'COURTESY WEEK' TO BE CELEBRATED NEXT WEEK

Miami Beach C. of C. Adopts Resolution As Part of Program

Jacksonville, Dec. 30.—Next week is "Courtesy Week" in Florida. Chambers of Commerce in all parts of the State are preparing to carry out special programs emphasizing the value of courtesy, according to the Florida State Chamber of Commerce.

Among the cities that will observe "Courtesy Week" are Orlando and communities of Orange county; Miami, Miami Beach, Ft. Lauderdale, Davenport, West Palm Beach, Ocala, Plant City, Ft. Pierce, Lake Wales, Coral Gables. A number of other cities in the State, according to the State Chamber will participate in the movement although they have not listed their names with the organization.

The following resolution has been adopted by the Miami Beach Chamber of Commerce as part of its "Courtesy Week" program:

"WHEREAS; we believe that the co-operation of our citizens in a campaign of courtesy would be more valuable in a year than $100,000 spent through the customary channels to give us publicity and advertising, and,

"WHEREAS, our citizens, alive to the best interests of our city, are anxious that our city should continue to grow and prosper,

"NOW THEREFORE your Chamber of Commerce has named the first week of January, 1931, as Courtesy Week, and knowing that courtesy costs nothing and pays dividends, asks that you and your friends on New Year's Day and for six days thereafter,

"RESOLVE that you will greet every stranger whom you meet in town with a smile and a pleasant "Good Morning!" or "How Do You Do?" and

"BE IT AGREED that the period of COURTESY WEEK be afterward extended to every week throughout the year."

Ridge Federation B. Y. P. U. Meeting

The Ridge Federation B. Y. P. U. meets in Bowling Green January 2, at 7 p. m. for its quarterly session. An interesting program and entertainment has been arranged.

The following program is announced by C. L. Craft, publicity chairman, of Avon Park:

"How to study Bible Readings, by Lavadia Jones.

"How To Conduct an Interesting Quiz," by Genevieve McClelland.

Brief History of the Bible by J. E. Trice, Arcadia.

The devotional by G. F. Henic, Wauchula.

The program will be followed by an entertainment by the Bowling Green Senior Union. A quartette from the Arcadia Childrens Home will sing several selections. Refreshments will be furnished by the Bowling Green Union.

New Bulletin Gives Hints For Success In Growing Roses

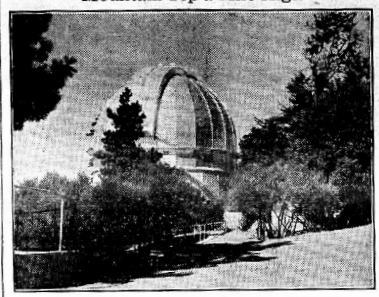
The best time for planting roses is in December or January, when they are most dormant. A lot of helpful information to rose lovers, about planting as well as the other important steps, is contained in Bulletin 59—Rose Growing—just issued by the Florida Agricultural Extension Service at Gainesville.

Some of the suggestions in this bulletin are: Plant the bush varieties in a bed and two to two and a half feet apart, but give the climbers more distance. Bud or graft on Texas Wax stock. Break the ground deep, and fertilize with well-rotted manure or bone meal before planting. Select a location where there is at least three or four hours of sun each day. Give plenty of water, and fertilize two or three times during the growing season. Set the plants no deeper than they stood in the nursery row. Prune only enough to remove weak wood and keep the plant in good shape. Give the heaviest pruning when the plants are dormant. Plant a number of individuals of each variety together to get a mass effect of the same color and characteristics. Replace weak, unthrifty plants that are two or more years old with young, vigorous ones. Watch for black spot, the only present rose disease, and spray with a good fungicide.

The bulletin contains a discussion of the author's choice dozen roses, many of which are pictured, and discussions and pictures of other leading varieties for Florida. A free copy can be obtained from the Agricultural Extension Service, at Gainesville.

Start the new year by subscribing for your home-town paper and a good farm journal.

The Largest Telescope In the World On a Mountain Top a Mile High



Pasadena, Calif.—The Mount Wilson Observatory, near Pasadena, inside which is the 100-inch telescope with which nebulae have been studied and from which it takes light 140,000,000 light-years to reach our planet. It is here that Professor Albert Einstein will carry on his research work while on his visit to California.

FORUM MEETINGS AT BABSON PARK

Dixon First Speaker; General Public Invited by Webber College

A notable array of scholars, scientists, sociologists and popular lecturers will appear before the people of Babson Park and vicinity during the sixth annual open forum season, which was inaugurated at the Babson Park Casino Wednesday evening, Dec. 31, with the first lecture by Dr. Royal Dixon, world-famous naturalist, on the subject, "Man, the Great Copyist."

There will be 12 speakers this year as heretofore, and the lectures will be given every Wednesday evening from Dec. 31 to March 18, inclusive. The lectures will all be followed by the usual open forum period, in which the audience may express opinions or ask questions of the speakers.

There is no admission charge, Webber college paying all expenses. The general public, both from Babson Park, Lake Wales and the Ridge in general, are invited. Miss Edith Samson of Webber college, is in general charge. The names of speakers and their subjects follow:

Dec. 31—Royal Dixon, "Man, the Great Copyist."

Jan. 7—Dr. Harrison E. Howe, "Science Remaking the World."

Jan. 14—Grover Clark, "China Meets the West."

Jan. 21—Hereward Carrington, "Your Dreams and All About Them."

Jan. 28—F. Cyril James, "Money and Daily Life."

Feb. 4—H. Wilson Harris, "Tariff Walls and Wars."

Feb. 11—Ameen Rihani, "Arab and Jew on the Battlefield of Zionism."

Feb. 18—Royal Meeker, "Problems of Unemployment."

Feb. 25—Mary Austin, "New Literary Trends."

March 4—Chester A. Rowell, "Mussolini and the Dictatorships."

March 11—Frank Tannenbaum, "Why Prisons Fail."

March 18—William P. Cresson, "The United States and the Middle East."—Lake Wales Highlander.

Farmers Advised Start Crop Year With Inventory

With the excitement of Christmas over, now is an excellent time for farmers to decide to make 1931 a business year, and begin by taking an inventory or deciding on a definite date for taking one, Dr. C. V. Noble, agricultural economist at the Florida Experiment Station, at Gainesville, says.

Dr. Noble realizes that there is no one date best for all Florida farmers to take inventories. For general farmers of North Florida January 1 is perhaps the best date. For citrus growers a date after harvest is completed would be best. For truck growers, the best date would be after the biggest crops are marketed.

He explained that a farm inventory is simply a list of resources and liabilities. Resources should include such items as real estate, livestock, feeds and seed, all supplies, machinery, crops in ground, mortgages, and cash on hand or in bank. Liabilities should include all debts, notes and mortgages against the farm.

One of the advantages of an inventory is that it shows the net worth at the time the inventory is taken. Two inventories will show whether or not the business is making or losing money. An inventory is the basis for all other accounting and it furnishes the ground work for any kind of credit statement. It is also a valuable list of property for use in case of adjusting fire insurance or in settling an estate.

"THE FESTIVAL OF FIRE" FEATURE OF S. FLA. FAIR

Many New Types and Features of Pyrotechnics Will Be Shown

Tampa, Dec. 31.—One of the largest open air fireworks attractions ever brought to Florida, "The Festival of Fire," will headline the evening entertainment program at the South Florida Fair and Gasparilla Carnival, Feb. 3 to 14, according to contracts which have just been closed by General Manager P. T. Strieder.

The attraction will be planned and carried out in its entirety by the world's largest producers of fireworks displays, The Thearle-Duffield Fireworks Company of Chicago, who have furnished the pyrotechnic spectacles for the last three world's fairs and for hundreds of state fairs and celebrations throughout the country. It will be enacted on a huge scale, much more elaborate and extensive than any evening program presented here in recent years.

According to the preliminary outline given out today by Mr. Strieder, "The Festival of Fire" will, as its name implies, present every type of feature now embraced in the world of modern fireworks. Quadruple repeating rockets, battle shells, set pieces of dazzling beauty and color, weird aerial bombs that shriek and howl as they zig zag across the sky and scores of other entirely new types of pyrotechnics will be mingled with profusions of historical features and comedy tableaux. The program will run the entire gamut of fireworks art.

A special troup of fireworks technicians will reach Tampa early in January to stage the event and tons of fireworks will be required for the presentation, officials say.

WRUF Farm Program

Gainesville, Dec. 31.—The Florida farm hour from WRUF, state radio station here, will next week present many helpful talks about farm work for the new year. The programs will begin at 12:15, Eastern Standard Time, each week day, and those scheduled for next week, as announced by the Agricultural Extension Service, are listed here.

Saturday, Jan. 3—Florida Farm News and Hints. U. S. Farm Science Snapshots.

Monday, Jan. 5—What the North Florida Farmers' 1931 Plans Should Be—J. Lee Smith. Bill and Abe. The Sanitation System to Save Pigs from Worms—W. J. Sheely.

Tuesday, Jan. 6—How to Keep Worms Out of Peaches and Plums—J. R. Watson, Farm Question Box.

Wednesday, Jan. 7 — Growing Azaleas and Camellias in Florida—Major W. L. Floyd. Around the Cross Roads Store. Primer for Town Farmers.

Thursday, Jan. 8—Top-Working and Pruning Pecan Trees—G. H. Blackmon. Your Farm Reporter at Washington.

Friday, Jan. 9—Breed Cows Now for Fall Flow of Milk—Hamlin L. Brown. Bill and Abe. Production of Milk and Cream, in Marion county—C. H. Norton.

Arrange 4-H Club Room.

Fort Myers, Dec. 24.—A special room for 4-H club work has just been arranged for the Bayshore 4-H club, according to Miss Anna Mae Sikes, home demonstration agent. The club room was arranged from an extra classroom at the schoolhouse. The curtains and other improvements were made by the club girls. The old blackboards were cleaned and attractively painted into home improvement, health, gardening, poultry and other typical scenes of club work.

HINTS FOR MAKING BORDEAUX MIXTURE

Experiment Station Man Advises As To Making Stock Solutions

Of all the fungicides used by Florida fruit and vegetable growers it is estimated that Bordeaux mixture is used most. For the benefit of Florida farmers who wish to use Bordeaux Dr. G. F. Weber, associate plant pathologist with the Florida Experiment Station at Gainesville, has made suggestions for preparing the mixture.

If a large amount of spraying is to be done he advises making up stock solutions. Stock solution A should be made by dissolving 50 pounds of bluestone in 50 gallons of water. Put the chemical in a clean bag and suspend it in the top of the barrel, and it will dissolve over night. Metal containers will corrode and should not be used.

Stock solution B is made by slaking 50 pounds of lime rock and diluting it to 50 gallons of water. If hydrated lime is used instead of rock lime add 100 pounds of lime to 50 gallons of water.

These stock solutions will keep indefinitely provided they are not allowed to dry out. When a solution is made the level of the top of water should be marked on the barrel and water kept up to this point. Both solutions should be stirred well before any is taken out. Do not use the same stick to stir both solutions.

In most cases it is convenient and advisable to build a mixing platform. He suggested building a large platform high enough that the mixed solution will flow in the spraying tank, and a smaller platform on this so that the two stock solutions may be allowed to flow together.

Dilute each of the stock solutions to half of the amount of spray to be made. The two solutions should then be poured into a third container, both at the same time. The three world's fairs and for hundreds of state fairs and celebrations throughout the country. It will be enacted on a huge scale, much more elaborate and extensive than any evening program presented here in recent years.

According to the preliminary outline given out today by Mr. Strieder, "The Festival of Fire" will, as its name implies, present every type of feature now embraced in the world of modern fireworks. Quadruple repeating rockets, battle shells, set pieces of dazzling beauty and color, weird aerial bombs that shriek and howl as they zig zag across the sky and scores of other entirely new types of pyrotechnics will be mingled with profusions of historical features and comedy tableaux. The program will run the entire gamut of fireworks art.

A special troup of fireworks technicians will reach Tampa early in January to stage the event and tons of fireworks will be required for the presentation, officials say.

Great Citrus Show Promised For South Fla. Fair at Tampa

Promising the greatest citrus show in history, P. T. Strieder, general manager of the South Florida Fair and Gasparilla Carnival at Tampa, has announced a new classification for competitive displays for growers and packers to be added to the county, community and municipality exhibits of past years.

Several of the leading packers of the state have already reserved space for fruit displays and many more are expected to enter the competitions with attractive booths within the next 10 days. Cash premiums of $500 will be awarded for the most attractive displays.

New arrangement of exhibits in all buildings has made possible the new classification for growers and packers as much space has been added by the joining of buildings.

NOTICE OF SHERIFF'S SALE.

IN THE CIRCUIT COURT, NINETEENTH JUDICIAL CIRCUIT, STATE OF FLORIDA, IN AND FOR HIGHLANDS COUNTY.—IN CHANCERY.

H. H. WOODRUFF, Complainant, vs. RIDGE LAUNDRY COMPANY, a corp., Defendant.

Notice is hereby given that by and under that certain writ of execution issuing out of the Circuit Court in and for Highlands County, Florida, bearing date of the 8th day of December, A. D., 1930, issued in that certain cause therein lately pending wherein W. H. Woodruff was the complainant and Ridge Laundry Company, a corporation, was defendant, I, O. E. Wolff, as Sheriff in and for Highlands County, Florida, have levied upon the following described real estate of the said defendant, its successors and assigns, described as follows, to-wit:

Beginning at the northwest corner of Lot 11, run a line south 125 feet to point of beginning, thence south 60 feet, thence east to right of way of Atlantic Coast Line Railroad, thence in a northwesterly direction along said right of way of said railroad to a point which would be directly east of the point of beginning, said tract of land fronting 60 feet on a street and having for its eastern boundary the Atlantic Coast Line right of way in Lot 11, Block 3, Section 29, Township 33 South, Range 28 East, Highlands County, Florida;

and will offer the same for sale on the 2nd day of February, A. D., 1931, the same being the first Monday in the said month and a legal sales day, in front of the south door at the court house in the City of Sebring, Highlands County, Florida, between the legal hours of sale, that is, between eleven o'clock A. M. and two o'clock P. M., and will sell the said real estate to the highest and best bidder for cash, the same being levied upon as the property of the said Ridge Laundry Company and being sold to satisfy said execution and costs.

O. E. WOLFF,
Sheriff of Highlands County, Fla.
Jan. 2-9-16-23-30

NEW FLAVORS FOR THE NEW YEAR

"IMPORTED" RECIPES LEND THRILLS TO 1931 MENUS

"I, Chief cook and filler of the family's great open spaces thrice daily, do hereby resolve upon new flavors for the New Year"—how does that strike you as a good household resolution for 1931? If it appeals to you, you're in for a good time, you can take a real Cook's tour right around your own dining table, with "imported" recipes from foreign climes.

You and your life-mate and the children may even become "gastronomic sophisticates" which is merely means that you'll all be at home at any table, in any land, and can order in foreign restaurants without the slightest tremor. Some families find it not only thrilling, but actually educational to eat the foods other nations live upon, and to discover for themselves the dishes they've read about. Ponder on breakfasting with Tam O'Shanter, lunching with Mussolini or Maggie and Jiggs, or taking tea with Little Dorrit!

This is one New Year's resolution which will be easy to keep, because foreign foods may be also simple dishes. Be sure you have a tested recipe, be sure your ingredients are quality goods made by reliable companies, and then be sure you've made enough for your hungry horde.

A New Year should bring new horizons — these recipes should make your own horizon a very tempting one indeed!

Real Italian Spaghetti

¼ cup corn oil
½ tsp. black pepper
3 tbsps. minced onion
3 tbsps. tomato paste
½ cup water
3 cups strained tomatoes
1 bay leaf
1 tsp. salt
1 tbsp. sugar
½ lb. spaghetti
Boiling salted water
½ cup grated cheese.

Sauce: Add pepper to oil, and cook onion in this until brown. Mix paste and water and add in three installments to oil, cooking until well blended each time. Add strained tomatoes, bay leaf, and salt, and simmer 30 minutes. Add sugar, and cook 15 minutes longer.

Spaghetti: Cook without breaking, in boiling salted water about 15 minutes, until tender. Strain sauce over it and sprinkle with cheese, preferably Parmesan.

Mexican Chili Con Carne.

1 cup kidney beans
Boiling salted water
2 tbsps. corn oil
1 lb. beef, cut in small pieces
1 can pimentoes
1 cup tomato pulp
¼ cup onion, minced
1 tsp. paprika
Salt to taste
1 cup water
Chili powder to taste.

Soak beans over night in cold water. Drain, and cook until tender in boiling salted water. Brown meat in hot oil, add pimentoes and onion, and fry until light brown. Add tomato, paprika, salt, and water and simmer until meat is tender. Add chili powder to taste. Drain beans and add to meat.

German Kuchen.

2-3 cup sugar
1½ cups molasses
½ cup shortening
4 cups flour
1 tsp. soda
1 tsp. bak. powder
½ tsp. salt
1 tsp. cinnamon
1 tsp. cloves
2 tsps. vanilla
1 pkg. citron
½ pkg. lemon peel
½ pkg. orange peel
1 cup blanched almonds, cut.

Boil sugar, molasses and shortening for a few minutes. Cool. Add anilla, fruit peels (which may be ought in ¼ lb. packages already andied and sliced) and nuts. Sift ogether flour, soda, baking powder, salt, cinnamon and cloves. Add this mixture to the sugar, molasses and shortening. Roll and cut with a cookie cutter or shape into a roll two inches in diameter, place in the ice-box over night and the next morning slice. Place cookies on well greased baking sheet or inverted pan. Bake in a moderate oven (325 degrees F.) for 15 minutes. Makes six doz. cookies.

Irish Corned Beef Hash.

2 cups chopped cooked corned beef
2 cups potatoes
2 onions, chopped
Salt and pepper
½ cup milk
2 tbsps. corn oil.

Mix ingredients and place in oiled baking dish, and bake in hot oven 450 degrees F., twenty minutes or cook in heavy frying pan well-oiled until milk is absorbed, stirring constantly. Let brown on bottom and fold like omelet.

English Tea Muffins.

1 cup white flour
3 tsps. bak. powder
1 tsp. salt
¼ tsp. soda
1 cup graham flour
1-3 cup brown sugar
2 eggs
½ pkg. dates
1 cup sour cream
2 tbsps. milk.

Sift flour, baking powder, salt, and soda; add graham flour and brown sugar. Beats eggs, add cream and milk. Stir mixture into dry ingredients. Stir in sliced dates. Bake in well greased muffin pans in hot oven (400 degrees F.) for 20 to 30 minutes. Makes 18 small muffins.

HINTS TO HOUSEWIVES

Weekly from Home Demonstration Specialists, Tallahassee

RECIPE FOR A HAPPY NEW YEAR

Take twelve fine, full-grown months, see that these are thoroughly free from old memories of bitterness, rancor, hate and jealousy; cleanse them completely from every clinging spite; pick off all specks of pettiness and littleness; in short, see these months are freed from all the past—have them as fresh and clean as when they first came from the great storehouse of Time.

Cut these months into thirty or thirty-one equal parts. This batch will keep for just one year. Do not attempt to make up the whole batch at one time (so many persons spoil the entire lot this way) but prepare one day at the time, as follows:

Into each day put twelve parts of faith, eleven of patience, ten of courage, nine of work (some people omit this ingredient and so spoil the flavor of the rest), eight of hope, seven of fidelity, six of liberality, five of kindness, four of rest (leaving this out is like leaving the oil out of the salad—don't do it) three of prayer, two of meditation, and one well-selected resolution. If you have no conscientious scruples, put in about a teaspoonful of good spirits, a dash of fun, a pinch of folly, a sprinkle of play, and a heaping cupful of good humor.

Pour into the whole love ad libitum and mix with a vim. Cook thoroughly in a fervent heat; garnish with a few smiles and a sprig of joy; then serve with quietness, unselfishness and cheerfulness, and a Happy New Year is a certainty.

Sleeps Like a Baby

Mrs. Johnnie Simpson says:
"At times I am very nervous, and unable to sleep at night. I find that I can take Dr. Miles' Nervine and sleep like a baby. Your money back if this time-tested medicine fails to do as much for you.
At your drug store, $1.00

DR. MILES NERVINE

The Sorocabana railway, owned by the state of Sao Paulo, Brazil, now has 1,160 miles of line.

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Tangerines 10c doz.; Oranges 10c doz. and up; Grapefruit 20c doz.; Large juicy lemons 25c doz.
Assorted fine fruit per box delivered to express office $1.50 to $2.25. Mail orders with cash promptly filled. Come and see my grove. You may pick the fruit if you wish.
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And a Full Line of Johnson Motor Parts.

No Substitute For Your Sweetheart
You certainly don't want any. Neither do you want substitute for Carter's Little Liver Pills as remedy for biliousness, torpid liver and constipation. Take Carter's, move nearly two pounds of bile, cleansing whole system. Accept no other. Buy at any drug store for 25c. Look for the red bottle. Resent substitutes.

"NERVES"
Here's a good way to quiet "NERVES"—
A Dr. Miles' Effervescent Nervine Tablet, a glass of water, a pleasant, sparkling drink.
Nerves relax.
You can rest, sleep, enjoy life.
At your drug store. 25c and $1.00.
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THE AVON PARK TIMES

PUBLISHED IN THE METROPOLIS OF THE RIDGE SECTION OF FLORIDA

VOLUME II.—NUMBER 46. AVON PARK, FLORIDA, FRIDAY, JANUARY 9, 1931. PRICE: FIVE CENTS.

Here and There About Avon Park

By W. M. Hetherington

AN ESSAY BY MACAULEY

In the year 1830 an era of depression struck England, and for that matter the most of the civilized world, very much as it did in the year 1930. The English essayist, Macauley wrote of those times: "On what principle is it that when we see nothing but improvement behind us, we are to expect nothing but deterioration before us?" Published 100 years ago in a period of depression, Macauley's words can be read with peculiar interest by us of today who are struggling with the same conditions. He says:

"History is full of the signs of the natural progress of society. We see in almost every part of the annals of mankind how the industry of individuals, struggling up against wars, taxes, famines, conflagrations, mischievous prohibitions and more mischievous protections, creates faster than governments can squander, and repairs whatever invaders can destroy.

"We see the wealth of nations increasing and all the arts of life approaching nearer and nearer to perfection in spite of the grossest corruption and the wildest profusion on the part of the rulers.

"The present moment is one of great distress. But how small will that distress appear when we think over the history of the last forty years;—a war, compared with which, all other wars sink into insignificance;—taxation, such as the most heavily taxed people of former times could not have conceived;—a debt larger than all the public debts that ever existed in the world added together;—the currency impudently debased, and imprudently restored.

"Yet is the country poorer than in 1790? We firmly believe that, in spite of all the misgovernment of her rulers, she has been almost constantly becoming richer and richer. Now and then there has been a stoppage, now and then a short retrogression; but as to the general tendency there can be no doubt. A single breaker may recede; but the tide is evidently coming in.

"If we were to prophesy that in the year 1930, a population of fifty millions, better fed, clad, and lodged than the English of our time, will cover these islands—that Sussex or Huntingdonshire will be wealthier than the wealthiest parts of the West-Riding of Yorkshire now are—that cultivation, rich as that of a flower garden, will be carried up to the very tops of Ben Nevis and Helvellyn—that machines constructed on principles yet undiscovered will be in every house—that there will be no highways but railroads, no traveling but steam—that our debts, vast as it seems to us, will appear to our great-grandchildren a trifling encumbrance, which might easily be paid off in a year or two—many people would think us insane.

"We prophesy nothing; but this we may say—if any person had told the Parliament which met in perplexity and terror after the crash of 1720 that in 1830 the wealth of England would surpass all their wildest dreams, that the annual revenue would equal the principle of that debt which they considered an intolerable burden—that for one man of 10,000 pounds then living, there would be five men of 50,000 pounds; that London would be twice as large and twice as populous and that nevertheless the rate of mortality would have diminished to one-half what it then was—that the post office would bring more into the exchequer than the excise and customs had brought in together under Charles II—that stage coaches would run from London to York in twenty-four hours—that men would sail without wind, and would be beginning to ride without horses—our ancestors would have given as much credit to the prediction as they gave to Gulliver's Travels.

"Our rulers will best promote the improvement of the nation by strictly confining themselves to their own legitimate duties—by leaving capital to find its most lucrative course, commodities their fair price, industry and intelligence their natural reward, idleness and folly their natural punishment—by maintaining peace, by defending property, by diminishing the price of law, and by observing strict economy in every department of the state.

"Let the government do this—the people will assuredly do the rest."

It's getting mighty expensive for a husband to take an interest in modern household devices.

2 NEW MEMBERS OF COMMISSIONERS PLACED ON BOARD

Pearce Declines Chairmanship After Serving Seven Years in That Capacity and O. C. Parrish Succeeds Him.

The county commissioners met Monday and Tuesday and Monday the old board completed their business for the preceding year including the passing of bills for payment. The two retiring commissioners, W. A. Marshall and A. L. Butler, were present and sat in conference for the last time.

Tuesday, the new board convened, and the members, J. H. Hood and Charles Beresford, together with those re-elected submitted their commissions received from the governor. In the organization of the board, L. C. Pearce, who has been chairman for the past several years, retired from that position and refused to accept again. O. C. Parrish as then nominated as chairman and was unanimously elected. Both the retiring and incoming chairmen made short talks and Mr. Parrish thanked the board for the honor bestowed and asked the co-operation of the other members and all county officials and friends.

J. M. Lee was reappointed county attorney and county prosecutor and in a short talk expressed his views on taxes and the collection of delinquent taxes. He lauded the citizens of Highlands county, for their co-operation and said if 100 percent could be realized on the tax assets the problems would be solved. He predicted a substantial cut in millage if the present plans for the collection of delinquent taxes go through as expected.

C. R. Lieu, president of the Highlands County Bank, conferred with the board regarding collateral held by the county for funds in the bank. Commissioner Charles Beresford reported the offer of six palms by Harry McCorkle to help beautify the court house grounds, the offer was accepted and County Agent Louis Alsmeyer will be asked to supervise the planting.

WALK THIS WAY WILL BE PUT ON BY LEGION

Three Act Musical Comedy Under Auspices of Legion Next Thursday

"Walk This Way," a musical comedy in three acts, will be presented at the high school auditorium next Thursday night, January 15th, by home talent performers under the auspices of the American Legion.

The play is being sponsored under the direction of the Jeffnell Producing company under the personal supervision of Miss Marie Braswell. It is heralded as a show of genuine merit, solid with pleasing entertainment, rich in tuneful melodies, bright attractive choruses and a wealth of clean, wholesome comedy.

Rehearsals began Wednesday night. The cast of characters have been selected as follows:

Mary Carter, the leading lady, Miss Lora Lee.

Peggy, the gay and clever comedienne, Barbara Wever.

Rosie, the high-hat social climber, Inez Dawson.

Mabel, hard boiled and gum chewing, Joyce Powell.

Gertrude Gotrox, the very nervous and excited bride, Verta Bradley.

Mr. Harry Coyne, the Frenchman who owns the shop, A. McKee Elwell.

Billy, the floorwalker and comedian who plays opposite Peggy, Buck Pardee.

Jimmie Stanton, the leading man, Roscoe Bass.

Mr. Jiggs, of world wide fame, Lloyd Correll.

Mrs. Jiggs, in the usual role, Mrs. Lloyd Correll.

Mrs. Injam, Miss Grace Reddick.

Mrs. Hightower, newly rich and swaggering, Ethel Clark.

In addition there is a cast of chorus girls composed of Misses Velda Langford, Myrtle Mary Turner, Marjorie Denny, Agnes Vlkaitis, and Oleta Bigbie. Mrs. Frances Shockley will be pianist.

Air Tourists Expect To Stop at Airport Next Monday Night

SOME 43 planes are expected Monday afternoon when they land here for the first stop of the air tour following the airplane races at Miami, R. R. Rhudy, Sebring aviation enthusiast, said this week. Mr. Rhudy appeared before Sebring council Monday afternoon and asked the city to donate $150 to help get the tour to stop in the county. After some discussion the council promised to give $100 if the other $50 was raised elsewhere.

The tour will be similar to that of last year, Mr. Rhudy said, and Harder Hall officials had promised to take care of the visitors for the night, free of all charge. A small admission charge will be made to the field to help defray the expenses.

Mr. Rhudy said this county is on the air map of the country and if the tour stopped here it would help get the airport as a stopping point for the proposed new air mail and passenger line between Tampa, West Palm Beach and Miami. Among those expected with the tour is Capt. Frank Hawks, noted flyer who holds the world's speed record of 250 miles per hour.

LEGION RESENTS THE TIMES' EDITORIAL

Criticism By Times Comes In For Warm Denunciation By Legionnaires

The Times editorial of last week dealing with shows, carnivals and other traveling attractions that come under the auspices of the American Legion was given a scathing denunciation by Past Commander J. S. Francis and Glenn Spink at the Legion meeting Wednesday night. Francis stated that the editorial was unwarranted and an underthrust at the Legion and forced the organization into a defensive position that was unfair to it. He directed his criticism at W. M. Hetherington, who he stated had ample opportunity to give his opinions on these matters at Legion meetings, which he said was the proper place for them, and resented to the utmost the "airing of our dirty linen" before the public. Hetherington reiterated his stand against what he termed "racketeers and grafters" who secure the Legion's endorsement. Spink unleashed a verbal barrage against the editorial and Hetherington's criticism of the Legion. He resented the inference that the Legion was connected with graft in any form, stating that every dollar that had ever been received by the Legion through benefits had gone into civic work for the city, and that no organization in the city could point to more worthy work along this line than the Legion, which stands ready to do its part in all community affairs.

Adjutant L. B. Correll reported that the cast had been selected for the Legion play, "Walk This Way," which is to be put on next Thursday night, the 15th. The first rehearsal was held Wednesday night at the Legion home.

Correll also reported that the Legion committee met with the special committee from the city council last Saturday night and ironed out differences arising over the fire department, and agreed on a settlement whereby the city would pay the Legion past due pay for services of $825, and would continue the Legion arrangement to furnish the volunteer force for the fire department for $50 per month. He reported that this agreement was accepted by the council at its meeting Monday night.

In this connection the council asked that a committee from the Legion be named to work with the city on fire department matters, and Commander Ed Welch continued the special committee on this matter. The committee is J. S. Francis, Glenn Spink and L. B. Correll.

J. S. Francis reported that in the committee's meeting with the council committee he stressed the point that the city should take some interest in the fire department and give it some help. He suggested that the Legion take part of the money which is coming to it from the city and make the fire department quarters more livable. L. B. Correll suggested that a special fund should be set aside for emergency use in case of injury to firemen by accident while on duty. Another suggestion was made that the city be asked to carry insurance on both the regular and volunteer firemen, and J. S. Francis agreed to look into the possibilities of having this insurance put into effect.

AMERICAN LEGION CONTINUED TO MAN FIRE DEPARTMENT

Agreement Reached Whereby Legion Will Be Paid Back Pay of $825 and Continued at $50 Per Month.

The city council agreed Monday night to continue the arrangement with the American Legion for that organization to supply the volunteer members of the fire department, under an agreement that has been in effect for the past three fears. Terms of the agreement were reached last Saturday between a committee of the council and the Legion, whereby the city is to pay the Legion back pay in the sum of $825 for past services and continue to pay the Legion at the rate of $50 per month for furnishing volunteer fire fighters. This report of the special committee was accepted.

Chariman DeLaney brought to the attention of the council the need for finishing up the jail in the fire station, and as the result of a discussion it was indicated that floor work and plumbing will be installed to provide more suitable quarters for city prisoners. No action was taken pending letting contracts for the work, which will be taken up later.

M. A. Smith and D. G. Perry, representing the Aviation club, asked for the city to contribute $100 toward defraying the expenses of the air tour which comes to the local airport from Miami on the 12th, when between 40 and 50 planes will visit the airport and put on stunt flying and give local people an exhibition of the newest type of planes. Funds for paying prize money, gas and oil and incidental expenses are to be furnished by local subscription, according to Mr. Smith. Due to stringency of funds, the request was denied, with regrets.

The city clerk advised that check representing a ten per cent dividend on the city's account in the First National Bank is being held in Washington by the comptroller of the currency on account of claim by the bank against the city. The bank holds a contractor's note of $1500 with an order for like amount from the city. Funds from which the order was to have been paid and the note retired were tied up with the failure of the bank, and the city claims an offset of the amount against these funds. The bank holds the city's order as collateral and thus far has insisted upon the city paying the note, according to City Clerk, Louise Browne. The city had $41,580 on deposit in all funds when the First National failed. Negotiations are under way for a settlement between Receiver A. W. Doepke and the city.

City Attorney S. C. Pardee reported that by agreement between council, attorneys representing plaintiffs in the city limit reduction suit had agreed to file a reply brief in the case by the 15th of January. The city attorney advised the council that he would go to Tallahassee on the 15th to represent the city in the matter and endeavor to have a date set for an early hearing and settlement of the case.

Councilman Hall, chairman of the light and water committee, asked for a special meeting to be held next Monday night for the purpose of working out a new contract between the city and the Florida Public Service company on light and water rates. The old contract expired in July.

Teachers Given Membership at Highland Lakes

'The teachers of Avon Park schools were recently presented honorary memberships in the Highland Lakes Golf and Country club by Dr. W. A. Davison, for the 1931 season. In acceptance of the courtesy, R. T. Fairey wrote Dr. Davison the following:

"In behalf of the Avon Park teachers and myself, I wish to thank you for the very kind and thoughtful consideration you showed us recently when you so generously gave us complimentary memberships in your golf and country club for the 1931 season.

"It is true that we teachers need relaxation and recreation, and I am sure we shall all avail ourselves of your golf course on every possible occasion."

Rotary Club Host to Lake Placid Men at Wednesday Luncheon

The Rotary club entertained 15 Lake Placid business men at luncheon Wednesday and demonstrated the good fellowship that comes from Rotary.

A vote was taken to determine the most outstanding citizen of Lake Placid, and the one who had accomplished the most for his community. The award was made to T. W. Loftin for catching a bear. He was given a miniature bear in recognition of his services. This feature was conducted by Bert Freeman.

Lake Placid visitors present were: J. W. Payne, C. H. Rhyne, Grosvenor Dawe, A. H. DeVane, A. M. McAuley, A. E. Austin, Lee Crews, O. F. Gardner, T. W. Loftin, Dr. Reed, J. F. Simms, O. C. Parrish, Jack Williams, C. T. Jackson and Alexander Blair.

Other visitors were: Chas. Madeira, Brantford, Conn.; Rev. J. M. Luke, Sebring; C. B. Owens, Frostproof; A. L. Vergason, Frostproof; Bob Duncan, Frostproof; Tom Mitchell, Sebring.

John Hood, a new member of the club was introduced.

Tourist Service at First Baptist Church Last Sunday Night

A special service for tourists was held at the First Baptist church last Sunday night, with the First Methodist church co-operating. The service was arranged by J. B. Coen, Sr., president of the Tourist club of Avon Park.

The services were presided over by C. D. Ordway, of the Tourist club, and Rev. A. H. Hancock, pastor of the Methodist church read the scriptures. Opening prayer was offered by J. A. Johnson, of the Tourist club. Dr. W. A. Davison, of Highland Lakes, delivered the address on "The Church of the Living God, the Pillar and Ground of the Truth." Rev. W. K. McClure pronounced benediction.

Music was in charge of S. C. Pardee, director of the choir of the First Methodist church, the combined choirs rendering two athems and leading the congregation in singing.

The special service was well attended by tourists in the city representing sixteen states, the District of Columbia and Canada and the combined congregations of the Methodist and Baptist churches.

JOINT INSTALLATION OF CHAPTER-COMMANDERY

Ceremonies at Avon Park Last Evening With Visitors Present

Joint installation ceremonies of Highland Chapter No. 42, Royal Arch Masons and Holyrood Commandery No. 27, Knights Templar was held at the Masonic hall in Avon Park Wednesday evening, with an attendance of about 50 members of both orders, including visiting members from Frostproof and Sebring.

Charles R. Head, as deputy grand high priest of the chapter and deputy grand commander of the commandery was installing officer. He was assisted by D. F. Cranfield, grand captain of the host in the chapter and grand marshal of the commandery, and Luther Farmer, grand chaplain in the chapter.

Officers installed in Highlands chapter for the coming year were: L. H. Alsmeyer, high priest; Louis Hill, king; W. A. Sheffield, scribe; Fred M. Smith, treasurer; W. R. England, secretary; S. E. Booth, captain of the host; Henry Meyers, principal sojourner; Alex Steloeganis, Royal Arch captain; J. B. Simmons, master of the third veil; Guy McGibboney, master of the second veil; J. W. Geary, master of the first veil; and J. W. Johnson, sentinel.

Holyrood commandery officers installed were: C. H. Pardee, commander; H. J. Chance, generalissimo; L. H. Hill, captain general; L. T. Farmer, senior warden; K. J. Bailey, junior warden; W. A. Sheffield, warder; W. R. England, recorder; and Fred M. Smith, treasurer.

Standard Bearer, Alex Steloeganis.

Sword Bearer, W. Guy McGiboney.

Warder, Howard Maddox.

Sentinel, James W. Geary.

Brief addresses were made by the new officers, and following the installation ceremonies light refreshments were served.

Lake Byrd Lodge Opens for Season Sunday, Jan. 11

Lake Byrd Lodge, Avon Park's unique hotel and lodge located on the shores of beautiful Lake Byrd, will open for the season next Sunday, January 11th under the management of H. R. Currie. The lodge will be operated this season by the Avon Florida Citrus Corporation.

The lodge has undergone extensive improvements in preparation for the opening, and has been repainted and redecorated throughout, and made most attractive.

The question of what to do next has been answered for the guests by the hotel owners, who have built a miniature golf course adjacent to the lodge. This is of logwood design and worked out harmoniously with the lodge design, and is lighted for playing at night. In addition there is a concrete tennis court, shuffle board court and a horse shoe court. Boating, fishing and hunting are also available as further diversion for lodge guests.

PROGRESS MADE ON EISTEDDFOD PROGRAM

Grosvenor Dawe Will Meet Avon Park People at City Hall Monday

The manner of selecting final entrants in the Eisteddfod to be held in Lake Wales March 4th was explained by Grosvenor Dawe, secretary of the Associated Boards of Trade of the Scenic Highlands, on a visit to Avon Park Wednesday.

Each community will hold a preliminary performance and the leaders in each line of competition will go to Lake Wales on the morning of the 4th of March to compete with leaders in each phase of the program from all other pieces on the Highlands. The adjudicators, or judges, will then select the first, second and third, and ribbon them accordingly. The first in each line of competition on the program will then appear on the afternoon or evening performance as may be decided by the stage manager.

Dawe to Be Here Monday

Norton T. Smith and J. Paul Garber, assisted by W. H. Yates and Mrs. G. P. Thayer are inviting citizens of Avon Park, who are interested in literature and musical matters to meet Grosvenor Dawe next Monday night in the chamber of commerce room in the city hall to discuss participation of the adult population of Avon Park in the Eisteddfod.

During Mr. Dawe's stay in the city Wednesday, he visited the high school and met with Prof. H. O. Farey and teachers of the school, and reports that by Saturday lists of children who will take part in the program of the Eisteddfod will be completed and mailed in.

In speaking of progress being made on the Eisteddfod, Mr. Dawe said: "Splendid co-operation is being manifest in every place visited, and the Eisteddfod promises to unite the whole scenic highlands in a common effort. The little town of Lake Placid will appear in 30 items on the program, if it survives the elimination."

Two Entrants Ready for the Eisteddfod

Two Avon Park entrants have agreed to participate in the Eisteddfod at Lake Wales, March 4th.

Don Quarate will play a euphonium solo, "Then You'll Remember Me," from the Bohemian Girl.

The Avon Male quartet, composed of M. V. Pilcher, Paul H. Chesley, J. Paul Garber and C. P. Anderson, will also compete from Avon Park against any other male quartet that may offer from the entire Highlands.

These entries were announced Wednesday by Grosvenor Dawe, who was in the city in the interest of the Eisteddfod.

Notes On Eisteddfod.

The program for an organ solo was announced as Concert Overture by Hollins. It should be Concert Overture by Ralph Kinder. In answer to many questions, the Program Committee has decided that vocal solos will need to be memorized.

DEPRESSION NOT PSYCHOLOGY SAYS ROGER W. BABSON

Noted Statistician Says Moral Fibre Must Be Strengthened and Debts Paid to Bring Back Prosperity.

Babson Park, Jan. 8.—The present business depression is not a mere matter of psychology. It is a result of definite and concrete causes. The basic cause is the unwillingness of people to buy more owing to the debts which they have already contracted. Every one has reached the limit of his ability to "borrow, beg or steal." Twenty years ago people bought mostly for cash; then came the installment craze when people bought merchandise on credit and stocks on margin. Now people have little cash and are sick both of installment payments and of being called upon for additional margins. People today are not buying goods or stocks and will not resume buying until their debts are somewhat cleaned up. This means that the present depression—as recorded by the Babsonchart—will continue until the bulk of the present current debts are paid. Just as soon as a person gets his debts cleaned up he begins to get interested in building a house, buying new furniture, exchanging his old car for a new one, or some similar act.

First Pay Debts.

Thus far there has apparently been little desire by the public to pay its debts as evidenced by the many bank failures. This means that the first practical step toward bringing back prosperity is to change the hearts, purposes and ideals of the people. The moral fibers of the community must be strengthened. The weakness of the masses must be awakened. Men and women must again struggle to pay their bills, doing unto others as they would that others should do unto them. The foundation of prosperity is SACRIFICE. Good times will return when good morals return. Business will improve when the principles of those doing business first improve.

Spending money on public works is like attempting to cure tuberculosis with a mustard plaster unless a proper proportion of the money is used to reduce indebtedness. A man can get rid of the white plague only by changing his habits of living. I know because I have been obliged to do so. In the same way business can get rid of depression by changing its habits of doing business. The need of the hour is the revival of business morality. If an epidemic of debt paying should develop, the epidemic of bank failures would immediately decrease. From present indications this desire to pay debts is on the increase and this is a very favorable sign. All the country banks need is to have people pay their debts.

Religion and Business.

The churches and preachers should be the leaders in such a revival of honesty. Now is the time for them to preach the Ten Commandments and the Golden Rule. If each preacher would start a campaign to get all his congregation to pay their bills, as they would have others pay what is owed to them, this depression would soon be over. Too many people want to ride today and too few are willing to haul. We all want the other fellow to pay us, but are we willing to make the necessary sacrifice to pay him? Yet before prosperity will return this sacrifice must be made and the other fellow must be treated as we would have him treat us.

Why delay the return of prosperity? It is as easy to have good times in 1931 as it will be two or three years later. The depression will continue until we make the necessary sacrifice. Paying our bills by the Golden Rule will bring back Golden Prosperity. If every community would have a religious revival, there would soon be a business revival. A change of heart in one citizen makes a change for better business throughout the entire community. When 51 percent of the people of any city make up their minds to pay their bills and give better service business conditions in that city begin rapidly to improve.

Watch Florida.

As an illustration of such a movement readers should note what is going on in Florida. This was

(Continued on page eight)

Avon Park School News

Editor-in-Chief ..... Inez Dawson
Assistant Editor ..... Oleta Bigbie
General Reporter ..... Raymond Vickery
Joke Editor ..... Agnes Vilkatis
Junior Reporter ..... Mary Turner
Sophomore Reporter ..... Verna Heim
Eighth Grade Reporter:
Myrtle Turner and Willford Phillips
Seventh Grade Reporter:
Carmen Booth

Red Deviltry

(Pat. pending. British rights reserved.)

It's wonderful to be back in school again after the Christmas holidays. Although we had the hours counted until school closes, we soon wished to return. Somehow or other school gets a grip on one that cannot be broken. (In the words of the immortal poet Hercules, "Blest be the ties that binds . . . .)

Thoughts upon arrival at school, Monday — "Sissie Chandler has some new specs."

All of the boys are wearing their Christmas ties. Chubby and Nelson have their arms out of their slings at last.

Did I pass that test?

Some of the boys have their new red sweaters.

Do you suppose we will have lessons today?

I wonder if Bubba resolved to study this year?

All of the high school teachers have received complimentary season tickets at the Highland Lakes Club. We want to caddy for Miss Bryant, perhaps the teachers will challenge Sebring. I wonder if we have any potential Ouzts or Collets? Maybe Coach will make a Bobby Jones yet.

"Krazy Thoughts"

Funny how the world turns around isn't it? A fellow is always preaching that the worm will turn —n I ask you who cares if the worm does turn. Does it help matters if a little weasly insignificient worm turns? 'n what if the worm does turn, he's the same on both sides.—Well, I repeat this sure is a funny old world.

You know, the other day I asked Roscoe Rase, how old Miss Bryant is and he replied that she must be quite old—"They say she used to teach Caesar!" Oh I say, Miss Bryant, please excuse this break, you know he didn't mean it. Yet at the same time it is a pretty good laugh.

New Year's Eve I attended a "Blow out" and just before I left a young man who was feeling sort of good, sezs; "Shay, kid, how 'bout finding my hat." And I sezs: "Mister, it's on your head." So he sezs: "Don't bother, then: I'll look for it myself."—Now you tell one.

Say, the other night, I'm told, Bobo attended a stag dinner and when he returned home Genevieve wanted to hear all about it.

"Well," he said, "one rather odd thing occurred. Martin Roberts got up and left the table because some fellow told a story that he didn't approve of."

"How noble of Martin," exclaimed Genevieve; "and what was the story, Bobo?"

"'n another thing — Raymond Vickery went to see his girl the other night and upon entering he put his hands over his eyes and said, "If you don't guess who this is in three guesses, I'll kiss you."

The girl immediately replied, "Jack Frost, Santa Claus, Davy Jones!"

Now if you want to know who the girl was just ask old Don Ramon, maybe he'll tell you and maybe he won't!!

—Krazy Words.

Jokes

"There must be some mistake in the marking of the examinations," complained J. T. Willford, "I do not think I deserve an absolute zero."

"Neither do I," agreed Mrs. Peden, but it is the lowest mark I'm allowed to give."

Coach Carmichael (to tardy student) "Why are you late?"

Cleo James: Well, a sign down here—

Coach: What has a sign got to do with it?

Cleo: The sign read: "School ahead, go slow."

"When water becomes ice," said Mr. Mumman, "what is the greatest change that take place?"

"The price, sir," answered "Skeet" Barwick.

Miss Bryant: Who can give me a sentence using the word fundamental?

Clifton McClellan: "Mine sister went horseback riding and when she came back she had to eat "fundamantel."

The other day I walked up to Blossom Wells and said, "Gee, kid! I think your new boy friend's terribly attractive."

'N Blossom replied: "Yeh—but you should have seen the one that got away! Oh Blossom do you really have that effect on them?

Paul Baldwin: Why don't you like girls?

Carrol Belin: They're too biased.

Paul: Biased?

Carrol: Yes, bias this and bias that until I'm broke.

Employer: Hove you ever done any public speaking?

W. A. Mattox: I once proposed to a girl over the telephone in my home town.

Miss Pearson: Carmen, can you tell me one of the uses of cowhide?

Carmen Booth: Er, yes, mam. It keeps the cow together.

Paul Mc: I wonder if George Washington was as honest as they say he was.

Mrs. Ginn: Why of course, he is said to be one of the most honest men that ever lived.

Paul Mc: Well why do they close all the banks on his birthday for then?

Nadine: And you say he doesn't know how to kiss?

Ruth: I said he DIDN'T know how to kiss.

Senior News

Well, bright and early last Monday morning all 29 Seniors crawled out of bed rather early and hastened to school to answer roll call. Even though the holiday spirit seemed to linger throughout the day, all the Seniors were busily studying Monday night.

In Tuesday's class meeting the Seniors chose for their class colors Nile green and Killarney pink. The flowers were not decided upon but on a whole the class favored pink roses and carnations. These colors and flowers will probably be used by the Junior class at the Junior-Senior banquet.

The book committee, after much delay, has secured the desired list of books. Within the next few days the committee hopes to order the books for the school library.

Miss Bryant forgot to give the Senior class a present Xmas so Tuesday in English she gave us a test. Very thoughtful of her, eh?

Junior News

The Junior class has reported back to school after the Christmas holidays with every one present. We are glad to have a new member added to the Junior class by the presence of Clifford Barwick, better known as Skeeter, formerly of Wauchula. Skeeter is well known for his boxing ability, having made a boxing tour to Philadelphia this summer.

The following Junior boys reported to basketball practice this week under Coach Carmichael: Paul Baldwin, Cameron Epperson, Novell Barwick, J. T. Willford and Skeeter Barwick.

DeSOTO CITY NEWS

Prof. and Mrs. C. E. Black and family motored to Sebring Tuesday.

Mrs. J. P. Webster was the week end guest of Rev. and Mrs. Luke of Sebring.

Mr. and Mrs. M. R. McDonald and family of Sebring were visiting friends here Sunday.

Mr. and Mrs. Alonzo Campbell are the proud parents of a baby girl. Mother and baby are getting along fine.

Jean Barrow, Gregg and Donald Watters have returned from Savannah, Ga., where they spent the holidays.

David Barrow has returned to Gainesville after spending the holidays with his parents Mr. and Mrs. D. C. Barrow.

Miss Susan Martin who has been the guest of Miss Ernestine Ritter for several days, has returned to her home in Gainesville.

Del Preston Jones left Saturday for his home in Siler City, N. C. Mrs. Jones will remain awhile with her parents Mr. and Mrs. L. T. Farmer.

Mrs. J. H. Twitty, Miss Allie Mae Etheredge, L. T. Farmer and Perry Etheredge attended Methodist stewards meeting in Lake Placid Wednesday.

Bernard Etheredge has returned to Massey Business College in Jacksonville after spending the holidays with his parents Mr. and Mrs. Perry Etheredge.

Miss Lou Watkins, Mrs. Hattie Collier, Dais Myers and J. O. Nickelson of Batesburg, S. C., are visiting Mr. and Mrs. Perry Etheredge for a few days this week.

Mrs. Sarah E. Lewis, 80, widow of a civil war veteran, cast her first vote at the last election in Utah.

Tandragree, Ireland will exempt new houses from taxation for several years.

Quality of Youth In Jazz Made It Famous

OZZIE NELSON

I'm lonesome and blue, but when I look at you, There's one thing I know is true, I wouldn't be lonesome

Ozzie Nelson Finds Spirit of Young Pervades Our Music

New York City.—"Our music interprets the life of the young. In other countries, music is more for the mature but in America the interpretation is principally by and for youth." This is the expressed conviction of Ozzie Nelson, musical director at Glen Island, a favored water edge restaurant of New York's elite.

Says Mr. Nelson: "The crude noises of early rhythms have been toned down and now the favorites are soft sweet . es with romantic lyrics.

"No experienced singer would have dared to croon but the irrepressible collegiate began it blithely because he liked it and now crooning has opened up a new profession. Many songs, even sweet ballads, can not be crooned, but 'If I Had a Girl Like You,' the most popular song in the country today, is the perfect crooning song. It has the warmth of a 'hot' tune but also it has the plaintive appeal that makes it so singable."

Originally, according to Mr. Nelson, jazz bands were made up of boys of high school age who had the pep and virility and lack of restraint, together with training, to go ahead and hew their own musical way.

The thing for which we probably are most indebted to these youngsters, this orchestra leader believes, is their audacity in stepping ahead without precedent and giving us the kind of music they felt, even though it was contrary to rule and ritual.

NEWS of Highlands County

VENUS

W. E. Hendry, Sr., is on the sick list this week.

Earnest Padgett is visiting relatives in Venus.

The hard rain Saturday put the farmers to ditching.

Mrs. Stevens and son from Tasmania motored to Moore Haven Monday.

Mr. and Mrs. Ceylon Carlton and Rev. Jim Carlton attended church here Sunday.

Jim Mathis and family of Fort Meyers were the guests of Mr. and Mrs. G. R. Mathis Sunday.

Rev. Peters and his son and family were dinner guests of Mr. and Mrs. L. M. Morgan Sunday.

Mr. and Mrs. J. W. Guthrie and children of Hicoria were guests of Mr. and Mrs. Alex McDugald Sunday.

Mr. and Mrs. Lewis Waldron and Mr. and Mrs. Gross were the guests of Mr. and Mrs. McMatchett Sunday.

Walter McDuffie is home again. He expects to leave in a few days for Deep Lake to begin work on the tomatoes.

Prof. and Mrs. I. C. M. Ellenberger and daughter Mrs. Bettie Sullivan were guests of Mr. and Mrs. W. J. Espenlaub Sunday afternoon.

Mr. and Mrs. Shackelford and Miss Holden and Mr. and Mrs. Titus Rowell and family were visitors from Hicoria to our church Sunday night.

Mr. and Mrs. J. W. Espenlaub returned Friday from Lake Worth. They were visiting the latter's mother, Mrs. N. Plaine and sister during the holidays.

Mr. and Mrs. Harry Hendry of Wauchula came Sunday and brought Margurette and Mary Jane McDonald home. They spent their vacation with relatives.

W. L. Gillis and family motored to Kere Sunday to visit Mrs. Mary Poole. Cleveland Poole returned with them. He reports his mother gradually growing weaker.

Mrs. W. C. Mathis was carried to Martin's hospital at Sebring last Saturday night and was operated on as soon as she arrived. News came to Venus Tusday that she is improving slowly.

Henry Espenlaub and Miss Vernelle Shackelford motored to Tampa Sunday. His sister Mrs. H. Garbade accompanied them from Pierce. They visited the airport and other places of interest and returned home after a very enjoyable day.

LAKE PLACID

Bud Hays made a business trip to Tampa, Tuesday.

Mr. and Mrs. Herman Gould motored to Avon Park, Sunday.

Jack Williams was transacting business in Tampa, Thursday.

M. G. Weigh of Arcadia was a business visitor to Lake Placid Wednesday.

Wesley Davis of Sebring was a business visitor to Lake Placid Wednesday.

Mr. and Mrs. Claude Cass motored to Hooker Hammock near Sebring Wednesday.

O. C. Parrish, Jr., returned Sunday from LaBelle where he spent the Christmas holidays.

Mr. and Mrs. T. J. Betts and family and Thomas Gould spent New Year's Day in Sarasota.

Mr. and Mrs. Ed. Collins and daughter Hortense visited relatives in Clewiston the past week-end.

Mr. and Mrs. O. C. Parrish and daughter Irma were guests of Mrs. L. L. Littleton in Sebring, Monday.

Mrs. Carrie Bowers had her tonsils removed at the Weems' hospital in Sebring during the past week.

Mrs. S. S. Murrish of Avon Park returned to her home after a visit with her daughter, Mrs. Herbert Seaverns.

Mrs. Charles Kleinfelder and sister, Mrs. Keen of Chicago arrived Sunday. They will spend the winter in Lake Placid.

Among those attending the Rotary luncheon in Avon Park Wednesday were: A. E. Austin, Jack Simms, Carl Rhyne, T. J. Lofton, O. C. Parrish, Jack Williams, O. F. Gardner, Albert DeVane, Grosvenor Dawe and Alexander Blair.

Scenic Highlands Notes and News

By GROSVENOR DAWE

January 19th: This date is important as the birthday of Robert E. Lee, and is a State holiday. It is also important as the date when "Making Unproductive Acres Produce" will be discussed from many angles in the Haines City High School auditorium. Every owner of cut-over or unproductive land in Polk and Highlands counties should try to hear the discussions of cattle and grasses; reforesting; quick-growing trees for wood pulp; use of lands for hunting preserves; the growth of fibers, of nuts for oils, and cane for sugar.

Perry Wall of Tampa will speak at the evening "Dutch" dinner on "Taxation as Affecting Production." Mr. Wall is chairman of the Florida Citizens Taxation and Finance Committee, appointed by Governor Carlton last March. Those who want dinner revations should write at once to the Associated Board of Trade of the Scenic Highlands at Lake Placid, Florida.

In next week's issue will be a full list of speakers; and that list will be impressive.

February 23d: Sebring will celebrate Washington's birthday by having patriotic exercises in association with its civic day—Nan-ces-o-wee Day; and this will be the first day also of the two day Highlands County Fair.

March 15th: In honor of the Almighty and in praise of his servants, Sunday afternoon, March 15th, will witness the solemn dedication of Highlands Hammock to the service of those who love Nature and wish sanctuary in the cathedral aisles of the forest. State officials, mayors of all Florida cities, county officials, and men and women eminent in forest preservation the nation over will be especially invited to the most impressive public event in the history of Highlands county. This event not only witnesses the transfer of a certain 2,000 acres to the care of the public, but it also will preserve one of the outstanding natural wonders of Florida, hitherto inaccessible.

Eisteddfod: The following letter has been mailed to several in each town of the Scenic Highlands. It is so good that all in the Scenic Highlands should read it in the important newspapers that keep their readers up to date.

Greetings: Perhaps you have had the same experience I have had with the holiday season just ended; it was full of distractions, and pleasures of course, but even the pleasures had a way of narrowing us down to our own individual interests, while in the past few months we have been gradually coming to realize that the interests of all along all the Highlands are to be heeded by all going together.

So the holidays being over, I telegraphed on January 2d, inviting various local committees to gather up the loose ends of their programs and to begin active practice and rehearsal for the Eisteddfod of March 4th, at Lake Wales.

Full Moon: One of the happy discoveries from the Calendar of 1931 is that full moon will be on March 4th. This is beyond our anticipation. Think of the beauty on the lake at Lake Wales! Think of the bright highways as we drive home after the Eisteddfod is over, having proved that the genius and spirit of the Highlands can put on a competitive musical and literary festival worthy to be heard by thousands, and above all having proved that we have faith in ourselves.

Tickets: Tickets are now being printed and will be placed in the hands of the Finance Committee on or about the 12th of January, to be distributed and sold in each town. All tickets sold in January are to be at half-price—those sold in February at two-thirds price, and those sold in March, or at the gates in Lake Wales, are to be at full price. Tickets will be transferable; so if the buyer cannot go to the Eisteddfod at the last minute, tickets purchased can be given to others.

Low Price: Those who buy tickets in January will be able to enjoy two great festivals, in the afternoon and evening of March 4th for 25c each. Tickets are to be sold in order to meet the expenses of putting up platforms, amplifiers, flood lights, seats, band shell, and printing tickets and programs, etc. Also the effort is to help encourage gifted children in their musical or literary education, if money is left over after paying all expenses.

Music: We have received a letter from G. Schirmer, Inc., musical publishers of New York, (office address, 3 East 43d street) stating that they will get and mail any music even if not published by them. This will be a great convenience, so write to Schirmers for any music you need to buy. They will advise all buyers whether music is "copyright" or not.

Plays: We have at our office in Lake Placid several lists of one-act plays and shall be glad to hear from those who will attempt competition in plays. Write to Grosvenor Dawe.

Thank You: We are all ready to go. Every community will gain pleasure out of preparation and from putting on their own competitive effort. The result will be pleasure for all and will add fame to the Highlands. We want to thank every member of every committee for what you have done so far. We have put our hand to a worthwhile task. The reward is in the doing. The success we hope for is not to be credited to the Chairman, for without the cheerful effort of all the members of the various committees she would be helpless.

Happy New Year and a successful first Eisteddfod!

A good new year's resolution: co-operate with the neighbors more for social, recreational, and educational improvement.

WOOD
PINE AND OAK
PHONE Day 115 Night 8-R
OTTO SKIPPER
MAIN STREET SERVICE STATION

Public Library
Open Mondays, Wednesdays and Fridays, 3 to 5 p. m.
Second Floor, City Hall.
Membership Free to Residents.
Tourists 50c for Season Card.
Mrs. E. O. Williams
Librarian

Sleeps Like a Baby

Mrs. Johnnie Simpson says:
"At times I am very nervous, and unable to sleep at night. I find that I can take Dr. Miles' Nervine and sleep like a baby.
Your money back if this time-tested medicine fails to do as much for you.
At your drug store, $1.00
DR. MILES' NERVINE

CLEARTEX WRAPPED
TO KEEP THEM SANITARY AND FRESH
John Ruskin
Was 8¢ Now 5¢
Same Quality-Same Size
BEST AND BIGGEST CIGAR
O. K. CANDY CO., LAKELAND, FLORIDA, DISTRIBUTOR

CENTRAL GARAGE
RE-OPENED BY
CORRELL AND FOX
EXPERT AUTO REPAIR WORK
Phonographic and other Musical Instruments Repaired.
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NOTICE OF SHERIFF'S SALE.

IN THE CIRCUIT COURT, NINETEENTH JUDICIAL CIRCUIT, STATE OF FLORIDA, IN AND FOR HIGHLANDS COUNTY.—IN CHANCERY.

W. H. WOODRUFF, Complainant, vs. RIDGE LAUNDRY COMPANY, a corp., Defendant.

Notice is hereby given that by and under that certain writ of execution issuing out of the Circuit Court in and for Highlands County, Florida, bearing date of the 8th day of December, A. D., 1930, issued in that certain cause therein lately pending wherein W. H. Woodruff was the complainant and Ridge Laundry Company, a corporation, was defendant, I, O. E. Wolff, as Sheriff in and for Highlands County, Florida, have levied upon the following described real estate of the said defendant, its successors and assigns, described as follows, to-wit:

Beginning at the northwest corner of Lot 11, run a line south 125 feet to point of beginning, thence south 60 feet, thence east to right of way of Atlantic Coast Line Railroad, thence in a northwesterly direction along said right of way of said railroad to a point which would be directly east of the point of beginning, said tract of land fronting 60 feet on a street and having for its eastern boundary the Atlantic Coast Line right of way in Lot 11, Block 3, Section 26, Township 35 South, Range 28 East, Highlands County, Florida;

and will offer the same for sale on the 2nd day of February, A. D. 1931, the same being the first Monday in the said month and a legal sales' day, in front of the south door of the court house in the City of Sebring, Highlands County, Florida, between the legal hours of sale, that is, between eleven o'clock A. M. and two o'clock P. M., and will sell the said real estate to the highest and best bidder for cash, the same being levied upon as the property of the said Ridge Laundry Company and being sold to satisfy said execution and costs.

O. E. WOLFF,
Sheriff of Highlands County, Fla.
Jan.2-9-16-23-30

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HERE is an actual opportunity to make your dollar do double duty. Twice as much for your money is no small matter when you consider the well balanced assortment of standard publications which are entertaining, instructive, and enjoyable in the widest variety. We have made it easy for you—simply bring or mail this coupon to our office TODAY.

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American Poultry Journal, 1 year
The Farm Journal, 1 year
AND THIS NEWSPAPER
For One Year
ALL SEVEN FOR ONLY $2.35

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Home Friend, 1 year
Needlecraft Magazine, 1 year
Home Circle, 1 year
Young Eureka, 1 year
Country Home, 1 year
(Or Fruit Grower & Florida)
AND THIS NEWSPAPER
For One Year
ALL SEVEN FOR ONLY $2.35

Price of these clubs outside of Highlands County is $3.35.

CLIP THIS Coupon To Day!
Yes MR. EDITOR, Send Bargain No. ..... to
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State ..... R. F. D. .....
Bring or mail this Coupon to our office today—NOW

Let's Quit Sobbing About Prices And Organize This Industry

Report of Organization Committee

Submitted to the Board of Directors, Florida Citrus Exchange, Friday, December 19, 1930

Purpose of This Report

THE purpose of this report to the Board of Directors of the Florida Citrus Exchange is to place before that body (1) an outline of present conditions in the Florida citrus industry, (2) an analysis of the reasons or causes of those conditions, (3) the determination of the position of the Florida Citrus Exchange in this situation and the determination of the extent of responsibility which the controlling board of the Exchange has in the correction of such conditions, (4) recommendations to the Board for action to be taken by it in the correction of this situation.

An attempt has been made in this report to avoid length, but sufficient detail is cited to clearly emphasize every attributive factor to the above mentioned objectives which, in the opinion of this committee, deserves consideration by the Board.

Existing Conditions

The Florida citrus industry is and for some time has been, in an exceedingly dangerous position.

Three successive large crop years —23-24, 28-29 and 30-31—each in turn has found the industry so poorly organized that it was unable to pack and sell the crop at a profit to its producers. The mere fact that the intervening years produced a profit does not modify or change in any way the critical situation in the industry. **No industry as large or as important as this can survive unless its basic handling methods are sound and are able to withstand the stress of adverse or difficult marketing situations.** This is particularly true of the Florida citrus industry, as these large crop years are becoming more frequent and the crop is constantly increasing in average because of new plantings coming into bearing each successive season.

For the last six years, according to reports of the State Marketing Bureau, the value of the whole citrus crop at the state line has remained practically stationary, regardless of the size of the crop. In fact, more actual money has come into the state from several small crops during this period than from some larger ones.

Taking an average of the past ten years, the state values—including cost of picking, hauling, packing, selling and freight to the state line—average about 84 per box on a 10 to 12 million box crop, $3 per box on an 18 million box crop, and $2 per box on a 22 to 25 million box crop.

In other words, the producer of fruit does not in any measure receive added revenue from added volume. Instead, since picking, packing and sales costs increase proportionately with that volume and the sales prices decrease, net grower returns are practically in inverse ratio to the size of the crop. This is in spite of the fact that per box packing and sales costs are decreased by the larger volume handled.

This condition is intolerable.

The ever-used argument that the law of supply and demand is directly responsible for this situation is a subterfuge advanced to cloud the issue. True, an increased crop has a definite bearing on grower returns, but with sufficient facilities to increase that income by some semblance of proportion to the increased crop, backed up by merchandising facilities which can control the supply of that increased demand, would make possible grower participation in the true value of the increased tonnage.

Such trite references to the law of supply and demand infer overproduction and are inexcusable. This committee believes that there is no immediate possibility of overproduction in Florida citrus, given satisfactory control within the industry so that the merchandising of the crop can be intelligently consummated.

Talk of over-production is ridiculous. The largest crop of citrus fruit ever produced in the United States was during the season of 1929-29. California and Florida together produced 62,351,065 boxes, or about one-half of a box per person per year, if all of this fruit had been consumed in the United States. Considering the variety of uses for oranges, grapefruit and lemons, and translating this volume into terms of juice, the actual per capita consumption of this, our largest crop, was a small percentage of what most authorities agree should and can be consumed.

Nor is the common cry that the 1930 economic depression is responsible for the low prices of this particular season justifiable. True, the depression in some measure is affecting sales prices. Nevertheless, California, in spite of these conditions, has maintained a stable level throughout the season which returns a profit to its growers, even after those growers pay a much higher production cost than maintains in Florida.

Another reason advanced to this committee during its investigation in an attempt to account for the present depressed sales prices was the fact that too much green or immature fruit had been shipped early in the season. Grant the fact that this is an attributing cause, nevertheless with the same regulations the preceding season, price levels were untouched and the trade and consumers alike bought and paid good prices for the Florida citrus offered to them after maturity. **The green fruit shipments were a contributing factor to the present difficulties of merchandising Florida citrus, but they must never be considered as a basic cause contributing to the critical situation of the industry as described at the opening of this report.**

Basic Cause Is Lack of Centralized Control

The underlying cause for the lack of stability and the constantly recurring profitless years may be summed up by the one statement: lack of control. All other reasons are attributive or are outgrowths of this one basic fundamental cause of the situation described.

The concentration of crop control in one marketing agency would make possible the operation of basic merchandising fundamentals in the packing and sale of every crop at a profit to the producer. Experience indicates that the minimum percentage of concentration by which such control can be exercised is 75 percent of the crop, regardless of its size.

Such a situation of control has never existed even for one season in the Florida citrus industry. It has existed over a period of years in the industry nearest comparable with our own—the California citrus industry. The value of that control is readily demonstrated by a consideration and comparison of the degree of interest manifested and support maintained for the individual grower and his property by banking interests in California and Florida. In Florida even large, well-financed organizations such as our own Growers Loan and Guaranty Company, have difficulty securing ready credit with which to finance the individual grower. Contrast this situation with Mr. Teague's statement that the California Fruit Growers Exchange operates no financial company; that the individual grower has no trouble making adequate financial arrangements to care for the seasonal operation of his properties from his local banks.

With rare exceptions, there is no bank in the state of Florida which makes a general policy of grower crop loans. And, considering the constant instability and shaky condition in the industry, as has been evidenced during the past ten years, this committee can find no reason for censure of that banking [illegible]

Florida grower is and always has been furnishing his own competition—and it is destructive, self-throat competition. It is the Florida grower who permits with his fruit the existence and operation of numerous private operators, who in most instances are too small to have any cognizance of market conditions or who in no way can contribute to the organized distribution sale and advertising of Florida's citrus crop. Quite on the contrary, most of these operators live on the profit derived by them from the packing and so-called sale of the fruit of which they have obtained control, with little or no regard for the grower's equity in the fruit. Their profit is usually the same whether the sales price is high or low. During a season such as the present, it is customary to base it on the flat packing and selling charge. During other seasons, when fruit can profitably be purchased and is for the smart and well-financed operator a good speculation, such an operator makes in addition a considerable proportion of the high fruit return, which normally should go to the grower.

During any season the desire of this type of distributor is to insure his profit, sell his turn-over and get his capital returned by accomplishing a sale at a fair price if possible, but at any price regardless of conditions. This practice invariably results in indiscriminate price-cutting, as is evidenced by numerous reports of our sales representatives season after season.

The failure of the Exchange to control or maintain prices has been mentioned as a criticism by many. The uninformed or superficially thinking person might this season think that he had just cause for this criticism.

However, this fact cannot be disregarded. The Florida Citrus Exchange has never claimed to be able to influence substantially the market with only 50 percent of the fruit in the Exchange. The men on the outside with a substantial volume to offer can very nearly set the price in a buyer's market, such as this season has been, if he starts price cutting. One car undercuoted in a dozen markets—often without a buyer in any—can affect adversely the sale of many cars in those same markets.

This distributive and sales condition will maintain as long as Florida growers continue to make it possible for shippers who are at all times interested primarily in their own packing, selling or speculative profit to cut prices under those maintained by the growers' cooperative, whose purpose is to maintain prices commensurate with the full value of the fruit and to return to growers a fair margin of profit.

Mr. Teague, in his informal discussion of the situation before this Board of Directors on November 18th, aptly summarized this situation, "You gentlemen have a good organization. It is soundly organized. It has advantages over our own organization in California, after which yours was patterned. Yet, without control, you are merely another merchandising or sales organization in the state. It is control which you lack and which we on the Farm Board hoped to help you obtain, that is essential to the future stabilization of your industry and the consistent sharing of profits in that industry by its producers."

Florida Citrus Exchange Organization Capable of Expansion to Handle Control

There can be no question as to the soundness of the cooperative operating plan, which is the Florida Citrus Exchange. It is modeled after the most successful cooperative organizations in the world. It goes further than these, however, in that it has improved in several instances upon certain factors of organization which experience in their operation has indicated as being weak.

An analysis of the packing facilities affiliated with the Exchange indicates that we have under cooperative control adequate service in all strategic points throughout the state's citrus belt. In such few instances in the lesser important sections where no Exchange association is operating, our organization department has contacts which would permit the immediate installation and operation of a cooperative association in a packing house already in existence which could be acquired for cooperative use.

The sales organization of the Florida Citrus Exchange has been the subject of a considerable analysis on the part of our general manager. Various changes and additions have been made in the Florida end of the organization. The personnel is capable, experienced and capable. **With the possible addition of clerical help, it is prepared to handle the volume necessary for control.**

Our sales organization in the North is just as well organized and capable of expansion. The Florida Citrus Exchange has ably manned and varied representatives in all important car lot markets. Several of these men—whose bread and butter depends upon the satisfactory performance of their duties—are responsible, not for one market or one individual territory, but as division managers for many districts of car lot markets. It is also important in this connection to observe that the Florida Citrus Exchange, because of its present comparatively large individual volume, has the choice of the most desirable brokers throughout the country. Every broker logically desires the account with greatest volume.

An appreciation of the scope and value of our sales organization may readily be realized by the fact that it is sought by large deciduous accounts during the Florida off season for the sale and distribution of their products. This is not only commendation of our sales organization, but is in itself an added asset in that it keeps our men busy and in contact with the trade 12 months of the year.

The Florida Citrus Exchange has built up and maintained facilities for advertising which are adequate, with the addition of subordinate and clerical help, to handle many times the volume of funds now appropriated for the exploitation of its brands. The dealer contact or service organization operated by this department is already subject to seasonal expansion and could readily be developed to accomplish satisfactorily its designated task in the general merchandising plan of a controlling volume.

Nor does the committee overlook in this connection the fact that the present cost of maintenance of grading standards, fair sales contacts and brand advertising have obtained for Florida Citrus Exchange brands a considerable and enviable good will among the trade and consumers throughout the country. This good will factor is an added value in making practical the handling of a control-volume by the Florida Citrus Exchange.

In addition to these well organized facilities, the Florida Citrus Exchange has a financial subsidiary which is among the leaders of its type of organization in the country. It commands the good will and respect of credit contacts everywhere. Its operation since its organization has been conducted in a consistent, safe manner for the benefit of Exchange grower members.

We find throughout the organization a steady growth and improvement. Changes have been made during the past five years which have put the organization in a position where it has shown results in comparison with competing organizations. We find that constant planning for continued improvement is being made also.

Finally, this committee wishes to emphasize the fact that the Florida Citrus Exchange as an organization and in its relation to the industry, has been investigated by competent authorities at the instigation of the Federal Farm Board. Such detailed, critical examination resulted in the definite recognition of the Florida Citrus Exchange by the Federal Government, through its agents the Federal Farm Board, which approved large loans to the Florida Citrus Exchange. **These loans were made with the statement that the Florida Citrus Exchange is the only logical and existing medium into which the necessary control of the industry could be built, with due regard for the interests of the producers.**

ACTION at the wailing wall never got anybody anything but red eyes. Complaints, accusations and a sore head will never raise the price levels of fruit or stabilize the industry.

There is only one solution. It is cooperative control of the crop.

Study this report of the organization committee of the Board of Directors of the Florida Citrus Exchange. If you are interested in the **facts** of the situation, you have them here.

Get into the Exchange, or get somebody else in. Put your shoulder to the wheel and build that cooperative control.

Then you will have earned your right to complain—but, fortunately, there won't be anything left to complain about.

75% cooperative control of the crop will make the industry consistently profitable to the producers and keep general business good throughout the state.

Florida Citrus Exchange
Tampa, Florida

Control Centralized in the Florida Citrus Exchange Would Accomplish Desired Ends

To summarize, this committee has yet to find one factor advanced as a cause of the conditions existing in the industry which could not be corrected by the vestment of a minimum of 75 percent control in the Florida Citrus Exchange. Given that control, the Florida Citrus Exchange could operate satisfactorily the basic merchandising fundamentals necessary for the sale of each succeeding crop at a profit to the producer.

It could regulate shipments, both geographically and periodically, in accordance with definitely recognizable demand. It could standardize grades and packs. It could put into operation and maintain proper methods of price quotations. It could control prices and maintain them at a level consistent with the market value of the fruit. With its solidified grower support, it could obtain enactment and enforcement of proper green fruit legislation.

All of these factors, however, obviously depend upon the concentration of a minimum of 75 percent control of the fruit volume year after year in the organization. The accomplishments attributed by this committee to control are not fantastical theory. The efficacy of that control is adequately illustrated in the California lemon situation described by Mr. Teague, which is common knowledge since his visit. Further evidence of the practical nature of this emphasis on control is available from an analysis of the returns made by the California Fruit Growers Exchange to its growers.

California admits that it costs them more to produce citrus than it does Florida. Yet, by adequate control, their growers are paid a price consistently which nets a profit to the grower over cost of production. Florida uses the same methods of merchandising, but without the same percentage of control. **It repeatedly pays the penalty. The California Fruit Growers Exchange paid its members $105,000,000 last season. It gives the credit to cooperative control.**

Recommendations to the Board

Since 75 percent cooperative control is the underlying factor necessary to create a stabilized and consistently profitable industry, this committee feels that it is the responsibility of this Board to develop and operate plans and methods which will make possible that control. This is a growers' organization. The responsibility for the successful operation of it is vested in this Board of Directors—representatives of the growers. The responsibility for securing adequate control is a grower responsibility, as, without that control, the personnel employed by this Board in the sale of your and your growers' fruit cannot successfully carry out their plans for organization improvements.

Recognizing that responsibility, this committee wishes to recommend to the Board for definite action the following plan:

1. An intensive organization campaign to be initiated early this coming spring. The objective of this campaign would be to obtain increased individual grower membership and to prevent, as far as possible, withdrawals during the period when such are permitted.

   This committee realizes that many growers can not be reached by a campaign of this kind because of financial obligations made in various ways on their properties or on their crops, binding them to independent operators. We believe, however, that every grower insofar as is possible should be reached personally and, wherever arrangements can be made, should be influenced to transfer those obligations to the Florida Citrus Exchange.

   The physical accomplishment of such a task is not easy. It is a matter primarily for grower work. We recommend that committees — committees which will function — be formed in each association to perform the actual personal sales contact necessary with each individual grower. The work of these committees should be coordinated and directed by a committee from the Board of Directors.

   Supplementing the work of these committees, we believe that sufficient men from the dealer service organization and from the Tampa office can be placed in the field to coordinate the efforts of the individual growers servicing on these committees.

2. Any campaign involving the action of thousands of individual growers necessitates the moulding of the mass opinion of that group of growers. Three agencies are necessary to mould favorably that opinion; the press, the bankers and the business men.

   It was these factors of public influence which were vital in the final construction of control in the California industry. They can and should be made just as important in our own problem.

   This committee recommends, therefore, that the Board of Directors take steps to formulate a plan which will obtain the active cooperation and endorsement of the state press, the State Bankers Association and business in the state as represented by the State Chamber of Commerce, the stronger luncheon clubs and individual business leaders. Such a plan, in our opinion, should go beyond a mere series of addresses made by employees of this organization to the various groups soliciting their support. This continues to be a growers' problem and it is growers themselves who should carry the message to these people sufficiently strong to stimulate them into action.

3. No plan of grower solicitation alone can be successful in gaining the necessary control for the Florida Citrus Exchange. Recognizing this fact, this committee further recommends that the Board take definite and immediate steps to bring independent operators into the Florida Citrus Exchange.

   We recognize in making this recommendation that these men are in an honest, legitimate business, but that their continued operations, while profitable to themselves, deprive the producers of stability in their citrus investments and consistent profits. Any grower plan contemplating the affiliation of these outside shippers with the Florida Citrus Exchange must, therefore, be accomplished in a manner which will protect their investments in packing house facilities. It is the committee's thought in this regard to provide for their continued operation as special shippers, if satisfactory contracts extending over a period of years compelling their cooperation could be obtained. In this manner, the Exchange would be obligated little or none financially in securing their tonnage.

   Should these shippers not desire to continue their business as shippers, subordinating themselves and their marketing to the Exchange sales and distribution requirements, then their assets should be taken over by the Exchange on a plan which would fully protect both parties. In any consideration of such action by the Exchange, there should be included in the contractural relation a very definite assurance that the shipper thus bought out would not immediately set up or cause to be set up another operating agency with the funds derived from the sale to the Exchange of his present more or less obsolete equipment and building. This committee recommends in these cases that a marketing contract be signed at least for five years that would tie in actual groves controlled or operated by these shippers, even though the ownership of these groves might change.

   It is impossible in this report to cover, or even consider, the variety of detail which this recommendation with respect to the merger of individual operators with the Exchange involves. There are no details, however, in this connection which cannot and should not be worked out by this Board.

   Undoubtedly it would be necessary to arrange satisfactory terms of settlement and issue bonds or debentures against such properties, either in payment of them or for public sale, the proceeds of which to be used in the settlement of that purchase. This committee believes that such a plan worked out in complete detail would meet the approval of business interests and growers alike, and that this definite plan would be a large factor in securing the approval and cooperation of the state press, the bankers and business interests. We are also assured of the cooperation of the Federal Government through the Department of Agriculture and the Federal Farm Board.

   Such definite plans should obtain for the Exchange the active help and cooperation of all state officials. There is every reason why we might expect cooperation from prominent banking leaders throughout the state. The sound economics of such a plan should appeal to all Florida business leaders.

   In our opinion, such a plan should be carefully worked out and completed in detail by this Board and adopted for immediate action.

4. We recommend further that the committee on cooperative canning continue and intensify its consideration of the canning and by-products industry as a whole. Marketing experts agree that the canning or freezing of citrus fruits and juices will become as important a factor in our industry as the same operations has already become in the pineapple industry, where well over 60 percent of the crop is canned and sold in a stable market as a staple commodity.

   This committee believes that definite action should be taken by this Board, possibly through the above mentioned committee, to obtain definitely some control of the preserving operations so that the producers of the raw product can be guaranteed consistent, year after year profits. It is important that these developments, which have bound to come and which will unadidably be a tremendous factor in the financial welfare of the producers, be held within bounds to assure their operation in a satisfactory manner to the producers.

In concluding this report and in making these recommendations, this committee respectfully submits that now is the time for sane thinking and for sound action. Naturally, many growers are dissatisfied. Many, uninformed, under the press of circumstances will jump too quickly to conclusions.

The unrest on the part of a few under existing conditions in the industry may quickly spread to the many and create a situation which can be met only by definite, purposeful accomplishment on the part of this Board. Such action will definitely the responsibility of the controlling body of this growers' cooperative. It is a responsibility which should be met fully and immediately.

The completion and operation of the organization plan recommended by this committee undoubtedly will require considerable money. **In considering this cost, however, it is well to remember that the Florida grower today is being penalized at least one dollar per box because of his failure to organize. This means an annual cost of disorganization to the industry averaging $18,000,000. Florida is paying that tremendous sum annually because her growers fail to do what California's growers have shown us can be done.** They are showing that much difference in sales regularly.

This bill for disorganization is many times the total amount which would be required at the outside to put this industry together. The growers are paying the bill now disorganized. They can much better afford to pay a small fraction of the bill and obtain the benefits of adequate, centralized control.