

THE AVON PARK TIMES

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W. M. HETHERINGTON Editor

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ADVERTISING RATES FURNISHED UPON REQUEST

Edison is of the opinion that oil may be found in Florida. Maybe is right.

Conditions ought to get better rapidly now. The new crop of graduates are ready to take the world in hand.

A few cents and a little labor will transform a barren or weedy lot into a beauty spot aglow with the bright blossoms of phlox and petunias.

Sorry the tourists went home before they had the opportunity of enjoying the perfect Florida weather that has prevailed almost every day of May.

When the itinerant evangelist packs his grip and hies himself to where the northern breezes blow we may know that summer in Florida is at hand.

Cornelius Vanderbilt, Jr., testifies that he is worth only \$120. Mr. Mussolini insists, however, that you can't believe everything that Cornelius says.

Fort Meade reports some very old Bibles—one printed in 1582 and another in 1609. Those Fort Meade folks take awful good care of their Bibles—evidently running no risk of wearing 'em out by reading 'em.

Perhaps the reason Mrs. Graham McNamee wants a divorce is that she doesn't care for a husband who can talk so much without her being able to interrupt him.

Maybe the Los Angeles Mayor who walked out of the banquet hall in France because champagne was served at the meal, felt out of place drinking in public, and merely retired to his room to take a snifter of something stronger in private.

As long as there are fools and grade crossings there will be much loss of life through unnecessary accidents. Efforts should center on elimination of grade crossings. There is no chance of getting rid of the fools, a new crop of which spring perennial.

Our idea of having nothing to do would be to sit down and write a letter to Ghandi. But there are thousands of cranks and fanatics in this country who do this. There is no fad too fantastic for the weak-minded—especially if it is tinged with religious suggestion.

Saw a mention of "the editorial tripod" in print recently. The writer must be living in the past. The editorial tripod passed out when the linotype came in. It is reminiscent of the days when the country editor held his nose in the "c" box and "extemporized" his editorials.

It is said that it would require 94 years for a student to complete all the courses offered by the University of Florida. Some day we may be able to boast of a football team of centenarians, which ought to do well with 94 years of coaching.

That was rather a vague explanation given to the public by an investigating committee in regard to that \$50,000 said to have been passed out to legislators to secure their influence in favor of the race track bills. Well, we can't look a gift eye in the horse too closely these times of financial stringency.

The American beauty who shot her husband over in France, admits that sleeping with a pistol under her pillow was "a bad habit." The gallant Frenchies forgave her, however, declaring that "she is too beautiful to be bad." Merely bumping off a husband now and then oughtn't brand a lady as bad, if she's a good looker.

Twenty-five or thirty years ago there wasn't much more gasoline used in Florida than now filling station sells today. And there was no gasoline tax. Yet the tax revenues were ample to defray governmental expenses, and the State was prosperous. The cost of government has increased at a rate out of proportion to all other phases of our progress.

The Times-Union remarks that "out of thirteen-bandits rounded up in Chicago only one had a good old American name." There might be added with truth that out of thirteen criminals rounded up in Jacksonville perhaps not one will have a good old foreign name. Let us not damage our own glass houses by throwing stones, nor cater to racial prejudices by one-sided comparisons.

Heard a man who is supposed to know say that there is ninety-eight million dollars in back taxes due the State of Florida. If one-tenth of this amount could be collected, it would ease the State's financial condition materially. Seems that we do not need the creation of new sources of revenue so much as we do some effective means of collecting the taxes at present levied. And if we could do that tax reduction would be an accomplished fact.

The Frostproof News grants that Cary Hardee made a "safe and sound" Governor, but thinks he should not have the position again because "he is a lawyer and a close friend to the bankers of the State." It is not a man's business or profession that counts, but his character—his qualities of mind and heart—and measured by that standard it will be hard to find Mr. Hardee's equal, much less his superior. The News suggests "a good old honest farmer" for Governor—but didn't Catts claim to be something of the kind?

It's a bad day for bankers, or rather, ex-bankers. Some are already serving time; others are in the meshes of the courts. Most of them are innocent of intentional wrong doing, though guilty of technical violations of the law. A continuance of flush times, or normal times, would have enabled them to cover up irregularities in the management of their institutions; but the crash came suddenly, and things done innocently, or in an effort to save the situation, took on a criminal hue. After all, it is the hardest thing in the world to handle money—particularly other people's money. Glad to be a newspaper man, who doesn't have to handle any money.

At a meeting of the Polk County Press Association held last week resolutions were passed expressing "a sympathetic interest towards the members of the Legislature in handling the difficult problems which confront them," and offering "every encouragement and assistance at our command to this end." That was a fine and generous act on the part of these newspapermen, and expressed an attitude that ought to be more general. The problems of legislation are, indeed, "difficult." The efforts of our representatives may seem to us often futile, at times, perhaps, unwise—but let us put ourselves in their places and ask ourselves how much better we would do under the circumstances. Their job is not easy, and most of them are making a conscientious effort to do what is best as they see it. Let us withhold final judgment until after the closing session, and perhaps out of the welter of many measures offered some good may be found in the finished work.

Echoes of the State Press

EXCHANGE OUT OF CLEARING HOUSE.

The announcement that the Florida Citrus Exchange has withdrawn from the Clearing House Association is received with exceeding regret. That there have been great differences of opinion between the two organizations has been known for some time, but those on the outside, looking to co-operation between the Citrus Exchange and the Clearing House for a solution to the many problems which vex the citrus industry in Florida, it had been hoped that these differences would be straightened out and affairs composed so that the fight could be waged along the lines laid down about three years ago when the Clearing House came into being.

Officials of the Clearing House announce that the organization will continue to function, despite the withdrawal of its biggest shipper-member, but obviously its operations will be very greatly curtailed. In view of the fact that the action on the part of the Exchange had been before the board of directors for some time, and was taken only after long and careful deliberation, there seems no chance of the disagreements being adjusted, and both will go their separate ways.

The solution of the citrus industry problems seems now farther away than before. To the casual observer it has been obvious for a long time that there was conflict of interest between the two bodies. In the beginning it was hoped that the Clearing House would be able to accomplish a degree of co-operation among citrus growers not achieved by the Exchange, but this did not result. Apparently the directors of the Exchange preferred to go back as before and endeavor to work out the problem in their own way.

To the layman it appears that both organizations were actuated by a sincere desire to serve the state's chief industry. That so earnest a group of leaders as on each side of this dilemma are unable to work together is unfortunate to the whole state.—Arcadia Arcadian.

"HE PAUSES TO REMEMBER"



SEE FLORIDA IN SUMMER.

The weather that this section of Florida enjoyed last week should help it materially in qualifying as a summer resort against competition of any other section of the United States. With day temperatures of from 65 to 80 degrees Fahrenheit, and night temperatures of from 55 to 65 degrees, it has surely not been the torrid place that many people who have never spent a summer in Florida imagine it to be.

Candler, however, compels us Floridians to admit that this May weather, like most of the weather of last winter, is rather unusual. The early spring temperature in Florida is usually almost as high as the summer temperature, doubtless owing to the fact that the spring season is usually dry and the atmosphere is not cooled by refreshing showers as it is during the rainy season in summer. It is the dry, warm spring weather, which usually begins in March, that stampedes many winter visitors into going north too early in the season, often running into the most disagreeable weather of the winter season in those northern states.

The winter visitor who knows no different reasons: "It is so warm here in March, what must it be in the summer time?"—and on the assumption that it must keep on growing hotter and hotter, he packs up and leaves.

But the truth is that, in the ordinary season, as the heat waves stronger in the north, it cools in Florida, due to ocean breezes and frequent showers or heavy rains; so that Florida's summer climate is a surprise and a revelation to a northern person who never before has spent a summer here.

Winter visitors and persons contemplating a visit to Florida should know this fact, and we residents of the state may count it as one of our privileges to keep telling them about it—for it takes a long time for correct information to spread among a hundred million people.

Among the millions in other states there are hundreds of thousands at least who cannot have a winter vacation to visit Florida at that time, but who do have a summer vacation, and who could visit Florida during the summer. Those people should know that Florida is not only bearable, but enjoyable, in the summer season, and if they can be induced once to visit the state during that time, they will go or write back to their friends, advising them to "see Florida in summer," as well as in winter.—Zephyrhill, News.

THE PRIMARY DEMANDS.

There are hundreds of leaders of the Democratic party of Florida who find disfavor with the primary system of the state because of the enormous expense incurred in making a statewide campaign. Florida, it is true, has a corrupt practice act, and less attention is paid to it than to the laws regarding prohibition. The corrupt practice act was intended to prevent the man with the biggest dough-bag from running off with the honors, and with thousands the support goes to him whose campaign fund can make the biggest noise.

In every statewide campaign the candidate draws but little on his private funds. There have been exceptions—very few, as friends and certain intimates usually come to the aid of respective favorites.

At best, a statewide primary is exceedingly expensive. The candidate must maintain campaign headquarters with several paid attaches. He must hold meetings in every community—he must get to the people with considerable literature—he must get his issues in printed form to every voter, he must get thousands of dollars worth of stamps. The big meetings in the large cities he must arrange for bands, workers, chairs, etc., and in places like Tampa, Jacksonville, Miami and other large cities the cost of a single meeting runs from \$500 to \$1,000. He must have workers and managers in most counties, and these must be paid, too.

But it is all in the primary game. It just can't be helped. With 250,000 electors to vote, much money must be spent. To strictly adhere to the corrupt practice act would be impossible. In addition to the money spent at campaign headquarters, friends raise funds in every community for their favorite, which can never be reported. The conditions are the result of the party primary.—Marion Florida.

THE FLORIDA TRAIN.

When you write to the folks back home tell them that Florida farmers and growers of fruits and vegetables have shipped so far this season by rail only, more than 89,000 carloads; the foodstuffs including oranges, grapefruit, mixed vegetables, celery, lettuce, tomatoes, cucumbers, strawberries, Irish and sweet potatoes, beans, cabbage, peppers and tangerines.

Figured out on the mileage basis, this output from Florida would make one huge freight train 815 miles long. There are 90 cars to a mile so you can check up for yourself.

The locomotive of this imaginary train would be in Washington and the caboose in Gainesville.—Gainesville Sun.

Nevada newspapers are apologizing to the world for the state's return to wide open gambling under a state license system. With a thin veil of self-justification they are saying that Nevada is doing without hypocrisy and with considerable revenue to the state what other states do secretly. Why not stop being hypocrites, they say, and they invite critics to mind their own business. While Florida is considering making legal certain forms of gambling, we occasionally see the argument in Florida newspapers. There is gambling in Florida, they say. If they are going to gamble anyway why not make it legal and let the state collect a tax. If this reasoning is correct, let us also make murder legal and collect a tax for it. Every year there are murders in Florida. Let us quit being hypocrites. But you say murder is wrong. So is gambling. What Florida needs is not gamblers but developers.—Delray Beach News.

The Highlands County News asks the question will good roads and rapid transportation eventually do away with the small town. They will not. There will always be a sufficient number of indifferent citizens who are reluctant to participate in community affairs to keep even large populated cities in the small town class.—St. Petersburg News.

DID YOU EVER STOP TO THINK

By EDSON B. WAITE
Shawnee, Oklahoma

MORRIS A. PENTER, Advertising Director of the San Diego (California) Union-Tribune, says:

"Did you ever stop to think that a newspaper as an advertising medium possesses many outstanding advantages?"

"Newspaper advertising reaches nearly everyone every day; almost everyone reads a newspaper. It is the only publication immediately associated with the life of a community."

"A newspaper contains something that everyone in the family wants to know about. It is the greatest factor in the country in moulding public opinion."

"The newspaper is the most eagerly sought piece of literature going into the home. It has more intimacy than any other factor in one's daily contact."

"Newspaper advertising produces immediate action; speed distinguishes a newspaper's birth, life and function."

"Newspaper advertising tells us where to buy; it never lets a prospect get lost. It insures consumers' good-will; long sales efforts are not required to sell the consumer on a product advertised in newspapers."

"Newspaper advertising is timely and permits the advertiser to tie his copy up with current news events. It enables the advertiser to enter any specific area and secure the amount of coverage that he needs."

"Newspaper advertising is flexible; a campaign can be started over-night and can be stopped at a moment's notice."

"Newspaper copy can be written to give a complete sales presentation of the product, or it can be written to give the idea of trade name establishment."

"A newspaper is the closest point of contact to the actual sale of merchandise; the only thing that will approach it is a counter display or a window display."

"People of the United States pay one million dollars a day to get their newspaper."

"The only reading done by millions of people is confined to the newspapers."

Mr. and Mrs. J. E. Powell and daughter, Joyce, returned to Lakeland Wednesday to be the guests of Mr. and Mrs. Fred Keene. Miss Powell will remain there for some time as Mrs. Keene's guest. Mrs. Keene will be remembered here as Miss Lois Hart.

Mr. and Mrs. Glenn Spink and Miss Susie Lynn returned to Kissimmee Sunday and were accompanied home by Miss Christine Reeves, who has been the guest of her aunt, Mrs. Marion Lawrence, for some time.

Mr. and Mrs. Raymond Dilley, Mr. and Mrs. C. A. Clark returned to DeLand, Sunday to be the guests of Mr. and Mrs. B. C. Clark. They were accompanied home by Mrs. Clark who will spend sometime here with her parents, Mr. and Mrs. S. E. Roberts.

Mrs. J. E. Wise and daughter, Miss Ann Wise, who have been staying in the local school for the past term leave today for Van, Texas, where they will spend the summer. They will be accompanied on the trip by Bert Simpson.

Paul R. Jones of Lake Wales, has joined the office force of Avon Manufacturing company, as assistant to W. H. Yates. Mr. Jones is accompanied here by his wife and they are living in the Yates bungalow.

Monthly Program—Save It!

AVALON

MOVIE TALKING PICTURES
AVON PARK, FLA.

Monday, Tuesday, June 1st, 2nd.

"No Limit"
with Clara Bow

Friday, Saturday, June 5th, 6th
"Romance of the West"
Western Drama.

June 8th, 9th
"Young Sonners"
with Thomas Meighan-Dorothy Jordan.

June 12th, 13th
"Roarin' Ranch"
with Cliff Gibson.

June 15th, 16th
"Scandal Sheet"
with George Bancroft.

June 19th, 20th
"Dawn Trail"
with Buck Jones.

June 22, 23rd
"Satan's Heaven"
Nancy Carroll and Phillip Holmes.

June 25th, 26th
"It Pays To Advertise"
Norma Foster-Sherlock Gallagher and Carol Lombard.

Circle Theatre

VITAPHONE TALKING PICTURES
SEBRING, FLORIDA

Friday, Saturday, May 29th, 30th
"Fighting Caravans"
with Gary Cooper, Ernest Terrance, Tully Marshall.

Sunday, Monday, May 31st, June 1st
"See America's Thirst"
with Harry Langdon and Slim Summerville.

NO SHOW ON TUESDAY'S.

NO SHOW ON WEDNESDAY AND THURSDAY'S UNTIL FALL.

Friday, Saturday, June 5th, 6th.
"Once a Sinner"
with Dorothy Mackall.

June 7th, 8th.
"Stepping Out"
with Cliff Edwards, Reginald Denny and Lella Hyams.

June 12th, 13th
"Man Who Came Back"
with Chas. Farrell and Gaynet Gaynor.

June 14th, 15th
"Day Break"
Raymond Novarre.

June 19th, 20th
"Criminal Code"
with Walter Huston and Philip Holmes.

June 21st, 22nd
"Five and Ten"
with Marion Davies.

June 26th, 27th
"Girls Demand Excitement"
with John Wayne-Marguerite Churchill.

June 28th, 29th
"Never The Twain Shall Meet"
All Star Cast.

MISS INEZ DAWSON
Society Editor
Telephone 87

Service Station

L. H. FORD, Prop.

LAST WEEK'S DOINGS IN THE LEGISLATURE

Governor Carlton Delivers
Message at Joint Meet-
ing, Tuesday

(By Florida Press Association
Correspondent)

At the time this summary of a week of the legislature was written there remained only 11 working days of the regular session, and this observer is forced to repeat his opinion of three weeks ago—that an extraordinary session will be required, if the relief the taxpayers asked for is to be granted, to any appreciable extent.

After spending Monday of last week on relatively unimportant bills, legislators heard Governor Carlton "speak his mind" on Tuesday, in a special message before a joint meeting of the Senate and House. The statements made by the chief executive were considered by many as among the most direct and conclusive uttered by the Governor since he took his oath of office. The full of legislative activity during the afternoon following the message was taken as a forerunner of concentrated and perhaps dynamic action by both houses the remainder of the week, but such was not the case. With one or two exceptions, the week was, on the surface at any rate, one of the least productive of the session, and as legislators faced their desks this Monday morning it was evident that herculean endeavors would be necessary in 11 days and nights if the time of adjournment is to show an even fairly satisfactory solution of the general finance and taxation situation of this state.

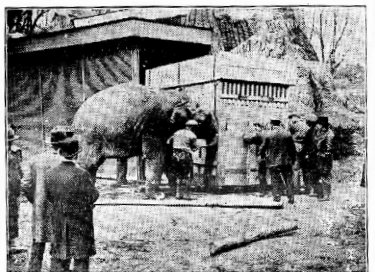
It cannot be denied that had the legislature been able to close itself up for the 60-day period, entirely free from messages or delegations from "home," much more needed and practical legislation would have been enacted into law by this time. It has been plain at all times to those in constant view of the Senate and House that no matter how strong-willed and free-minded the legislators may be, or aim to be, influential pressure brought to bear upon them has had a natural tendency to handicap severely the functioning of these two groups, which should be permitted to progress, without interference, with the object of accomplishing those things which would be for the best interests of a greater number of the people of Florida.

This unfortunate situation has been described by several newspapers of the state, and was pointed out forcibly in the Governor's message, but it has not been the only reason why the calendar remains filled with bills awaiting action. Toward the end of last week the lack of any dominating faction, moving for speed and sweeping legislation, seemed as a cause of "inertia." Men who have followed many sessions of the legislature declared some manner of leadership, which has not as yet appeared, had been anticipated, and this lack of dominance has slowed up the normal course of procedure. Several senators admitted adoption of an attitude whereby their body was going to go ahead and pass bills and then over to the House, because they "knew they were defeated over there anyhow." These circumstances, coupled with delays and consideration of appropriation and the more important taxation bills, certainly point directly at a special session, unless a miracle occurs in 11 days and only the most vital bills are sifted out of the long lists on the calendars and passed upon with the remainder relegated to the class of "also rans."

Of a "possible large revenue" nature, there were two bills acted upon during the week, both Senate and House approving the corporation tax measure and the House favoring the racing bill which the Senate passed during the previous week. The one appropriation bill of the week drawing the most fire was that providing for school funds. New measures calling for chief attention were the \$14,000,000 appropriation bill offered by the Senate committee, and three bills introduced by the finance and taxation committee of the House, one for repeal of the present six-cent gasoline tax, one sending all interest collected on state funds to the school fund, and the other asking a tax of \$1.50 per \$100 on receipts on all electric and gas plants and on telephone and telegraph companies. The committee believes that two and two-thirds cents of the gasoline tax should go to the state road department, two cents to counties in proportion to amount collected for interest and principal on county or district bonds, and one and one-third cents to counties in same proportion for building and maintaining of roads and bridges or to pay principal and interest on county road and bridge bonds.

After the Senate passed the graduated-scale corporation stock tax on Wednesday the House substituted this measure for their own bill and passed it the following day with only seven dissenting votes. The bill, expected to produce from

"Jumbo" Does His Share



Paris, France.—Workmen minus machinery employ an elephant to move a large shipping case which arrived for the opening of the International Colonial and Overseas Exposition at Paris.

a million to a million and a half dollars in revenue will tax all corporations except those of railroads, telephone, telegraph, bank, trust and insurance companies, building and loan associations and co-operative marketing associations, and corporations not for profit.

The racing bill came up in the House, last Wednesday afternoon, as a special order of business and was passed only after three hours and a half of debate and attempted filibuster on the part of Representative Horne of Madison county, who offered an amendment to strike out the enacting clause. Mrs. Fuller, Orlando, lone woman legislator, made an impassioned plea against the measure on the moral grounds of legalized gambling. As it went to the Governor, the bill calls for a referendum in counties where race meets are asked, racing commission of five members, a levy of three percent on all pari-mutuel receipts, a license on all persons employed in any capacity about the tracks, with all net revenue so collected being equally distributed among the 67 counties.

In the form submitted to the Senate the appropriations bill is practically the same as that presented by the state budget commission, the Governor and his cabinet, and unless the finance and taxation committee of the House finance and taxation committee led the fight against a \$5,000,000 appropriation for schools, the House will have to be raised by the state ad valorem tax. If in addition to the inheritance and corporation stock taxes already passed the legislature will approve the intangible tax, increased occupational license tax, graduated tax on power and light companies, mileage tax on buses and trucks and possibly an increased gasoline tax, it will be possible to raise the \$3,600,000 from these sources and eliminate all the present state ad valorem tax with the exception of the one mill levy provided by the constitution for school purposes.

Success for the finance and taxation committee's program would mean accumulation of enough money from new sources to take care of the \$7,500,000 (less amount received from the constitutional one-cent levy) which has been appropriated for school purposes by the House, in a bill now awaiting Senate action. Chairman Matthews of the House finance and taxation committee led the fight against a \$5,000,000 appropriation for schools, the House will have to be raised by the state ad valorem tax. If in addition to the inheritance and corporation stock taxes already passed the legislature will approve the intangible tax, increased occupational license tax, graduated tax on power and light companies, mileage tax on buses and trucks and possibly an increased gasoline tax, it will be possible to raise the \$3,600,000 from these sources and eliminate all the present state ad valorem tax with the exception of the one mill levy provided by the constitution for school purposes.

One of the "program" measures half way thru the mill is that fixing a graduated mileage tax from one-half to one cent on passenger buses and one to two cents a mile on buses carrying freight. This bill passed the Senate on Friday and is now on the House calendar. Two "new revenue" bills which struck a snag were those asking a heavy tax on cigarettes and an increase in the gasoline tax from six to eight cents. Both have been unfavorably reported by finance and taxation committees. It was thought, however, that a lower tax on cigarettes, plus the proposed tax on soft drinks, might be incorporated in a measure which would tax a number of "luxuries."

The House passed nine corrective banking bills during the week, eight of which were offered by Representative Tomassello, and indefinitely postponed a bill which would establish a state department of banking and trust. The House also approved a bill, originally offered by Mrs. Fuller, permitting a one-cent county tax for maintenance of free libraries. The House likewise favored the new Okeechobee flood control bill.

A measure that is intended to be of great benefit to municipalities of the state is that presented by Representative Ward of Orange county whereby cities would be enabled to foreclose on delinquent taxes. The Senate favored the Governor's suggestion of allowing payment of ad valorem taxes on the installment plan. In the event the legislature does not provide for five congressional districts, a Senate bill would have election of the fifth congress-

man at large. The Senate passed a measure authorizing political parties to call platform convention after next year's primaries. The Senate has apparently definitely killed the plan for a three or five cent tax per gallon on kerosene. The Senate refused to reconsider a bill it passed three weeks ago exempting homesteads from state and county ad valorem taxation. Senator Jones' bill providing for sessions of the legislature only every 10 years was killed. A safety measure passed by the upper body was that imposing penalties for parking of motor vehicles on state highways at night, without lights.

Tax equalization came in for a share of the firelight during the week despite the fact that action on a state commission for this purpose was postponed. Senator King of Orange introduced bills that would demand publication of the complete assessment rolls and the errors and inequalities list, with the view that such publication would bring to light many inequalities of assessment. The first was reported favorably and the second unfavorably by the finance and taxation committee, but both have been placed on the calendar. In addition, both houses have received bills limiting the county ad valorem millage but demanding full values of assessment on the rolls. These measures were well received and more than likely will be passed. If these and the King bills should become effective, and the "tooth" in them well sharpened, it is certain that practically all of the problems of tax inequalities would be disposed within a period of two to four years.

Federal Crop Report For May Promises Better Than Average

The Federal Government's May crop report as applying to Florida has just been released by H. A. Marks, agricultural statistician of the United States Department of Agriculture, Orlando. Mr. Marks states in his report that the citrus crop, while not quite as favorable as last year, still promises to be better than the average crop of past years. Condition of oranges on May 1st is reported as 89 percent of normal, compared with 90 percent a year ago. Grapefruit is reported at 77 percent, compared with 89 percent on May 1, 1930, and tangerines at 82 percent, compared with 88 percent a year ago. Orange bloom is reported generally heavy. Grapefruit bloom is more uneven and lighter than oranges, especially on late picked groves, according to Mr. Marks' report.

Fruit is reported to have set well, but there has been more than the usual amount of insect damage, he states, which may have some effect on the crop. He also reports the Satsuma crop as having a heavy bloom and the fruit well set.

Sarasota County 100-Acre Grove Sold For \$80,000

The Buffum grove, Sarasota county, has just been sold for \$80,000 cash. Mr. M. D. Middleton of New York city is the purchaser. The entire tract is 180 acres, 100 acres of which is grove. It is expected that the Palmetto Citrus Growers association will handle the output of this grove for Mr. Middleton, who also has extensive grapefruit holdings on the Isle of Pines.

National 4-H Broadcast.
Aner of the National 4-H club programs and music achievement tests will be broadcast over an N. B. C. network from 12:30 to 1:30 p. m. Eastern Standard Time, Saturday, June 6. Music from Cuba, Mexico, Argentina, Brazil, and Peru will be played by the U. S. Marine Band. Club members and specialists from Wisconsin, Vermont, and the U. S. Department of Agriculture will speak.

Modern rationalization in agriculture was the feature of the 1931 agricultural show in Berlin, Germany.

Over 200 4-H Club Boys Will Gather For Short Course

Gainesville, May 28.—Some 200 winning 4-H club boys from every section of Florida will gather here June 1 for the annual boys' 4-H club short course, according to information R. W. Blacklock, state boys' club agent, has just received from 34 county agents. A week filled with demonstrations, field tours, and talks, as well as fun, has been planned for the boys.

Regular courses are to be given in horticulture, livestock raising, poultry raising, dairying, pastures, farm mechanics, record keeping, agricultural writing, and leadership. The instructors will be state extension specialists, including several county agents, and I. W. Hill, in charge of 4-H club work for the Southeast. Boys who have attended previous short courses will be given specialized courses, while those who have not will take a general course.

The entertaining features include a swimming meet, baseball games between county groups, mass games at night, picture shows, the campfire. The boys who study agricultural writing will edit "Daily Doings," a mimeographed paper which creates considerable interest each year.

A part of the campfire, as well as talks by 11 club boys, will be broadcast from state radio station WFL. The campfire is scheduled to go on the air from 9 to 9:30 Friday night, June 5. Billy Matthews, former club boy and now teaching in Orlando, will be in charge. Speakers will be Mr. Blacklock, Mr. Hill, and the two boys who will represent Florida at the National Camp in Washington; Arlington Henley, Walton county, and Jack Platt, Marion county.

The other boys will tell of their club experiences, and will speak between 12 and 12:45 p. m. Wednesday, June 3, and Friday, June 5. They will be E. J. Joyner, Hillsborough county; Clyde Cadenhead, Okaloosa; Tom Lamb, Orange; Charles Ritter, Levy; Yutich Lee, Santa Rosa; Herbert Fritz, Palm Beach; Edward Little, Dade; Hansel Cavenaugh, Leon; and Curtis Stanbaugh, Hernando. County Agents E. H. Finlayson and E. P. Scott will also speak about club work on the Wednesday program.

Citrus Growers Should Spray For Live Mites and Not Yellow Spots

There's no need spraying for dead six-spotted mites, and that's what citrus growers are likely to do unless they find live mites on the yellow spots of the leaves, according to J. H. Watson, entomologist with the Florida Experiment Station at Gainesville. The spots will remain on the leaves, but it seems that many of the mites have been killed by a fungus disease. However, the sulphur spray or dust will kill fast-mites and purple mites.

LET ME WRITE YOU

- Fire Insurance—
- Automobile Insurance—
- Burglar Insurance—
- Bonds—

MRS. M. S. SWEARINGEN
PHONE 40

WOOD
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PHONE Day 115
Night 5-R

OTTO SKIPPER
MAIN STREET SERVICE
STATION

**Sheeps
Like a
Baby**

Mrs. John 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. You money back if this time-tested medicine fails to do as much for you.
At your drug store, \$1.00

ALVINI

Your Salesman and Your Business

Your salesman is your representative, whether he is a man with a sample case or piece of printed matter.

You wouldn't send out a man with a sample case to represent you unless in appearance he was a credit to your business. Are you as particular about your printed matter?

Your business is judged by its representatives, your representatives are judged by their appearance.

Your printed matter, whether your letter head, an envelope, stuffer or a broadside is your silent representative. Let us make them your silent salesman; helping to sell your product or idea to your prospective customers.

The Avon Park Times

Debunking Another Myth About This Florida Citrus Business

Presidents and Directors
of the
Florida Citrus Exchange,
Sub-Exchanges and Associations.
Gentlemen:

Here are facts about recent progress and development in your organization. They are given to you gentlemen so that you will have definite data on the general picture with which to meet the wave of argument and criticism which is being leveled against the organization as usual during the grower withdrawal period. We believe that this information will be of value to you in talking to growers, both in and out of your organizations.

The Florida Citrus Exchange has made marked progress in its organization development within the state. We have a far larger, stronger and more closely knit organization than ever before.

You are familiar with the increase in the percentage of the total crop which has been brought under the control of cooperation. It has been increased from 30% to approximately 45% during the past two or three seasons. And this increase has not been obtained entirely through mergers of independent grower-shipper organizations, but has been obtained largely through successful organization contact with individual growers.

Increase of Grower Membership

Consider the records for the past season to March 1st. The organization added 1123 new member-growers (not including grower-shippers) owning 23,857 acres of grove properties. During the same period only 267 growers, owning 5543 acres, left the organization for one reason or another. This leaves us a net increase during the period of 856 growers, owning 17,714 acres.

It is also important to look at the distribution of volume per association. It has long been a policy of this organization to eliminate weak associations or associations which had practically no chance of obtaining adequate volume for economical operations, or to build such associations through strong management into units which could operate satisfactorily in the interests of their grower-members.

Average Volume Per Association Doubled

In 1924-25 the organization operated 110 packing houses and packed 6,374,820 boxes of fruit. The average per house in this large crop year was 57,953 boxes. Pursuing this policy steadfastly through the intervening seasons to date, we come to this present season with 100 houses, which will pack an estimated total of 10,882,090 boxes, or an average of 108,821 per house. In other words, the average per house has been nearly doubled since the 1924-25 season. This volume increase per house is highly desirable in that it has brought about much more economical operations and permits a far more satisfactory handling of the fruit in the house.

Much of this development within the associations may be traced to a perfection of personnel in the associations and sub-exchanges. The detail of the changes which have been made from time to time during the past few seasons is too great to cite here, but you will readily recognize that no association is stronger than its manager. Weak managers in practically all instances have been replaced. The same is true of sub-exchanges. We have a field group at present which is efficient, thoroughly acquainted with the problems and work for which they are employed and competent to carry through, as is evidenced by the progress which has been made.

April 25, 1931

GO AHEAD, if you must, and believe that you are getting along all right without an organized citrus marketing system.

That may be true in your case—IF you don't depend for a living on a prosperous industry. But such apathy is giving everyone who does a flock of headaches and skimpy meals.

How long will you believe in fairy tales? No will-o'-the-wisp plan will ever make citrus consistently profitable. It takes good, sound horse sense, plenty of hard work, plus a concentration of volume control in a marketing agency competent to apply successfully the fundamental principles of merchandising to every citrus crop.

And that's why you should support the Florida Citrus Exchange.

It is a grower-controlled, non-profit organization able and eager to serve. Its hard-working Board of Directors and employees have produced. Progress has been made. Results have been obtained.

But it lacks the power of 75 percent minimum control of the product.

Every plan tried has developed into a beautiful bubble only to burst into a disappointing and costly failure. Certainly now is the time to use the only plan remaining—the only one never given a chance.

That plan is adequately supported cooperative marketing.

It is the only plan which has proved successful in similar situations elsewhere. It is the plan backed by economical experts and the Federal Government.

It can and must work in Florida.

Read the letter of General Manager G. G. Commander to Association Presidents reproduced in this advertisement. It sets forth of accomplishment and progress in an organization which is recognized by the Federal Farm Board as the only hope of profitable organization in the Florida citrus industry.

Florida Citrus Exchange Tampa, Florida

Upon the demoralization of the canning industry, which in itself is proof of the fact that the independent canners are unable to manage the canning business, the Florida Citrus Exchange has seen the advantage of getting into the canned grapefruit deal, making possible the use of its cooperative control of the raw product to force a stabilization of the canned grapefruit industry in the interests of the producers. The plans for cooperative activity in the canning industry are rapidly progressing and have reached a point where it is safe to assume that this phase of the industry will be made a highly profitable one for the producers.

That all of these factors of organization development mark the Exchange as a stronger and more efficient unit is clearly evidenced by the fact that the Federal Farm Board has given the organization unqualified moral and financial support. This support of the Farm Board in turn is helping to build the organization strength.

Attracts Support of National Leader

Further, two months ago saw the first time in the existence of the Florida Citrus Exchange where the organization itself, because of its evident advantages to the growers, attracted a man of international importance to offer his services gratis in the further development of that organization. Col. Raymond Robins was neither asked nor paid to give his time for organization meetings, yet the progress made in the organization and the possibilities in the development of the Florida Citrus Exchange attracted this effort on his part.

Sales Methods Perfected

The progress made by the Florida Citrus Exchange in the perfection of its sales policies, methods, plans and organization has perhaps been even more marked than that

development which might be classified solely as organization within the state. The personnel of the sales department has been subjected to radical change. The departmental efforts have been subdivided by commodities, making possible a much closer supervision and concentration of sales on oranges and grapefruit. The country has been divided into sales divisions and districts, permitting an absolute localization of responsibility in the development of all possible markets for Exchange fruit.

A desk in the sales department has been detailed for the exclusive handling of mixed car and special orders. Eighty to ninety percent of these unusual orders which require time in getting associations' confirmations were filled this season.

A closer coordination of sales and advertising efforts than ever before was maintained throughout the season. Dealer service and specialty crews worked in all important markets under the supervision of the two departments on advertising, dealer sales and actual car lots.

Weekly bulletins were released by the sales department to associations and sub-exchange managers. These bulletins kept these men fully informed at all times as to the condition of the markets and the prospective tendencies from time to time during the season. They helped make the association managers the best informed fruit men in the state and enabled them to handle their growers' crops to better advantage.

Similar weekly bulletins were released to division and district managers, keeping them advised as to the situation in Florida. These latter bulletins had a tendency to reduce the wire expense and to concentrate the sales and merchandising efforts of the men in the north on certain grades and sizes of fruit on which we were "strong" and, because of this, made possible a more

satisfactory movement of the type of fruit we had to offer.

All of these developments in sales produced highly satisfactory results. Each division and district saw an increase in business as the result of closer concentration in the development of new car lot markets and customers. The f.o.b. business of the Exchange has been increased to the highest point during the past five years. This type of business was especially important this season as it permitted a wide distribution of our fruit and relieved the concentrated industrial centers of population where unemployment and hard times were most prevalent. The Exchange private sales as of this date have been 58.3% of the total, as opposed to the auction volume of 41.7%.

Export Sales Trebled

Florida Citrus Exchange export sales are three times as great as they have ever been, and for the first time in the history of our export business, Mor-Juce grade of fruit has been shipped. One-third of this season's volume sold at export was second grade quality. All of this fruit was moved at prices equal or better than prices available in the domestic market.

The bulk deal, usually a menace to proper merchandising, was handled by the Florida Citrus Exchange to good advantage. Certain of the specialty and dealer service men were placed in strategic positions in the country, particularly the middle west, and made responsible for the development of a definite volume of bulk business. This movement was confined almost entirely to small towns and to markets where that type of fruit shipment made possible completely successful competition of our fruit with that of California and Texas. Because of the methods used by the Exchange in handling bulk fruit, it may be said that practically none of the Exchange volume moved in that manner was a factor in the demoralization of fresh fruit markets because of bulk competition. As handled the bulk deal was a vital factor in widening the distribution of Exchange fruit and relieving the box lot markets of a considerable volume.

Developed Successful Movement in Consumer Package

Another important development for which the Exchange is entirely responsible is the movement of fruit in ten-pound bags. This is a merchandising factor on which we have been working for the past three years. This season proved the advantages originally seen in a movement of this kind. Upwards of 700 cars of fruit of discount sizes have been sold to chain stores on an f.o.b. price acceptance basis at the base price received for premium fruit in boxes, and in many cases above that base price. Much of this fruit was moved at a time when there was no home at practically any price for boxed fruit in the weekly volume placed in bags. Thus, not only did the grower obtain the best price for his discount sizes, but the deal enabled the association manager to remove those sizes from his box loads, permitting the rolling of a premium car in boxes which, in turn, had its discount advantages.

The bag operations were handled in such a way as to eliminate all possible risk of associations involving themselves in a heavy investment in experimental material which might or might not be used. Every possible caution was maintained in the early development and experimental work on bags to prevent a repetition of the disastrous Fibro-pak fiasco. In this, the matter was so handled that this desirable piece of business was available only to Exchange pack-

ing houses. It is possible that a continuation of these exclusive arrangements may be maintained.

In accordance with its policy of economy, the Florida Citrus Exchange has been alert for new developments in the fruit packing and handling methods which would make possible a reduction of these costs. It has interested itself in the experimental work connected with the development of the new Steel-bound cylindrical container for citrus fruit which holds very considerable possibilities for a reduction of material costs below those necessitated by the present standard box.

Thus, in the perfection of general sales methods, the plan used on bulk fruit distribution and the development of the bag package, the Florida Citrus Exchange has demonstrated its flexibility as an organization. It met every emergency. It was not hide-bound to any definite policy of sales, but adopted the means best suited to the situation as that situation arose.

Renewed Decisive Sales Contract

Final and adequate vindication of the general rounding out and strengthening of the Exchange as a sales organization is found in the renewal of the Pacific Fruit Exchange sales contract with the Exchange Sales Company. The Pacific Fruit Exchange is by all odds the most desirable deciduous contract available in the country. While the Florida Citrus Exchange has been handling deciduous during the off season for the past 15 years or more, it was not until this business was organized three years ago and this contract secured that the phase of the organization was made productive and profitable to Exchange growers. That an organization of the standing and importance of the Pacific Fruit Exchange should repeatedly renew its sales contract for its increasing volume is a tribute to the efficiency and ability of the sales organization owned and controlled by Exchange members.

Largest Advertising Campaign in History of Organization

Tied in as an integral part of the sales work of the Exchange this season was one of the largest and most productive individual advertising campaigns ever undertaken by the organization. Magazines, newspapers, radio, subway and elevated posters, and outdoor bulletins literally blanketed all important markets with Seid-Sweet and Mor-Juce advertising. Here again no preconceived, hide-bound methods were used. The media and copy best suited to the individual job to be done in the market in question were used to meet the situation. The entire campaign was sufficiently flexible so that the advertising and merchandising effort attendant upon it could be concentrated where the most urgent need for it existed.

This, gentlemen, is a brief picture of the high lights in the development and progress of your organization. Much has been done, yet such accomplishments are but a small percentage of what could be made available to Florida citrus growers in boxes which, in turn, had its discount advantages. Full cooperation of all producers in the industry will make that industry one of the most consistently profitable investments available in agriculture.

These facts are cited for your information. I sincerely trust that you will use them to good advantage.

Very truly yours,

FLORIDA CITRUS EXCHANGE,

G. G. Commander
General Manager.

CCC/ad

V. F. W. MET AVON PARK LAST MONDAY EVENING

District Deputy Chief of Staff,
Boone Obligated Several Recruits

The regular semi-monthly meeting of the Veterans of Foreign Wars of the United States was held in the Masonic Hall at Avon Park Monday night with members from all over the county and the auxiliary present.

District Deputy Chief of Staff, Chas. F. Boone of Miami was present and gave the obligation to recruits, Fred Kight of Hendry county, Denos Mandis, Robert M. McCabe and Chas. S. Sherman of Avon Park.

Mr. Boone made a short talk to the Auxiliary about V. F. W. Poppy Day which is to be held Saturday, Memorial Day. He also told of the National home for widows and orphans of veterans, which is maintained by the sale of Buddy Poppies and is the only home of its kind maintained by any veteran organization. The home is complete with a school where the children receive a high school education.

Service officer, R. W. Gast brought up the case of a veteran, who is confined in the county jail as mentally incompetent and a collection was taken up to defray expenses of taking the veteran to Lake City where an attempt will be made to get him admitted to the government hospital.

It was voted to invite the Boy Scouts of the county to attend the next meeting of the Post which will be held June 8, at the municipal pier in Sebring.

Sweden's railway electrification program is expected to prevent a national unemployment problem for at least two years.

Chevrolet Agencies At Almost Opposite Ends of the Earth

Two Chevrolet agencies are maintained at opposite ends of the earth, one in the shadow of the north pole, the other in the distant region of the Antarctic.

Up in the sub-Arctic, 60 parallels of latitude remote from the equator, where daylight is hardly more than imaginary and the reindeer is still the chief means of transportation, A/S Anco sells Chevrolets, in Horstad, Norway. It is almost the outpost of civilization. Fewer than six hamlets are nearer than Horstad to the North Pole.

More than 8500 miles to the south, practically at the tip of South America, V. Camello operates the southernmost automobile dealership, at Porvenir, in what has been called the bleakest spot on the globe, the eternally gale-lashed island of Terra del Fuego. Porvenir rests on the 57th parallel of latitude and is practically within the Antarctic circle. With a single exception it is the most southerly town in the world. Camello operates another automobile agency across the stormy Straights of Magellan, at Magallanes, formerly Punta Arenas, famed in maritime tales and history and a veritable haven to sailors navigating the nearby seas, the stormiest known anywhere.

Thus, points out M. D. Douglas, general parts and service manager of the Chevrolet Motor company, the automobile has circled the earth with a band more than 8500 miles wide, and adds: "The automobile in a generation has penetrated and gone beyond the regions of the reindeer on the north and the llama on the south, the hardest beasts existing. It would be interesting to know how many cars operate in these remote sections."

We would like to know their period of usefulness each year and something of the vicissitudes of automobile ownership and driving at the top and bottom of the globe."

Rousing Rally In 5th Gives 'Chobee Yesterday's Game

(Continued from page one)

him safely home. Scharick fanned for the third out. During Avon Park's time at bat, Eads got a hit but was picked off at the keystone sack on a field's choice. The other outs were made on a strike-out and an easy out to second.

'Chobee's big fifth inning started on a fluke single by Raulerson. Cox beat out a sacrifice to advance him to second. Pitts got on in the same way. Alsbrook hit a one bouncer to drive in the first run, scored by Raulerson. Thomas doubled and Cox and Pitts crossed the pan. Alsbrook scored on the throw to Martin at the plate. Bowden went out to Armstead. Thomas got caught coming home and Scharick made an infield out. McFerrin, Bass and C. B. tried valiantly to even things up but fine fielding from the opposing gardens made all efforts vain.

Okechobee could only get three men up during the 6th, 7th and 8th innings. Avon Park went in 1, 2, 3, 4, 5, 6, 7, 8, 9. In the ninth Cox annexed another hit through fast running although the decision drew a lot of Bronx cheers. He stole and went third on an error which put Tommy Pitts on the initial pillow. Bowden drew a base on balls. Bass dropped a base throw and Cox sneaked home while Alsbrook was declared safe at first. C. B. caught Pitts coming home. Dilley fanned Thomas and with Raulerson's opening out the 'Chobee hitting was all over. Sherman and John Martin whiffed for game with a easy one to Alsbrook who pegged it to the first sacker for the out. Final score: Okechobee, 8; Avon Park, 3.

Okechobee: AB. R. H.
Raulerson, cf 4 1 1
Cox, as 5 3 4
Pitts, rf 5 1 1
Bowden, 2b 4 1 0
Alsbrook, p 5 1 1
Thomas, c 5 1 1
J. Sherman, lb 4 0 1
Bradley, lf 4 0 1
Sharick, 3b 4 0 0
Totals 40 8 10

Avon Park— AB. R. H.
D. Martin, as 4 1 0
McFerrin, lf 4 1 1
Baas, lb 4 1 1
C. B. Martin, c 4 0 1
C. Sherman, cf 4 0 1
J. B. Martin, 3b 4 0 0
Armstead, 2b 4 0 0
C. Eads, rf 3 0 0
Dilley, p 3 0 0
Totals 34 3 5

Runs batted in: J. Sherman, Bradley, Pitts, Alsbrook, Thomas, C. B. Martin. Two base hits: Thomas. Left on bases for Avon Park, 4; for Okechobee, 7. Struck out by Dilley, 9; by Alsbrook, 3. Bases on balls—of Dilley, 2; of Alsbrook, 0. Umpires: Eads and Floyd. Time of game, 2 hours. Hits off Dilley, 10; off Alsbrook, 5.

Epworth League To Hold Food Sale

The Epworth league will hold a food sale Saturday, beginning at ten o'clock and continuing through the day until everything is sold out. The sale will be held in the band stand in the Mall. Proceeds of the sale will be used to send delegates to the Epworth League assembly which convenes in Lakeland June 12, and as many delegates will be sent as funds will permit. The sale will consist of salads, cold meats, cakes, pies, etc., and in the afternoon ice cream, coffee and doughnuts will be served.

"A Psalm For This Era of Depression"

"A Psalm for this Era of Depression" will be the sermon topic at the Union Congregational church next Sunday morning at 11. In the evening at 7:30 Dr. Vaughn will give a review and study of "The Bible of Red Russia," the Primer of the Five Year Plan which has just been published, with an estimate of its co-operative scheme of material progress and its total disregard of religion as a factor in human living and advancement.

"NERVES"

Here's a good way to quiet "NERVES"—A Dr. Miles' Efferescent Nerveine 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.

Representatives of Snowdrift Will Give Demonstrations Here

A corps of demonstrators of the Wesson Oil and Snowdrift Sales company began making demonstrations yesterday in the homes of Avon Park. The demonstrations are being made merely in a promotional capacity in order to acquaint housewives with the many uses of these products. These demonstrations are being carried on Thursday and Friday and on Saturday special demonstrations will be held in the B. & B. and the B. H. James groceries.

The ladies putting on these demonstrations are: Mrs. Frances L. Hastings, and Mrs. Nell F. Smith, Tampa; Mrs. Clara A. Webster and Mrs. Frances Wiggins, Jacksonville.

Church Notes

METHODIST CHURCH
Bible school 9:45 a. m.
Sermon 11 a. m.
Junior Epworth League 6:00 p. m.
Senior Epworth League 7:00 p. m.
Sermon 7:30 p. m.
Church night, Wednesday 7:30 p. m.

UNION CONGREGATION CHURCH
Morning service, 11 a. m.
Evening service, 7:30 p. m.
Bible school, 9:45 a. m.
Christian Endeavor, 6:30 p. m.
Rev. A. P. Vaughn, Pastor.

THE FIRST BAPTIST CHURCH
Rev. W. K. McClure, Pastor.
Sunday school, 9:45 a. m.
Preaching at 11 a. m. and 7:30 p. m.
B. Y. P. U. at 6:30 p. m.
Prayer meeting Wednesday evenings at 7:30 p. m.
Sunday School Teachers' Meeting, Friday evening at 7, taught by Mrs. J. B. Coen, Jr., followed by choir practice.

Brotherhood meeting second Thursday evening of each month at 7 o'clock, in the basement of the church.
dress, 11 a. m.
Church school, 2:30 p. m.
Week-days, every morning except Mondays, Holy Eucharist, 8 a. m.

CHURCH OF THE NAZARENE.
Rev. P. A. Southard, Pastor.
Rev. C. E. Deware, Supply Pastor.
Sunday school, 10 a. m.
Morning service, 11:00 a. m.
Junior N. Y. P. S., 6:00 p. m.
Senior N. Y. P. S., 7:00 p. m.
Evangelistic service, 8:00 p. m.
Wednesday evening Prayer meeting, 8:00 p. m.
Friday afternoon Women's Cottage Prayer meetings at the homes. A cordial welcome to all.

Ford and Studebaker Crash
Ford car driven by Jim Holden and C. H. Williams, Studebaker driven by Marshall Reynolds met on the curve at the Eggerson home on the Sebring road Tuesday, and resulted in a smash-up of both cars. The Studebaker turned over, but aside from a few bruises none of the occupants were seriously injured.



SCIENTISTS have demonstrated that a quart of milk is as nourishing as a quantity of other food costing two and three times as much. That's why drinking milk is economical and necessary to your daily diet.

[You'll Like
Our Service]

MANDIS
DAIRY

University To Give 25 Students Degrees In Agriculture

Twenty-five agricultural students at the University of Florida are candidates for degrees at commencement exercises Monday, June 1. Eight of the students will receive the degree of Master of Science in Agriculture, 15 will receive the Bachelor of Science in Agriculture degree, and two are candidates for the degree of Bachelor of Science in Landscape Design.

The candidates for the Master of Science degree are J. J. Bolton, Jr., West Point, Ky.; Ivan E. Miles, Collinsville, Miss.; Charles Ralph Dawson, Zack Savage, and John Vertrees Watkins, Gainesville; Aubrey Elsworth Dunscombe, Lynn Haven; Robert Buchanan Wooten, DeFuniak Springs; and Martin Greene Young, New York.

All of these men have been working as graduate assistants with the Experiment Station and Agricultural College during the past year. Candidates for the degree of Bachelor of Science in Agriculture are Hans Olaf Anderson, Pieron; Clarence U. DeMarco, Richard P. Lord, and Joseph Henry Norfleet, Jr., Gainesville; Hiram Dwight Freeman, Tampa; Joseph Russell Henderson, and Kenneth Smith McMullen, Lee; Roland Otto Hopper, Cleveland; Leon B. Jones, Century; Thomas John Jones, Palm Beach;

William Travis Lofton, Summerfield; Earl Dwight Matthews and William Harold Roberts, Homestead; William Franklin Mitchell, Lakeland; and Glennie Banks Williams, Sebring.

The two candidates for the degree of Bachelor of Science in Landscape Design are Theodore Kenneth Pease, Okechobee, and George Thomas Smith, Jr., Winter Garden.

Most of these graduates have already secured work as agricultural teachers, research workers, farmers, and leaders in other lines of endeavor.

Tigert Among Noted Speakers For State Dairymen's Meeting

Dr. John J. Tigert, president of the University of Florida, and other noted speakers will appear on a special educational program of the Florida State Dairymen's Association at Silver Springs, near Ocala, Friday, June 5, according to the final program just announced by Dr. A. L. Shealy, chairman of the educational committee.

The meeting will begin at 10 a. m., and at 10:30 A. B. Nyström, extension senior dairy husbandman with the U. S. Department of Agriculture at Washington, will discuss, "How Proven Sires Have Con-

tributed to Improving Dairy Herds." Dr. Tigert will speak at 11:15.

After lunch Alf. R. Neilson, president of the State Guernsey Breeders' Association, will speak about, "The Future of Florida in the Field of Milk By-Products." The final address will be given by Hon. Nathan Mayo, state commissioner of agriculture.

At 3 o'clock a sight-seeing trip over Silver Springs is scheduled. On June 11 a special dairy field day will be held at Inspiration Ranch, near Bradenton.

Court House Offices Close.
Every office in the court house will be closed Saturday, Memorial Day. It was announced this morning. The offices close every Saturday afternoon but in keeping with the day, will be closed in the morning also.

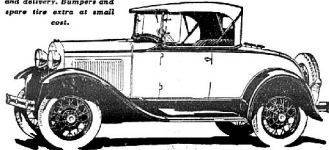
Public Library

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

AN UNUSUAL VALUE AT

\$430

F. o. b. Detroit, plus freight
and delivery. Bumpers and
spare tire extra at small
cost.



THE FORD ROADSTER

Everything you want
or need in a motor car
at a low price

Beauty of line and color
Attractive upholstery
55 to 65 miles an hour Quick acceleration
Fully enclosed four-wheel brakes
Triplex shatter-proof glass windshield
Four Houdaille hydraulic shock absorbers
Rustless Steel
More than twenty ball and roller bearings
Economy Reliability Long life

See your dealer for a
demonstration

THIRTEEN BODY TYPES

*\$430 to \$630

F. o. b. Detroit, plus freight and delivery. Bumpers and spare tire extra at small cost. You can buy a Ford on economical terms through the Ford Finance Plans of the General Credit Company.



B & B Coffee

7 TO 7
PURE SANTOS
21c
CASH GROCERY STORE
6-lb. CAN 95c
SPECIAL DEMONSTRATION
OF SNOWDRIFT
By MRS. CLARA A. WEBSTER,
FACTORY REPRESENTATIVE

WHITE BACON
12 1/2 lb.
Plates . . . 08 1/2 c

LARD
8-lb. Pail . . . 89c
Bulk. lb. . . 10c

MEAL OR GRITS
5 Pounds
15c

SUGAR
5 Pounds
25c

Corn Beef, 19c
Pot Meat
7 for 25c

Apple Butter
Quart Jars
15c

SALMON
Pink
2 cans . . . 25c

MILK, Dairy Lea
3 Tall Cans or 6 Small
20c

Flour
Pillsbury, 24 lbs. . . 95c
Swansdown, 24 lbs. 95c
Golden Rule, 24 lbs. 69c
Golden Rule, 6 lbs. 23c

NEW POTATOES
5 lbs. for . . . 14c

Butter
"Monogram"
27c lb.

CHEESE
18c pound

EGGS
Fresh Avon Park
23c dozen

GRAHAM
Crackers
"EDGEMONT"

1-lb. pkgs. . . 17c

P & G SOAP or
POWDER
7 for . . . 25c

Evap. Apricots
or Peaches
18c lb., 2 for 35c

Argo Tomatoes
No. 2 1/2 Can
10c

Fancy Ripe
Bananas, lb. 04c

BREAD
BUTTERKRUST
3 loaves . . . 10c

COFFEE
MAXWELL HOUSE
32c

Ask For Our Prices on SECURITY LINE FEEDS —
Scratch, Laying and Growing Mash — Dairy Feeds.

MOORE'S MARKET

SPARE RIBS, 2 pounds for . . . 27c
NECK BONES, 3 pounds for . . . 25c
PIG LIVER, 2 pounds for . . . 23c
VEAL ROAST, per pound . . . 21c
FRYERS, Dressed, per pound . . . 41c
HENS, Dressed, per pound . . . 33c
HAMBURGER or SAUSAGE, per pound . . . 15c
PORK CHOPS, per pound . . . 25c

FOR BETTER MEATS SEE CLIFF