't saving you.

Don't waste electricity just because it isn't saving you.

LEGAL NOTICES ... Mrs. Ruth Gordon Wright, who is in charge of the building of ... to be held in connection with the ... of the Federal ... Building for use by the ... today that ... by Mrs. ... that this event would take place during the latter part of this month.

LEGAL NOTICES

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ARCADÉ

Quality Shows that even the Navy can parade proudly. Package Store ALL POPULAR BRANDS Malabar, Bldg. Phone 5149

U. P. HERRING, Clerk of Court.

Frankie Gustine Is Said Headed For His Best Year

By ARDEN SKIDMORE AP Feature
PITTSBURGH—Frankie Gustine, versatile young star of the Pittsburgh Pirates, is headed for his best year in the major leagues this season...

Frankie Gustine has been out of the lineup through injuries for weeks... Ordinarily, the 25-year-old Chicagoan, who might have reached predicted stardom long ago...



FIRST ANNOUNCED CASUALTY of our new advance against Jap sea power in the southwest Pacific is the U.S. destroyer Strong, pictured above. The Strong, 2100 tons and modern, was sunk by Jap torpedoes while engaged in the navy's bombardment of the enemy positions at Vila and Balakoa...



A B-24 Liberator bomber is pictured above Messina, Sicily, during one of the hundreds of raids made upon the strategic island before the Allied invasion began. Bombs are shown bursting among the tanks and naval barracks. Gigantic and continuous bombings such as the one above softened up Axis defenses for the invading Allied forces now fighting on the island. U.S. Air Corps Photo.

It may concern that the... MANN as guardian of... WILLIAMS & WATKINS... COURT OF PROBATION...

ORDER OF PROBATION... COURT OF PROBATION... WILLIAMS & WATKINS...

In spite of rumors to the contrary, we hope to continue our Delivery Service... for the Duration and after!

HUNT'S TUXEDO FEED STORE 116 Sanford Ave. Phone 258

new building in the circuit court... WILLIAMS & WATKINS... COURT OF PROBATION...

A FEW OF THE MANY PROMINENT BUYERS OF MUTUAL FIRE INSURANCE... C. M. BOYD - COMPANY...

ORDER OF PROBATION... COURT OF PROBATION... WILLIAMS & WATKINS...

C. M. BOYD - COMPANY... Mutual and Economic

Wedding Announcements • Invitations • Calling Cards • Engraved. The CELERY CITY PRINTING CO. 116 Park Ave. Phone 310

WHEN YOU CAN'T BEAT IT YOU MUST BEAT IT. UNCLE SAM SAYS NO TO THIS BUT OKEY TO PAINT PROTECTION. Sanford Paint & Glass Co. 117 So. Park Phone 303

Vacuum Cleaners I have a few more new cleaners available. R. W. McCULLOUGH Osteen, Fla. or Writia P. O. Box 133

IF YOUR TASTE DEMANDS THE BEST IN LIQUORS SCOTCHES WINES BE SURE TO VISIT NICK'S PACKAGE STORE 418 SANFORD AVENUE

ANNOUNCEMENT J. A. SMITH, M. D. Announces the opening of his offices in The Brumley-Palcaton Building Office Phone 219 Residence Phone 935

What IS this BLACK MARKET everybody's talking about? HENRY LITE! Is it something mysterious happening down dark streets in far-away towns? Is it sinister strangers trafficking in contraband? Not necessarily. It may be a nice little woman in a gingham house-dress, and a man in a clean white coat behind a counter, exchanging news of their boys overseas...

players in the majors have had his hard luck. Gustine, whom the Bucs obtained from the Gadsden (Ala.) club in 1939...

LEGAL NOTICES ORDER OF PROBATION... COURT OF PROBATION...

ETTA KETT comic strip panels. 'BUT I LOVE YOU, JOHNNIE.' 'LOOK VI - WE CAN'T LET THE PRINCESS MARRY THAT GOON, LAUGHING-BEAG.' 'I'LL FIX THINGS.' 'I'VE GIVEN THE QUEEN TEN HEADS OF HORSES THAT LL REPLAIN MY HEADS OHT.' 'BYE BYE AN I LOVE YOU.' 'EVENY WORK ON MY RANCH FOR ME, KERR LEAVE.'

ETTA KETT comic strip panels. 'HI! ANYBODY HOME?' 'SURPRISE! NIMSY DARLING - MISS ME?' 'THE PLACE HAS BEEN LIKE A MORGUE WITHOUT YOU - WHEN DID YOU GET HOME? HAVE ANICE TIME?' 'SIMPLY SWEET WHAT'S NEW?' 'IN YOUR LETTER YOU MENTIONED A BOY THAT THE GIRLS ALL FOLLOW AROUND - LIKE THEY ARE HYPNOTIZED OR SOMETHING.' 'YOU SIMPLY WON'T BELIEVE IT TILL YOU SEE IT.'

THE LONE RANGER comic strip panels. 'WE'LL HAVE TO FIND A CAMP FARTHER FROM TOWN, SHERIFF AND THEN FIND A WAY TO SMASH LACEY AND BLACK.' 'IT CAN'T BE DONE, LACEY'S GOT MOST OF THE TOWN UNDER HIS THUMB!' 'BUT THERE ARE SOME HONEST MEN?' 'NOT MORE'N HALF A DOZEN.' 'WHERE ARE WE GOING?' 'TO THE TRIANGLE RANCH FOR A COUNCIL OF WAR!' 'GET THIS BOYS, WE'VE GOT THEM ALL UNDER CONTROL HERE, NO MATTER WHAT THE LONE RANGER DOES! IF HE COMES BACK, WE'LL GET HIM!' 'LACEY, I DON'T LIKE THE WAY THINGS ARE GOING.' 'THE LONE RANGER GOT AWAY, THE SHERIFF WENT WITH HIM, THOSE TWO WILL MAKE TROUBLE FOR US, YOU WAIT AND SEE.' 'LET 'EM TRY!' 'LET ME SHOW YOU THESE RECORDS, THERE ARE REPORTS ON EVERY MAN IN TOWN! LOOK!'

Not A Man Left On Georgia's Football Team

But Fans Still Expect James W. Butts, Jr. To Produce Winner

ATHENS, Ga. — On the word of James Wallace Butts, Jr., the University of Georgia couldn't beat Big Bayou Teachers at football next fall — and maybe he's right. But no will convince Georgia's effervescent alumni until the last game is played (announced).

James Wallace has been the big wolf-and-worry man for so long that friends automatically discount 97 percent of his words. Now, when the wolf really is howling down the door, they still expect Wally to produce his annual miracle — and maybe pull the wolf inside to render it for waste fat.

Not a man is left from Georgia's great team which won the Orange Bowl championship Jan. 1, 1942, and the Rose Bowl championship last New Year's. All-America Frankie Sinkwich, his sensational understudy, Charlie Trippi, the place-kicking specialist, Leo Costa, and all the rest are gone. Working out in their place on the soft greenward of Sanford Stadium are 40 gangling, 17-year-olds — the sub-draft-age boys who will carry on Georgia's football fortunes if football is played next fall.

Yet Georgia partisans are un-

dismayed. They recollect Wally's way of doing the unexpected.

They collect, for instance, how he started at Madison (Ga.) A & M back in 1928, when the only thing the school could brag about was having the reddest red clay on Georgia. Wally, lacking both players and equipment, returned to his home town of Milledgeville (Ga.) 50 miles away to raise money to buy shoes for his boys.

By 1931 he not only had fairly creditable equipment, but also some pretty creditable players — including four Cubans which he dug up on one of his scouting trips. Practically the only boy at school not out for football was a one-legged kid, and he carried the water bucket. Result was a championship team.

"A fine business," remarked a Milledgeville man. "We buy his team shoes, and then he comes down here and whips hell out of our school."

One of the legends still going the rounds is that Wally taught spelling, and most of the football players majored in the subject. That was the class-room where they got together to run other plays.

The next year Madison A & M lost the state championship in a play-off, but the following season his team won the Southern prep championship by beating Allen Academy of Texas and when Wally laid claim to the national schoolboy crown, nobody cared to dispute it.

From Madison A & M, Wally went to Georgia Military College where, legend has it, he even induced the commandant to come out for football and thence to Louisville (Ky.) Male High, where he continued his success in school-boy football. His talent for finding and developing gridiron talent may have had something to do with it, but that is beside the point.

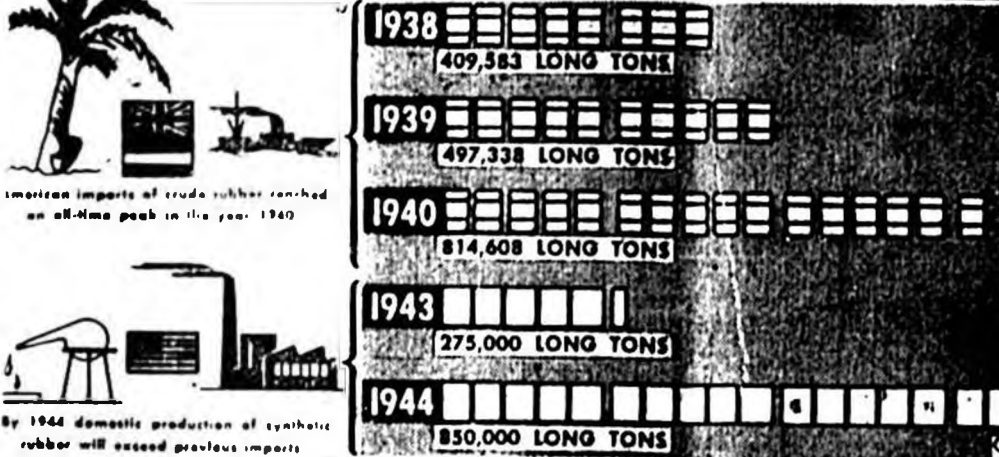
They tell a story around Louisville that Wally once considered importing some Chinese football players, but found so many promising talents in the mountains near home that he never got round to the experiment. Meantime he got an offer from the University of Georgia, where he has been doing business ever since.

His first season he was assistant to Coach Joel Hunt. Then



A MOMENT AFTER THIS PHOTO WAS TAKEN, the Jap ship shown at top was blown up by two 500-pound bombs dropped from a U. S. Army Liberator off the coast of New Guinea. The tower of the two bombs (left) has just hit the ship as the other bounces toward the target. A Jap anti-aircraft crew (arrow) is preparing to fire at the bomber. U. S. airmen call this type of attack skip-bombing. (International)

END OF AMERICAN RUBBER DROUGHT IN SIGHT



THIS doesn't mean that you'll be able to buy that new set of tires for the old jalopy tomorrow, but the synthetic rubber program has reached the point where the United States now is assured of enough base rubber to fill its own and Allied military needs, and at least essential civilian requirements. There are now 40 plants in operation in this country which, by the beginning of 1944, will be producing at the rate of 850,000 long tons annually. That this is no mean figure is indicated by a comparison with the peak year for crude rubber imports, 1940, when we brought in 814,408 long tons valued at \$317,711,000. Before the Japanese drive into the Malay States and the Dutch East Indies the United States was entirely dependent on these sources for this vital product. The Jap aggression has had one good effect — it has forced us to become self-sufficient in rubber, a fact which will have an important bearing on our industrial economy after the war. (International)

Army Sergeant Has On Do's, Don'ts For Soldiers

NEW YORK — American soldiers needn't worry about getting readjusted to conditions at home when they return from the wars abroad. Sgt. Leon D. Heik has it all figured out for them.

Sgt. Heik, 24, was a radio operator for The Associated Press' short wave listening post at North Castle, N. Y., before the Army picked him up and set him down in the Southwest Pacific war theater.

There, in due time, he came across the War Department's various short guides for soldiers, advising them to refrain from criticism of cricket, the King and currency in England; to boil their drinking water in China, to eat with the right hand only and be generous with cigarettes in Africa.

"But they aren't going to stay away forever," Sgt. Heik wrote his ex-boss. "When they return, accustomed as they are to behavior governed by the printed page, they may not find it easy to adopt themselves to our quaint ways."

"That is why I have compiled the following list of do's and don'ts for the returning soldier, to be included in a handbook entitled 'A Short Guide to the United States.'"

"Americans usually open a conversation by asking 'Well, what's new?' It is not necessary to reply to this except by saying, 'Well, what's new with you?'"

"The monetary system is rather confusing. Regardless of their denomination, five, ten and twenty dollar bills are the same size. A nickel worth only five cents is almost twice as large as a dime (worth ten cents). Two dollar bills are tabu and the natives are extremely superstitious about them."

"Listen patiently when veterans of the first World War tell you how much tougher things were in their day. Remember they had to listen to the Spanish-American war veteran, who in turn had to listen to the Civil War veteran."

"In some parts of the United States, eggs in powdered form are unobtainable, and you will have no choice but to eat them directly from the shell. However, it is always advisable to boil them first. In the rural districts it is also difficult to get dried vegetables."

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 - ST. WANTED**

Agency Is Organized For Studying Brainstorms On How To Win War

By ARLENE WOLF
AP Features Writer

NEW YORK, July 7. — Next time you get into a brain storm, don't just doodle with a pencil and scribble on a piece of paper. Write the President about it. Don't bother communicating with Mr. Roosevelt or Paul V. McNutt, either. Just tell it to the Victory Center, national clearing house for ideas to help win the war.

You don't have to be a genius or a Ph.D. to come forth with a notion that some government agency may find practical. Most of the 1,000 ideas received since the center was organized last June came from housewives, plumbers, stenographers and business men.

There was the street car conductor who suddenly decided that newspapers on the eastern seaboard should print the date of some every day. Then he suggested that all prizes offered by institutions and radio programs be in bonds instead of cash. Both suggestions were forwarded to the proper agencies, and both were accepted.

Mail from the 18 states comes into Victory Center's office at 25 Fifth Avenue daily. Not all the ideas are practical — one writer was sure we could win the war only if the whole nation prayed every other hour, and another sent a barrage of thirty post cards on why mothers should rule the world.

About ten per cent of the suggestions submitted are forwarded to agencies like the War, ODT, OPA, or Treasury Department. About one idea in ten is put into practical application. The group of Columbia University graduates of the class of '17 who organized the center because they couldn't join the armed forces is satisfied with the batting average, but want more ideas.

"People are still sending ideas to the wrong places," says Dr. Theodore Abel, head of the Center's Evaluating Committee. "Every time they think of something they write the President, or the Department of Agriculture, Washington wants ideas, but it has no facilities for handling carloads. We pre-sort and pre-digest the ideas here, evaluate them, and then transmit them to the right people."

Some of the ideas bear the mark of genius — extract precious copper and rubber from discarded radio aerials; use polaronid glass in airplanes so the crew can see enemy ships against the sun; establish telephone waking-up services for war workers who can't get alarm clocks.

When Capt. Eddie Rickenbacker was found, letters poured in from fishermen who knew just what kind of equipment a life raft should have. Somebody wanted to change the cross in dimmed-out traffic lights to a V.

The notion of taking metal bumpers from automobiles origi-



MAJ. GEN. ROBERT C. RICHARDSON, JR.
Commanding General Army Forces in Hawaii

he became head coach in 1939. That autumn Frankie Sindwich came to Georgia, along with other future headliners, and business began to pick up. The boys broke even in 1941 and went to the Orange Bowl last season they won the Southeastern Conference championship, and wound up beating U.C.A. in the Rose Bowl.

Wally will tell you it's impossible to keep up that pace with out players or a reasonable facsimile thereof — but alumni still are hopeful.

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