

# Charlotte

By JULIAN SCHEER

## Close-Up

Thursday thoughts —  
**Threat Report:** No need to worry yet. They tell me the state and federal tax people in the state haven't even opened half of the returns received this week.

**Amazing:** This Sigmund Blomberg. The News' memory expert puts on one of the most amazing shows anywhere. . . . And nowhere does he appear that someone doesn't pull the old gag, "Oh, Mr. Blomberg, you tell your hat!"

**Seen:** At a local restaurant at noon. . . Two elderly women, with northern accents, ordering glasses of ice and ginger ale. . . Then pulling a big bottle of whiskey from a handbag and mixing drinks. All the time giggling because it seemed "so strange not to be able to order a fresher before lunch."

**Quote:** U quote: "When a fellow you know in school attacks some lefty public office you're glad for his sake — but somewhat apprehensive for the future of the country." — Bill Vaughn.

**Beauty:** The biggest and prettiest potted plant I've seen in town is on an office desk. . . And obviously cared for with loving devotion. The person behind the desk, Sgt. Owen Roberts of the State Highway Patrol.

**Printing Report:** They call it legal tender. "That gives and secretly affords it's tender when you have it. But when you don't — it's tough." — Anon.

**Poem:** By Lord Rosenfield in V-33 Street Journal —  
 "I hailed the coming pennant race.  
 With pleasure quite emphatic  
 "Till Junior found my field-er's glove."  
 "While playing in the attic."  
 "I thought the strength to tune TV."  
 "Would be my sole requirement."  
 "But now, instead, I find myself  
 "Emerging from retirement.  
 "To demonstrate the shoestring catch."  
 "And once, but ten times over."  
 "When just last week I got the bends."  
 "From pulling up the clover."  
 "My huddle guy seems certain she  
 "Has heard me for the last time."  
 "Exhorting her to try and learn."  
 "To love our nation's pastime."

## Coast Guard Recruiter Due

The U. S. Coast Guard which closed its permanent office in Charlotte last year, will have a recruiter in Charlotte next week in the same room, 235, at the Post Office Building for interviews with men desiring information of this branch of the armed services. Jack Barnett, petty officer first class, from the Durham office will be here next Tuesday and Wednesday from 9 a. m. to 4 p. m. to speak with men of the Charlotte district. He said that men of the ages of 17 to 26 years are eligible for enlistment in the Coast Guard. Also, he added, men with prior service through the age of 31 years will be interviewed also. Mr. Barnett is a native of Lowell. He has served with the Coast Guard for 14 years.



**REVIEWING PLANS FOR Life Insurance Education week are (seated, from left) City School Supt. Dr. E. H. Garner; Mayor Phil Van Every, County School Supt. J. W. Wilson and (standing) Walter Rosenbaum, chairman of the local observance; Co. Paul**

# PTA Congress Action Plan

## 26-Point Action Plan



**NOT FIT FOR VOGUE**, perhaps, but a dress of PTA magazines modeled by Mrs. Melvin Taylor of Marion serves its purpose to point up the magazine at the "Early Bird Magazine Breakfast" today at 7 a. m. Mrs. Joseph Hancock of Wilson (left) and Mrs. John W. Cralle of Raleigh, state PTA president, are looking at the creation.

## THE CHARLOTTE NEWS

Charlotte, North Carolina, Thursday, April 19, 1956

### Insurance Education Week Ahead

"Life Insurance Education Week" will be observed in Charlotte next week by the city's 200 salesmen of "living insurance." One of the objects is to demonstrate to the public that a change of emphasis has taken place in the insurance field — that today's "living insurance" policies pay out more benefits to people before they die than they do to relatives after death.

Speakers at the all-day congress will include Charles E. Gold, state insurance commissioner; John D. Griffin, Greensboro; V. W. Kelly, San Angelo, Tex.; Jack E. Yates Jr., president of the N. C. Association of Life Underwriters, Raleigh; and Edward M. Hicklin, vice president of the NCALLI and congress chairman, Burlington.

Walter Rosenbaum of Charlotte is general chairman of the week's observance and Frank X. Gullis is president of the Charlotte Life Underwriters Association. Life Underwriters Associations from 14 other cities in Piedmont and Western North Carolina will send members to the congress.

### 600 Expected To Attend Sales Conference Opens Tomorrow

The vanguard for the eighth annual Piedmont Sales Conference, which is expected to draw more than 600 salesmen and sales executives in the Queen City, arrived here this afternoon. The conference, sponsored by the Charlotte Sales Executives Club, starts tomorrow with registration at 8.30 a. m. at the Hotel Charlotte.

W. Roy Bowen, general chairman for the conference, reported this morning that ticket sales had already exceeded those of last year which was the largest previous Piedmont Sales Conference.

Principal speaker at the day-long conference will be Larry LeSueur, United Nations correspondent for the Columbia Broadcasting System, who will speak on "Selling The United States" at luncheon. Mr. LeSueur is a veteran newsmen. He covered World War II European campaigns for United Press and later joined CBS as Edward R. Murrow's assistant in London.

He is scheduled to make his regular five-minute newscast from the studios of WBT at 7 p. m. tomorrow. Six other men, prominently identified with the sales field, also are scheduled to speak to the group during the day at seminar-type meetings. First on the slate of speakers is R. J. Jones Jr., president of the Kickoff Publishing Co., who will address the group on "Ten Points For Business Executives." He is followed by Cyril S. Steiner, director of sales training for the Reynolds Metals Co. The third address will be given

## Delegates End Meet Here Today

By CHARLES KURALT  
 Charlotte News Staff Writer  
 The state PTA Congress approved a 26-point action program for Tar Heel schools, homes and communities today. With a chorus of "ayes," the 500 delegates attending the Hotel Charlotte meeting declared their intention to "preserve, strengthen and improve" the public schools.

The platform, accepted unanimously, calls for higher salaries for teachers, extended terms of employment for teachers and principals, and more money for teachers and school buildings, among other things.

**ENDS TONIGHT**  
 The three-day PTA convention ends tonight after a banquet speech by Dr. Andrew H. Holt, past president of the National Education Association and vice president of the University of Tennessee.

After a morning round of section meetings, the parents and teachers heard Dr. Charles P. Caroll, state superintendent of public instruction, moderate a panel discussion of the White House Conference on Education. After lunch they entered group meetings on pre-school children, elementary children and junior and senior high students.

The Charlotte city schools or schools will play at tonight's banquet. The convention took only a few minutes today to reaffirm state, national and local platform forms and to give solid approval to the list of current action areas.

In addition to the education-related areas, which also included emphasis on safety education, reduction of teacher loads and clerical assistance for schools, the PTA members extended their view to community and home life. A record-breaking crowd of members and their wives and guests welcomed the memory expert at his demonstration and Blomberg graciously gave them many memory aids that should help them in their daily pursuits.

The memory expert said the summer of 1916 brought floods to western North Carolina and early rains in the South. He told them he was swept away and I got the daylight's scared out of me when the P. N. Railway bridge went out that Sunday afternoon. I stood on the tracks under the trolley wire and the trolley was lighted when the "hot" trolley wire hit the water.



**ASTRONOMICAL FIGURES** are child's play for Sigmund Blomberg, the News' memory expert, as he glances at a 13-digit figure and calls it off backward and forward. The feat came at the Central Avenue Businessmen's Club yesterday. Checking with the mental whiz are (from left) B. B. Cromer, program chairman; Faison Barnes, president; and Mr. Blomberg.

### Hunting Numbers Wasteful

"Will someone please step to the board and write down a long number?" Sigmund Blomberg, the News' memory expert, at the Central Avenue Businessmen's Club yesterday. Faison Barnes, president of the club, stepped to the board and wrote down a whopper. Here's the number: 13219670362. How long would it take you to remember it? Sigmund Blomberg's system for remembering names and facts and figures, enables him to glance at long rows of figures and call them backward, forward or inside out. And that's just what he did. Without as much as a five-second's hesitation, and with his back to the board, he called the number in perfect sequence.

**DONE EASILY**  
 "Can anyone do that?" he was asked. And his reply was, "Yes, if you wish to retain figures of that kind, it can be done easily and quickly. He overcame the few people are required to remember masses of figures, but Blomberg demonstrated that dates and addresses are important. "And," says he, "when you want a telephone number, you want it right away. He maintains 'time is money—why waste it in looking up phone numbers time after time?"

A record-breaking crowd of members and their wives and guests welcomed the memory expert at his demonstration and Blomberg graciously gave them many memory aids that should help them in their daily pursuits. Blomberg demonstrated his memory methods with a rapid-fire recall of the names of many of the members seated around the tables. He told them he was swept away and I got the daylight's scared out of me when the P. N. Railway bridge went out that Sunday afternoon. I stood on the tracks under the trolley wire and the trolley was lighted when the "hot" trolley wire hit the water.

**I Remember When...**  
 By DICK YOUNG  
 The unexpected rains of the summer of 1916 brought floods to western North Carolina and early rains in the South. He told them he was swept away and I got the daylight's scared out of me when the P. N. Railway bridge went out that Sunday afternoon. I stood on the tracks under the trolley wire and the trolley was lighted when the "hot" trolley wire hit the water.

**SA Meeting Set**  
 The date of the Salvation Army's Auxiliary spring meeting is April 24 instead of April 25 as previously announced.

**Charlotte Traffic Toll**  
 Injured yesterday — 0  
 Injured this year — 254  
 Fatalities this year — 10

**BROADBAST SECRETS**  
 ALBUQUERQUE, N. M. — The Executive Board of the New Mexico Cattle Growers Assn. held a secret meeting here today, but someone had left a public address system on, and its "secrets" had been hoomed through the hotel merzanne.

## Open House Slated At Derby Workshop

An open house to introduce Derby-age boys and their parents and guardians to the Charlotte Soap Box Derby workshop is scheduled Saturday, April 28, from 10 a. m. to noon, it was announced today by John Berchert, Derby director. The workshop will open for Derby boys by their construction of the cars next Tuesday evening.

## Figures A Snap For Expert

"One time in my life, claims Blomberg, anyone may easily remember your name is also, he insists. "If you can remember the face you can just as easily remember the name — it's all a matter of knowing how," he concluded. Blomberg will appear as special guest speaker at the Piedmont Sales Conference on Friday p. m., at Charlotte Hotel.

## IMPROVE YOUR MEMORY

With Sigmund Blomberg  
 Here's Way Ravensnas Did It

Back in 1491 Peter Ravensnas, a Paduan professor, hit on a memory system which was a pleasant, if not efficient. He was known as the "memory expert" of his day. Here's how his system worked: Ravensnas chose the most beautiful maidens his mind could conceive to symbolize the 26 letters of the alphabet. He believed this method would serve to excite his memory to greater activity! And it did! Ravensnas never carried a written list when he went shopping. No, indeed! He simply "filed," mentally the things he wished to buy. For example: Anne, one of his 26 girl-friends, represented the letter A. If he wished to buy some apples, let's say, he'd picture Anne eating a piece of apple pie. Next, his girl-friend Bessie would follow. If his second item was to purchase some bacon, he'd picture her frying bacon. Which, in turn, would remind him to "bring home the bacon."

Even today, public speakers have borrowed from the system used by Ravensnas. Mark Twain, well-known humorist, used to paint pictures on his fingers, nails to remind him of his points of speech. Indeed, the alphabet might be used in many ways to help us remember. For example: The letter A can be pictured as "Abe," and C can be "See." It's simple to see how points of a talk can be associated with these items. One may easily go on down the alphabet and make pictures out of each of the 26 letters in the alphabet.

Little did Ravensnas think then that his idea of association of thoughts and ideas would be the forerunner of many systems of memory training which would enable us to do amazing things with our memory powers. In the next article, I'll explain how you, too, may work "magic" with your memory! Be sure to read it!

## Thomas J. Hunter Seeks A Black Sheep



So when he came to town to do some shopping, I bought a first edition Charlotte News and saw a black sheep looking at him from page 6A. Mr. Hunter got excited. Sports cars and 16-room houses are becoming fairly common nowadays. Thomas J. Hunter isn't interested. His dream is rarer and of longer standing. His dream is to write a letter to a fellow farmer, Russell Franson of Story City, Iowa.

Different people want different things. Some yearn for love, some want sports cars, some want 16-room houses. Thomas J. Hunter was, by all odds, a black sheep. He's a farmer, 43 years old, who lives on Hunter Road. All his life, for no reason that he can think of, he has wanted a black sheep. He called the newspaper on the other day. "Excuse me," he said, "but there's a picture on page 6A today that I was wondering about."

It was a picture of a wobbly-legged boy on a man Iowa farm. A black lamb. "Could you tell me," he asked, "where that picture came from?" It turned out that the picture, an Associated Press wirephoto, had been taken on the farm of Russell Franson near Story City, Iowa. "I know it sounds silly," Mr. Hunter said, "but I wanted to write to the man and see if he wouldn't crate up that lamb and send it to me."

As far as Mr. Hunter knows, there isn't a black sheep left in North Carolina. "I've looked everywhere," he said, "I've been to the Blind plantation near Lincolnton, I've been to see Mr. Gibbons and Gene Cochran and Caldwell Bradford out of Devon Duchison. They don't know about any black sheep. I went to Asheville one time to look over a big sheep farm there, but they didn't have any, either."

It was an implausible, but solid, impression. "I've got 10 sheep of my own, now," Mr. Hunter said, "but no black ones. I want a black one. I'll pay for it."

"Once, Mr. John Pharr, who lived up on 29 Highway near the County Home, had some black ones. He promised me the first black lamb." But in his lifetime, he never had one born. "I've been looking for a long time, now."