

**"RADIO FOLLIES"
SHOW ALL SET
FOR FRIDAY EVE**

**Musical Extravaganza To Be
Held at High School
Auditorium**

Said to be the largest musical extravaganza ever to be present in Avon Park, "Radio Follies" will be broadcast from The Mythical Radio station W A R P next Friday night at 8:00 p. m.

The entire production which consists of 10 separate programs is under the direction of A. Carl Houck, of New York, and the best talent of Avon Park is being used, and, according to Mr. Houck, its going to be a show, long to be remembered. The numbers include musical comedy, vaudeville, minstrel and concert numbers together with a singing and dancing chorus and plenty of comedy specialties.

In connection with Radio Folies there will be a prosperity parade on Thursday night at 7:30 p. m. The boys band will furnish the music and Mayor M. E. Covington will be the Marshal, with all the merchants co-operating. The parade will be well worth seeing.

On a night of the show the winner of the popularity contest will be announced and crowned Miss Avon Park, and also be featured in the grand finale of the show, afterwards being the guest of honor at an informal reception to be given by the Junior Women's Club. The general public is invited to this reception. A luncheon of \$2.00 per plate, including a glass of champagne, will be served to all those who desire may make their reservations in advance with Mrs. Edwin Smith, phone 7124. Everyone is invited to co-operate in making the "Buy Avon Park" Campaign a big success.

The Radio Follies is being taken care of by the girls who are in the Popularity Contest and everyone is advised to buy their tickets early as reservations from out of town are coming in and it looks like a sell out, and when you buy your tickets from these young ladies

you help them win the cash prize which is being given by the American Legion. The girls in the contest are: Ruth Kempton, Mary Turner, Oleta Bigbie, Myrtle Turner, Barbara Weaver, and Patsy

Loomis. The advance reserve sale is being handled by the Jacaranda Drug Company, and all those that desire reserved seats can exchange their regular tickets for reserved seats by calling at the drug store or at the auditorium office.

—Buy Avon Park—
City Limits Suit
Opinion Does Not
Appear Very Clear

In a lengthy legal document which covered 29 legal pages, the state supreme court handed down a decision Saturday in the Avon Park city limits suit which has been hanging fire for many

months. The opinion as rendered by the supreme court is far from clear, and is to the effect that unoccupied and unimproved Florida lands which were brought within municipal limits during "boom days" but which have not and do not receive full benefits of citi-

property, cannot be constitutionally taxed as city property. While agreeing in theory with the taxpayers, the court held they failed to ask for proper legal remedy in this case and so declined to free the property involved from the city limits but pointed out that the taxpayers could enjoin the city from imposing illegal taxation.

The opinion of the court was not unanimous and City Attorney S. C. Pardee was of the opinion that he would have to ask the supreme court for an opinion on their opinion as it was not at all clear to him and he has spent many hours studying it.

AVON PARK High School News

Right and Wrong

It is not so much knowing what is right—it is doing it after you know. It is only the simplest fool that does not know the difference. It is almost instinctive to know right from wrong and if you do not know, it is usually easy enough to find out.

Do what you know is right! It will make you much happier in the end. The path of roses may look good to you but do not forget—it will be rough and rocky at the other end.

There is a queer angle to human nature, a peculiar stubbornness that holds us back from admitting fault. One of the hardest things to do is to apologize, to say, "I am sorry." When it is said it is often with mental reservation, justifying ourselves in our own minds. Be honest with yourself. You cannot lie to yourself.

Do right always. If you make a false move rectify it as soon as possible. If necessary apologize. Then you can forget it and be happy.

Critic's Column

Only six weeks more of school—that's sure. It looks bad to me, and some Juniors and Seniors are going to look sick when they get the final reports, as well as some other class members. Mr. Fairley tells us to look out that we don't find ourselves in the class of the lacking.

Discussions about "what shall we wear?" are heard among the girls of the Junior and Senior classes. What does it matter what they wear as long as they wear clean clothes. Quoting Miss Bryant, "a simple suit is sufficient."

Pardon me, I meant to say that the football party will be tonight. Mr. Houck still wants singers, dancers, and other talent for "Radio Follies." It's not too late to get in before final rehearsals next week. We have a good twenty-piece orchestra and plenty of good numbers, but he still needs girls for a chorus. I still say let's help "Buy Avon Park."

SAVE JOHN RUSKIN CIGAR BANDS

Ask your dealer for new Premium Catalog. More Havana tobacco is now used in JOHN RUSKIN, making it the greatest cigar value at 5c. Smoke the size you prefer—Perfecto Extra or Panetela.

NOW 5 MORE HAVANA

Delightfully MILD
John Ruskin
CIGARS SATISFY
10 SMOKERS
O. K. Candy Co., Lakeland, Florida
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Junior News

Things are looking serious to the Juniors. There are numerous things which have to be done before school closes and it has been definitely stated, by those who know, that we now have less than six weeks in which to complete our tasks. This means that we all must put our hands on the plow and begin to turn our furrow in earnest. If we don't, open our minds and really try to absorb those all important needs of English, chemistry, etc., we will find during the latter part of April that our tree of knowledge is not strong enough to stand the winds and lightning of the storm generally known as "examinations." For the Juniors this would be a sad, sad story, indeed. But today it looks as though there will be weeping and gnashing of teeth on the closing day of school unless several of our classmates get busy.

We are having our "football" party this coming Friday night, March 17, and we're planning a big time.

8-A News

Well, people, here we are again, the eighth A girls. Last Tuesday night the Tigers entertained the Wildcats with a party. The party was at the home of Evelyn Thomas. All but a few of the class members were present. But today is a very enjoyable evening. Grape juice, cake, salad, and cookies were served as refreshments. No wildcat were present. Who will gain the victory? No one knows yet. We will say good-bye for this week. We will see you again next week.

—Frances and Evelyn.
—Buy Avon Park—
Sophomore News

A big surprise, folks. School will be out in six more weeks. We cannot get over it. We will be sitting doing nothing then for four months. School is a pretty good thing after all. We only have this short time to finish this year's work, and I think we can. We should strive to do our very best. In literature we are studying the King Arthur stories. They are very interesting. We have already finished "The Coming of Arthur," and are studying today, "Gareth and Lynette." History was not so interesting today. It was that dreaded test. It was quite hard too. Mr. Funderburk surely didn't have any pity for us poor creatures from the books of the questions. Book reports are soon going to be due too. We must have more after this month.

What Would Happen If—
Martha Weaver would get to school on one more morning?
Anna De didn't always have something to say about the length of the school term?
Myrtle Turner could stop lamenting?
Joe Tidwell wouldn't tease the girls?
Carmen didn't know the lesson?
Woodson didn't have something

2 Minute Relief
HEADACHE
NEURALGIA

Two Bites
Muscular aches and pains, toothache, neuralgia, periodical and other pains due to Inorganic causes. No opiates—no narcotics. 10c.
Jacaranda Drug Co.

AUSTIN
We Are Exclusive Dealers For
S Highlands County
A demonstration will convince you it is just the car to run around in. Call us.
T DUTTONS', INC.
Sebring, Florida

to say about a party?
Ralph wasn't so quiet and dignified?
Raheigh Foster wasn't so small?

Wanted—
Any kind of old car to run about a mile every morning to haul Martha Weaver to school on time. Notice: Must not use gasoline.

Wanted—
First class boy to go around with Martha Walden to take papers from chewing gum fast enough for her to win a chewing race.

Wanted—
Some good-looking blues singer to make George Bryant blue sometime.

7-A Grade

We are glad to be able to announce that we again won the P. T. A. attendance prize of fifty cents for the largest number of members present at their regular meeting. We now have quite a substantial sum in our treasury which we expect to put in the use of something worthwhile before the school year closes.

We are glad to welcome to our class Roy Cole, who came from Kenansville. We are now thirty members strong.

Detention hall is our present location. If our conduct isn't what it ought to be, it won't be our teacher's fault. It's detention hall on every side—sometimes fifteen minutes, sometimes thirty, but most often for forty-five minutes. Lucky is the one who can go through school day and escape this particular form of punishment.

Dorothy Hughes, Reporter.
—Buy Avon Park—
Who's It

Hair—light, coppery brown and wavy.
Eyes—blue.
Complexion—light, a few freckles.

Features—well proportioned, good figure.
Size—rather small, weighs about 55 pounds.

Personality—She's quite well liked both in Avon Park and surrounding cities.

Hobbies—Studying chemistry (7) and having a good time. She dances, plays bridge, and is a good partner for a moonlight ride. Ambition—To wear a stiffly starched white dress and sit behind a door marked "Head Nurse" in a big hospital.

Can you guess? Answer next week.
Answer to last week's "Who's It"—Sport Mercer.

Miscellaneous

It has been definitely decided that school will close a month earlier this year—on April 25, to be exact. Most of the Juniors met the announcement with applause, but the Seniors have an extremely busy month and a half ahead—Sebring-Avon Park play, banquet, class reunion, commencement sermon and last but not least, graduation.

Poor grace. We were so sorry for her last Monday. We took a peep into the senior room and found Grace securely tied to the windows. Try as she would, there was no getting loose and her cruel classmates merely stood and laughed.

Did you notice how pale some of the Juniors and Seniors looked the first of this week? Did you wonder why? It was History IV examination they were facing that caused it. But none of them died from the examination or the after effects although some suffered severely.

Some suggestions for Senior graduating outfits presented by various students: Bathing suits, football togs, dark suits, white trousers with dark coat, cap and gown, and top hat and spats were advocated by some as something "different." That was the Senior boys. Just wait until the confidants concerning the girls' dresses.

This appeared on study hall blackboard last Tuesday: "If you Tear Up Paper and Put it on the Floor at School that is a sign that you do it at Home. I would be ashamed if it I was you."

We wish to commend the author on the sentiment expressed, but we are sorry about his grammar. We hope he knows more about Tanner than his composition indicates.

—Buy Avon Park—
Duval county dairymen have needed 4,000 acres to permanent pasture grasses under the leadership of County Agent A. S. Lawton. This, they say, has resulted in lowering their feed costs at least \$75,000 a year.

Leading 4-H Boys and Girls To Attend Schools In April

Gainesville, March 15.—A series of four recreational leadership training schools for outstanding 4-H club boys and girls will be held in Florida during April.

The schools will be conducted by John Bradford, a representative of the National Playground and Recreation Association, in co-operation with Miss Flavia Gleason, state home demonstration agent, A. W. Blacklock, state boys' club agent, and the Federal Extension Service.

Each of the schools will continue for four days. The first will be held at Gainesville, March 13. Others will be held at Marianna March 20, DeFuniak Springs March 27, and Plant City May 1. From 50 to 60 of the best club members in each of the sections have been invited to attend. Good leadership, music appreciation, community singing, and other rural leadership topics will be featured at the schools.

Similar schools have been held at the same places for the last two years, and the four year course will be completed at similar schools next year. Plants have also been made for starting another series of schools in four other sections of Florida next year.

DRUF Farm Program

Gainesville, March 15.—Farm radio talks by College of Agriculture workers will be given at each day next week over WDRF according to the following schedule: Saturday, March 18.—Radio's Weekly Farm Newspaper. Farm Editorial Snapshots.

Monday, March 20.—Factors Affecting Costs and Returns in Growing Citrus—W. R. Briggs. How Nursery Inspection Prevents the Spread of Dangerous Plant Pests—C. C. Gagnier. The Production of Quality Citrus in Lake County—Clifford Hiatt.

Tuesday, March 21.—Tomato Insects and Their Control—J. R. Watson. Farm Question Box.

Wednesday, March 22.—The Nature of Diseases That Affect Agricultural Plants—Dr. W. B. Tidwell. Major Blackberry Diseases and Their Control—Edman West.

Thursday, March 23.—Pasture Recommendations for Florida—E. E. Stokes. The Value of the Purebred Beef Bull for Improving Native Herds—Dr. A. L. Shelly. Selecting Breeding Cows from Native Herds—J. Shelly.

Friday, March 24.—The Feeding Value of Silage—Dr. R. B. Becker. Raising Quality Calves—Hamilin L. Brown. The Hermand County 4-H Boys' Club—B. E. Lawton.

Davis Completes Investigation Of Welaka Hatchery

Tallahassee, March 15.—G. W. Davis, State Shell Fish Commissioner, has completed inspection of the State fish hatchery at Welaka. The breeding ponds there have been restocked with 2000 large mouth black bass brood fish preparatory to another hatching season. Davis reported. These fish will be used for restocking Florida's lakes and streams.

Formal application to the commission should be made by those wishing to secure young fish from this season's hatch. Care should be exercised in filling out application blanks to provide the officials with full information needed for shipment of the fish.

During the last two seasons the Welaka hatchery has produced and distributed 3,400,000 fish. The hatchery is open to visitors at all times.

President Said To Be Interested In State Reforestation

Tallahassee, March 15.—Governor Sholtz stated that while he was not at liberty to disclose details of the plans or say how far they had gone, he was made to feel while in Washington that President Roosevelt was keenly interested in the project of homesteading and reforestation in Florida. At the President's request, the governor stated, he had interviews on these subjects with Secretary of War Dorn, Secretary of the Interior Ickes, and Secretary of Agriculture Wallace. He assured them, Governor Sholtz said, that there was at least 1,000,000 acres of state-owned land in Florida suitable for reforestation and homesteading on the basis of the plan outlined by the President. Further information will be made public in a statement from President Roosevelt.

NOTICE OF APPLICATION FOR TAX DEED

Notice is hereby given that Myrtle Edith Jones, holder of Tax Certificate No. 123, dated 7th day of July, A. D. 1933, has filed certificate in my office and made application for said land. Said certificate embraces the following described property situated in Highlands County, Florida, to-wit: East 1/2 of Section 16, Township 25 N., Range 20 E., Consisting of said 1/2 of said Section 16. The assessment of said property under the said certificate issued was in the name of Unknown. Unless said certificate shall be redeemed according to law, tax deed will issue thereon on the 15th day of April, A. D. 1934. Witness my hand this 15th day of March, A. D. 1933.

W. Z. CARLSON,
Clerk of Circuit Court,
Highlands County, Fla.
Feb. 17-21-Mar. 16-19

Interior of a New Vehicle of Transportation



Battle Creek, Mich.—Noise-free and weather-tight is the passenger compartment on board the Autogram. Capable of carrying 42 passengers, it embodies the principles of the airplane, automobile and railroad car. The model shown above is a lounge car, with soft carpeted car floor and luxurious furnishings which include light aluminum alloy chairs. The lights are scientifically fashioned to provide proper illumination without glare. Forced ventilation insures comfort to passengers regardless of weather conditions.

Four Men Play Potent Parts in State Work

By JOHN KILGORE.
Tallahassee.—Four demi-officials, or ministers without portfolio are to be reckoned with by official Tallahassee. They are Jim Newell, Gilbert Freeman, Byron West and Joe Cromier.

Detail Work.

Jim Newell is secretary to Governor Sholtz and does what most governors' done in the past. He tries to take as much detail work off the governor's shoulders as he can, interview many visitors, dictate many letters and conveys the wishes of his chief to all and sundry. But it is obvious that Jim is following orders and that he is not trying to be a power behind the throne. This is according to long usage, but it is more of a novelty to have much the same thing in the comptroller's office. Jim Lee has an assistant comptroller and a chief clerk but he also has Gilbert Freeman, who has no official title, but who occupies a position best described as executive secretary to the comptroller. It is apparent that Gilbert prepares letters and statements for Comptroller Lee, but there is evidence that the chief gives his final approval before anything goes out over his signature.

West is Director? In the tag department Byron West seems to be the director of activities. His colleague, Chief Clerk Cormier also has weight in the councils of the department and meetings with Commissioners George Wilder to discuss working plans are of some frequent occurrence that some have gone so far as to say that the tag department is operated by a committee or board of which Mr. Wilder is chairman.

There is no "man Friday," for Chairman C. B. Treadway, of the road department. Karl Roosch,

NOTICE OF APPLICATION FOR TAX DEED

Notice is hereby given that Jack Dwyer, holder of 1-1/2 Tax Certificate No. 123, dated 15th day of July, A. D. 1933, has filed said certificate in my office and made application for said land. Said certificate embraces the following described property situated in Highlands County, Florida, to-wit: East 1/2 of Section 16, Township 25 N., Range 20 E., Consisting of said 1/2 of said Section 16. The assessment of said property under the said certificate issued was in the name of Unknown. Unless said certificate shall be redeemed according to law, tax deed will issue thereon on the 15th day of April, A. D. 1934. Witness my hand this 15th day of March, A. D. 1933.

W. Z. CARLSON,
Clerk of Circuit Court,
Highlands County, Fla.
Mar. 18-17-24-31-Apr. 5

Jeffcoat Death Warrant Signed

Tallahassee, March 15.—The death warrant for the execution of Elvin E. Jeffcoat was signed by the governor March 13. The electrocution was set for the week of March 20. Jeffcoat was sentenced in Pinellas county for the hammer slaying of his wife. His execution has been delayed through legal strategy which has attacked the Florida law providing for execution of criminals by electrocution. The validity of this law was recently upheld by the State Supreme Court.

No Two Names Alike In State House This Year, Clerk Reports

Tallahassee, March 15.—Frank Webb, clerk of the House of Representatives has checked the names of the members of the 1933 legislature and reports that for the first time in his memory as clerk of the House there will be no two names alike in the entire list of 90 representatives. Heretofore there have always been duplications, Webb stated.

acting secretary and a capable one, was retained in the preliminary organization, but he is not the spokesman for the department. Other newly appointed chiefs are likewise without assistants with executive authority.

But whether equipped with an alter ego or not each new detail official is operating his department smoothly and in line with the cut cost policy of this administration.—Ocala Morning Banner.

For a Beautiful and Slender Figure

REDUSAN SALTS
Woman Lost 10 Pounds Fat in 3 Weeks
Improved Complexion and Health

Safe—Sure—Healthy way to eat and lose fat—Redusan Salts

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Every bottle
MILK for HEALTH STRENGTH
RICH IN ALL HEALTH GIVING ELEMENTS FOR INFANTS AND ADULTS
Nature's Own Food
We Deliver at Daybreak
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Does the Shadow of HOUSEWORK haunt you?
Women who cook Electrically never have to sit at a table after dinner because they must get home and get dinner. They can enjoy themselves completely. In their absence dinner is cooking—deliciously. The automatic cooking of an Electric Range measures cooking time and heat more accurately than the most careful housewife. Yet this is only part of the story of Electric cooking. Let us, or your dealer, tell you more today.

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Avon Park Florida

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The WESTINGHOUSE Program

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**Jacaranda
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Everything in Drugs

Sponsoring
THE DOLLY SISTERS
Mary and Myrtle Turner in
"Bits of Harmony"

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Biggest Show of the Season!

American Legion Presents

RADIO FOLLIES

A Musical Extravaganza

Under Direction of A. CARLE HOUCK, of New York

High School Auditorium

Friday Night, March 24th

20-Piece Orchestra—Beautiful Dancing Choruses in Snappy Musical Numbers—Minstrel with Large Male Chorus—Ladies' Glee Club—Dramatic Sketch—Concert Singing—Children's Revue—Vaudeville Specialty Numbers and Lots of Comedy—All on one program.

The winner of the popularity contest will be announced at the performance and crowned "Miss Avon Park" by Mayor Covington. She will be featured in the Grand Finale and will receive the cash prize. Vote for your favorite contestant. Obtain vote coupons from merchants listed on this page, who are co-operating with the "Buy Avon Park" campaign.

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EVERYTHING FOR THE HOME

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"YOUR OLD FRIENDS"
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By
LADIES' GLEE CLUB
W. H. YATES, Director

Radio Follies

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ABRAMS

The Store of Advertised Merchandise

Sponsoring
GRAND FINALE
Crowning of
"MISS AVON PARK"
Radio Follies

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AVON PARK TIMES
You Can't Keep a Good Town Down
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An AVON PARK BOOSTER

RAGSDALE, THE CLEANER
We Believe in Avon Park
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**JORDON and SON
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SUN and PILOT
The Sun Still Shines
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AVON INSURANCE AGENCY
Col. C. R. Head
Our Confidence Is Unshaken

DAVIS' 5-10-25 CENT STORE
Trade at Home With Your Home
Town Merchants

A BELIEVER IN AVON PARK

**STANDARD OIL SERVICE
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"SERVICE Is Our BUSINESS
and Not our MOTTO"

**ENGLEMANN POULTRY FARM
and HATCHERY**
Baby Chicks, Poultry and Eggs

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EAGLE CAFE
Established in 1924—and still here
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Avon Park Chamber of Commerce

THE AVON PARK TIMES

Published every Friday at 123 West Main Street, Avon Park, Florida.

WILLIAM C. BECKETT Publisher
W. M. HETHERINGTON Editor

Entered at the postoffice at Avon Park, Florida, under the Act of March 3, 1879, as matter of the second-class.

SUBSCRIPTION RATES:
One Year in Highlands County \$2.00
One Year outside Highlands County \$2.50
ADVERTISING RATES FURNISHED UPON REQUEST

Mr. Zangara has reason to hope for a permanent cure of his stomachache one day next week.

It is a lucky chance if any news that comes over the radio is 50 percent correct. That's one reason why it will never be a serious competitor of the newspaper.

The best speech that ever sounded over the radio was that of President Roosevelt last Sunday night. Its simplicity, its clearness and its evident sincerity made it great.

A man might not think his wife is much of an asset, but she is worth \$1,500 to him on his income tax report. A single man has an exemption of \$1,000, a married man of \$2,500.

California is a wonderful State and we do not blame Mr. Brisbane too severely for minimizing its earthquake, though in doing so he touched the boundaries of the absurd. While Brisbane is loyal to California, he has many a good word for Florida.

The nation had been very sick for many months. A new doctor was called in. He advised an immediate operation. The patient improved from then on, and is now sitting up singing, "Happy Days Are Here Again."

The people, with remarkable unanimity, are more pleased with their President every day. No President was ever inducted into office with more grave and pressing problems confronting him—and no President in such a brief time has done more to win the confidence and justify the hopes of the people.

Don't know about this thing of being quoted in the Tribune's "They Say" department. About the time we begin to feel all puffed up with the thought that we have been given the accolade of the Tribune's approval the horrible suspicion comes that maybe Sir Edward is just poking a little sly fun at one of our naive pronouncements.

There is no question but that there existed a general necessity for calling a bank holiday, and it was wise to do so; but we do not believe it was needed in Florida, where the banks in our opinion are in better shape than in probably any other part of the country. Of course, to have the sought-for effect it was necessary to make the holiday nation-wide.

There may be some question as to the wisdom of government guarantee of bank deposits, but there could and should be some plan where the government would protect a solvent bank from ruin by frightened depositors. Better a bank closed for a few days, or with limited withdrawals for a period, than one in process of liquidation with none of the liquid leaking out to the reach of the depositors.

Governor Sholtz plans to bring to the State 10,000 "thrifty, courageous farmers." Just to introduce them to Florida farming he might give them a preliminary assignment to plow up the celery and other crops that our present Florida farmers find it necessary to destroy because of a surplus so great that products must be sold cheaper than a corresponding quantity of the dirt in which they are grown.

This is the season for flower shows in Florida and beautiful displays are being shown in many communities. The prettiest flower show may be cut in any one's own yard, with some variety of blossoms unfolding every day in the year. Not everyone, of course, can have such a floral display one thing or another preventing, but a few blooming plants on a lawn can brighten up a long stretch of street and give pleasure to every passer-by.

Less than two decades ago, when there was not what we would now call a good road in the State, and when we were passing through a period of comparative pros-

perity, if anyone had proposed that Florida should spend \$14,000,000 for roads, he would have been regarded as a lunatic. Now, when good roads stretch in every direction, and thousands are in actual want, the State Road department announces that it will spend \$14,000,000 in road construction during the current year. We cannot conceive of any justification of such an expenditure in these times.

A lot of money came out of tin cans and from under the mattress during the bank holiday. And it will not go back to these hiding places. It has been many years since the people had as much confidence in their banks as they have today, and that confidence is well founded. If there are any left who have money hidden where they may think it is safe, but where it is really subject to many dangers of loss or destruction, they should place it on deposit in the bank without delay. The money will be infinitely safer there, and it will help to rebuild credit and bring back good times.

It won't be long now until the biennial march upon Tallahassee will take place. We believe that legislators have never in any preceding session been subjected to such watchful scrutiny on the part of the people as they may expect during the impending legislative meeting. Pre-election pledges will be recalled and performance insisted upon; there will be some prodding to bring into effect much talk-of economy; and the temper of the people will not favor the frivolities and laxities that characterized the last gathering of the Florida solons. The people are expecting some serious work on the part of their representatives and will not be as complacent or indifferent as they have been at other times when legislators failed to perform satisfactorily.

DID YOU EVER STOP TO THINK

By EDSON R. WAITE
Shawnee, Oklahoma

Ernest L. Peterson, publisher of The Santa Maria (California) Times, says:

That competition is keener than ever before due to present economic conditions and for that reason alone, if for no other, the man who goes out after business is the one who gets it.

There are several methods of "going out after it." You can stand on the street corner like any hawker and cry your wares. If 500 people pass by your store every day, perhaps one-tenth of them may come at your request. But what about the hundreds and thousands of others who do NOT pass by on that particular day? They too, are prospective buyers of your commodities. But you will wear out your lungs shouting from day to day. And you will tire the lungs of every merchant that same hellablow every morning!

The only adequate, inexpensive and effective substitute for your voice is newspaper advertising. Instead of attracting only the attention of a minority, it will be read by the vast majority of your customers. It will sell them your product in their own homes where the decision to buy or not to buy is really made.

FOLLOW THE LEAD OF THOSE WHO HAVE TRIED IT. CONSISTENT ADVERTISING IN YOUR HOME TOWN NEWSPAPER WILL BRING YOU RETURNS FAR LARGER THAN THOSE OBTAINED BY ANY OTHER MEDIUM.

State Press Comment

NO WAY TO GO BUT UP.

For a long time now the people of the United States have tensed their muscles to be ready for one grand jump when the bottom fell completely out of things, and now the jump has come and the worst is over. It may be a long way back to the top of the heap, but there is now no other way to go. There is no such thing as standing still, and hence any movement that may be made will lead upward. As is the case with an aching tooth, which is carried for days overtime because of a fear of a visit to the dentist, it is a relief to have the ordeal over with.

The nation's financial system, wasted and worn through mismanagement, has been wobbling and tottering along the way for months, getting more dejected all the time, until it fell in exhaustion at the feet of the new president at the very moment that he was being inducted into office. Not an auspicious beginning for the new leader, perhaps, but so far he has shown neither surprise or disappointment. In fact he had expected such a thing to happen and was prepared for it. He has taken up the task with a hand whose steadiness has already put hope into the minds and hearts not only of his own countrymen but the distressed people of other nations who have in years past been inclined to look to this nation for leadership.

Hope is dawning, and there is something ahead of us while it. It is important that there has been change in leadership, but it is much more important that there has been a radical change in the point of view of that leadership, and any who do not now understand the significance of that fact will be too late.—Areadia Arcadian.

The child is hailed to school in a bus paid for and operated by tax money; his text-books in part are bought by the taxpayers; in some instances his lunches are provided by charity organizations; his education is directed by a government instrumentality; his money is taught to play football; he is a high school coach, and by the time he gets out of school he thinks the state owes him a job as inspector of eggs, gasoline, taxes or something at Tallahassee.—St. Augustine Record.

Social and Personal News

BY RUBY TURNER MORGAN
Society Editor

Epworth League Enjoys Wiener Roast

Last Friday evening the members of the Epworth League of the Methodist church enjoyed a wiener roast at Bryson's dock, Mrs. S. E. Roberts acting as chaperone for this affair.

A big bon fire was built and a most pleasant evening spent around the fire chatting, playing games, and preparing for the delicious lunch which was served to the guests.

Those enjoying this event were Miss Oleta Bigbie, Miss Carmen Booth, Miss Patsy Loomis, Miss Sara Smith, Miss Anna Dee Roberts, Miss Mildred Martin, Miss Zula Maud Ford, Miss Helen Bryant, Junior Stebbins, W. A. Maddox, Fred Reddick, Robert Roberts, and Frank England.

Buy Avon Park—Mrs. Reiner Entertains for Daughter

Last Thursday Mrs. Richard Reiner of Albany, N. Y., who is the guest of her parents, Mr. and Mrs. Ferd deAnquerra, entertained her daughter, Julia, in celebration of her second birthday anniversary.

Twelve small guests accompanied by their mothers were entertained on the lawn at Pinerest. Mrs. Reiner taking motion pictures of the children at the time with their toys. The honoree received lovely gifts from her little guests.

Following a pleasant hour on the lawn the small guests were invited into the dining room, where they were seated at a table which presented a picture of pink and white and its center bowl of pink and white flowers. Favors were given each child, the girls receiving little bracelets and the boys a toy, while each guest was given a money bag.

An appropriate lunch of orange juice, cream of celery soup, sandwiches, ice cream and cake were served to the small guests. A birthday cake iced in white and adorned with pink roses and pink candles was placed before the honoree and brought forth exclamations of joy for the little guests. Those invited to this affair were the honoree, Julia Reiner, Estel Nelson, Gloria Garber, Charles Pringle of Sebring, Peter Reiner and Ered Arden Anderson.

Monday Bridge Club Meets

Mrs. S. E. Booth entertained members of her bridge club Monday afternoon at her home on East Pine Street. Petunias, roses and lilies were used in profusion about the party room, where three tables were placed for contract bridge. Several interesting progressions of contract were enjoyed, scores being kept on dainty St. Patrick tallies.

Mrs. W. D. Dorniney, holder of high score record, won her trophy a unique water pitcher. The hostess served a delicious salad course with hot chocolate for her guests, who were on this occasion.

Mrs. L. E. Thomas, Mrs. W. T. Carter, Mrs. C. Parker Anderson, Mrs. M. E. Covington, Mrs. E. P. Loomis, Mrs. D. V. Rouse, Mrs. J. P. Garber, Mrs. W. D. Dorniney, Mrs. M. V. V. Allen, Mrs. M. D. Perry and Mrs. A. H. Able.

Buy Avon Park—Missionary Society One Meets

Monday afternoon Missionary Circle number one was delightfully entertained at the home of Mrs. The Collins. Mrs. M. E. Martin opening the meeting with a prayer. Mrs. W. C. Touchton had charge of the Mission Study Class, the book "The Maidens of the King" being the subject under discussion at this meeting.

Following the study class a social hour was enjoyed by the following ladies present: Mrs. J. D. Sherman, Mrs. Marvin Jones, Mrs. Ben Russell, Mrs. Martin, Mrs. J. L. Collins, Mrs. Pearl Date, Mrs. Date, Mrs. M. K. Radcliffe, Mrs. Children, Mrs. W. T. Touchton and Mrs. Gladys Fortner.

Buy Avon Park—Entertains Club

Thursday afternoon Mrs. Norton Smith entertained members of her bridge club at "Redtop" her pleasant home on Lake Isis. Multi-colored flowers were used to give a festive air to the living room.

During the several progressions of auction games were kept on dainty tallies, and concluding the games were added, Mrs. George Frank being the successful player.

Light refreshments were served to the guests, following the games. Those present were: Mrs. Norton Smith, Mrs. C. A. Strubel, of Green Bay, Wisconsin, Mrs. W. H. Hempton, Mrs. W. P. Hauptmann, Mrs. S. Y. Mett, Mrs. C. H. Head, Mrs. George Frank of Cleveland, Ohio, Mrs. A. T. Able, Mrs. Kathryn Childers, Mrs. W. D. Rogers and Mrs. P. M. Pannic.

Windsor

For in

Mr. and Mrs. W. H. McKr

Sans Souci Club Meets

Miss Louise Houck was the gracious hostess last Monday evening to members of the Sans Souci club at her home in Sebring. A pair of Vari-colored flowers were used in quantities to decorate the party room and a green and white color motif. St. Patrick's was used in all the bridge appointments and was again reflected in the refreshments.

Several interesting progressions of contract were enjoyed. Miss Eleanor Bryant being holder of high score, receiving a pair of green candles as her prize, while Miss Millie Pearson, second high received a deck of cards in a green case. Miss Elizabeth Atchley was consoling with a set of scoring pads.

Dainty refreshments of green and white checker board cake, green mints, ice cream with green shampoos were served and small artificial snakes were given as favors.

Those present were Miss Hettie Henderson, Miss Millie Pearson, Miss Elizabeth Atchley, Miss Mildred Myers, Miss Alma Harrell, Mrs. Sadie Brown, Mrs. Fred Brown, Mrs. Harry Maxwell, Mrs. Thea Dilley, and Miss Eleanor and two guests of the club, Miss Dorothy Craig and Miss Azelia Patterson of Live Oak.

Buy Avon Park—Party for Rev. and Mrs. Johnson

Mrs. Dorcas Mandis entertained informally last Saturday afternoon from 4:30 to 6:30, honoring Father and Mrs. Harcourt Johnson, who were their house guests over the week end. The Mandis home was decorated with bowls of garden flowers in pastel shades. The dining room upon which was placed a beautiful tea and coffee service, was artistically decorated with a bowl of mixed flowers, long green tapers being used to add a colorful note. Those pouring were Mrs. W. H. Wofford and Miss Marion Coen. Mrs. Norton Smith, Mrs. Fred Smith, and Mrs. W. R. England served fancy sandwiches, potato chips spread with anchovy paste, fancy cakes and colored mints to about fifty guests calling during the afternoon to greet Father and Mrs. Johnson.

Buy Avon Park—Clude Jarrette Honored on Birthday

Mrs. Roy Jarrette entertained last Saturday afternoon at three o'clock honoring her son on his eleventh birthday. Out door games were indulged in by the young boys, during the afternoon, but at 4 o'clock the guests were invited into the dining room where a picnic lunch consisting of sandwiches, pickles, lemonade, and last, but not least a big birthday cake, was brought in and served to the young boys.

Clyde was the pleased recipient of many useful gifts from his friends. Those invited to spend the afternoon with Clyde were Malcolm and Arthur Crews, Jimmie Hetherington, Jimmy Helm, David Skipper, Robert McCabe, Everett and Adrian Gibson, Walter Mandis, George Elwood, Jack Head, Jr., Henry Wild, and L. C. Davis.

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Windsor

For in

Mr. and Mrs. W. H. McKr

Phone 37

Mrs. C. E. Crabtree, Mr. and Mrs. L. E. Thomas and daughter, Norma, spent last Sunday in Sarasota.

J. J. Barrett and Thomas S. Turner of Macou, Ga., were business visitors in Avon Park this week.

M. W. Tillis is spending some time here the guest of his daughter, Mrs. S. E. Booth, and Mr. Booth.

Miss Frances Hargrove spent last Sunday in Avon Park, the guest of her sister, Mrs. Virginia Cloud.

Dr. and Mrs. J. M. Anderson and Mrs. John Anderson of St. Petersburg were guests of Mr. and Mrs. W. H. McKalip last Sunday.

Mr. and Mrs. Edwin Smith motored to Tampa and Lakeland Wednesday where they pleasantly spent the day.

Miss Rose Unger, who has been a guest at the Poinsettia hotel this winter, has returned to her northern home in Tarentum, Pa.

Charley Clements who has been confined to his home here on account of illness has returned to Tallahassee where he is employed in the Comptroller's office.

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.
Rev. A. P. Vaughn, Pastor.

CHURCH OF THE REDEEMER (Episcopal)
Rev. Heber W. Weller.
Pleasant and Verona Streets.
Holy Communion (2nd and 4th Sundays), 7:00 A. M.
Morning service and sermon, 11:00 A. M.
Church school, 9:30 A. M.
Young People's Service League, 7:00 P. M.
Visitors are always welcome.

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.

R. 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 first Friday evening of each month at 7:30 o'clock, in the basement of the church.

CHURCH OF THE NAZARENE, East Canfield, Near Lake Ave. E. E. Zachary, Pastor.

We are starting a new assembly year, and we hope it to be the greatest year in the history of the church.

Sunday Bible school, 9:45 a. m.
Preaching service, 10:45 a. m.
Young People's service, 8:30 p. m.

Evangelistic service, 7:30 p. m.
Mid-week prayer meeting, Wednesday at 7:30 p. m.

A warm welcome to all of these services is extended.

CHURCH OF CHRIST
Eris A. Ritchie, Minister.
Bible Study, 10:00 a. m.
Preaching, 11:00 a. m.
Lord's Supper, 11:50 a. m.
Young People's meeting, 8:30 p. m.

Preaching, 7:30 p. m.
Subject for morning: "Prayer." "Prayer is the silver thread that binds Christians with the great God of Heaven, the creator of all things." To take prayer from a person is to take from him one of the greatest sounds of joy.

promises that what so ever man ask for, in His name, "Father will grant it. Truly prayer is power."

the evening, "How precious is the promise that we shall not be rejected but rather that God gave His son to die for people might escape eternal damnation. If such a wonderful promise is neglected, then God has provided no other way of escape."

XT THURSDAY, FRIDAY, SATURDAY

COLMAN CYNARA

RAY PRINCE

Miss Grace Tooley and her sister, Mrs. Nell Jones were visiting in Tampa, Saturday.

Miss Blossom Wells has left for Lake Wales where she will make her home in the future, having secured employment in that city.

Mrs. E. E. Melton, Mrs. E. F. Carmichael, Mrs. W. D. Dorniney and children Sujette and Frances motored to Tampa last Saturday.

Miss Marion Coen of Cleveland who is the guest of her aunt Mrs. Norton Smith, is spending this week end in Fort Myers.

Mr. and Mrs. Robert Boward, who has been spending the winter at their home on Lake Avenue, have returned to their northern home, Tarentum, Pa.

Mrs. Joe Lander and son, Joe Allen have left for Raiford, where they joined Mr. Lander, who is employed there. The Landers expect to make their home at Raiford in the future.

Miss Azelia Patterson, home economy teacher in the schools at Live Oak has arrived in Avon Park to spend the remainder of the school term with her friend, Miss Elizabeth Atchley.

Mrs. J. M. Lee of Tallahassee, accompanied friends from Tallahassee to this city, to attend the Woman's club federation this week. While here Mrs. Lee is a guest of Dr. and Mrs. I. W. Chandler.

Assistant Fire Chief Green Was Married Last Eve

Ellis Green, Avon Park's popular assistant fire chief, has left his bachelor days behind him and last night was married to Miss Dorothy Willis. The ceremony was performed by County Judge M. C. Whitehurst at the county seat and according to last reports received by Fire Chief McCarthy the happy couple are heading south for a short honeymoon at Miami.

Buy Avon Park—DULL HEADACHES, COUGHS, SIMPLE REMEDY DOES IT

Headaches caused by constipation are gone after one dose of Adierka. This cleans all poisons out of BOTH upper and lower bowels. Gives better sleep, ends nervousness. Avon Park Drug Co.

New Circle

"Sebring's Friendly Theatre"

PLEASE SAVE THIS AD!
Keep it for reference and come often to see a really GOOD SHOW!

NOW THRU SATURDAY
Matinee Sat., 3:30

8 Great Stars in One Picture
JANET GAYNOR WITH ROGERS
LLOYD AYRES • SALLY EILERS
Norman Foster • Louis Leroy
Frank Brown FOX Ladies' Choice

STATE FAIR

near KIMWOOD

SUNDAY AND MONDAY
Matinee Sunday, 3:30

Humanity

with
RALPH MORGAN
BOOTS MALLORY
ALEXANDER KIRKLAND
IRRE WARE

A Great True-To-Life
Heart-Interest Drama

TUESDAY AND WEDNESDAY

HELL-HEAVEN

with
Carole Lombard
Jack Oakie
David Manners
DRIENNE AMES

XT THURSDAY, FRIDAY, SATURDAY

COLMAN CYNARA

RAY PRINCE

Brilliant Social Events Mark Federation Convention

BY RUBY TURNER MORGAN, SOCIETY EDITOR

President's Dinner Brilliant Event of Wednesday Eve

With every available chair occupied and the dining room at the Jacaranda hotel filled to capacity, the state president and officers, "Century of Progress" dinner Wednesday night was an outstanding affair of the annual convention of the Florida Federation of Women's Clubs in session here this week.

The decorating committee had been most fortunate in securing a model of the interior of the Florida hall at the Court of States to be shown this summer at the world's fair in Chicago, to use as their main decorative feature. A cluster of flags was placed at one end of the table, while the draperies represented different nations were placed at frequent intervals along the tables, interspersed with bowls of garden flowers in pastel shades.

During the dinner pictures illustrating a few of the important exhibitions to be seen at the World's Fair in Chicago, were shown depicting Florida's agricultural and industrial pursuits.

Mrs. George M. Chute, Babson Park, state social chairman, had charge of the program and favors for this dinner, and each guest found at their plate attractive programs with the "international" dinner menus printed thereon, also a revised version of "America."

Mrs. Meade A. Love's address on "Our Great Opportunity" was an inspirational talk to the part women should play in international relations, and she stressed the importance of women combining every effort to bring about a state of world peace.

The boys' high school band, under the direction of Prof. P. J. Gustaf rendered from their position in the palm room, which is adjacent to the dining room, a general international air, which added greatly to the enjoyment of those in attendance.

Mrs. Charles Hawkins and Mrs. Buford Gurne gave interesting sketches, Mrs. Gurne in accordance with the international theme using Italian dialect in her talk.

Mrs. F. M. Campbell of Lake Wales, accompanied by Mrs. Lee Wheeler on the piano, rendered two solos, which were well received and she was forced to respond to several encores.

All voices joined in singing to the tune of "Smiles" words written by Mrs. Chute to pay homage to the State President, Mrs. Meade A. Love.

As a concluding number, the guests were asked to sing the program and join in singing the revised version of "America," printed thereon.

This dinner will long be remembered by those present as one of the most enjoyable features of the social calendar of even the most brilliant of the Federation.

"Conservation" Theme of Luncheon Thursday at Noon

Thursday was chosen as the day for the Conservation luncheon and promptly at 12:30 o'clock the guests again assembled in the Jacaranda dining room.

Placed at intervals on the tables were effectively arranged bouquets of many gayly colored garden flowers, this adding to the cheerful atmosphere. As special favors small flower pots in green with miniature pine trees, were placed at each guest's plate.

Mrs. George M. Chute and Mrs. George Wylie were in charge of the decorated arrangements, and the luncheon was made by Mrs. G. P. Thayer.

Mrs. Robert L. Wylie, chairman of the department of conservation of natural resources, introduced, and stated that during the past year she had traveled over 5000 miles in the state in the interest of the department of which she is chairman.

Harry Lee Baker, Florida forestry department, next introduced and answered questions as to the waste and in Florida. In his brief talk he stressed the fact that all prosperity is based on natural resources. He also mentioned the splendid work being done by Mr. Rooking by the donation to Highlands county of the fire trucks, and the fire lookout towers. Florida has the few states without an official "Arbor" day it is desired to pass a law setting aside the second Friday in January as official "Arbor" day in Florida. He also stressed the importance of nature study in the schools, stating that every teacher should be reminded to devote more time to the study of bird life and nature study in all its phases—things that are absolutely "back of the child's very existence."

Vice-President

Breakfast Was Enjoyable Affair

Friday's festivities were opened with the "All Presidents' breakfast in the dining room of the hotel, Mrs. J. W. McCullum, president, presiding. St. Patrick's day was suggested in the table decorations of green and white, bowls of white flowers effectively arranged with greenery being placed at frequent intervals along the tables. Dainty place cards of white, designated with green ink, and bearing shamrocks in one corner were used for this delightful affair. Sticks of candy, wrapped in green cellophane, were also found at each plate, as special favors.

The officers were presented by the President, Mrs. McCullum. For entertainment in the amusing vein, the sentence "President of Women's Clubs" was submitted, each word being represented by a former president. In making a response to the word "president," one of those present said she felt the word very appropriate, "president" duties coming first, while in office, which was followed by a "dent."

Mrs. Charles Hawkins, beloved secretary of the State organization, read a poem of her own composition bringing in cleverly the names of those present. This was well received, with many requests were made for a copy, and it is hoped that same will appear in an early edition of the "Florida Club Woman."

—Buy Avon Park—
**State Officers
Presented With
Corsages Daily**

At all of the dinners during the Federation meeting the local club, with Mrs. E. G. Todd, chairman, presented lovely corsages to each of the officers. On Tuesday the club colors were emphasized in the corsages, which were made up entirely of pansies and greenery; on Wednesday roses were used. Thursday for the first time all the corsages were made up entirely of mixed garden flowers in delicate shades, the color scheme of the week, while for Friday's dinner corsages of white, and other imperishable flowers in shades of purple and lavender will be presented.

—Buy Avon Park—
**County Presidents
Entertained Here On
Wednesday Morning**

The County Presidents' breakfast at 12:30 Wednesday morning held in the dining room at the Jacaranda hotel was the opening feature of Wednesday's activities. Mrs. George M. Chute, chairman of the County Presidents' Club, presided with Mrs. Dell Hobson, the Landreale acting as secretary.

Reports were made by the various presidents, which was followed by a round table discussion of the importance of the county units in a state organization.

In order to keep a closer communication between the county presidents it was agreed to start a "round robin" letter, each president to send an outline of the achievement of his organization. It was also decided to send to the county presidents a report on club affairs at the end of this time. The meeting was then adjourned, the president, Mrs. Chute, to the Michigan room.

—Buy Avon Park—
**Reception Was
Tendered Visitors
Here Tuesday Eve**

Following the opening session of the Florida Federation of Women's clubs Tuesday evening, the guests were tendered a reception by the local club women, Mrs. D. V. Rouse and Mrs. W. T. Coates, acting as hostesses at this affair which was held in the palm room at the Jacaranda hotel.

The state officers, Mrs. Meade A. Love, Mrs. George M. Chute, Mrs. George W. Wylie, Mrs. D. V. Rouse, Mrs. W. T. Coates, Mrs. E. G. Todd, Mrs. C. P. Reck, Mrs. E. L. Schumacher, Mrs. A. R. Pringle and Mrs. Katherine Dickinson.

Baskets of fancy pastries and candies in the chosen colors were passed in maline decorated baskets by two charming little girls, Alice Rouse and Nancy Morgan, whose dresses were of green and pink organdie, respectively. Master Bobby Rouse, passed silver bowls filled with salted nuts.

Music was furnished for this delightful event by two talented pianists, members of the young people club, Miss Virginia Baldwin and Miss Letta Reck.

During the tea the host and hostess at Pine Crest, Mrs. Ferd deAnguera, presented Mrs. Love and Mrs. Shearer huge arm bouquets of American Beauty roses, grown at Pine Crest.

This was indeed an outstanding social event of the Federation and the visiting club women were impressed with the advantages in Avon Park for entertaining afforded by the natural beauty of Pine Crest.

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Convention Ladies and Rotary Club Have Luncheon

Wednesday being the regular meeting day for the Rotarians, they joined the Florida Federation of Women's clubs for a woffam luncheon at the Jacaranda hotel.

Much work and thought had been centered on the special decorations and favors for this luncheon, a huge fresh cabbage with its spreading green leaves being the foundation for an artistic table bouquet of vegetables, bright yellow carrots, spring onions, with their feathery roots, bright red tomatoes, and long graceful pods of beans and numerous other vegetables being assembled to finish this work. This, together with bowls made of huge yellow grapefruit and filled with kumquats were placed at intervals along the table, and was indeed a fitting decoration for the luncheon, the menu for which was made up entirely of Highlands county produce. Mrs. Parke Anderson, table decoration chairman, with her committee, had prepared these special decorations.

Mrs. G. P. Thayer, chairman, working with Mrs. Olive Anderson, had prepared for this occasion synthetic vegetables of various colored crepe paper, the piggyback faces peering forth from ruffles of many hues, each card bearing a catchy name, in accordance with the vegetable represented.

These souvenirs will undoubtedly be treasured by those present, as a reminder of one of the many lovely affairs tendered to the ladies during their visit here.

President E. E. Melton of the Rotary club, presiding for the opening, Dr. W. A. Davison, giving the invocation, and introducing the State Club President, Mrs. Meade A. Love, who addressed the assembly. Mrs. Love stressed the importance of a full school term, not only for the welfare of the child, but as the lawful right of every American citizen.

Mrs. Love also stressed the importance of the retaining of County Agriculture agents and home demonstration agents, emphasizing the part they play in community welfare.

A musical program was also enjoyed. Mrs. Ann Abrams being the soloist for this evening.

The luncheon was adjourned to attend the next business session, which was held in the theatre.

—Buy Avon Park—
**Lavish Decorations
Were Featured For
Women's Convention**

Upon entering the Palm Room at the Jacaranda Hotel for the opening of the Federation on Tuesday, guests were greeted with a veritable garden scene, delicately tinted pink and white, with a touch of greenery, were intertwined about a central pillar; stately palms were placed at intervals about the room, while gorgeous flowers, so typical of Florida's wonderful spring time, were the atmosphere of charm and fragrance.

Each day bouquets were replenished with flowers fresh with dew, later in the week the central arrangement being replaced by amaryllis, combined with lacy fern.

In the dining room long garlands of feathery fern, draped from each chandelier to various points about the room, formed a canopy over the tables, which were arranged in "U" shape.

Colors of blue and gold were emphasized by the use of cleverly designed butterflies, and birds, suspended from the canopy, giving an unusual effect. Long graceful streamers of crimson bougainvillea, used in wall vases, completed the distinctive floral decoration.

The Methodist church, where the business and program sessions were held was transformed into a bower of beauty. On the opening day the amaryllis were used effectively in decorating and each day found a change in the beautiful floral decorations.

Decorations of pink, purple, and blue, larkspur, calla lilies, snapdragons and other spring blossoms being used, making a picturesque setting for the interesting sessions enjoyed by those attending the meeting.

Mrs. M. E. Covington and her committee had charge of the decoration, which received favorable comments from the many visitors present.

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HOSTESS CLUB PRESIDENT

Mrs. W. A. DAVISON



MRS. W. A. DAVISON
President of Avon Park Woman's Club, Hostess Club at Pine Crest Club

President of Avon Park Woman's Club, Hostess Club at Pine Crest Club

Over two hundred guests called at Pine Crest Lakes Club Wednesday afternoon from 4:30 to 5:30 for the "Penny" dinner.

The President, Mrs. Meade A. Love, the Vice-President at large, Mrs. Robert M. Shearer, and the table decoration chairman, Mrs. W. A. Davison, presiding.

Mrs. Shearer, wearing a becoming gown of blue lace, and Mrs. W. A. Davison, in a lovely figured flat crepe afternoon dress, each carried old fashioned hand bouquets of roses.

Mrs. Chute, whose costume was of dark blue lace, Mrs. Shepherdson, lovely in an afternoon dress in the new aqua marine shade, and Mrs. Cora Chapin gownned in a beautiful crepe of black chiffon.

The reception room was a bower of loveliness, pastel shades being reflected in the floral decorations, and again at the table. A handsome imported chiffon linen cloth was used over orchid on the table, centered with a cut glass bowl filled with American Beauty roses, with two long graceful green candles on either side lending an artistic touch.

Two handsome silver tea services were used, those pouring during the afternoon were Mrs. C. A. Straub of Green Bay, Wisconsin, who wore a lovely creation of blue lace, and Mrs. A. C. West who was becomingly gownned with a flesh silk afternoon dress combined with imported lace trimmings.

Mrs. D. V. Rouse, whose gown was of flowered chiffon, had charge of the refreshments. Hand decorated French pastries, pastel shaded mints, nuts, and layer sandwiches of pink and green shades were served during the afternoon by the following ladies, whose beautiful pastel shaded afternoon dresses led a note of beauty to this lovely affair: Mrs. M. E. Covington, Mrs. D. V. Rouse, Mrs. M. V. Dikley, Mrs. G. P. Thayer, Mrs. W. T. Coates, Mrs. W. M. Reck, Mrs. E. G. Todd, Mrs. C. P. Reck, Mrs. E. L. Schumacher, Mrs. A. R. Pringle and Mrs. Katherine Dickinson.

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During the tea the host and hostess at Pine Crest, Mrs. Ferd deAnguera, presented Mrs. Love and Mrs. Shearer huge arm bouquets of American Beauty roses, grown at Pine Crest.

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Penny Dinner Is Unique Event of Thursday Night

The Penny Dinner for the Florida Federation of Women's clubs at the Jacaranda hotel Thursday night was described by those present as one of the most beautiful and gorgeous they have ever witnessed. The dining room presented a scene of indescribable beauty with a color scheme of silver and pink and much time and thought had been devoted to every detail.

The main table had been graced with a magnificent five point candelabra in which the candles glinted with silvery tinsel and two smaller candelabra had been arranged at either end of the table. Pink and silver strips were arranged with snapdragons, pink peonies and a variety of other cut flowers in the chosen colors.

The silver note carried a special significance, as this "Penny" dinner the occasion of the "Penny" pennies are turned into "silver." Mrs. George M. Chute, state social chairman, and Mrs. E. L. Schumacher, state chairman, finance advisory committee, had charge of arrangements for this dinner, while Mrs. W. T. Coates, local chairman, of table decorations and her assistants carried out the detailed plan in decorations.

Mrs. Meade A. Love, state president, introducing Mrs. W. L. Wilson, of Jacksonville, past state president, and acting national conservation chairman, Mrs. Wilson spoke in the highest terms of the Avon Park Woman's club for their perseverance in entertaining the Federation during the financial straits.

Mrs. E. L. Schumacher gave an instructive talk of the significance of "Penny" dinner, asking all the desiring guests to contribute during the year to take one of the silver boxes provided for this service, and placed at frequent intervals along the table.

Mrs. Love suggested that the Woman's club did not care to include in "hoarding," and requested the members to spend the money derived from the "penny" idea, half of the total amount to be used for the national foundation left for a tour of Highlands Hammock, to which Florida has heretofore been unable to contribute, and the remainder to Florida's endowment fund.

Mrs. Jennings, a past state president was introduced and spoke on the endowment fund, while Vice-President-at-large, Mrs. Robert M. Shearer encouraged the members of the "Penny" club to save for helping the foundation fund.

When the dinner program was concluded, the guests adjourned to the Methodist church for the evening business session.

—Buy Avon Park—
**Mrs. Blumenthal
Entertains.**

Wednesday, at noon, Mrs. Lena Blumenthal entertained at an elaborate six-course dinner. Gracing the center of the table was a magnificent bowl of roses and snapdragons, cut from the gardens of the hostess.

Those enjoying Mrs. Blumenthal's hospitality on this occasion were former residents of Cleveland: Mrs. George Frank, Mrs. C. D. Oltman and Mrs. John Fry, returning to Sarasota Friday returning to Tampa Saturday where they spent the night before returning to Avon Park.

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Auditor

Mrs. J. REID RAMSEY



MRS. J. REID RAMSEY
Auditor of Florida Federation of Women's Clubs

Vice-president-at-large, Mrs. Robert M. Shearer, presided at the vice-president's luncheon at the Jacaranda Hotel Friday noon. Mrs. George M. Chute had planned a green and white color scheme, which was effectively carried out in the table decorations, bowls of white flowers mixed with fern being placed at frequent intervals along the table, while in the intervening spaces green shamrocks and green paper question marks, large and small were conveniently arranged. Replicas of white hats and in some instances pipes were attached to each chair by bows of narrow green ribbon.

This luncheon was really a "questionnaire" luncheon, as suggested in the table decorations. Mrs. Shearer opening the discussion for all requesting that questions be asked by and supplied to by the sectional vice-presidents, pertaining to ways in which a sectional vice-president can be of special usefulness to his club. The luncheon program was necessarily cut short, a business session being in order before the club women left for a tour of Highlands Hammock, followed by a tea at Harbor Hall tendered by the Woman's Club of Sarasota.

—Buy Avon Park—
**Visitors Visit
Highlands Hammock.**

Rounding out a varied program of activities planned for the pleasure of the members of the Florida Federation of Women's Clubs, the hostess club is sponsoring a visit to Highlands Hammock this afternoon.

They are witnessing a pageant, "The Landing of DeSoto" at four o'clock, and will then proceed to Harbor Hall, Sebring, where they will be tea guests of the Sebring Woman's Club.

The final dinner of the Jacaranda will be at 6:30 this evening, this being "Junior" night, when Mrs. Meade A. Love, president, many junior members of the State Clubs arriving today to participate in this event.

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Sunday School Lesson

FOR MARCH 19, 1933.

SUBJECT: The effects of Alcoholic Drinks.

GOLDEN TEXT: "At the last it biteth like a serpent, and stingeth like an adder." Prov. 23:32.

LESSON TEXT: Proverbs 23:29-32; Isaiah 28:1-4; Daniel 5:1-4.

TIME: Proverbs by Solomon about 980 B. C., Isaiah about 725 B. C. and Belshazzar's feast about 540 B. C.

INTRODUCTION: One writer says, "It is well to get down to an old-fashioned temperance lesson, dealing with the fundamental evils of strong drink, the effects of alcohol on the body, on the mind and soul, and on society. This is the more necessary because of the disappearance of the saloon for more than a decade has caused many persons to forget the harm it did in the bad old days, and has made them easy converts to the spurious arguments of the wet." These verses from Proverbs constitute a picture of the physical injuries and ruin wrought by drunkenness.

"Who hath we?" Who hath sorrow? who hath contentions? who hath babbling? who hath wounds without cause? who hath redness of eyes? They that tarry long at the wine; they that go to seek mixed wine.

A writer refers to the phrase "redness of eyes" and says: The word may be translated "dullness," referring to the "red" vision, the bleared sight, of drinking men. But also it may refer to the drunkard's bloodshot eyes and inflamed face. No one can see alcohol long without impairment of this most precious of the senses, the sense of sight. This sense enters into all processes of living and learning. Even one drink will render a motorist an unsafe driver. He cannot "see straight," while the loss of confidence inspired by the drug renders him doubly dangerous.

Then Solomon gave this advice, "Look not thou upon the wine when it is red, when it giveth this colour in the cup, when it moveth itself aright." And he gave this his reason, "At the last it biteth like a serpent, and stingeth like an adder."

Not only the sting of the serpent, but the subtlety of the serpent is in wine. The deception lies in the fact that the habit of drinking will become confirmed before you know it is enslaving you. Every glass of liquor increases the desire for another glass. Take heed of the bait, for fear of the hook.

While Solomon spoke of the individual drunkard, Isaiah described the effect of national use of intoxicants. The tribe of Ephraim was the strongest of the kingdoms of Israel, and Samaria was the capital city, built on a hill and surrounded by rich valleys. "Was to the drunkards of Ephraim, whose glorious beauty is a fading flower, which are on the head of the fat valleys of them that are overcome with wine! Behold, the Lord hath a mighty and strong one, which as a tempest of hail and a destroying storm, as a flood of mighty waters overflowing, shall cut down to the earth with the hand. The crown of pride, the drunkards of Ephraim, shall be trodden under feet."

The destruction of the nation of drinkers was carried out by the Assyrians, whose invasion of Israel involved the wholesale burning of cities and villages, the wanton destruction of trees and crops, and the slaughter of thousands in battles and sieges. The subsequent massacre of hundreds in cold blood, the plunder of all classes, and the deportation of tens of thousands of captives, who were carried into hopeless servitude in a strange land.

The last part of our lesson (taken from the book of Daniel) illustrates the effect of strong drink on national leaders.

Belshazzar the king made a great feast to a thousand of his lords, and drank wine before the thousand. Belshazzar, while he tasted the wine, commanded to bring the golden and silver vessels which his father Nebuchadnezzar had taken out of the temple which was in Jerusalem; that the king, and his princes, his wives, and his concubines, might drink therein. They drank wine and praised the gods of gold, and of silver, of brass, of iron, of wood, and of stone.

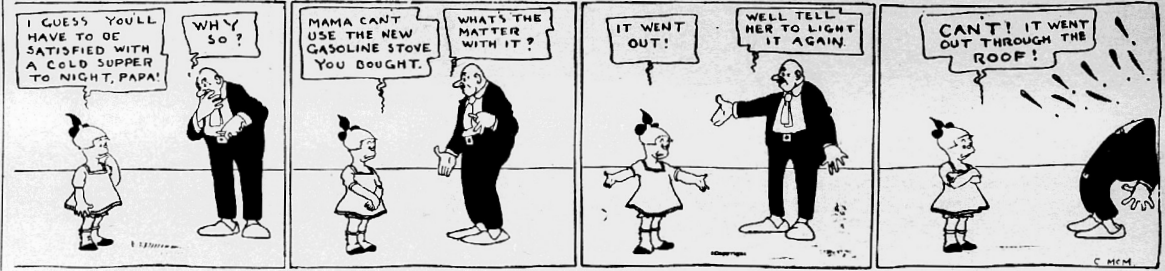
During the feast at Babylon the Persian army was ready to enter and capture the city. While they were feasting, the king's fingers of a man's hand were seen writing upon the wall. Daniel was called and explained the writing to mean that the king's days were numbered and the kingdom was to be given to the Medes and Persians. That night Belshazzar was slain and Darius the Mede became king.

We must remember that ancient wines were mild in comparison with the drinks of today. Also that dangers now from effects of alcoholic drinks are a hundred times greater than when our lesson was written, by Solomon, Isaiah and Daniel.

Palmatka at one time was the southernmost railroad terminal in the state, and Florida's most popular winter resort.

DOROTHY DARNIT

By Charles McManus



"IT'S A GREAT LIFE IF YOU DON'T WEAKEN"

By Charles McManus



"THE MAIN THING ON MAIN STREET"

By Jack Rabbit



MR. BROAD OF WALL STREET

By L. F. Van Zelm



FINNEY OF THE FORCE

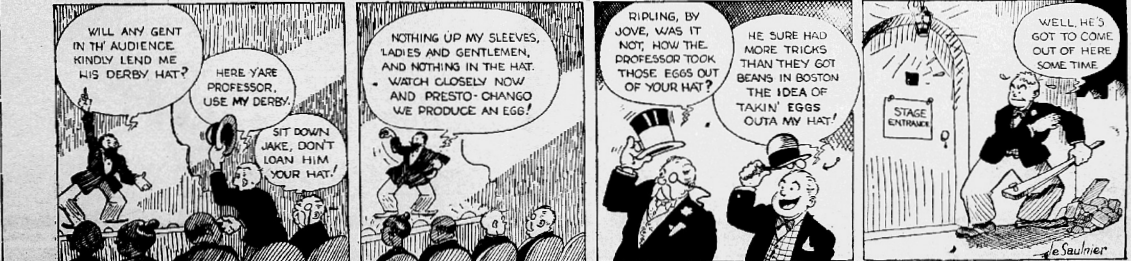
By Ted O'Laughlin



The Word Hunt

FRATERNAL AND CIVIC ORGANIZATIONS

NOTHING UP HIS SLEEVES BUT AN OMELET



Woman's Clubs Held Numerous Sessions Here

(Continued From Page One)

hookworm and other diseases. The chief speaker of the evening was Dr. Arthur Camp, director of the bureau of investigation of the American Medical association, Chicago, who appeared through the courtesy of the Woman's Aux-

iliary of the Florida Medical association. Dr. Camp took for his subject "Patient Medicine," and through the means of picture slides brought to his hearers' attention the many fakes that abound and are sold at an unsuspecting public.

The music for the evening was in charge of members of the Avon Park club.

The morning session Thursday was devoted to the American Home, following a short business

session. Home demonstration, home economics, family finance and home making were discussed. At the luncheon at noon the theme was Conservation, with Harry Lee Baker, state forester, the chief speaker.

The afternoon meeting was held at the Avon theatre and was devoted to the conservation of the subject. The speaker was Mr. W. M. Lawton, chairman of the national committee on protecting roadside beauty. Her talk was effectively illustrated with lantern slides and she told of what many states are doing to enhance the beauty of their highways and eliminate unsightly billboards, signs and other eyesores.

Mrs. Wyllie gave a brief outline of the work done by her department during the past year, including the planting of George Washington memorial trees and Mrs. George M. Wright said the highways are the windows of the state and therefore should be as attractive as possible and the beautiful condition of highways pays large dividends.

A very fine exhibit of paintings, illustrative of wild life, shown at the Jacaranda Hotel Thursday evening and created a great deal of favorable comment. The "Penny" dinner that evening was a distinct success and the evening session, held at the Methodist church was devoted principally to International Relations of which department Mrs. William F. Blackman is chairman. In her talk Mrs. Blackman said that all women should know more about international relations and keep up to date on the world's conditions.

A short memorial service was also held for the late Mrs. M. C. Wambell, a past state president, who passed away at her home in Jacksonville on Monday.

The music for the evening was in charge of the Avon Park club and Leonard Scorgie of Frostproof rendered several numbers which were well received.

Today a number of members of junior clubs in the state arrived to take part in the activities. The day started with an All President's Club breakfast and at nine o'clock the delegates adjourned to the Methodist church for the morning session. Resolutions came first on the program and these entailed a great deal of discussion. The department of education of which Mrs. Charles J. Jackson is chairman and the department of legislation with Mrs. William L. Wilson as chairman were both on the morning program which did not adjourn until a late hour.

The luncheon at noon took the form of the vice presidents' club and the afternoon session will be devoted to resolutions and reports.

The juniors are scheduled for the high lights of the program this evening with reports on the several junior departments. Musical numbers will be rendered by the Junior Music Department of the Avon Park club and a play presented by the dramatic department of the Avon Park Junior club.

This will be the last session of the convention with adjournment immediately following the final song, "Goodbye Sweetheart." A meeting of the board is to be held at the Jacaranda Hotel immediately following the adjournment.

—Buy Avon Park—
Memorial Service To Feature Vesper at Hammock Park

The Memorial Service to the late Mrs. Margaret Shippen Roehling, the last of the Vesper services this season will be held at 3:30 p. m., at Highlands Hammock, Sunday, March 19th, according to Dr. W. A. Davison, chairman of the Vesper committee. Dr. Kerr Boyce Tupper will be the minister and will preach a brief sermon.

An impressive Tribal ceremony of the Seminole Indians in honor of the Roehlings will be staged at the close of the memorial service. The Sebring Choral Society, under the direction of Prof. F. J. Gustaf, director, will assist with the singing and render an anthem. The largest crowd of the season is expected to attend this last service. Dr. W. A. Davison, president of Highlands Hammock, Inc., will preside.

Reserve Officers Meeting.
A meeting of the Highlands Chapter of the Reserve Officers Association is called for tonight at the Barnett National Bank, according to President W. T. Coates. Technical subjects will be discussed and a large attendance is expected.

GULF
LIFE INSURANCE
COMPANY
G. P. BURDICK, Agent
Avon Park, Fla.

Western Union Now Allows Five Extra Words Free

At no cost you may now include four extra words in a telegram, according to announcement made by Tim W. Collins, local manager of the Western Union Telegraph company, as long as the telegraphers denied the gift to four words mean "Reply by Western Union." You can even make it five, if you say "Answer collect by Western Union." Telegraph officials denied the gift to the public is a Scotch one, pointing out that use of the free words by anyone will hasten the answer to a telegram and therefore will benefit the public as well as the company. In years past, suggestions have been made that the Telegraph company permit certain words to be added free to telegrams. The one suggested most often is the word "Love," defined as the tenth word in a telegram, but the answer always has been that it might constitute a discrimination in favor of that commodity.

Chain Store Tax Is Held Invalid

Tallahassee, March 15.—Florida's chain store tax, one of the "new sources of revenue" passed by the last session of the legislature and declared invalid this week by the United States Supreme Court, turned out to be a boomerang. The state must refund \$54,695.80 to approximately 125 companies. This amount was collected in taxes since the case was appealed from the Florida Supreme Court to the United States Supreme Court. Those supporting the bill at the last legislature estimated that it would produce approximately \$200,000 a year in new revenue. Records, in the comptroller's office, however, show that for the year ending June 30, 1932, revenue from the tax amounted to only \$80,187.57.

—Buy Avon Park—
Farm women and 4-H club girls last year canned 763,692 quarts of fruits and vegetables in co-operation with Florida home demonstration agents.

Five hundred twenty-five purebred beef bulls were placed on Florida farms by county agents last year. These bulls should sire more than 15,000 calves per year for five or more years, each bringing from \$2 to \$4 more than a native calf. The bulls are thus worth

from \$30,000 to \$50,000 annually to the cattle industry in the state. The Presbyterian Church, at Monticello, was built a hundred years ago of brick transported to Florida from Virginia by ox teams.

Wake Up Your Liver Bile —Without Calomel

And You'll Jump Out of Bed in the Morning Rarin' to Go

If you feel sour and sunk and the world looks punk, don't swallow a lot of salts, mineral water, oil, laxative candy or chewing gum and expect them to make you suddenly sweet and buoyant and full of sunshine.

For they can't do it. They only move the bowels and a mere movement doesn't get at the cause. The reason for your down-and-out feeling is your liver. It should pour out two quarts of liquid bile into your bowels daily.

If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. One block up your stomach. You have a thick, bad taste and your breath is foul, skin often breaks out in blemishes. Your head aches and you feel down and out. Your whole system is poisoned. It takes three good old CARTER'S LITTLE LIVER PILLS to get these two quarts of bile flowing freely and make you feel "up and up." They contain wonderful, harmless, gentle vegetable extracts, amazing when it comes to making the bile flow freely. But don't ask for liver pills. Ask for Carter's Little Liver Pills. Look for the name Carter's Little Liver Pills on the red label. Remember, 25c at all stores. ©1931, C. M. Co.

RECEPTION

By the Avon Park Junior Music Club
AT THE PARISH HOUSE

for

"Miss Avon Park"

Friday Night, March 24th

Immediately after the Show

"RADIO FOLLIES"

Dancing — Entertainment — Luncheon

25c plate

For Reservations Phone 71 or

Write Mrs. Edwin Smith, Avon Park

" * THE ONLY THING WE HAVE TO FEAR IS FEAR ITSELF * "

—Franklin D. Roosevelt
March 4, 1933.

Our people have been wonderful in this period of inconvenience and uncertainty. We want to express herein our sincerest appreciation.

We have every reason to believe that things will straighten themselves out in the very near future.

The Barnett National Bank of Avon Park

(Incorporated with The Barnett National Bank of Jacksonville)
(The Oldest National Bank in Florida)

OFFICERS:

D. M. Barnett, President W. T. Coates, Vice-President
M. V. Pilcher, Cashier.
Avon Park — Florida

MEMBER FEDERAL RESERVE SYSTEM

DESERT TONES in PHOENIX HOSIERY

featuring

Fiesta

Smartest hosiery shades
for Spring

● Nail FIESTA!—the all-season beige that's ideal for Spring costumes. It's one of the new Phoenix Desert Tones, which range from the deep brown to the grays. Shades for every type of Spring frock and coat. See Phoenix Fiesta and other Desert Tones.

Phoenix Custom-Fit Top
fits any leg comfortably

\$1.00 and \$1.35

Abrams

MADE IN
CERTIFIED
SILK

Potatoes

10 pounds

IRISH . . . 13c

SWEET . . . 19c

B & B
Cash Grocery Stores, Inc.
AVON PARK

Bananas

3 lbs.

10c

White Bacon, Pound 7c

Meal or Grits, 6 lbs. 10c

Kerosene, 5 gals. 50c

Rumford Baking Powder, 3 LB. BAG FLOUR FREE WITH 1 LB. CAN 28c

Cigarettes, Any brand, pkg. 10c

Lighthouse
Cleanser

6 cans 25c

LARD

8 lb. pkg. 55c

BABY LIMAS

Lb. 5c

BLACK EYE PEAS

Lb. 5c

FLOUR

Whitewater Rose

24 lb. bag 75c

Carrots

2 bunches 15c

General Food Sales
Corporation
SPECIALS

Bakers Cocoa, 1-2 lb. 10c

Chocolate, 1-2 lb. with

3 oz. pkg. 23c

Calumet Baking

Powder, 1 lb. 25c

Certo 27c

Jello, 3 pkgs. 19c

Coconut 1/8s 5c

Coconut 1/4s 10c

Coconut, Southern

Style, 2 cans 21c

Swansdown Cake

Flour 23c

Maxwell House

Coffee, lb. 26c

Keyless American
Sardines

Can 3c

Octagon Soap
or Powder

10 bars 25c

Fancy Blue Rose

RICE

5 lbs. 15c

MILK

Tall Cans

PET

BORDENS, 2 for

COFFEE, Bull's Eye . . . 15c All Hours . . . 1

10 Lb. Limit

SUGAR, 10 lbs. 4

B & B MEAT DEPARTMENT

SPARE RIBS
CLUB FRANKS
SAUSAGE
HAMBURGER

Your
Choice Per Pound . 9

Tennessee or
Country Roll

Butter 24

PORK
ROAST

12¹/₂c

BEEF
ROAST

10c

BEEF
STEW

5c

Sugar Cured Smoked Bacon, per lb. 12c