

BIRDS CHAMPS LITTLE SERIES

Come from Behind to Win
AA Pennant and Little
World's Series

A. von Parker wants to know who are these here Red Birds you hear so much about as you ramble hither and thither along the Mall.

Here is the low-down as furnished by one of the high-ups:

The Red Birds were the 1933 championship baseball team of the American Association and hail from Columbus, Ohio, a city of some 250,000 good folks who are now wading through two feet of snow. Judging from the weather reports that is a good town to hail from. The weather—with Colonel Head's reports—is what brought the Birds here.

It seems that These Birds played such good baseball last year that a majority of them graduated from the team. Got their diplomas, as you might say, and are now cavorting around in greener pastures such as are afforded by the Cardinals, the Cubs, et al., and stand a fair show of drawing more money for less work, which is the dream of all good ball players.

But while they were getting their degree in the Association, they were playing ring around the rosie with the other teams in their league. They accomplished the almost record-breaking feat of climbing from cellar to pennant, the league to the top to finish 15 games ahead of the second place Minneapolis Millers.

Ray Blades, who trained in Avon Park with the Cardinals and who played stellar ball with that club until an injury put him out of the bigtime circuit, was managing his first ball club and brought Columbus its first pennant in 25 years.

The Red Birds won a total of 101 games and lost 51. A large part of these losses came early in the season when the team was playing worse than .500 ball.

In June an Association ruling took from the club first baseman Art Shires, shortstop Gordon Slade and pitcher Jim Lindsay. Hurried replacements in the thick of the pennant race brought Mickey Heath to Columbus for the first base vacancy, Burgess Whitehead to second base, Benny Borgmann to shortstop and Jim Winford as pitcher. The team picked up at once and the race became a runaway.

George M. Trautman succeeded to the presidency of the Columbus Baseball Club early in June.

Out of the regular 1933 championship team outfielder Jack Rothrock, infielders Burgess Whitehead, Benny Borgmann and Lew Riggs, pitchers Bill Lee, Paul Dean, Jim Winford and Clarence Heise and catchers Bill Delaney and Mike Gonzales have graduated to the major leagues. Some of them have been replaced but a few positions are to be determined in spring training here.

After the regular season Association was over, the Columbus Red Birds defeated Minneapolis for the official championship in the play-off and went on to down Buffalo, champions of the International League, in the Little World's Series.

Filming Sally's Fan Dance Was "Madhouse Job"

Putting Sally Rand's internationally famous "fan dance" in pictures was a "madhouse job."

Everybody on the Paramount "Bolero" set, where the filming was taking place, agreed to that. The only person who wasn't at all upset by the confusion was smiling Sally Rand, herself, who plays a featured role in this picture which comes Sunday and Monday to the Avon Theatre, starring George Raft and featuring Carol Lombard and Frances Drake.

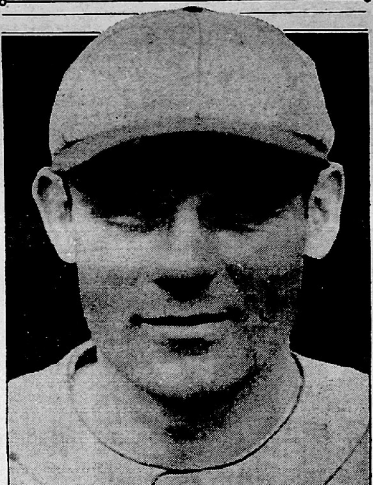
While the scene was in preparation, "No Admittance" signs were on all the doors, stalwart guards were posted at the entrances. Hundreds of technicians, actors, and studio employees working on the picture were on the set. Hundreds more, including suddenly important individuals, were on the outside demanding admittance—"on business."

One of the fan magazine scribes tried to get on by going to Miss Rand's dressing room in his shirt-sleeves, joining the entourage of maids and fan bearers as "mirror holder." He succeeded in being the mirror for seven hours while technicians prepared for taking the scene, and then gave it up as a bad job. But once on the set, he found he couldn't get off.

Good-looking of the fan bearers was required to get Miss Rand onto the set, a London night club scene in "Bolero," in which Raft returns to his once famous boozing with a series of partners, including Carol Lombard, Frances Drake and the fan dancer.

Already in their places at tables

RED BIRDS' PILOT



RAYMOND FRANCIS BLADES

Ray Blades, Manager of the Columbus Red Birds, was born in 1897 in Mt. Vernon, Illinois.

In 1920, he was playing shortstop with the Mt. Vernon team when the St. Louis Cardinals came to town for an exhibition game. His work looked so promising that he was given a contract and farmed out by the Cardinals to Memphis.

With Memphis, he saw service at shortstop, second base and in the outfield at various times. In 1921 and '22 he was with Houston, being recalled to the Cards in the latter year.

From 1922 to 1929, the present Red Bird pilot was a regular with St. Louis and one of the outstanding outfielders in baseball. He had his best year in 1925 when he hit .342. According to no less an authority than Branch Rickey, Blades was the best lead-off man that the Cards ever had and one of the best outfielders.

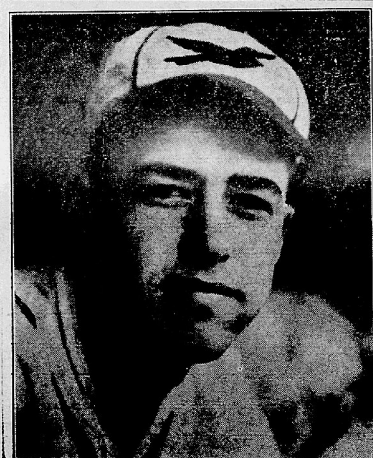
Always a fighter, Blades paid

a penalty for his spirit in 1926 when he crashed into a fence going after a line drive. The Cardinals were battling for their first pennant at the time and Blades' injury was a severe blow to the team's strength.

The injured knee handicapped Blades' playing from that time until 1929 when an operation put him back in condition again. However, by that time the Card outer garden was sparkling with such stars as Mafey and Douthitt so Blades was sent to Rochester to get the actual competition that he needed to recover his playing form.

In 1930 he was recalled to the Cards where he served as extra outfielder, coach and pinch hitter until coming to Columbus at the start of last season. Blades hit .289 last year out of 149 times at bat, getting 43 hits for 65 total bases. Participating in 48 games as a playing manager, he fielded .957.

Red Bird Star Goes to Cards



PAUL DEAN

were some hundred or more expectant patrons. Crowded into every available foot of space were the several score "executives" (a lot of them really were, who had successfully crashed past the guards).

The question on every hand was "What does she wear?" That, believe it or not, is something that Sally's best friends won't tell you, and even those who watched her before the cameras CAN'T tell you. Even after several hours of close-range service they honestly don't know what or if, besides Sally Rand, lies beneath her fans.

During rehearsals Sally wore a robe of toweling. When lights, cameras, music and timing finally were worked out to the satisfaction of Director Wesley Ruggles, some unexpected props were brought into play. A huge circular scrim of sheer black gauze was lowered to encircle the dance floor. And three more scrims

were lowered from aloft. The lights went dim and the dancer made her entrance from a shell shaped couch, began her dance through parting drapes and the scrims.

Throughout her dance, an interpretation of a bird in flight, the scrims are raised or lowered, according to the manner in which Sally is waving her fans, either one of which is large enough to conceal her body.

The circular, outer scrim remains in place at all times. When Sally whirls into the climax of the dance and again reaches her starting point—with unruffled fans—as the drapes close in front of her—all of the scrims are in place.

Where Body Cannot Sink
A body cannot sink in the Dead Sea or Great Salt Lake in Utah. One might drown, however, from weariness in swimming, and inhaling water into the lungs.

ANOTHER DEAN ON THE MOUND

'Dizzy's' Brother Paul, Won
His Laurels Last Year
With Red Birds

When Dizzy Dean struck out seventeen members of the Chicago Cubs in the first game of a double-header on July 30, 1933, the Windy Cityans had one thing to be thankful for. The Great Dean wasn't twins. The only thing they could imagine which would be worse than one Dean would be two Deans. Well, in 1933 the Cubs won't have that consolation. For the Cardinals can start Dizzy Dean in the first game of a double-header and then come right back with Paul Dean, Dizzy's little brother, in the second game.

It might be more accurate to state that Dizzy's little brother is really a little taller and a little heavier than the more famous of the pair. People ask if Paul isn't also a little dizzier than Diz. No, he isn't as dizzy as the Great Jerome. But like as not he may become as great or a greater pitcher than Dizzy. Paul, just 20 years old, stands 6 feet 3 inches tall and weighs 190 pounds.

Paul isn't a fellow to capitalize on his brother's reputation. He wasn't signed because he was Dizzy's little brother. He was given a contract on the basis of a winning season while pitching for a sandlot team in San Antonio, Texas, in 1930. Besides this record, which was eleven victories and two defeats, besides a fine collection of strikeouts, Paul had those qualities a scout seeks in a pitcher—size and a great arm.

Paul reported to the Houston club in the spring of 1931 and immediately made good. Despite the fact he had no professional experience whatever, Paul was good enough that Manager Joe Schultz started him on the mound in the fourth game of the Texas League season. Of course he needed seasoning, but he was good enough a few days after being transferred to the Columbus club, to pitch a 3 to 2 victory over the New York Giants in an exhibition game, setting the National Leaguers down on the line.

Columbus optioned Paul out to Springfield, Mo., for the rest of the 1931 season. In the Western Association Paul led the pitchers with a record of eleven victories and three defeats for a .786 percentage. Needless to say, he was recalled for the 1932 season. Back in the American Association, Paul lost a lot of tough ball games and merited the doubtful honor of being the hard-luck pitcher of the circuit. But he was good enough to lead the league in strikeouts.

In 1932 Paul got off to a fine start and kept up the good work all season. He finished the regular season with more victories than any other pitcher in the American Association, and also more strikeouts than any other hurler. He was second in the total number of innings pitched. Paul had 29 strikeouts, his nearest competitor, Marcum of Louisville, having 153, demonstrating how thoroughly he outclassed all rivals in this respect.

Paul's fine work with Columbus attracted scouts from almost every major league club. Generous and tempting offers were made to the Columbus club for his services. Terms of \$50,000 were mentioned frequently. But always the same answer: "Paul Dean is not for sale. He will be with the St. Louis Cardinals in 1934, right up there with Dizzy."

Paul was happy when he heard of his sale to the Cardinals. But there was one fellow who was a good deal more talkative about the sale—Dizzy. In a radio interview recently Dizzy was asked what he thought of Paul as a pitcher, to which Diz replied, "I'm afraid I won't be the best pitcher in the league next year. You know I am now, but with Paul on the club I guess I'll have to be content to be the second-best pitcher. He's so good he makes my fast ball look like a ball of peace, compared to his fast one."

All of which is good news to Cardinal fans, but not so good to the Chicago Cubs, and for that matter, the batmen of all other National League clubs.

Baseball is looking forward to this latest "brother act." Paul have seen the Waner boys, the Meusels, the Johnstons, the Coveleskies, the Sewalls, the Ferris and other famous brother acts, but the Dean duo promises to outdo them all. And both on the same club!

Vatican City
Vatican City includes St. Peter's the Vatican palace and museum, covering more than 12 acres, the Vatican gardens and neighboring buildings between Viale Vaticano and the church. Thirteen buildings in Rome, although outside the boundaries, enjoy extraterritorial rights; these include buildings housing the congregation of officers necessary for the administration of the Holy See.

Red Bird Captain



M. W. "MICKEY" HEATH

Heath, first baseman of the Columbus Red Birds, joined the Columbus Club in June of 1933, going there in a player deal with Rochester in the thick of the Birds' fight for the first American Association pennant in 26 years. He was immediately named captain of the team and, at the end of the season, was a unanimous choice as the

best-fielding first sacker in the Association.

Not a "heavy" hitter, Heath's average in the 92 games he played with Columbus in 1933 was .231. In fielding, however, he had but those errors charged against him out of 788 putouts, 46 assists and 63 double plays that he participated in.

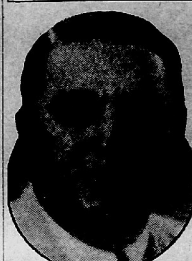
Heath is married, lives in Toledo, Ohio, and was the first Red Bird to sign a 1934 contract.

Taylor Replaces Pepper As Examiner State Board of Law

Tallahassee, March 15 (FNS)—Governor Sholtz has appointed Hugh S. Taylor, of Quincy, to fill the vacancy on the State Board of Law examiners caused by the resignation of Claude Pepper of Tallahassee, senatorial candidate who is seeking the post held by Senator Park Trammell.

Mr. Pepper opened his active campaign for the senate last week with an intensive speaking tour that included 22 speeches in northwest Florida.

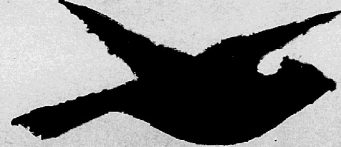
Generalissimo



BRANCH RICKEY

Branch Rickey, generalissimo of the St. Louis Cardinals organization, serves as vice-president of the Columbus club. During spring training, he will divide his time between the Cards at Bradenton, the Red Wings at Bartow and the Red Birds here.

Welcome Red Birds!



Let Us Take Care of Your
Auto Needs

Firestone Tires, Texaco Gas, — Repairs and Accessories

Wells Motor Company

Buy Season Tickets—12 Games for \$4.00

Welcome Red Birds!

And
You Know
I
Mean It

Col. Chas. R. Head

Buy Season Tickets—12 Games for \$4.00

JACARANDA HOTEL IS MODERN TOURIST HOME

Ideally Located for Tourists In Making Headquarters While Seeing State

The Jacaranda hotel, built in 1926, to fill the need for a modern commercial and tourist hotel, is one of the substantial improvements of boom days that has endured to see its usefulness grow with the development of this section of the Ridge as a tourist and year 'round residence center.

Meeting with popular favor at the start as a commercial hotel, each season now sees an increased patronage by the tourist class, which it is so well fitted to accommodate. Right in the center of 90 percent of the population of the state, with fine roads leading in and out, tourists are finding that they can make the Jacaranda their headquarters and see most of Florida slowly and delightfully on short trips. Geographically in the center of the state, and equidistant from Florida's two resort coasts, motoring tourists are stopping over in numbers. Many stop with the intention of spending the night, but tarry for a week or a month, when they find such excellent accommodations and are attracted by the beauties of Avon Park.

Right now the Jacaranda is the center of community life and is taking on renewed activity, as the southern home of the Columbus Ohio Red Bird baseball club. According to reports from Columbus, a goodly number of baseball fans, who are coming to the state for a visit, are planning their trip to stay awhile at the Jacaranda to see their championship baseball team in spring training. Doubtless, many of these will return in other years.

The Jacaranda isn't merely a hotel — it is a unique establishment — a place where you find the true hospitality of the Old South; a place where you will live, and rest, and recreate amid the most pleasing surroundings and among people you will always want for your friends.

This sentiment is nicely expressed by a wellknown writer, who with his wife made a trip around to state this fall and wrote the following unqualified word of praise to the Jacaranda management:

"I think you folks at the Jacaranda ought to know just how thoroughly my wife and I appreciated the short stay we made in on Park. Having previously heard at the Jacaranda we drove there after dark to reach your hotel on this trip, something both a duple — this night riding, were well repaid. The Jacaranda is cleaner and nicer this year than ever. You and your wife impress us as not only trying to do everything possible for the enjoyment of your guests but succeeding thoroughly. The atmosphere of your lobby was one of delightful congeniality and we thoroughly enjoyed the few hours

spent there before bed time. The bedroom we had was spic and span, a model of cleanliness. The beds were good and there was plenty of room. The bathroom was clean and neat and it was a real pleasure to bathe in the crystal clear soft water. (Parenthetically, its good water for shaving, also.)

"The meals in your Coffee Shop were especially nice. My wife is from a family that feels well and is most critical of food at restaurants and hotels. There wasn't an item on our menu that she criticized any way but favorably and the coffee was so good she tried to buy one of your coffee pots!

"That's enough for the hotel but just let me add this: That trip from Haines City through those beautiful orange and grapefruit groves along the Ridge, the visit to the Bok Tower at Lake Wales, the stop at the Jacaranda over night and the nice leisurely trip down the Ridge to Sebring and the "jump off space" as you enter the North end of the Everglades; the trip across the "Glades" to the view of Lake Okeechobee and the trip from there over to the East Coast seems to me to give one a better view of the varied beauties of Florida scenery, both natural and man-made than any other trip we have taken in the State. By all means you ought to impress on people the beauties of this trip whenever you advertise your hotel."

Campaign for Funds For Florida Exhibit At the World's Fair

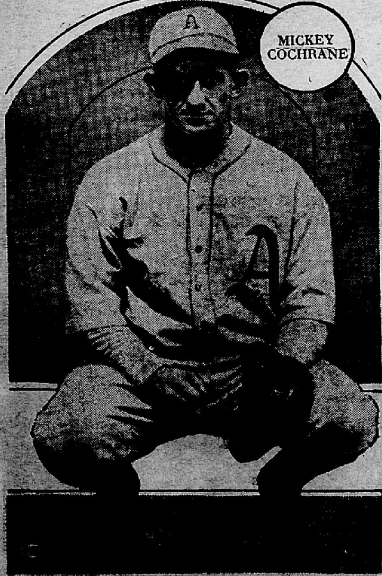
Jacksonville, March 15 (FNS) —Lorenzo A. Wilson, chairman of the general committee of the Florida State Chamber of Commerce, which has undertaken a campaign to raise funds to finance the Florida exhibit at the World's Fair this summer, stated Monday that the organization work would be completed and the state-wide drive for the funds would begin this week.

Newspapers throughout the state will carry announcements and plans for the local campaigns. Speakers will present the plans to civic clubs. Radio talks will aid in carrying the appeal to Floridians.

"Never before has this State so thoroughly advertised itself to so many people, within so short a space of time, at so small a cost," Mr. Wilson said. It is hoped that the \$100,000 necessary to maintain the exhibit can be raised in a whirlwind campaign of six weeks.

Dumdum Bullets
The dumdum bullet is a bullet formerly used in the British army, where it was called "Mark IV." It resembled the ordinary service bullet except that the leaden core was left uncovered. By making the casing weak at the apex, the bullet spreads out immediately on striking a bone, usually with fatal results. It was first made at the Dumdum arsenal in India.

New Tiger Pilot



MICKEY COCHRANE

Wine and Brandies May Be Made Soon From Citrus Fruits

Winter Haven (Special) — Oh, Boy! Oh, Joy! Listen to this. There is a prospect that the finest kinds of brandies and cordials and wines of several varieties, including champagne can be made from the oranges and grapefruit grown in Florida, and everybody realizes what that will mean for the citrus producers of the state, though it may have to wait for an amendment to the Florida constitution.

There is in Winter Haven a U. S. Citrus Products laboratory, in which many interesting experiments are being made under the direction of Harry W. von Loesecke, chief of the food division. In the course of the experimentation many discoveries along the line indicated above, have been made, with splendid results if they can be carried out on a commercial scale.

Founding Republican Party
The foundations of the Republican party were laid in meetings of political leaders held in the editorial rooms of the old Cleveland (Ohio) Leader during the winter of 1854-55, having been invited to assemble there by the editor, Edwin Cowles.

Where Red Birds Rest Their Wings



LUXURIOUS LOBBY OF THE JACARANDA HOTEL

After a hard day at Hend Field heaving and chasing the horseshide, those nice wicker chairs you see in the above

picture are pretty sure to be occupied in the evening hours (at least part of the hours) by those husky young athletes who

comprise the Red Bird team in spring training here. The Jacaranda is noted for its comfort and hospitality.

Dog Racing Gains In Popularity On West Coast

Tampa, March 15 (FNS) —Dog racing is fast gaining in popularity on the west coast of Florida according to records of the state racing commission.

Five of the seven dog tracks in the state have paid higher state taxes this season than they did last year, the increases ranging from 10 to 35 per cent. The dog track located at Tampa leads the list with an increase of 35.8 per cent. It has so far paid the state \$26,291 against \$19,344 for the same period last year. The St. Petersburg Kennel club is running a close second with an increase of 35.6 per cent, having contributed \$41,289 against \$30,416 for a corresponding period last season.

Horse tracks also are pouring tax money into the state coffers. The two tracks at Miami have contributed \$399,034 in taxes thus far this season.

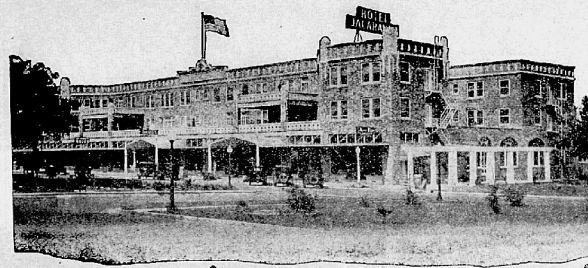
Primitive Animals Living

Among the most primitive animals living today, science names the egg-laying mammal, the duckbill, and pouched animals, such as the kangaroo and opossum.

Like a Homing Pigeon

The Red Bird

Wings Its Way To the Jacaranda



Red Bird Headquarters

The Home of Hospitality Welcomes You

JACARANDA HOTEL

C. E. CRABTREE, Manager

Buy Season Tickets — 12 Games for \$4.00

HAFEY CONQUERS GREAT HANDICAP

Despite Defective Vision He Is One of Greatest Batsmen in Game

The story of Chick Hafey, is one of persistent battling against the handicap of defective vision. Hafey's career had hardly started when he became afflicted with sinus trouble, affecting his eyesight. For a while he tried to postpone the use of glasses on the playing field, fearing it would affect his hitting.

Until Hafey started wearing glasses several pitchers had worn spees, but no regular players. George Toporer had used glasses while with the Cardinals, but of course he never had the reputation of being a hitter, nor was he ever able to win a regular job in the infield.

Despite the handicap of having to wear glasses Hafey has compiled a wonderful record as a hitter. One can only speculate what would have happened if Hafey's eyesight were perfect. For, defective vision and all, Hafey hasn't failed to hit .300 or better for the last five years, and in 1931, finished at the top of the National League hitting list.

Hafey is one of California's native sons, hailing from Berkeley, where he was born on February 12, 1903. He came to the Cardinals in the spring of 1923 as a right handed pitcher. He wasn't impressive as a hurler and was just about decided that he "wouldn't do." Then one day he wandered into a batting cage to hit a few. Branch Rickey, who was manager of the Cardinals, happened to come along at this time and noticed Hafey's hitting form. It amazed him to see such form and such power in a young recruit and he at once visualized Hafey's possibilities as a hitter.

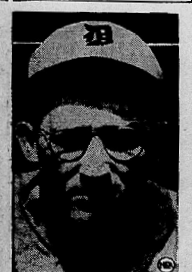
"From now on you're an outfielder," said Rickey to Hafey. "Don't you ever let me see you on the pitching mound again." And from that day to this, Hafey, the converted pitcher, has been making life miserable for opposing hurlers.

Chick was sent to Fort Smith for development that year and did remarkably well, considering the fact that he had never played the outfield before or devoted much attention to hitting.

Hafey came to the Cardinals at the end of the 1924 season and with the exception of about three weeks with Syracuse in the spring of 1925, he was with the Cards continuously until sold to Cincinnati last season. He will probably be in the lineup when the Reds play ball March 31. He hit .302 for the Cardinals in 1925, but in 1926, when his sinus trouble was bothering him to a great extent, dropped back to .271. Since that time his average has never been below .330, while his lifetime average is .325 for the eight years he has been in the majors.

In winning the National League batting championship for 1931 Hafey was the victor in a tense struggle which was decided by the fraction of a point. His average was .3489 while Bill Terry was just a smidge behind with .3485. Hafey's slugging teammate, Jim Bottomley, was right on the heels of the two leaders, with a record of .3482. Hafey, however, had a better slugging percentage than either Terry or Bottomley.

On His Game



VIC SORRELL

As if the handicap of wearing glasses weren't enough, Vic Sorrell, above, Detroit pitcher, started out the 1932 season like he might be after the hard-luck championship. Vic twisted two fine games in the first week of the campaign, but lost both on tough breaks. He managed to break into the win column in his third effort, another well-pitched game against Cleveland. The speckled hurler, along with Whitehill, Uhle and Wyatt, may be the means of Detroit becoming a 1932 New Division club.

Sensational Infielder of Red Birds Doing His Stuff

Wilson was picked up off the campus of Presbyterian College, South Carolina, in 1927 by Frank Riskey scouting for the St. Louis Cardinals. He finished the season at second base with Marshalltown in the Mississippi Valley League and was sent to Topeka, Kansas, the following year. Still playing second base, he batted .308 that season and boosted his average to .317 at Danville, Illinois, in 1929, playing part of the time at third base.

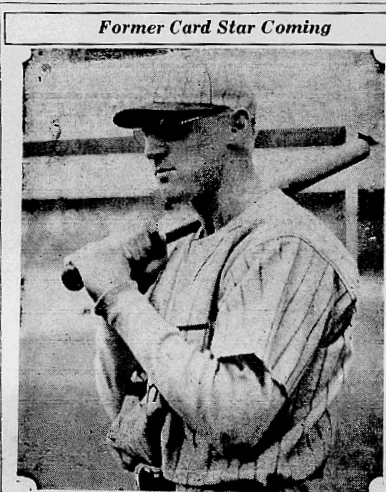


CHARLES "SWAMPBABY" WILSON

In 1930, Wilson went to Rochester. He participated in 142 games, went to bat 523 times, scored 62 runs and made 157 hits for a total of 243 bases. He also batted in an even 100 runs and hit for an average of .300. This merited his conditional sale to the Boston Braves for a reported sum of \$5,000 down and \$25,000 more if he was retained. According to reports, Wilson was not retained the following year because of

the scarcity of money in the Hub and shortly after the start of the season he returned to Rochester. In the meantime, Eddie Delker had won a berth in the Red Wing infield so Wilson went to third base. In 1932 he was shifted to shortstop and at the close of the season was purchased by the St. Louis Cardinals.

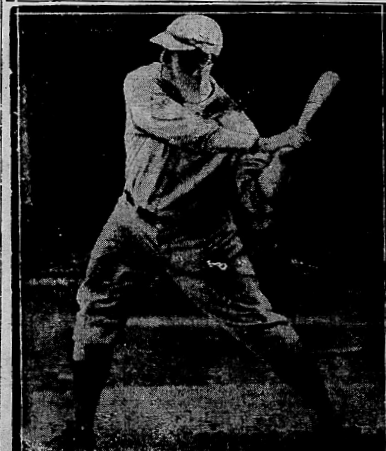
Last season when Burgess Whitehead went to St. Louis from the Red Birds, Wilson was one of the players sent to Cal-



CHICK HAFEY

More familiarly known to Avon Park fans as a Card star, having trained here, but now with the Cincinnati Reds, will be seen again on Head Field when the Reds come here March 31 to play the Red Birds.

Plays First for the Phillies



DON HURST

This veteran Philly first baseman will come here with the team from Winter Haven for the opening game next Friday.

Welcome Red Birds!



Let us give the Columbus team a "hand."

Their series of home games will start here in Avon Park on March 23rd. Avon Park and vicinity should be very much pleased to know that the "Red Birds" have returned to us this spring.

THE BARNETT NATIONAL BANK joins others in extending a most hearty welcome and every good wish for a successful training season.

The Barnett National Bank of Avon Park

(Affiliated 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. FULTON—Cashier

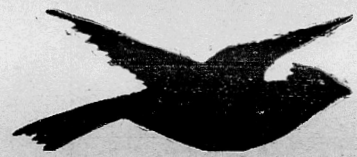
Avon Park

Member Federal Reserve System

Florida

Buy Season Tickets — 12 Games for \$4.00

Welcome Red Birds!



For 20 Years

We have endeavored to render efficient drug store service to the people of Avon Park and surrounding territory.

In Addition

We have endeavored to do our part toward the civic betterment of our city.

We Oldsters Bid You
Youngsters Welcome

120,430 New Prescriptions Filled Accurately

Avon Park Drug Co.

The *Roxall* Drug Store

Avon Park, Florida

Buy Season Tickets — 12 Games for \$4.00

FRISCH GETS LIFE'S WISH

Realizes Ambition When He Is Made Manager of St. Louis Cardinals

Frankie Frisch's appointment as manager of the St. Louis Cardinals on Monday, July 24, 1933 marked the realization of his ambition to become pilot of a major league club. Frisch, who started his playing career in 1919 after being graduated from Fordham University in New York, rose to the heights as a player. Now, although still a great and brilliant player, he is seeking new laurels as a manager.

Few ball players have had more uniform success than Frisch. Joining the Giants in 1919 without ever playing a game of ball in the minor leagues, he has averaged one world series every two years. Fourteen seasons in the major—seven times on a pennant-winner. Lucky? No. For Frisch has been the spark plug of every club he has played for. Always a dangerous hitter, he bats equally as well right-handed as left-handed. In the field he has been one of the greatest second basemen in history, covering a wide expanse of territory. And on the bases no player in the game today can upset a pitcher and catcher more than Frisch. He is fast. But there may be faster men in baseball. But none who are cagier, none who know how to use their speed to more advantage, none who know how to worry the opposition more than he.

Frisch's batting average has been usually well over the .300 mark. Back in 1923 it was .348, and in 1930 it was .346. Twice in world series he batted .400 or better, and his grand average came in 1921 when he pilfered 49 sacks, but he came within one of equalling it in 1927.

It will be always open to dispute just when Frisch rose to his greatest heights as a player. Many say he did so in the early part of his career, from 1921 to 1924 inclusive, when the Giants were winning their four-straight pennants. But others are willing to risk their reputation in making a statement that Frankie Frisch did his greatest work in 1927, his first season with the Cardinals. Frisch handled 1037 chances at second base that season more than any keystone guardian ever handled before or since.

Frisch was born in New York City on September 9, 1898 and grew up in Gotham. Attending Fordham University he starred in football as well as baseball. An all-round athlete and quick as a streak of greased lightning, it was while playing collegiate football and baseball that he earned the title which has stuck to him through the years — The Fordham Flash.

Finishing at Fordham in June 1919 Frankie signed with the Giants and played 54 games for John McGraw that season. The following year he was the regular third baseman. When the Giants obtained Heinie Groh to play third, Frisch was shifted to second base, where he has played almost continuously ever since.

In 1926 when Hornsby was deposed as Cardinal manager Frisch was traded to St. Louis for the Rajah. Despite the fact he was replacing one of the greatest heroes St. Louis ever had, Frisch played the game for all he was worth and soon had the fans of St. Louis and the entire country singing his praises.

When Frisch received his appointment as manager of the Cardinals he was hitting .349 in 87 games. At that time he had scored 52 runs, made 21 doubles, six triples and four home runs. He had stolen twelve bases.

Frisch is one of those players who rise to their greatest heights when most is at stake. He is what is usually called a "money player." When a base must be stolen Frisch can steal it. When a hit is needed that is when he is most dangerous. Undoubtedly he is one of the greatest ball players of the generation.

During the off season Frisch spends his time in New Rochelle, N. Y., where he has a home with Mrs. Frisch. They have no children. Frisch is a quiet, soft-spoken fellow, but still one who will battle. Certainly a success as a ball player, he now seeks success in the dual role of player and manager.

Fans are confident he will succeed. For Frankie Frisch would be a success in whatever line he was.

U. S. Action Against Pirates

In the early part of the last century the United States government took prompt and energetic steps to suppress any outrages against American shipping. A law in 1819 was the nucleus of a series of laws which, American warships made the high seas and the coast of Africa and Asia the scene of their operations.

Believe in Signs? Follow This One Inside



The sign at the left of the gate marks the entrance to the spring training quarters of the Columbus Red Birds, where the American Association champions will work out and

get into condition for another pennant race. Many baseball fans of the Ridge will follow this sign through the gate to witness big league baseball when the Red Birds get into

action with such teams as the Phillies, the Cincinnati Reds, Detroit Tigers, Cardinals and others. Season tickets for the twelve home games are finding ready sale to local fans.

New Cardinal Manager



FRANKIE FRISCH

Cardinal Pitcher



BILL HALLAHAN

New Company To Take Over Venice Properties on Gulf

Venice, March 15 (FNS) — Believing that the financial situation in Florida is rapidly improving, a company has been organized in Cleveland for the purpose of buying existing equities and claims on properties located at Venice, Florida from the Brotherhood Investment Company, a subsidiary of the Brotherhood of Locomotive Engineers who financed a development in Venice during the real estate boom.

The company has been incorporated as the Gulf Mortgage and Investment Company with an authorized capital of \$500,000 and has secured a 90 day option to purchase mortgages from the Brotherhood Investment Company at greatly reduced rates.

L. G. Collier is president of the company, planning to rehabilitate the area by building up the

is Joseph A. Hey former secretary of the Brotherhood Investment Company.

The company plans to pay outstanding taxes, make extensive repairs and take advantage of increasing real estate prices.

The Brotherhood of Locomotive Engineers who originally financed the development is reported to have lost several million dollars in the venture.

Venice is considered one of the most attractive locations on the west coast of Florida. National publicity was given the community recently when Dr. Fred Albee, noted surgical authority, established the Florida Medical Center at Venice.

Most Kissed Man

The most kissed man in the world was Captain Edgar. He was stage doorman at the Metropolitan Opera house, New York, for twenty years, and it became a ritual for every actress entering and leaving the theater to unlock the door with

HALLAHAN STAR SERIES PITCHER

Performs Best When Put To Tests in World Series Play

It was the ninth inning of the seventh game of the 1931 World Series. Two men were out with the Athletics at bat, the tying runs on base. Burleigh Grimes had just thrown his last ball of the series, exhausted. The baseball championship of the world was hanging in the balance. A single or a double would tie up the ball game. The top of the dangerous Philadelphia batting order was coming up.

Silently Bill Hallahan strode from the bull pen to the mound. Already he had pitched two victories for the Cardinals during the series and now has only two days' rest. But this made no difference to Bill. Here was his supreme test. He was equal to the occasion. He caused the next batter to hit a harmless fly ball to center field, retiring the side, and the Cardinals were the Champions of the World.

Bill had saved the game and the series. He didn't say much. He never does. He is content to let his pitching performance speak for him. And what an eloquent story his pitching tells. It is a story of Bill's constant effort to overcome that bane of his existence—wildness; and it is a story of his rising to the greatest heights when needed the most.

Baseball fans will never forget one game Hallahan pitched for the Cardinals in September 1930. The Red Birds were making a gallant uphill battle for the pennant, fighting the Cubs, the Giants and the Dodgers. Hallahan was due to pitch the opening game of a crucial series in Brooklyn. The night before the opener somebody slammed a taxi door on his right hand, mashing his finger in a most painful injury. All night long Doc Weaver, the club trainer, worked on him. The next day, despite the injury, the sleepless night of pain and the fact he was facing Dazzy Vance on one of the Dazzle's greatest days, Bill gamely went to the mound. All he did was to pitch a 1 to 0 victory in ten innings. After this tremendous display of courage and skill nothing could stop the Cardinals. They were invincible thereafter.

Bill has led his league in strikeouts and has had his share of bases on balls and wild pitches. But what's the difference? Look at his victory column — four in 1929, fifteen in 1930, nineteen in 1931, twenty in 1932, and again in 1933. He was well on his way to a much higher total of wins in 1932 than twelve but was interrupted by an arm injury.

Hallahan has shown brilliant form in world series games. Two of his three victories were shut-outs, and in his third victory he permitted only one run. He was defeated but once in a world series, and of course, saved the most crucial game of them all, that seventh game of the 1931 autumn classic, although Burleigh Grimes received credit for the victory.

Hallahan was born in Binghamton, N. Y., August 4, 1904, and began his baseball career with Syracuse in the International League in 1924. Later he was with Kalamazoo, Fort Smith and Houston before becoming a Cardinal regular. When he was at Kalamazoo he had a rather unusual day. He struck out nineteen men in one game — BUT — he walked eighteen. He was with the World Champion Cardinals of 1926 all year but saw no action. He came to the Cardinals to



We Welcome You

We trust your stay with us will be pleasant and that the Florida sunshine will loosen up the old "Soup Bones" so that you can go home and knock the A. A. Circuit for a loop.

The Fair Store, Inc.

Phil Abrams, Manager

Avon Park

Florida

Buy Season Tickets—12 Games for \$4.00



Welcome FROM Alex

Tasty Toasty Sandwich Shop and Cafe

BEER
On Draught and in Bottles

Good Meals - Special Orders Sandwiches

Buy Season Tickets — 12 Games for \$4.00

BLIND BOGEY FOR RED BIRDS

Golf Tournament Planned For Visiting Ball Players At Pine Crest

A Red Bird blind bogey golf tournament has been announced by the entertainment committee of the chamber of commerce for Sunday, April 8, at Pine Crest Lakes Club.

While the tournament play has been arranged primarily for the entertainment of the Columbus baseball players officials, all visitors and home folks are invited to participate. It is expected that a number of Columbus baseball fans who are planning to pay a visit to Avon Park during the stay of the Red Birds will be here at that time, and a special invitation will be extended to them to take part in the play.

The blind bogey will start at 9 o'clock and will be in progress all day, according to Lee Hagood, who has been appointed chairman of the tournament by the chamber of commerce.

The beautiful Pine Crest course with its numerous water hazards, is in excellent condition for play, and the tournament is expected to attract a record crowd.

Three appropriate prizes, first, second and third, will be awarded the winners. A nominal entrance fee of 75 cents will be charged.

Impressive Race Is Predicted At Miami Tomorrow

Miami, March 15.—Not without reason is Colonel Edward Riley Bradley called the Derby Man. His well known white and green racing silks have been a victory in no less than fourteen of these classic for three-year-olds.

And it is more than a possibility that another — the \$10,000 Florida Derby — before another week rolls around.

Colonel Bradley has four Kentucky Derbys to his credit, more than any other owner in the long history of the Blue Grass State classic. His first was won with Behave Yourself, which beat his own more favored Black Servant in the 1921 renewal. He ran one, two again in 1926 with Bubbling Over, while Baggenbagg was second. Then in 1932 Burgo King won, and last year Derby's Tip triumphed in the Blue Grass classic.

He has won the Latonia Derby three times; with Brother Batch, Broadway Jones and Baggenbagg, while the names of his color bunnies are inscribed on the rosters of the American Derby; the Fairmount Derby; the Louisiana Derby; and the Ohio State Derby; not to speak of two victories in the Prokness, and the triumphs of Blue Lakespark in the classic at Arlington Park, and Belmont Stakes, the last named the oldest and most historic of the three-year-old races in this country.

In Boy Valet, Col. Bradley has more than the proverbial Dark Horse. The son of Black Servant won in sensationally impressive style early in the Hialeah Park meeting, then went off form in most mystifying fashion. Trainer Hurley located the trouble and sending Boy Valet to the post with a new kind of supporter, as part of his equipment, he won in impressive fashion. If he runs to that form Saturday, the horse that beats him will, in the opinion of a number of observers, come mighty close to taking down the purse.

The part of Boy Valet's racing that impresses his owner, trainer and supporters is his ability to come from far back and finish with a great rush, so if the pace of Saturday's big race is fast Boy Valet will be running over the leaders. It is an interesting coincidence that a former stablemate, Bittbit, now owned by A. A. Baroni, is one of the favored outsiders.

Last Night Was Deadline To File Income Tax Return

Jacksonville, March 15 (FNS)—Midnight, Thursday, March 15, being the deadline for filing income tax returns for 1933, J. Edwin Larson, collector of internal revenue for Florida lengthened his office hours this week to accommodate the last minute rush of tax payers.

On Monday evening collector Larson's office was open until six o'clock. Tuesday and Wednesday they remained open until nine o'clock. For the convenience of taxpayers the office was not closed until midnight Thursday.

A full staff of deputy collectors were on duty throughout the day and night hours to render every possible service to those filing their returns.

On Pine Crest Lakes Course



A Red Bird blind bogey golf tournament will be held over Beautiful Pine Crest Lakes Club course Sunday, April 8.

28 PLAYERS IN RED BIRD CAMP

(Continued From Page One)

played for Rochester, having been traded to the Red Birds.

Louis Whitehead, young outfielder from Greensboro, N. C., who is a brother of Burgess Whitehead, star second baseman of last year's Red Bird team, who was sent to the Cardinals.

Kenneth O'Dea, catcher from Houston, who was voted the most valuable player in the Texas league in 1933.

Nick Cullop, veteran outfielder of the club and leading home run hitter, formerly with the Cincinnati Reds and New York Yankees.

Clayton Bailey, semi pro umpire of Columbus, who accompanied

Cullop. They drove down arriving Monday ahead of the team. Bailey will be used for umpiring exhibition games.

Stuart Martin, rookie infielder of Severn, N. C., here for a try-out.

R. P. Watson, "Pooley" they call him, rookie pitcher of Kalamazoo, Michigan.

Joe Sims, a pitcher from Greensboro, N. C., in the Piedmont league.

Ed Blanc, another rookie pitcher from Claremont, N. H.

Red Munson, rookie catcher from Cincinnati.

Lefty Lynne, pitcher from Elmira, N. Y.

Ward Cross, pitcher from Western league.

Johnny Keane, young short stop from the Springfield, Mo.

club in the Western league.

Morton Cooper, pitcher from Western league.

May Copeland, pitcher from Western league.

Terry Moore, young Red Bird outfielder, not playing in the 1933 season.

Dr. Frederick St. John, trainer for the club, and Mrs. St. John, also accompanied the team.

Four Others Coming

Four other players who did not accompany the team, but who are expected to arrive before the week is out, are:

Johnny Gooch, veteran big leaguer, who has been signed as coach and assistant to Manager Ray Blades. He was with the Boston Red Sox last year, and has played with Pittsburgh, Cincinnati and Brooklyn. He is slated to be the Birds' first string catcher.

Glenn Spencer, pitcher, formerly with the Giants, traded by them to the Cincinnati Reds and recently acquired in a player deal by the Cardinals, thence to the Red Birds.

Ralph Judd, a pitcher of last year's team, still on the roster.

Charlie Wilson, second baseman on last year's team, sensational hitter and infielder.

Geographic Society

The National Geographic society is not a part of the United States government, although it has worked in co-operation with the government to a large extent. The society is a private organization with headquarters in Washington. It was formed in 1888 "for the increase and diffusion of geographic knowledge."

NEW PROGRAM OF WORK RELIEF TO START MONDAY

(Continued From Page One)

applicants shall continue in effect in the Relief Division. It is therefore, necessary for all persons to re-register if in need of relief.

Hours and Earnings.

Except for administrative and supervisory personnel, the hours of employment shall not be more than 24 hours per week. Time lost because of inclement weather, unavoidable delays, national and State holidays, or through conditions beyond the control of the employer, may be made up in the succeeding 20 days.

Wages will be at the prevailing rate for the occupation and the locality in which the work is done, and in no case will the pay be less than 30c per hour; provided, however, that the hours shall be limited so that the maximum weekly earnings shall not in any case exceed the amount necessary to meet budgetary requirements and assignment to projects shall in no case be less than for a period of three working days. No one whose budgetary needs, figured on a monthly basis, are less than the amount which would be earned by six days employment during the

month shall be assigned to a work project; and no work assignment shall be made for less than three days continuous employment. Direct relief shall be given in lieu of work to persons whose budgetary needs on a monthly basis do not exceed wages for a six-day period.

General.

Sympathetic understanding of the purposes and objects of the relief program on the part of all administrative personnel, and the full and harmonious co-operation of the general public in the services of those ends is assumed. It is the intention of the State Administration to utilize the resources available from the federal government as soundly and constructively as possible in the immediate interests of those for whom they were provided.

Harriet Beecher Stowe

Harriet Beecher Stowe, author of "Uncle Tom's Cabin," was brought up in an atmosphere which tended to develop the attitude of mind revealed in the pages of this remarkable book. She was the sixth child of Rev. Lyman Beecher, a New England preacher and abolitionist who was wont to appeal to her to help "poor, oppressed, bleeding Africa, that the time of deliverance might come."

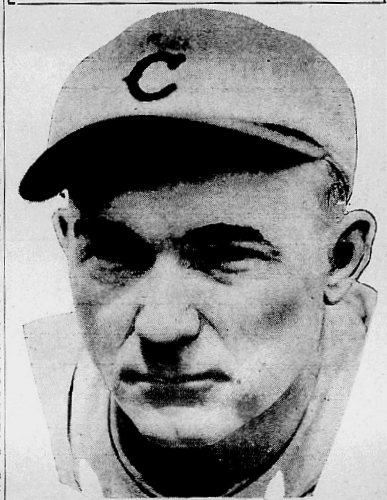
Farm Products At Higher Price Levels

Washington. — Many of the leading farm products shared the moderate price gains to mid-March, according to the United States Department of Agriculture, Bureau of Economics. Grain, mill feeds, livestock, butter, cheese, dressed poultry, potatoes, and apples sold higher. Cotton in March seems to shift with crop-control measures, but with upward trend. Corn markets are independently firm, influenced by sharp reduction in country offerings. Oats strengthened with corn, and barley is firm to higher. Feed markets maintained a generally steady tone. Average of feed prices for February was 4 per cent higher than in January and 30 per cent above a year ago. Livestock prices are still trending upward. A stronger cattle market, for heaves as well as light steers and yearlings, put the yearling top at \$7.50 at Chicago, highest of the year to date.

Origin of the Elevator

In the "flying chair" France claims the origin of the passenger elevator which the American has capitalized as no other country.

Red Bird Home Run King



HENRY "NICK" CULLOP

"Named 'Henry', Cullop is 'Nick' to every Columbus baseball fan. The giant right fielder is one of the most popular players ever to wear a Red Bird uniform.

Cullop has seen a varied baseball career and has played with Madison, Omaha, Atlanta, St. Paul, Minneapolis, Cincinnati and the New York Yankees at various times. His best batting average was turned out in 1930 when he had an average of .365 playing with Minneapolis of the American Association. That same year he set a

new A.A. record for home runs with a total of 54. He came to Columbus during the 1931 season.

Last year, Cullop batted .313 with the Birds, obtaining 184 hits in 587 times at bat. He hit 37 two-baggers, 22 triples and 28 home runs. A "Cullop Night" at the Red Bird Stadium late in the season in appreciation of his work brought out a capacity crowd.

Cullop is 32 years old, is six feet one inch tall, shades the 200 pound mark on the scales and bats and throws right handed.

Auto Accidents Levy Heavy Toll Throughout State

Automobile accidents exacted a heavy toll from the state of Florida last year, 521 people paid with their lives for riding on our streets and highways, and the more fortunate ones of the motoring public, the lucky ones, let them pay without doing what they could to reduce this sacrifice to modern demands for speed in motor transportation.

When 373 lives were lost in the Palm Beach Hurricane, the state was grief stricken and immediately began to rebuild the devastated area so that the inhabitants would be more able to combat the fury of the elements should another catastrophe of this kind occur. How much has been done by the people to combat the fury of the speed demons and careless drivers who menace the highways? It is far easier to regulate the control of a man-operated machine than to erect safeguards against tropical hurricanes, yet we are every

year losing more lives than have ever been lost before on our highways.

During the past ten years 4926 people were killed by automobiles and that number is greater than the total population of any of the following counties: Collier, Charlotte, Flagler, Gluchrist, Gulf, Hendry, Lafayette, Liberty and Oklawaha.

Any terrible disaster that would claim the lives of the total population of a city like, High Springs, Melbourne, Quincy, Avon Park, Sebring, Marianna, Madison, Winter Park, Kissimmee or Lake Wales would plunge the people of the state into mourning, yet in ten years time more Floridians have lost their lives in automobile accidents than the total population of any of those cities.

How can Florida advertise "Toll Free Highways" when our highways exact the heaviest toll of all, human lives?

"T. R." inaugurated When 42 Theodore Roosevelt was inaugurated President of the United States at the age of forty-two.

Welcome to Avon Park

Our line of Men's Wear is Complete—Shirts, Suits, Socks, Ties — anything you may need.

— Where Quality is Higher than Price —

OTT & SON

BRICKELL BUILDING

AVON PARK

Buy Season Tickets—12 Games for \$4.00

WELCOME COLUMBUS RED BIRDS



Club House on Lake Lotela

RED BIRD GOLF TOURNAMENT APRIL 8TH.



Pine Crest Lakes Club

F. De Anguera, Sec'y and Mgr.

Buy Season Tickets — 12 Games for \$4.00

MIKE GONZALES IS CARD COACH

Cuban Plays the Game All The Year and Is Rated Smart

One of the smartest men in baseball today is none other than Mike Gonzales, coach for the St. Louis Cardinals, whose name is seldom seen in a box score. Gonzales, however, is capable of going into the game any time and catching high class ball.

But just because Gonzales isn't in the game frequently, is no sign he is not one of the most valuable members of the Cardinal club. Mike has been playing professional baseball since 1912, and hasn't been asleep. He has been in the National League most of the time since then. Mike is observing, and knows practically every player in the league, his strong points and his weaknesses. Time after time, in the clubhouse meetings it is Gonzales who knows, and advises the proper way to pitch to the opponents. Mike, of course, is a great fellow to coach young pitchers.

Gonzales' value doesn't stop there. Although never rated as a fence-buster himself, Gonzales has helped any number of young fellows trying to improve their hitting. He can see the mistakes in their stance and correct them. He can offer valuable tips for obtaining more power in the swing. Ernie Ostrat, for example, gives Gonzales much credit for his improvement as a hitter.

Mike, according to the records, was born September 24, 1892, in Havana, Cuba. After playing ball at school, the Institute of Havana, Mike came to the United States to play professional ball, lining up with Long Branch and then with the Boston Braves. In 1914 he was with the Cincinnati Reds and the next four seasons with the Cardinals. In 1919 he was transferred to the Giants. During the 1921 season he was used solely as a bullpen pitcher, and at the end of the season was considered through as a Major Leaguer. That was more than a decade ago.

But Cuban ball players, notably Gonzales and Adolfo Luque, being of Spanish ancestry, "go on forever," like a Spanish bolero, and Mike refused to be counted out. Shunted to St. Paul in the American Association, he enjoyed two great seasons, convincing Major League scouts they had made a mistake in letting him ever get out of the Big League.

Gonzales, in the spring of 1924, was purchased by the Cincinnati club from St. Paul. Cincinnati, however, sold him to Brooklyn, and he made the training trip with the Dodgers. Then, on the eve of the season Mike was traded to the Cardinals in the deal for Milton Stock.

Mike had a good year in 1924, but in 1925 when the Cubs wanted him as part payment for Bob O'Farrell, he was traded to Chicago. He was with the Cubs almost five years, helping them in one of their drives to the National League pennant.

Once again Mike was considered "through." The 1930 season saw him at a member of the Minneapolis Millers, enjoying another great season. Then the Cardinals signed him for 1931 and 1932, after which he went to Columbus to assist Manager Ray Blades as coach and reserve catcher. Mike batted well above .300 with Columbus, and assisted a lot in the development of the Red Birds' young pitchers—Paul Dean, Clarence Hulse, Jim Winford and Bill Lee.

When Frankie Frisch, Manager of the Cardinals, decided to select a coach for 1934 Gonzales was the

Rated One of Smartest in Game



MIGUEL GONZALES

Says NRA Label Helps Everybody

New York. — The NRA label is cited by George W. Alger, chairman of the coat and suit code authority, as "the greatest beneficence" to his industry during the year ending March 8. "Already," said Alger, "it has demonstrated its power to save the worker from substantial wages and the legitimate manufacturer from cut-throat competition. It will take some time to recover from the devastating standards of the recent past, but the label will do it. Letters that come daily from women in every section of the country show they are becoming more and more sensitive to the label as a genuine safeguard to them as buyers and assurance of better working and living conditions for the employees of the industry."

Bibles

The Christian world has never adopted one uniform Bible. Even today there are ten different versions in use: Roman Catholic, Orthodox Greek, Greek Catholic, Syrian, Abyssinian or Ethiopian, Egyptian or Coptic, Georgian or Armenian, Egyptian, Latin (or Vulgate), Episcopate, Lutheran and Protestant. —Collier's Weekly.

man he chose. So, after being counted out three times as a major leaguer, Mike returns to the Big Tent. The 1934 season marked his fourth distinct engagement with the Cardinals.

Gonzales lives baseball. His whole life is woven around baseball, as are all his ambitions for the future. Summer baseball in the United States, and winter baseball in Cuba—that's his schedule year in and year out. During the off season he usually manages a ball club in Havana, keeping in good physical trim. Mike is married, stands 5 feet 1 inch tall and weighs 175 pounds. Not an ounce of this is anything but muscle. He bats and throws right-handed. His favorite chatter while catching a pitcher goes something like this, "Come on, boy, you can do it."

JIM BOTTOMLEY IS OLD FAVORITE

Former Card First Baseman Now With Cincinnati To Be Seen Here

Jim Bottomley, most valuable player in the National League in 1928, was born in Oglesby, Illinois, 31 years ago. He came straight from the states to the St. Louis Cardinals, then under the management of Branch Rickey. He was farmed out to Mitchell in the Dakota League in 1920, spent 1921 on the Houston farm of the Cardinals and 1922 on the Syracuse farm.

In the latter part of 1922, after minor league failures, injuries and successes, he was pronounced ready and came to the Cards to supplant Jacques Fournier at first base. Ever since then he has been regarded as one of the best first basemen in the League and one of its leading sluggers. His greatest hitting year was in 1928 when he hit .357. He slumped in hitting the next year to .290, the only time he hit below .300. In 1929 he batted .314 and in 1930 he hit .302. In 1931 his average was .348.

Bottomley is such a pleasant, likable fellow that he is known to players and fans over the circuit as "Sunny Jim." An idea of Bottomley and his character is best illustrated in the story Branch Rickey tells of his first appearance on the Cardinal team back in 1920.

"He came out to the park in a taxi," said Rickey, "simply because he did not dare to try to find his way to the park in that big city, and his heart was broken when the driver charged him over four dollars fare. He wore a pair of shoes that day that were the largest I ever saw. I give you my word those shoes were number 20. If shoes were numbered that high. They were so long that they curled up at the toes and I could see his spikes staring at me like eyes. He fell over the bag every time he tried to catch a ball. I felt that down on his face or back. I told Charlie Barrett that this fellow could never make a ballplayer because his feet were too big. But Barrett declared that his feet were all right; it was the pair of shoes. They were miles too big for him. "But I noticed one thing that day, and that was that Bottomley could field. By the snows of Joshua, how he could field! He had those flat, stretching muscles that enabled him to extend himself far past normal. His reach from wrist to ankle was sublime. And he could hit, too. He made one of the longest hits ever slugged out on the old Cardinal Park that day. And so we tied him up shoes and all."

The first sacker was a star for the ten years with the Cardinals. In his entire major league career Bottomley has been a better player who has been able to come through when his team needs him. He probably is the only player in the National today who for six successive campaigns has batted in more than 100 runs in a season.

Bottomley was sold to Cincinnati in the winter of 1932 and played first base with the Reds last year. He will be seen in action here when the Red Birds play the Reds March 31.

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Use Times Want Ads

Corporations Show Earnings Jumped During Past Year

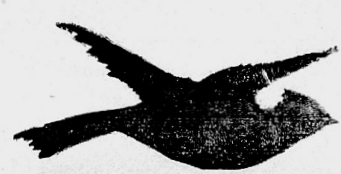
New York. — A tabulation of annual statements of 701 American corporations, comprising industrial, rail, and utilities, shows aggregate net income of \$704,884,000 for 1933, as compared with \$230,115,000 for 1932, an increase of 195 per cent, according to Standard Statistics Co. A total of 589 industrial companies showed net earnings of \$391,600,000, as against a deficit of \$20,134,000, in 1932. Fifty-five railroads, which had a combined deficit of \$106,055,000 in 1932, showed a gross loss of only \$11,199,000 for 1933. Statements of 31 steel and iron companies show a 1933 deficit of \$58,826,000 compared with deficit of \$137,098,000 in 1932. Sixty-one food-products companies earned net of \$30,063,000 in 1933, compared with net of \$53,014,000 in 1932. Eight makers of automobiles and trucks replaced an aggregate deficit of \$14,602,000 in 1932 with net profits amounting to \$87,026,000 in 1933.

Steel Production High At Detroit

New York. — "With automobile requirements undiminished and car manufacturers engaging 75 per cent of tin-plate capacity of the entire country, the steel industry is getting added support from railroads and miscellaneous consumer lines. Rail releases have raised output at Chicago, Birmingham, and Pittsburgh," says Iron Age, and adds: "Unrelaxed pressure from the motor-car trade lifted operations to 100 per cent in Detroit, giving it the distinction of being the only steel center at capacity for five years. Ingot output for the country is at 49 per cent, up 2 points from the end-of-February figure. The steel industry abandoned advances for the second quarter of 1934 in the hope that greater volume would continue to offset higher costs. Buyers have sensed the change in the price outlook and are placing contracts at present prices."

Color of Flannel Not Healing Science has discovered that flannel's healing power has no relation to its color, giving it the old belief concerning red flannel.

Welcome Red Birds!

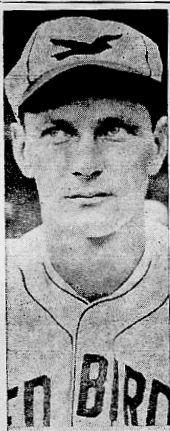


We Raise Red Birds.
Black Bird, White Bird, Brown Bird,
Barred Rock or What Have You.
— Our Business Is Raising Birds —

Engelmann Hatchery and Poultry Farm

Buy Season Tickets—12 Games for \$4.00

Lead-off Bird



HAROLD "HAL" ANDERSON

Anderson began his professional baseball career in 1924, with Ottumwa, Iowa, in the Mississippi Valley League. At the end of the season, he was purchased by the New York Yankees and spent 1925 with Mason and Ashville on option. From 1926 to 1931, Anderson was one of the leading outfielders of the American Association, playing with St. Paul. In 1931, he led the entire A.A. in the outfield, batting .314 and turning in a fielding average of .986. As a result, he was sold to the Chicago White Sox.

In 1932, he was optioned out by the White Sox to Toronto but was sent to Columbus early in July. When the Red Birds sold Ever Swenson to the White Sox, Anderson was involved in the deal and became the property of the Columbus club.

Last year, Anderson was one of the important cogs in the drive that brought Columbus its first pennant in 26 years. He batted .272 and batted .272 in the lead-off position out of 629 times at bat.

Anderson is married, lives in St. Louis, Missouri, weighs 165 pounds, is five feet eleven inches tall, 30 years old, bats and throws right handed and is considered a sure bet for the Birds in center field this year.

Welcome to Avon Park

DRINK

Coca-Cola

In Bottles and

Snap Back To Normal



Coca-Cola Bottling Co.

J. S. Francis, Prop.
Avon Park, Florida

Buy Season Tickets — 12 Games for \$4.00

Welcome Red Birds!



Home Cooked Meals, Soft Drinks
Choice Western Steaks a Specialty

Sweet Shoppe Cafe

Buy Season Tickets—12 Games for \$4.00

ORSATTI PLAYS HEADS-UP BALL

Former Movie Double for Buster Keaton Makes Good in Baseball

Branch Rickey, generalissimo of the St. Louis Cardinal organization, has one question he asks himself in judging the ability of a baseball player. It is this: "If I had nine players on my team like this man would I win the pennant?" If the answer is yes, then that player is an asset. If the answer is no, then he must begin looking for that player's successor.

Nine players like Ernie Orsatti would win the pennant in any league. This boy has everything required of a great ball player. He has the speed, the hitting power and a great arm. But above all these physical qualities he has the mental and temperamental requirements of a star. He loves to play ball, gives his best at all times and has never been known to quit on any play. No manager could ask for more.

Ernie is basically a representative in Hollywood. Born of Italian parentage in the city of Los Angeles September 8, 1904, his boyhood was much the same as that of other lads excepting for an overwhelming interest in baseball and the movies. Besides playing baseball he won honors in the standard yard dash, the broad jump and the high jump. He also played some football and did a little amateur boxing. But baseball and the movies remained his hobbies.

Orsatti got a job in the Chester Bennett studio shortly after leaving school. At first he ran errands, carried cameras and electrical effects and did a little bit of everything. He wanted to be an actor, a director, or most anything just so he could be around the fascinating sources of movie productions. After this modest apprenticeship he was given a chance to double for Antonio Moreno. Sometimes his work as a double consisted of doing parachute jumps, shifting from a motorcycle to an airplane riding at full speed, driving from a cliff into raging torrents, and other dazed stunts.

Once when doubling for Leatrice Joy he almost lost his life. The scenario called for a girl to drift in a rowboat in the Pacific Ocean. Ernie dressed like Miss Joy, got in the rowboat some miles from shore, and everything went along fine until suddenly a fog came up. The oars got away from Ernie. He drifted out of sight of the big steamer, helpless. Five hours later he was rescued. Those five hours were moments of mortal anxiety for Orsatti.

Ernie played on Buster Keaton's indoor team in Hollywood when he wasn't busy doubling for somebody or other. He was so good at the game that his friends urged him to seek a trial in regular baseball. He got his start with the Vernon team in the Pacific Coast League, but lacked experience. From there he went to the Cedar Rapids, Iowa club in the Mississippi Valley League. The Cardinal scouts, Charley Barrett and Frank Rickey, spotted him, stamped him with their approval, and bought him for the Cardinal organization. That was in 1928.

Orsatti was farmed out to San Antonio, Omaha and Houston before joining the Cardinals in the latter part of the 1927 season. He spent part of the 1928 season with the Minneapolis out on option from the Cardinals, but has been with the Red Birds ever since. While at Minneapolis he hit .382, losing the batting championship of the American Association by an eyelash. Bob Veach hit .382, beating him out by one point.

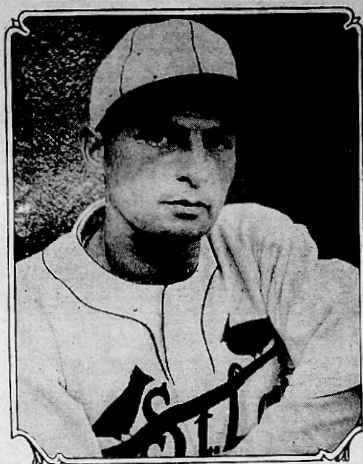
Ernie hit .332 for the Cardinals in 1929 and .321 the following season. It was in 1932, however, that Orsatti rose to his greatest heights. Playing center field regularly, he batted .336 for the year, a mark which was excelled by only five players in the National League who were in as many as one hundred games.

Orsatti is probably about as great a team man as any player who ever wore a spiked shoe. Game through and through, he'd break a leg to win a ball game.

Concrete walls mean nothing to him when he's chasing a fly ball. As a result, he has sustained a number of injuries. But injured or not, he plays the same head-on style of baseball. He has been seen to leap off the field, to be handgazed here and there, but when he's swinging a bat, running the bases or trying to make a catch you'd never know he was hurt. For he has the happy faculty of forgetting everything, even himself and his own injuries, when a ball game is in stake.

Ernie bats and throws left-handed. Unlike most left-handed hitters he is not bothered by south-paw bunting. In fact he's not bothered by any kind of bunting very much. This is proved by his wartime major league

One of the Gamest of the Game



ERNE ORSATTI

Will Be Seen in Action Here



GOOSE GOSLIN

This former Washington star went to Detroit at the end of last season and will be seen here March 28, when the Tigers play the Red Birds at Head Field.

average around the .320 mark. During the latter months Ernie does a lot of movie work around Hollywood. And he's one of the best-like players in baseball. Everybody likes Ernie. He's a "real fellow."

Medical and Dental Professions See Value of Citrus

That the medical and dental professions are aware of the health values in citrus fruits is evidenced by daily requests from individual members of both professions throughout the United States for booklets, pamphlets and folders on citrus health values, according to Earl Lines, advertising manager of the Florida Citrus Exchange.

"Every mail at this season of the year brings many requests for information on the health values, particularly in oranges, from all sections of the country. A dentist in Bronx, New York, 'Unfortunately many patients have not as yet learned the dietary importance of oranges in every day life, and on that account it is my desire to acquaint them in every possible way with this fact—please send a quantity of your health booklets to hand to my patients.'"

"Recent health experiments such as the one conducted at Mooseheart prove conclusively that the addition of orange juice to the daily diet aids growth and vitality and prevents the development of gingivitis and dental caries, according to printed reports of the physicians who conducted these experiments among several hundred children over a period of three years."

The Florida Citrus Exchange supplies frequent and numerous releases on the values of oranges, grapefruit and tangerines for the information and use of institutions, schools, home economic editors and cooking school authorities, which are apparently appreciated, Mr. Lines stated, as shown by continued requests for these materials.

COLLINS MAKES GOOD AT FIRST

Volunteer Outfielder Comes In to Fill Gap and Wins Position

The scene was Monroe, La., in the spring of 1928 in the Rochester training camp. Manager Billy Southworth asked for volunteers to play first base, in the absence of Don Hurst, his regular first baseman, who was receiving a trial with the Cardinals. A young outfielder who never had worn a first baseman's mitt, but who loved to play ball anywhere, offered to fill the breach.

That young man was James Anthony "Rip" Collins, now with the St. Louis Cardinals. He played first base in all of Rochester's training camp games that spring, and looked so good at the bag that when he was farmed out to Danville in the Three-Eye League they were instructed to play him at first base instead of the outer gardens.

Ripper has been a first baseman ever since. True, he played a number of games in the outfield with the Cardinals in 1932 but that was principally because the Cardinals had two hard-hitting first basemen in Collins and Bottomley, and the Red Birds sought to utilize Rip's hitting power by putting him in the meadows while Sunny Jim was playing first. But with the trading of Bottomley to Cincinnati after the close of the 1932 season Collins has been exclusively a first baseman.

Collins is a native of Altoona, Pa. He was born on March 30, 1905. After working in the coal mines he secured his first trial in professional baseball with a Virginia Wilson club in the Virginia League in 1923. Later he was with York, Pa., Johnstown, Pa., and Savannah, Ga. He joined Rochester in 1926 late in the season, and in 1927 played 45 games as an outfielder with the club. That winter in a winter of franchises, Collins landed with the Jersey City club when Rochester was purchased by the Cardinals. Jersey City asked managers on him and Rochester claimed him. Then came the episode when Collins was transformed into a first baseman.

Rip won the Three-Eye League batting championship in 1928 at Danville, with a .388 average. In 1929 he made good an Rochester's regular first baseman, hit .315 and led the league in home runs. In 1930 he led the International League in hitting with a .370 figure, after which he was promoted to the Cardinals.

Collins, with any other major league club, probably would have won the regular assignment at first base from the start. But Bottomley was a good hand and had plenty of experience, so Collins had to be content as a benchwarmer and pinch hitter. In mid-season Bottomley was injured and Collins got his chance. He came through in fine style and hit .301 for 89 games, and drove in a flock of runs. Toward the end of the year, however, Collins suffered a sprained ankle and Bottomley, recovered from his injury, again took up his old stand. Only Collins' sprained ankle prevented him from finishing the season as the regular first baseman and playing in the world series.

In 1932 Collins and Bottomley again alternated at first base for the Cardinals, but there was the handicapping on the wall. Bottomley had to make way for the younger man. So in 1933 Collins went to camp the regular Cardinal first baseman right from the start.

Collins throws left handed but bats both ways. He is 5 feet 9 inches tall and weighs 145 pounds. There are probably few players in baseball who pack as much punch at the plate as Collins does. Although not a big man he has a powerful pair of wrists. He is married and has three children. He makes his home in Rochester, N. Y.

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Welcome Red Birds!



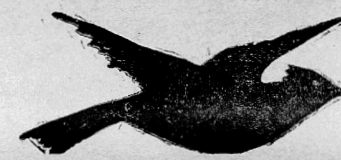
We Cordially Invite You and All Columbus Visitors to Take Advantage of Our Service Department

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Genuine Ford Parts
Quick Service

Park Motor Sales Incorporated

Ford Sales and Service
Avon Park, Florida

Buy Season Tickets — 12 Games for \$4.00



We Join in Extending a

Hearty Welcome to the RED BIRDS

and All the Fans
Drive In and See Us Sometime

West End Filling Station

GARAGE AND MACHINE SHOP

Ed and Frank Welch

Buy Season Tickets — 12 Games for \$4.00

Forest Fires Loss Less On Protected Lands in Florida

In spite of serious drought conditions and greatly increased fire hazards throughout most of Florida, only 6.4 per cent of the 1,426,665 acres of private land listed for protection were burned over by forest fires during the past calendar year. According to the Florida Forest Service, this is 4.8 per cent less than the previous year there being 11.18 per cent burned in 1932. In 1933, only 1338 fires occurred on protected lands as compared with 1663 in 1932.

Harry Lee Baker, State Forester, attributes the decrease in the acreage burned to the various improvements and suppression work of the C.C.C. camps on these protected lands.

With regard to the number of fires, Mr. Baker stated that he believes that the decrease was due to an increased public interest in forestry and fewer fires deliberately set.

Railroad fires increased from 13 to 37 and campers' fires from 15 to 23. Fires started by careless smokers increased from 26 to 27 and lumbering fires from 4 to 38. Such fires, Mr. Baker points out, are the result of carelessness and would normally be expected to increase throughout the state during drought seasons. The bright feature about the record is the fact that brush-burning fires decreased from 42 to 32 and incendiary fires from 1235 to 822, showing that the number of deliberately set fires is on the decline in the neighborhood of forest demonstrations where people can see the benefits gained by fire protection.

Outstanding features of the past year were an increase of 42.4 per cent in the amount of private land under protection and the development of better equipment for plowing fire lines.

Have you joined the Chamber of Commerce?

Committee Seeks Reimbursement of Fruit Fly Losses

Winter Haven, March 15 (FNS)—The Florida Reimbursement committee which is seeking to secure federal aid to cover Mediterranean fruit fly losses five years ago, met in Orlando Tuesday and named a committee to be present in Washington March 30, when the Agricultural Committee of Congress will hold a hearing to consider such losses.

Congressman J. Hardin Potey notified the chairman and secretary of the reimbursement group of the hearing and urged that a strong delegation be in Washington to represent the claims of Florida growers. Governor Sholtz was asked to be a member of the delegation.

VIRGIL DAVIS IS NEW CARD MAN

Great Hitter Never Failed
To Make the .300 Mark
But Once in Life

Only once during the entire career of Virgil Davis in both the minor leagues and the majors did he fail to hit .300. This is a record which few players in baseball can equal. The solitary season in which Davis failed to reach the .300 mark came in 1928, his first year in the Big League. Many players would be thankful if they could do as well as he did that season for he had the respectable figure of .280.

Davis is the heavyweight catcher obtained by the Cardinals from the Phillies in the Jimmy Wilson deal.

Davis was born in Birmingham, Ala., December 20, 1904 and started playing baseball about the age of ten. He always was a catcher. He was bigger and sturdier than most of the other boys and had the strength and willingness to take the banging that goes with a job behind the plate. At Gulf Coast Military Academy Virgil started in sports and was voted the distinction of being the best all-around athlete in the institution for three years. He started to the University of Alabama but decided to quit in order to play baseball professionally as a member of the Gulfport team in the Cotton States League.

The big boy hit .356 for Gulfport that season, 1925, and promptly the New York Yankees bought him. The Yanks sent him to Reading on option for 1927 and he made good in the international League immediately. Davis batted .308 for Reading in 137 games and looked good. It seemed a foregone conclusion that the Yanks would recall him, but for some unknown reason they failed to do so and the Cardinals drafted him.

The Cardinals of 1928 were very much in the pennant race and so they preferred to have an experienced catcher behind the plate for them. Bob O'Farrell had a bad arm and then came the chance to secure Jimmy Wilson. Philadelphia, however, insisted that Davis be included in the deal if the Cards were to obtain Wilson. Reluctantly Cardinals let the inexperienced but promising Davis go to Philadelphia only because they were receiving in exchange Wilson, already a star.

Virgil hit .280 that season, but following year got back in the .300 class, having an average of .342. His subsequent work improved each season until in 1933 he came to be regarded one of the standouts in the National League.

Gradually Davis had taken on weight. Until in 1932 he weighed close to 240 pounds — just too much. In the winter of 1932-33 he went on a diet cutting out a lot of starches, and reduced his avoirdupois to around the 200 mark. His great season of 1933 resulted.

Davis had a truly great season in 1933. He caught in 141 games and batted .349. Only one player in the National League, the famed Chuck Klein, had a better batting average. And no catcher in the big leagues came anywhere near equalling his record for durability.

May Be Original Calendar
A curiously carved stone found in Arkansas may be the original 13-month calendar.

Slugging Catcher Now With Cards



VIRGIL DAVIS

Won 17, Lost 11



TEX CARLETON

CARLETON HAS GREAT RECORD

Rated As One of Best of
Younger Set in the
National League

One of the best pitchers of the younger set in the National League is Tex Carleton, right-handed pitcher with the St. Louis Cardinals, who won seventeen games for the Red Birds in 1933. Carleton hails from a ranch out in Comanche County, Texas, about a hundred miles southwest of Fort Worth. He grew up to the life of a cowboy but when he attended Texas Christian University he showed marked ability as a pitcher and his ambitions changed from roping cattle and riding horses to a desire to go to the major league as a professional baseball player.

Tex joined the Texarkana club in the East Texas League in 1925. A short time later he was transferred to the Marshall team in the same circuit. At the end of the season he was made a free agent. Then, while making a barnstorming trip, Jack Ryan, a Cardinal scout, signed him for the St. Louis organization, with orders to report to Manager Hornsby in spring training camp at San Antonio. He spent that season with Austin in the Texas Association, out on option. Two seasons at Houston followed, after which he was promoted to Rochester.

Tex had a fine season with the Rochester Red Wings in 1929, winning eighteen games while losing only seven. One of his victories was a no-hit game hurled against Toronto on September 14. But the following year Tex couldn't do any more than break even.

The 1931 season found him again with Houston. There he enjoyed the greatest season of his career. He won twenty games and lost seven prior to August 14, and allowed an earned run average of 1.80 runs per 9-inning game. His last thirteen victories came in succession, after which he suffered a broken hand. His total for the year might easily have reached 25 or more but for the injury.

Carleton was now ready for the major league. Sold to the Cardinals he was the sensation of the 1932 spring training exhibition games. He faced team after team of sluggers like the Yankees, the Athletics and others, hurling shutout ball against them all. It seemed that when the regular season would start Carleton would be able to win regularly.

But Tex failed to win. Apparently he was trying too hard, striving too strenuously. His work was disappointing until the latter part of July, when he came forth with a two-hit shutout masterpiece over the New York Giants. That game marked Carleton's true arrival as a Big League pitcher. Since that day he has won a big majority of his starts. His record for the 1932 season showed ten victories and thirteen defeats. Most of those defeats came prior to his aforementioned shutout win over the Giants in July.

In 1933 Carleton was a winner right from the start. Official averages show he pitched in 44 games for a total of 277 innings. He issued 97 bases on balls, and was the third best strikeout pitcher in the league, with 147 to his credit. Only Dizzy Dean and Carl Hubbell fanned more batsmen. His earned run percentage was 3.58 and his record of 17 wins and 11 losses gave him a winning average of .607.

One of Carleton's red-letter days during the 1933 season was the time he faced Carl Hubbell in that famous 18-inning 1 to 0 battle between the Cardinals and the Giants. This game took place in the Polo Grounds in July. Forty thousand persons gathered to witness what proved to be one of the most thrilling battles in the history of the game. Inning after inning the score remained 0 to 0. Finally, after Tex had pitched sixteen shutout innings, Gabby Street, then manager of the Cardinals, decided to take Carleton out, rather than risk hurting his arm. Carleton's successor allowed the Giants to score once in the eighteenth, giving the New Yorkers the contest by a score of 1 to 0. Had Carleton remained in the game one can only speculate how long the duel might have lasted—maybe twenty or twenty-five innings.

Carleton was born on August 19, 1906. He stands 6 feet 1 1/2 inches and weighs 176 pounds. In the off season he does a lot of hunting and fishing, besides an occasional round of golf.

Gipsy Moth Travels in Air
Gipsy moth, which does so much damage to vegetation, will suddenly appear in new districts. It has been proved that the larvae is carried by air currents and dropped miles away. Airplane tests have shown that this larva is to be found in the air at a height of over 3,000 feet.

Welcome Red Birds!



We are sure glad to see you. When your shoes need attention come in and visit us. We give prompt service and guarantee our work.

AVON SHOE FIXERY

Ray Rutherford

Buy Season Tickets—12 Games for \$4.00

Welcome Red Birds!



Ridge Crate Company

Manufacturers of
Vegetable and Orange Crates

Buy Season Tickets—12 Games for \$4.00

We Bid You Welcome



May your visit with us be pleasant and profitable. If we can be of assistance to you call on us at any time.

Avon Park Rotary Club



Highlands Post No. 69



Chamber of Commerce

Avon Park

Florida

Buy Season Tickets—12 Games for \$4.00

Welcome Red Birds!



Visitors We Have:

Golf Sundries
Fishing Tackle
Sport Goods

Come in and have a chat with us.

See Highlands Hammock Park before you leave.

Smith-Dorminey
Hardware Co.

HARDWARE

Buy Season Tickets—12 Games for \$4.00

PEPPER MARTIN HAS COME-BACK

Great Start, an Eclipse and Sure Come-Back Feature Star's Career

In October 1931 John Leonard Martin, "the Wild Horse of the Osage," almost single-handedly defeated the Philadelphia Athletics in the world series, bringing the Baseball Championship of the World to the St. Louis Cardinals. His efforts in the autumn classic were characterized by John McLaughlin as "the greatest individual performance in the history of the world series."

In 1932 Martin, the national hero of the previous year, suffered an eclipse. Accidents and illness pursued him. He was overcautious. He tried too hard. As a result of all these things his batting average slumped to a position down among the pitchers — a paltry .238.

In the spring of 1933 the Cardinals discovered Sparky Adams had slowed up. Who would play third base? Martin, the outfielder who had lost his regular position in 1932, volunteered to play third base. For some weeks he played like a hot corner like an amateur outfielder. His throws were high, slow or in the dirt. He fumbled try grounders. He hit puny pop fly or dismal dribblers when he didn't strike out. Fickle fans who cheered him to the echo in the world series of 1931 now booed him unmercifully.

Did Martin quit? No, there's no such word in Martin's makeup. "I'll show them," was Pepper's silent resolution.

Martin's comeback as an infielder after such a woe-filled start must be recognized as one of the phenomenal events of the 1933 season. Before long he steadied down. His throws became accurate and his fielding sure. When the All-Star game was played in Chicago on July 6 it was Pepper Martin who played third base for the National League team the entire contest, even though the Traynor was also a member of the All-Stars. All of which stamped Pepper Martin with the approval, "the greatest third baseman in baseball today."

Pepper Martin is one fellow who never went high but even when each mail delivery crumpled him with sackfuls of fan letters, when vaudeville contracts at fabulous sums were thrust into his hands and he was offered thousands of dollars in royalties if he would endorse tooth-paste, razor blades, cigarettes and other articles, Martin acceded to the demands of his popularity for a time, but after a couple of weeks turned his back on the lucrative theatre contracts and headed for the great outdoors — the forests and streams and plains of Oklahoma, where he could hunt and fish to his heart's delight until another baseball season rolled around.

"Money isn't everything," explained Pepper.

Martin was born in Temple, Oklahoma on Leap Year Day, February 29, 1904. At the age of twenty he signed with Greenville in the East Texas League as a pitcher. Pitching, however, kept him on the sidelines too much. He wanted action. He wanted to be in the game every day. So he was a second baseman in 1925 when Scout Churley Barrett of the Cardinals picked him up.

"At that time Martin was one of those wild west players," says Charley. "He was in on every play, backing up home plate, trying to make plays in the outfield and everywhere on the diamond."

"The Wild Horse of the Osage"



PEPPER MARTIN

He overran balls. At the plate he swung at bad pitches. But he had speed, power and a great arm."

It took Martin five years to find himself. Meanwhile he had failed as an infielder and was considered a joke as a batsman. But in 1930 when Rochester took him as an outfielder simply because the management was in dire straits and couldn't get anybody else, he literally burned up the International League with his head-up, colorful brand of ball, hit .363 for the season, smashed 20 home runs,

stele 27 bases and merited his promotion to the Cardinals.

Martin won the center-field job from Taylor Douthitt in 1931 but still nobody paid very much attention to him. True, he batted .300 for the season, but it took the world series to make the fans realize he was one of the greatest stars of the game.

Pepper bats and throws right-handed. He is 5 feet 9 1/2 inches tall and weighs 174 pounds. He is married and has two daughters, Alysne and Vergiana Lee.

Former Senator Hurler to Play Here



FRED MARBERRY

Detroit pitcher, formerly with the Washington Senators, who may take part in the Detroit-Red Bird game on Head Field, March 25.

PETERSON ASKS FISHERY LOANS

Seeks Same Benefits As Given Agricultural and Other Industries

Washington, March 15 (Special)

Fishermen will be eligible for the loans which the government long has provided for the farmer, if efforts of Congressman J. Hardin Peterson during the present session of congress are successful. Gratified with his recent success in having government loans extended to include florists, fern growers and other horticulturists, Congressman Peterson now has started a determined effort to make fishermen of all kinds, sponge as well as other aquatic industries, placed on the eligible list for loans.

Bills are now pending before congress to provide this relief, introduced by the chairman of the committee handling these matters. These measures would extend to fishermen and other seafood industries the same relief now provided for those engaged in agricultural pursuits. Another bill in which Mr. Peterson is intensely interested would provide funds for restoring depleted oyster bottoms.

Under the terms of one of the proposed measures, fishermen would be eligible for loans to replace or repair boats, or to fix wharves, boathouses, or other equipment damaged by storms.

Mr. Peterson has introduced an amendment to the original bill which will extend this relief to sponge and other aquatic industries. This amendment has been given the approval of officials of the bureau of fisheries, with whom Congressman Peterson has been in conference on numerous occasions lately.

The Congressman a few days ago appeared personally before the Committee on merchant marine, radio and fisheries on behalf of these measures. In a vigorous plea for favorable action on the bill, Congressman Peterson pointed out that fisheries and allied industries comprise one of the largest industries in Florida. He quoted figures from a report of the bureau of fisheries showing that in 1932 the catch in Florida amounted to more than \$5,000,000 pounds. The return to the fishermen, Congressman Peterson pointed out, was only about three cents per pound, despite the fact that the fish brought a much higher price on the retail market.

There are approximately 11,000 persons engaged in the fishing industry in Florida, Congressman Peterson told the Committee members, who gave him an attentive hearing. Mr. Peterson pleaded vigorously for the necessity for financing and orderly marketing and suggested that the bureau of fisheries should take an active part in assisting the development of this large Florida industry.

In reply to a direct question whether he thought it would be feasible to organize a mortgage company through which loans could be obtained, the mortgage company obtaining its funds from the Reconstruction Finance Corporation, Congressman Peterson frankly told the committee that unless the R. F. C. made more loans through such companies already formed that had been done in the past, that it would prove a futile gesture.

Direct relief must be provided, Mr. Peterson said, in order to insure proper marketing of the present catch as well as provide the stimulus for establishment of companies producing frozen, dried, salt and canned products.

"I am very hopeful that this form of governmental aid can be provided," Congressman Peterson said. "The fishing industry is one of the largest in Florida and I can see no reason why persons engaged in this industry should not be accorded the same measure of relief through federal loans as has been provided for those engaged in agriculture for many years."

Ringling Forsakes Opera and Returns To Family Circus

Sarasota, March 15 (FNS)

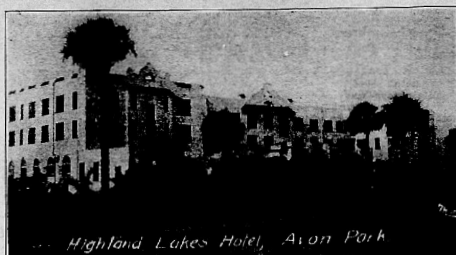
Responding to the lure of the "white tops," Robert E. Ringling son of the late Charles Ringling, one of the founders of the "greatest show on earth" has decided to carry on the family tradition.

Robert has given up an operatic career to follow in his father's footsteps. For several years young Mr. Ringling was a member of the Chicago Civic Opera Company. He studied voice extensively abroad and has gained notable success on a series of American concert tours.

Starting from the ground up, learning the business as his father did, Robert Ringling will devote most of his time during the coming season to gaining first hand knowledge of the various departments of the great organization.



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Highland Lakes Hotel, Avon Park

And extend an invitation to visit the most comfortable Hotel on the Ridge.

A speciality on Luncheon and Club Dinners. Elaborately equipped guest rooms with bath \$1.50 up.

Highland Lakes Hotel

C. C. Hart, Manager

Phone 226

Buy Season Tickets—12 Games for \$4.00

WE BID YOU WELCOME



And To Add To Your Enjoyment We Have A Very Complete Line of Fishing Tackle

Land a Big One and Get a Thrill

R. F. SAPPINGTON

Facing the Jacaranda Hotel

PHONE 7

AVON PARK

Buy Season Tickets—12 Games for \$4.00

Welcome Red Birds!



Let us serve you while here and help make your visit enjoyable.

Jacaranda Dry Cleaners

Dressmaking We Call and Deliver

PHONE 96

Hats Reblocked

Satisfaction Guaranteed

Buy Season Tickets—12 Games for \$4.00

JIMMY WILSON PHILLY PILOT

Former Card Catcher Will
Bring His Team Here
For Opening Day

Jimmy Wilson, peppery catcher for the World Champion Cardinals, is one of the few catchers in baseball who has averaged 100 games or more for a number of seasons. In the nine years he has been in the Majors he has played in 989 league contests. You will have to go a long way to find another catcher like Wilson. And a lot of fans say he has no equal anywhere.

Wilson possesses everything that could be desired in a catcher. He is a good receiver, has a good arm, is fast, can hit and is smart. Besides, this he is aggressive and keeps his entire team on its toes.

Born in Philadelphia 31 years ago, Jimmy came of an athletic family. His father, a native of Scotland, distinguished himself in athletics and Jimmy has kept up the tradition. Not only did he go to the top in baseball, but more than a decade ago he was playing Big League soccer.

Jimmy left school at the age of 14 to do his part in a family of eleven children. Becoming an apprentice in the silk mills he drew the large sum of \$2.25 a week in wages. On the side he played professional soccer, although most of the players were men in their thirties. Wilson soon rose to the top in both the mills and in soccer, as he later did in baseball. He is of the energetic type that can be contented nowhere but at the top.

After three seasons with New Haven in the Eastern League, Wilson was purchased by the Phils. The Phils, at that time, had a mighty good catcher in Butch Henline, but Wilson's capabilities could not be overlooked. In less than two seasons he was not only first string catcher, but also captain of the team. And in 1926 when Art Fletcher was suspended late in the season, Wilson was the man selected to manage the Phils the rest of the season.

The Phils never got very far from the cellar in those days, so in 1928, when Jimmy was traded to the Cardinals in May, Wilson was just about the happiest player in baseball. He caught 141 games that year and proved one of the most valuable members of the pennant-winning club. In 1929 and 1930 he continued his good work, hitting .325 the former season and .318 the latter. Then in 1931 he played in 115 games and although his batting fell below .300, he was one of the leaders in the matter of runs batted in.

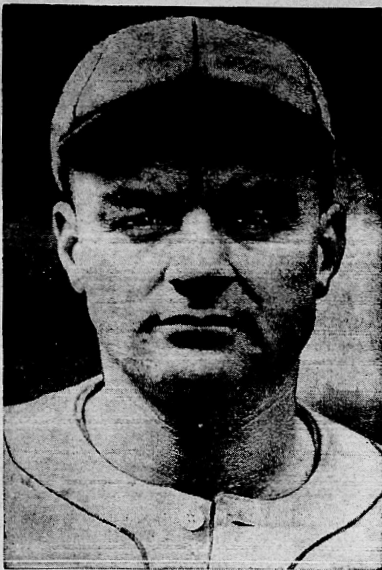
Wilson went back to Philadelphia this winter in a player deal, replacing Burt Shotton at the helm of the Philly outfit. He is a favorite with Avon Park fans who saw him train here with the Cards, and his friends will be glad to have him back with us on opening day when the Red Birds play the Phils, March 23rd.

Babson Honored By Students At State University

Gainesville, March 15 (FNS)—Students of the College of Business Administration and the College of Engineering, University of Florida, were hosts at a smoker Wednesday evening in the University "Y," honoring Roger Babson, eminent American statistician.

Babson's visit to the University was in conjunction with the spring meeting of the Visiting Com-

It's "Manager" Jimmy Wilson, Now



JIMMY WILSON

Back in the days when the Cardinals had their training quarters in Avon Park, Jimmy was the chief backstop of the outfit. He is now manager of the Philadelphia Nationals and will bring his team here for the opening home game with the Red Birds March 23.

Claims 2 Birth Places and 4 Birthdays



DIZZY DEAN

mittee of the College of Engineering.

President John J. Tigert, Dean Matherly of the College of Business Administration, Dean Blake Van Leer of the College of Engineering, other faculty members, and heads of seven student organizations who cooperated in plans for the meeting joined in the reception of Babson, who in 1927 received an LL.D. degree

from the University, being one of 18 men who have received honorary degrees from the University of Florida since its establishment in 1905.

For Solemn Thought

Jud Funkins says some folks who put in Sunday looking forward to a better world, go right ahead six days a week making this world as unsatisfactory as possible.

"DIZZY" DEAN STORIES TRUE

Wierd Tales Told On Card
Pitcher, But He Has
The Stuff

You have heard a lot of crazy stories about Dizzy Dean. They're all true. And there's a lot of stories about Dizzy Dean which you haven't heard. They're true too. Unbelievable as these stories are, still they are not exaggerated.

For instance, according to Dizzy, he has two birthplaces and at least four birthdays. When Dizzy first joined the Cardinals he told the world he was born in Holdenville, Oklahoma, on January 16, 1910. When he became established as a "big shot" in the major league, Dizzy branched out with another birthplace—Lucas, Arkansas, and three more birthdays—August 14, 1913, July 11, 1912, and November 9, 1911.

When reminded that one of these birthdays—August 14, 1913, was the one popularly ascribed to his younger brother Paul Dean, Dizzy was asked whether he was Paul's twin. "No," said Dizzy. "We're not twins, but I think that August 14, 1913 birthday really belongs to me and that Paul was born in January 1910. Maybe I'm really Paul and he's Dizzy instead of me."

Figure that out and we'll certify you for membership in the Grand Fraternal Order of Perplexing Puzzle Solvers. Suffice it to say that once upon a time somewhere in the southwest were born two boys named Dean. Eventually the elder of the two brothers came to be known as Jerome and the younger one Paul. They grew to the height of six feet and then some. By 1930 Jerome had become quite a pitcher on the sandlots of San Antonio—so good that a Cardinal scout signed him to a Houston contract.

Jerome Dean reported to Joe Schultz who managed Houston that season. "What's your name, busher?" asked Schultz. "Just call me Dizzy," replied Dean. It wasn't long before Schultz and everyone else in the Houston camp discovered that this nickname was about the most appropriate moniker that could have been chosen for the fellow.

Dizzy could pitch. He proved that within a few days. He had tremendous speed, loved the game and was anxious to learn. Most young fellows breaking into baseball are lucky if they make good in a Class C or D league in their first season. Dizzy, however, was sent to the St. Joseph club in the Western League, a Class A circuit, where he made good with a bang. Despite the fact he was pitching for a tailend ball club he won seventeen games and lost eight.

All this happened before the first of August. Then the Houston Buffs, in view of the sensational record made by Dean at St. Joe, recalled him, ordering him to report immediately. Dizzy did, and pitched even more sensationally in the Texas League, a much faster circuit. With the Buffs he won eight and lost two.

The Cardinals, meanwhile, were in the thick of the pennant race and it looked like some of the older Card hurriers might need assistance. Instead of bringing in a veteran pitcher who had been through the mill, the Cardinals powers-that-be decided to bring in this fresh, dippy busher who had less than one full season's experience in organized baseball under his belt.

Gabby Street, then manager of the Cardinals, is a fellow who prefers to rely on older men, so Dizzy wasn't given a chance to pitch until after the 1930 pennant was clinched. Came the final day of the season. The Cardinals were playing the Pittsburgh Pirates. Among those in the Pittsburgh lineup were such hitters as the Waner boys, Pie Traynor, George Grantham and other dangerous batsmen.

"You're going to pitch today," Gabby laconically told Dizzy.

"Well, Gabby," replied Dean, "those Pittsburgh second-seas will be lucky if they get a hit off me."

It is now a matter of history how Dizzy downed the hard-hitting Pittsburgh club that day, allowing but three hits and fanning five men. Two of the three safeties off his delivery that day were infield hits.

Dizzy was farmed out to Houston in 1931, captured 26 victories, led the league in earned-run averages with a mark of 2.82, and set a modern strikeout record by fanning 308 batsmen. In 1932 he was promoted to the Cardinals, won 18 games for a seventh-place club, and led both major leagues in strikeouts. In 1933 he got into the 20-victory class, again led both majors in strikeouts, and on July 30 struck out 17 Chicago Cubs, exelling the records of such immortals as Waddell, Mathewson and others.

Have you joined the Chamber of Commerce?

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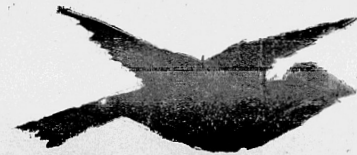
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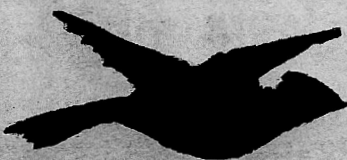
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WATKINS SHOWS FIGHTING SPIRIT

Cardinal Outfielder Has the Ability and What It Takes To Win

Dazzy Vance and Paul Dorringer were engaged in a hurling duel. The score was nothing to nothing. Vance, pitching for Brooklyn, had held the Cardinals hitless as the teams went into the seventh inning. Watty Watkins came to bat with two men out. The infield was playing back because only the day before Watty had driven out three home runs in one game. Watty crossed them up, however, and counted safely down the third base line, for the first hit of Vance that afternoon. Bottomley's single sent Watty to third base.

With Bottomley on first base and Watkins on third, Vance decided to throw to first base in an effort to pick Bottomley off the bag. In an instant Watkins was tearing for home. Bottomley, the Brooklyn first baseman, saw him going and threw to Catcher Lopez, but by the time the ball got there Watty was already across the plate with the only run of the ball game.

George Watkins is a constant threat to opposing pitchers. One day he won the ball game with his slugging — three home runs. The next day he won the ball game with his speed, beating out Kleut and later stealing home.

Watty was almost 29 years old when he reached the major league.

Although he came late he looks like one of those fellows who will make it — years to come. He is of him unme, durable, fighting type. Did Martin, he will probably be no such work, forty at he was at "I'll show them a winning ball silent resolution."

Martin's comrade. After such a week that state will be recognized as one of the great playmen events of the year, and a host of before long he will be in Texas.

He was born in Palestine on June 7, 1902 and began his baseball career in 1925 with Houston. That year the Buffs farmed him out to Marshall, and in 1926 to Austin. He was with Beaumont in 1927 but returned to Houston in 1928. This time he stuck with the Buffs and hit .306 for the season in 151 games.

Rochester purchased Watkins that fall, and in 1929 he helped the Red Wings win their second straight pennant. Watty played in 139 games for the Wings, hit .337 and made friends of the International League fans on account of his whole-hearted and fine playing.

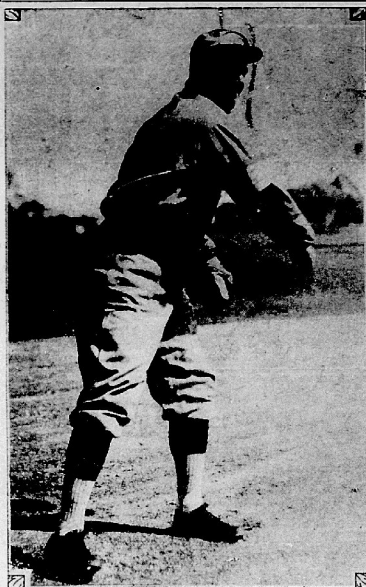
Watty asked for a chance with the Cardinals in the spring of 1930 and went south with the Red Birds. His contract, however, was still in Rochester's possession, so it was evident he was not expected to make the grade. Watkins, however, had a different opinion and proceeded to show Manager Street what he could do. Gabby was so impressed by his play at the end of the training season that he recommended his immediate purchase from Rochester.

Watkins lost no time in becoming the regular Cardinal right fielder. He participated in 119 games and batted .373. Then in 1931 and 1932 he continued as regular right fielder even though his hitting average dropped with the introduction of a "slower" ball.

Watty is 6 feet tall, 170 pounds, all bone, muscle and sinew. He is married.

"EVERY CITIZEN A MEMBER OF THE CHAMBER OF COMMERCE."

Old Card Favorite Coming



JESS HAINES

One of the old timers on the Cardinal roster, Haines will be here with the team for the Card-Red Bird game March 29.

Federal Court To Rule On Future Of Citrus Control

Orlando, March 15 (FNS) — The United States circuit court of appeals at New Orleans on March 21st will decide the constitutionality of the Agricultural Adjustment act, under authority of which the Florida Citrus Control committee functions.

The failure of controlled citrus marketing in Florida depends on the outcome of the court hearing. Citrus fruit, moving to market since March 1, under ironed restrictions is bringing better prices than a month ago. The average box price for oranges increased 41 cents last week over the price paid a week earlier.

The control committee gets the amount of fruit that can move to any auction market center, gives each shipper and grower a definite quota and prohibits sale out of the state of third grade fruit. The third grade fruit, containing the same food values as more marketable grades is being purchased by the federal emergency relief administration and distributed free to persons on relief rolls in the north.

The control committee is operating at present under a temporary stay of an order of Federal Judge Akerman, who called the Agricultural Adjustment unconstitutional and enjoined the committee from regulating shipments.

Washington's Time Ball

Many visitors to Washington notice a large ball mounted on the center flagpole of the State department (formerly the State, War and Navy building) and wonder at its purpose. It is what is known as a time ball and outdoor workers in and around the capital have been regulating their watches by it for about 50 years.

Concrete Streets Have Low Upkeep Cost at Portland

Portland, Oregon, March 15. — Here is one city that knows exactly what it costs to keep streets in repair. Records of all work done on city streets have been kept for fifteen years in more complete detail than has been done by any other city, so far as is known. Just where every cent has been spent during this entire period is shown in records of the department of public works.

By analyzing the cost of upkeep of its streets city officials have determined which type of street construction is most economical. In 1932, Portland's cost of maintaining concrete streets averaged \$59.85 per mile, equivalent to 30 feet in width. Asphalt types all ranged considerably higher. Black top surfaces on crushed stone base averaged \$119.15 per mile to maintain, and \$205.90 on a bituminous base. Sheet asphalt surfaces cost \$332.65 per mile.

Concrete leads by a wide margin in long time economy as well. Portland's fifteen year average costs of maintenance are: Concrete, \$65.80 per mile; black top on crushed stone base, \$37.86; black top on bituminous base, \$137.00; and sheet asphalt, \$186.50.

Time to Produce a Book

It has been calculated that the whole time taken in the production of an ordinary book of about 100,000 words, from the casting of and the composition to the machinery and binding, and from the first dispatch of the copy to the printers, to the return of the completed book, is about 12 weeks in all. Even then, the business of actual publication has not been counted in the estimate.

MEDWICK NEW CARDINAL FIND

Playing in First Season, He Rivals Klein for Batting Honors

You have heard a lot about a ball player named Chuck Klein who won the National League batting championship for 1933, home run honors and numerous other laurels, after which he was traded from the Philadelphia Phillies to the Chicago Cubs for \$125,000 cash and three ball players. In the meantime little has been said of a certain young man of Hungarian ancestry who plays left field for the St. Louis Cardinals. But a careful perusal of the records reveals that this young fellow, Joe Medwick, had a record which rivalled Klein's in almost every phase.

Chuck Klein, in 1933, was playing his fifth full season in major league competition while Medwick was playing his first. Consider some of the other advantages enjoyed by Klein. First of all, Klein is a left-handed batsman, and is one or two steps closer to first base than Medwick. Then Klein played half of his games in a handbox park where long fly balls went for home runs, or else hit the wall for extra base hits. Klein, being a left-handed hitter, aims his shots at the right field fence. In Philadelphia, where he played half of his games, the right field wall is 280 feet from home plate.

Medwick, a right-hander, toiling half of his games in Sportsman's Park, aims his long-distance blows at the left-field barrier, which is 300 feet away from home plate in St. Louis. An eighty-foot advantage is not to be sneezed at. Without disparaging Klein's ability, place Joe Medwick in conditions as Klein had in 1933, and give him the benefit of a similar amount of experience, and see if he does not outbat, outslug and outplay Klein.

Medwick was born in Carteret, N. J., November 24, 1911. He attended high school in Carteret, where he was a star in baseball, football, tennis, basketball and track. Once in football he recovered a kickoff and ran 87 yards for a touchdown. In basketball he scored 41 points in one game and counted 299 markers for the season.

Charley Kelchner, Cardinal scout, signed Medwick at the close of his high school career in June 1932 and sent him to the Scottsdale club in the Middle Atlantic League, then affiliated with the Cardinals. Joe simply set the league on fire. All he did was lead the circuit in hitting with an average of .419 in 76 games. Not bad for a 17-year old kid!

The next season Medwick made the jump from Class C to the Texas League, a fast Class A loop, as a member of the Houston Buffs. He made good at Houston in a big way too. He hit .305 for the season, in 160 games and led the league in home runs, in extra bases, in total bases and in runs batted in.

Medwick continued his great work in 1932 and boosted his batting average up to .354 in 139 contests, swatting 26 home runs and driving in 111 runners besides scoring 113 times. As the 1932 season drew to a close his well-earned trial by a major league club was forthcoming, and he was bought by the Cardinals for immediate delivery.

Medwick reported to St. Louis at once and played the rest of the season with the Red Birds. In spite of his youth he showed no signs of stage-fright and hit National League pitching for an average only five points less than he did Texas League hurlers. His batting average with the Cardinals in 1932 was .349 in 28 games.

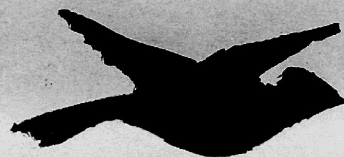
Only three National League players were able to outslug Medwick in 1933. Klein, Berger and Babe Herman, all veterans, were the three with better slugging percentages. Medwick averaged .497 total bases each time at bat. Medwick hit 40 doubles, just four less than did Chuck Klein, the league leader. He hit ten triples, compared to seven for Klein. And Klein, with all his advantages, had 28 homers, compared with eighteen for Medwick.

Medwick is 5 feet 10 inches tall and weighs 178 pounds, bats and throws right-handed. He is familiarly known as "Micko" and "Ducky Wucky." The nickname Micko is from his middle name, Michael, the Hungarian for Michael. The name Ducky Wucky was tacked on him by a Houston feminine fan who alleges he "walks like a duck."

Bandits in China

Within the last few years the province of Shantung, China, was so overrun with bandits that the people were driven to surround their villages with thick barbed wire—and fire a gun off at intervals throughout the night, intimating that a watch was being kept and resistance would be offered.

Welcome Red Birds!



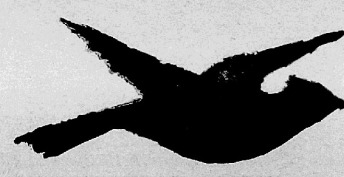
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Councilmen:

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Our Phone No. is 215 and don't hesitate to call us.

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SOCIAL and Personal News

By MRS. E. E. MELTON
Society Editor

Misses Pearson and Achley Honored

Mrs. Raymond Dille entertained Monday evening with a surprise birthday party for Miss Millie Pearson and Miss Elizabeth Achley.

Decorations emphasizing the colors symbolic of St. Patrick's day were used and green and white congealed salad was served.

At the close of several interesting games of contract the honor guests were showered with gifts and good wishes, while Miss Louise Houck was presented with high score prize and Mrs. L. E. Hagood low. Miss Houck was also the lucky one for cut pie.

A miniature white cake with one tiny green candle in the center was given as a favor to each of the guests who were Mrs. R. L. Brown, Miss Mildred Myers, Miss Alma Harrell, Miss Louise Houck, Miss Hettie Handwerker, Mrs. Floyd Johnson, Mrs. Fred Paden, Miss Eleanor Bryant, Miss Lou St. Clair, Mrs. L. E. Hagood, Miss Elizabeth Achley and Miss Millie Pearson.

Woman's Service League Meets

The Woman's Service League of the Episcopal church met on Wednesday afternoon at the parish house.

The meeting was called to order by the president, Mrs. M. E. Covington and opened with the Service League prayer repeated in unison.

After reports were heard from the secretary and treasurer plans were discussed for the benefit bazaar to be given on Saturday at the parish house.

Mrs. J. R. Yearwood was elected delegate from the Woman's Service League to the Diocesan convention to be held in Tampa, April 10, 11 and 12. Mrs. Robert Fairbanks and Mrs. Harcourt Johnson were elected chairmen of the food sale to be held on Saturday, March 31. It is an annual custom to have a food sale on Holy Saturday.

After motion for adjournment the meeting was closed with prayer.

Meeting of Winodausis Club

The Winodausis club met last Friday at the home of Mrs. A. R. Clark. Mrs. Agnes Cox, president, presided at the business meeting. After the routine business and reports from various committees were read a pleasant social hour was enjoyed.

A refreshment course consisting of fruit salad, cake and coffee was served to the following: Mrs. Lucille Daly, Mrs. Agnes Cox, Mrs. Rachel McFarland, Miss Furlow Anderson, Mrs. Ola Head, Mrs. Anna Stevens, Mrs. Lola Ford, Mrs. Charlotte Leigh, Mrs. Dessie Huas, Mrs. Mary Marsh, Mrs. Florence Ellwell and Mrs. Jennie Gribble.

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Phone
37

Supper Party at McKnight Home

A most delightful party was given last Friday night by Dr. and Mrs. George Scott McKnight at their home.

The party rooms were beautifully decorated with pink gladioli, white bougainvilleas and a delicious two course supper was served on card tables.

Following supper several interesting prognations of contract were enjoyed, after which prizes for high score were awarded to Miss Mattie Tompkins and Mr. F. H. Shepherdson.

The guest list included: Miss Kate Tompkins, Miss Mattie Tompkins, Mrs. S. C. Pardee, Mrs. C. H. Pardee, Mrs. Julia Mason Smith, Mrs. A. C. West, Mr. and Mrs. F. H. Shepherdson, Mr. and Mrs. W. B. Campbell, Mr. and Mrs. Robert L. Franklin, Dr. and Mrs. A. H. Able, Mr. and Mrs. W. H. Yates, and Miss Margery McKnight.

Miss Frances Jones Entertains

Miss Frances Jones was a charming hostess Friday night when she entertained at a picnic supper on the shore of Lake Lanark.

After meeting at the home of Mr. and Mrs. Paul Jones, the guests motored to the picnic grounds where a delicious supper consisting of hamburgers, hot dogs, potato salad, baked beans, rolls, apple pie and coffee, was served.

After supper each one present was requested to do an impromptu stunt. The judges voted M. V. Fletcher the star performer of the evening.

The guest list included: Mr. and Mrs. W. T. Coates, Mr. and Mrs. E. E. Melton, Mr. and Mrs. M. V. Fletcher, Mr. and Mrs. Raymond Dille, Mr. and Mrs. C. P. Anderson, Mr. and Mrs. Jack Read, Mr. and Mrs. Paul Jones, Mrs. L. M. Capin, Mr. P. L. Rumpson, and Mrs. Floyd Cotton of Asheville, N. C.

Baptist Missionary Circles Meet

Circles number one, two and three of the Baptist Missionary Society, met in the Sunday School rooms Tuesday afternoon.

Mrs. Otto Skipper had charge of Circle Three and led the devotional. Mrs. Will Bennett taught a chapter in the missionary study book. Those present were: Mrs. B. R. Martin, Mrs. Will Bennett, Mr. D. H. Bowman and Mrs. Otto Skipper.

The devotional exercises of Circle Two were led by Mrs. W. C. Touchton and Mrs. W. A. Davidson taught the fourth chapter of the study book. Those present were: Mrs. T. J. McGinnis, Mrs. J. B. Coen, Sr., Mrs. J. D. Sherman, Mrs. Briscoe Willis, Mrs. W. A. Davidson, Mrs. Johnson, Mrs. W. C. Touchton and Mrs. W. W. McFarland.

Circle One was opened with prayer by Mrs. McClure, followed by the Bible study by Mrs. J. B. Coen, Jr. The missionary study book was taught by Mrs. Guy Orr, Mrs. J. B. Coen, Jr., Mrs. J. L. Wells, Mrs. S. J. Pendleton, Mrs. Hazel Guertner, Mrs. E. C. Weaver, and Mrs. W. K. McClure.

Monday Afternoon Club

Mrs. N. T. Coates received the high score prize at the meeting of the Monday Afternoon club this week at the home of Mrs. M. E. Covington.

For this occasion the hostess had the rooms decorated with lovely spring flowers and clusters of bougainvilleas were arranged.

After several interesting games of contract, a light refreshment supper was served to the following: Mrs. D. G. Perry, Mrs. C. Parker Anderson, Mrs. Harcourt Johnson, Mrs. S. E. Booth, Mrs. W. T. Coates, Mrs. W. D. Dornier, Mrs. E. E. Melton, Mrs. E. W. Hart, Mrs. L. M. Chapin, Mrs. H. R. Beck, Mrs. Alexander Gilmore and Mrs. Austin Gilmore of Portland, Oregon. Tea guests were: Mrs. Ruth Moon and Mrs. R. P. Woodson of Memphis, Tenn.

Miss Frances Jones, who has been visiting Mr. and Mrs. Paul Jones for several months, left Sunday for Bartow where she will remain a few days before going back to Winter Park.

Party At Farnell Home

Mrs. David Farnell and Mrs. A. E. Hollingsworth were co-hostesses at a delightful bridge party Friday afternoon at the home of Mrs. Farnell at Lake Bird.

The house was attractively decorated with roses, gladioli, and nasturtiums and a sweet course was served.

Mrs. W. H. Kempton was awarded C prize for holding high score. Mrs. H. H. Able received second high score prize and Mrs. Earnest Armstrong was winner of cut pie.

Guests were: Mrs. C. J. Pardee, Mrs. G. S. McKnight, Mrs. M. Hauptman, Mrs. Chas. Madern, Mrs. S. E. Robinson, Mrs. H. Hall, Mrs. Hamilton, Mrs. E. A. Voorhes, Mrs. W. H. Yates, Mrs. J. H. Moore, Mrs. Herbert Reck, Mrs. S. Y. Hart, Mrs. W. H. Kempton, Mrs. E. E. Bass, Mrs. P. L. Rumpson, Mrs. A. H. Able, and Mrs. Alexander Gilmore.

Guests for Mrs. F. R. Yearwood, and Mrs. F. R. Patterson.

Thursday Evening Contract Club

The Thursday Evening Contract club met this week at the home of Mr. and Mrs. H. F. E. Rock, Highland Lakes.

Attractive bouquets of spring flowers were placed about the party rooms where four tables were in play.

High score was awarded to Mr. and Mrs. C. E. Lanier with second high going to Mr. and Mrs. E. W. Hart.

At the conclusion of the games, strawberry shortcake and coffee was served to the guests who were Mr. and Mrs. W. D. Dornier, Mr. and Mrs. E. W. Hart, Mr. and Mrs. C. E. Lanier, Mr. and Mrs. T. A. McNicholas, Mr. and Mrs. A. C. Todd, Dr. and Mrs. W. C. Touchton, and Mr. and Mrs. N. H. Trent.

Tuesday Club With Mrs. Yates

Mrs. W. H. Yates delightfully convoked the Tuesday contract club at her home last Tuesday afternoon. The house was decorated with a profusion of garden flowers and a sweet course was served.

After interesting progressions Mrs. Robert Franklin was awarded high score prize, Mrs. C. H. Pardee second high and Mrs. Austin Gilmore received an attractive souvenir.

Those present were: Mrs. L. E. Bass, Mrs. S. C. Pardee, Mrs. S. Y. Hart, Mrs. S. C. Pardee, Mrs. J. B. Coen, Mrs. J. D. Sherman, Mrs. Briscoe Willis, Mrs. W. A. Davidson, Mrs. Johnson, Mrs. W. C. Touchton and Mrs. W. W. McFarland.

Committee From O.E.S. Extend Thanks

On behalf of the Order of Eastern Star, we take this opportunity to extend our thanks and appreciation to those who by "walking" helped to make our "Cake Walk" a success.

Especially do we want to thank the ladies who donated cakes, the Boy's Band for furnishing the music, Willie Bishop for calling the numbers; the Girl Scouts for the loan of materials and all others who helped in any way.

Mrs. Rachel McFarland, Mrs. Mary Marsh, Mrs. Florence Ellwell, Committee.

Saint Patrick's Supper at Church

The members of the Ladies' Aid Society of the Congregational church gave a St. Patrick's supper Thursday evening in the parlor of the church.

The tables were artistically decorated with orange blossoms and fern adding to the green and white color motif that was carried out through the dinner.

A large crowd was present.

Woman's Club Meeting

The regular meeting of the Woman's club will be held this afternoon at the club rooms at three o'clock.

Interesting papers will be read by Mrs. W. A. Davidson and Mrs. C. H. Walden. The public is cordially invited to attend.

Mrs. Brumbaugh Entertains

Mrs. Ewing Brumbaugh delightfully entertained a few of her friends at bridge Wednesday afternoon.

Violets and lilies were effectively placed about the living room of the Brumbaugh home. A salad course was served.

Mrs. Roland Drott was awarded high score prize for the afternoon. The guest list included: Mrs. Harry McFarland, Mrs. L. W. Wells, Mrs. Briscoe Willis, Mrs. Lester Armstrong, Mrs. C. R. Ginn, Mrs. J. L. Taylor and Mrs. Roland Drott.

Physicians Wives Entertained

Mrs. George Scott McKnight entertained with an eight o'clock dinner followed by a bridge. Tuesday evening for the wives of physicians of the Medical Association of DeSoto, Highlands and Harlan counties, and a few friends.

Those enjoying this lovely party were: Mrs. W. R. Kayton and Mrs. E. R. Penock of Wauchula, Mrs. C. S. Bell of Atlanta, Ga.; Mrs. T. C. Cox, Mrs. J. P. Breidenbach and Mrs. E. C. Dove of Wilkes Barre, Pa.; Mrs. C. E. Graham of Catonsville, Md.; Mr. W. H. Chubb of Cleveland, Ohio; Mr. and Mrs. G. Brown of Middletown, Ohio; Mrs. R. N. Walker, Mr. O. H. Benderman and Mr. C. C. Read of Jacksonville; Mr. and Mrs. D. B. Sanders of Atlanta, Ga.; Mr. J. K. Davis of Tampa; Mr. Joe P. Shoeman of New Orleans, La.; Mr. R. W. Frye of Ft. Myers; Mr. D. C. Perry of Tampa; Mr. H. B. Haroff of Tampa; Mr. Robert Evans of Miami; Dr. and Mrs. U. G. Brummett of Middleboro, Ky.; Mr. and Mrs. S. T. Cameron and Miss Leslie Cameron of Washington, D. C.; Mr. and Mrs. George Garrett of Plant City; Mr. and Mrs. W. D. Lynch of Dundalk, Md.; Mr. William Newman of New Rochelle, N. Y.; Mr. and Mrs. L. M. Schaefer of St. Louis, Mo.; Mrs. McCorkle and Mrs. G. Friend of Lynchburg, Va.; Mr. Harrell Newton of Boston, Mass.; Mrs. J. H. Cave and Mrs. R. H. Cox of Lynchburg, Va.; Mr. W. Cuthall of Oak Park, Ill.; Mr. N. Shannon of St. Petersburg; Mr. and Mrs. H. Simms of Jacksonville.

Methodist Bible Class Entertain

The Men's Bible class of the Methodist church was delightfully entertained by the Ladies' Bible class at a covered dish supper last Thursday evening at the home of Mr. and Mrs. S. C. Pardee.

Tables were placed in the living room, dining room and on the front porch. During the supper which was served buffet style, a program of songs, readings and musical numbers was enjoyed.

About fifty guests were present.

Mr. Barnett Honored At Dinner

Mr. S. B. Studdwell entertained Wednesday evening with a dinner party at Pine Crest Lakes, honoring Mr. Donald Barnett of Jacksonville, who is the guest of Mr. and Mrs. W. T. Coates.

After a delicious three course dinner was served, the guests were invited to the home of Mr. Studdwell for an evening of bridge.

Those present on this occasion were: Mr. Donald M. Barnett, Mr. and Mrs. W. T. Coates, Mrs. Rickerts, and Mr. William E. Prevatt.

Mr. and Mrs. Warn Entertain at Dinner

Mr. and Mrs. A. G. Warn entertained at a dinner party at Highland Lakes hotel Tuesday night.

The table was centered with a low bowl of mixed garden flowers and to those who do not care to play bridge a special price of thirty-five cents per plate is offered. Luncheon followed by bridge will be fifty cents.

Places were laid for Mr. and Mrs. J. K. Hughes, Mr. and Mrs. J. B. Brown, Mrs. J. H. Coen, Mrs. A. H. Able, Mrs. Katherine Bristol, Mrs. Robert Franklin, Mrs. Alexander Gilmore and Mrs. Austin Gilmore of Portland, Oregon.

Benefit Bridge Luncheon Saturday

The Woman's Service League of the Episcopal church will support a bridge luncheon at the parish house, Saturday, March 17 at one o'clock.

A delicious menu has been planned and to those who do not care to play bridge a special price of thirty-five cents per plate is offered. Luncheon followed by bridge will be fifty cents.

Methodist Church Supper Planned

The ladies of the Methodist church are planning an excellent chicken supper at the Hut on the evening of Thursday, March 22. Serving will start at 5:30 and the price will be 35 cents. The menu will consist of creamed chicken, hot biscuits, green beans, candied sweet potatoes, slaw, merquise pie and coffee.

Admission will be \$1.10 per couple and a large crowd is expected.

Mrs. M. E. Covington, accompanied by her guests, Mr. and Mrs. R. P. Woodson and Mrs. T. J. McGinnis of Memphis, Tenn., attended the annual Flower Show at Babson Park Tuesday afternoon.

RAFTERO!



George Raft who co-stars with Sally Rand, the World's Fair Fan Dancer in "BOLEERO" at the Avon Theatre Sunday and Monday.

Jacarana Hotel

Recent arrivals at the Jacarana Hotel include: Mr. F. E. Montzomery of Nashville, Tenn.; Mr. R. C. Daney of Tampa; Mr. R. C. Perry of Tampa; Mr. C. S. Bell of Atlanta, Ga.; Mrs. T. C. Cox, Mrs. J. P. Breidenbach and Mrs. E. C. Dove of Wilkes Barre, Pa.; Mrs. C. E. Graham of Catonsville, Md.; Mr. W. H. Chubb of Cleveland, Ohio; Mr. and Mrs. G. Brown of Middletown, Ohio; Mrs. R. N. Walker, Mr. O. H. Benderman and Mr. C. C. Read of Jacksonville; Mr. and Mrs. D. B. Sanders of Atlanta, Ga.; Mr. J. K. Davis of Tampa; Mr. Joe P. Shoeman of New Orleans, La.; Mr. R. W. Frye of Ft. Myers; Mr. D. C. Perry of Tampa; Mr. H. B. Haroff of Tampa; Mr. Robert Evans of Miami; Dr. and Mrs. U. G. Brummett of Middleboro, Ky.; Mr. and Mrs. S. T. Cameron and Miss Leslie Cameron of Washington, D. C.; Mr. and Mrs. George Garrett of Plant City; Mr. and Mrs. W. D. Lynch of Dundalk, Md.; Mr. William Newman of New Rochelle, N. Y.; Mr. and Mrs. L. M. Schaefer of St. Louis, Mo.; Mrs. McCorkle and Mrs. G. Friend of Lynchburg, Va.; Mr. Harrell Newton of Boston, Mass.; Mrs. J. H. Cave and Mrs. R. H. Cox of Lynchburg, Va.; Mr. W. Cuthall of Oak Park, Ill.; Mr. N. Shannon of St. Petersburg; Mr. and Mrs. H. Simms of Jacksonville.

Mr. W. R. England spent the week-end with his family.

Mrs. J. E. Frye and Mrs. C. E. Crabtree spent Monday in Tampa.

Mr. Tom Culler, of Sarasota, spent the week-end in Avon Park.

Mr. and Mrs. T. A. McNicholas spent Friday in Orlando.

Mrs. E. W. Hart motored to Lake Wales Tuesday afternoon.

Mr. and Mrs. J. L. Wells and daughter Betty Jo, Mrs. Briscoe Willis spent Thursday in Tampa.

Mr. and Mrs. A. G. Warn were guests of friends in Haines City Tuesday.

Mr. W. D. Dornier and Mrs. C. E. Lanier made a business trip to Jacksonville last Friday.

Mr. and Mrs. W. B. Campbell left Wednesday for their home in Atlanta, Ga.

Mrs. A. R. Clark and Mrs. M. J. Radcliff made a business trip to Tampa Monday.

Mrs. Virginia Cloud and daughter Frances were visitors in Bartow and Tampa over the week-end.

Mr. and Mrs. Ewing Brumbaugh spent the week-end in Haines City visiting relatives.

Mr. Jack Head and Mr. C. E. Lanier were business visitors in Jacksonville Wednesday.

Mr. T. A. McNicholas made a business trip to Sarasota on Tuesday of this week.

Mrs. Mabel Lohr, of Lakeland, spent last week-end here with her daughter and son-in-law, Mr. and Mrs. J. L. Wells.

J. W. Adams has returned to his home in Rectortown, Va., after spending the past week with Mr. and Mrs. W. S. Rawlings.

Mr. and Mrs. W. B. Archer and children, Billy and Winifred were guests for the week-end of Mr. and Mrs. Fred Archer of Bartow.

Mr. and Mrs. H. W. Rodgers have returned from Miami and expect to spend the remainder of the season in Avon Park.

Mr. and Mrs. Paul Jones and daughters, Paula and Betty visited relatives in Lake Wales Sunday afternoon.

Mr. and Mrs. C. P. Griffith and Mr. L. E. McVey of Lake Wales, were guests of Mr. and Mrs. E. E. Melton at the Anchorage Apartments, Sunday afternoon.

Mrs. T. H. Hughes and children Dorothy and Gloria spent the week-end visiting in Pompano and Ft. Lauderdale.

Friends of J. Paul Garber, who has been confined to his bed for the past two weeks, will be glad to know that he is getting better.

Mrs. N. R. Buchanan, who has been the guest of Mr. and Mrs. G. C. Daly, has returned to her home in Tampa.

Mr. and Mrs. J. R. Yearwood spent Tuesday and Wednesday with friends in Bradenton and Sarasota.

Friends of Mrs. Ed Smith will be glad to know that she was able to return to her home, last Tuesday, from the Sebring hospital.

Mr. L. P. Daniels has returned from a visit with relatives in Ocala and accepted a position at the Highland Lakes hotel.

Mr. and Mrs. Lindsey Hutton have returned to their home in Boston after several months stay at the Jacarana hotel.

Mrs. Roy Folkner spent Wednesday in Tampa with her mother Mrs. R. P. Delaney who has been very ill in the hospital but is improving rapidly, now.

Miss Nadine Sloan of Leesburg was the guest the past week-end of Mr. and Mrs. H. L. Bowman. Miss Sloan and Mrs. Bowman are sisters.

Mr. and Mrs. Lloyd Wilson and family of Arcadia are making their home here since Mr. Wilson very ill has been in the B & B grocery store.

Mr. F. B. Hitchcock and daughter Miss Margaret Hitchcock of Highland Park, Ill., arrived Tuesday to spend the remainder of the season at Pine Crest Lakes.

Mr. and Mrs. Fred Smith and daughter, Patricia, spent Sunday in Gainesville, the guests of their son, Nelson, who is a student at the University of Florida.

Miss Myrtle Jones, of Bartow arrived today to spend a few days as the guest of her sister and brother-in-law, Mr. and Mrs. E. E. Melton.

Miss Della Rock, Miss Marcia Weisberger, Mr. Max Brunk and Mr. Ivan Favell motored to Lake Wales and Bok Tower last Sunday afternoon.

Mr. and Mrs. R. P. Woodson, who have been the guests of Mayor and Mrs. M. E. Covington in Gainesville, are returning to Memphis, Tenn.

Sherrard Johnson, who is a student at the University of Florida, in Gainesville, spent the week-end here with his parents, Mr. and Mrs. Reubin Johnson. While here, Sherrard and his brother, Arthur, accompanied by Mr. and Mrs. Johnson spent two days in St. Petersburg.

Mr. and Mrs. Alexander Gilmore have as their house guests Mr. and Mrs. Austin Gilmore, of Portland, Oregon, who have recently returned from a three year trip around the world. A few of the countries and cities visited were, Spain, Barcelona, Italy, Munich, Berlin, Hamburg, Havana and Miami.

Mr. and Mrs. W. S. Rawlings.

Mr. and Mrs. W. B. Archer and children, Billy and Winifred were guests for the week-end of Mr. and Mrs. Fred Archer of Bartow.

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Mrs. C. Ewing, Mrs. J. W. Brumbaugh and Miss Jean Brumbaugh, have returned to their home in Haines City, after a short visit with Mr. and Mrs. Ewing Brumbaugh.

Mrs. Julian Rodgers, Mrs. Candler Scheyler and Billy Rodgers who have been the house guests of Mr. and Mrs. W. T. Coates, returned on Wednesday to their home in Jacksonville.

Mr. Donald M. Barnett of Jacksonville arrived Wednesday to spend a few days with Mr. and Mrs. W. T. Coates. Mr. Barnett was accompanied by Mr. William B. Prevatt, also of Jacksonville.

Mrs. Mamie Lander Got O.E.S. to Tampa For Fall Convention

To Mrs. T. Henry Lander of Lakeland and former Avon Park resident, goes the credit of obtaining the Eastern Star convention at Tampa next fall. Mrs. Lander is well known in Avon Park, especially among the Eastern Stars, having been worthy matron of Leigh Chapter and the following complimentary to the recent issue of the Lakeland Ledger will be of interest. The Ledger said:

To Mrs. T. Henry Lander — Mrs. Mamie Lander in Eastern Star circles — must go much of the credit for bringing the grand event of the order to Florida next November. It is to Mrs. Lander's personality, character and tact — three qualities that are invaluable in public men and women — that Tampa owes major thanks for securing the triennial convention. Incidentally, the large gathering would have been brought to Polk county if Lakeland or Winter Haven possessed the facilities.

Have you joined the Chamber of Commerce?

Don't Prolong The Agony!

Next time you suffer from Gas on Stomach, Headache, Sour Stomach, a Cold, Muscular Rheumatic, Sciatic or Periodic Pains, That Tired Feeling, Get a glass of water and drop in one or two tablets of

Alka-Seltzer

The New Pain-Relieving, Alkalizing, Effervescent Tablet. Watch it bubble up, then drink it. You will be amazed at the almost instant relief.

It is called Alka-Seltzer because it makes a sparkling alkaline drink, and as it contains an analgesic (Acetyl-Salicylate) it first relieves the pain of everyday ailments and then by restoring the alkaline balance corrects the cause when due to excess acid.

After trying many brands of medicines, I found relief for gas and all of them a failure. I gave up hope. By chance I tried Alka-Seltzer—I am now satisfied. Geo. Bennett, New York, N.Y.

Get a glass of your store soda fountain. Take home a 30 cent or 60 cent package.

Alka-Seltzer

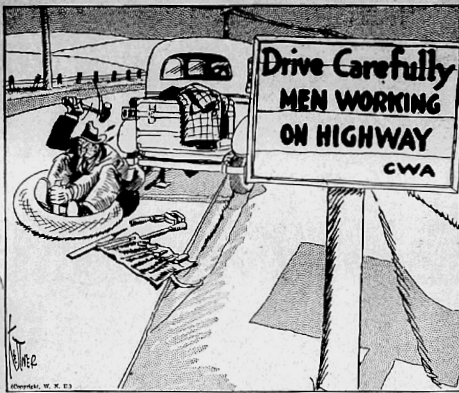
FOR YOUR HEALTH'S SAKE

THE SAFEST AND BEST FOOD FOR YOU AND YOUR FAMILY IS MILK FROM

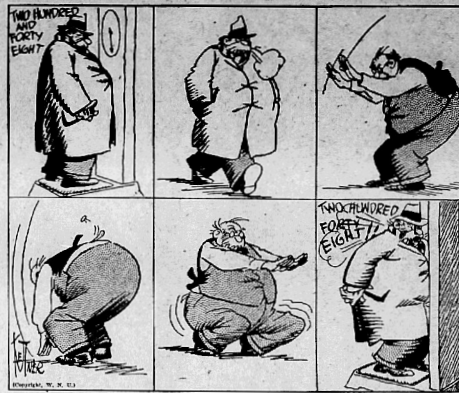
Mandis Dairy

AVON PARK SEBRING

Along the Concrete



Our Pet Peeve



IN JIG TIME



Manager—I don't know; I haven't seen the chorus try to dance it, yet.

BLUE-PENCILED



Daughter—Yes, but he censors it.



NOT FOR RASTUS

Rastus was testing the devotion of Batus and she said: "Suppose it's a dark night an' we're in a deep woods, an' a box-constrictor comes a-wigglin' through the grass an' a wildcat a boundin' through the brush an' a lion roarin' an' makin' fer us a mile a minute. What is we goin' to do?"

Velvet Paw

You really ought to come to Shrimpton with me next summer. I had a wonderful time there this year. I won a beauty competition.

Baby—No, I think I'd rather go to more crowded place—Calgary Her-said.

One Advantage

Blinks—A wife has one advantage over the car and the dog.

Jinks—Yeah? What's you mean?

Blinks—The license you buy when you get her lasts until you get a new wife, and doesn't have to be renewed every year.—Cincinnati Enquirer.

THAT'S THE OCCASION



QUITE ENOUGH



"Jones stopped gambling because he was being haunted: "By what kind of a ghost?" "The ghost of a chance."

ONE BLESSING



Editor—You ought to be glad that the stork doesn't visit your brain any oftener.

AND THE SUBJECT



"Telephones are great time savers, aren't they?" "Well, that depends upon who calls you up."

BANG! BANG!



A magazine article is headed: "When does old age begin?" We are reminded of an answer to the same question once made by a lady who did not look her years. "To me," she said, "old age is always 15 years older than I am."—Boston Transcript.

Those Conferences

First Business Man—Was the conference a success? What did you decide?

Second Business Man—It was great. We decided to have another conference next week.

Double Service

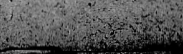
"I suppose paper napkins are economical?" "Yep, some are printing the menu on them."

THAT'S TOO MUCH



Thick Man—Poverty is no disgrace. Poor Man—No, but that's about all the good you can say for it.

TRACK-MINDED



"This old rascal just is a fine egg along track."

THE FEATHERHEADS

By Charles M. K.



FINNEY OF THE FORCE

By Ted O'Loughlin



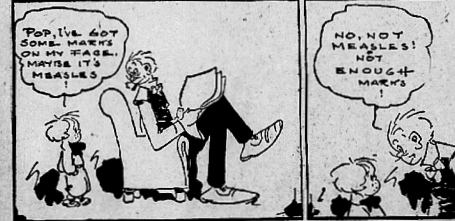
BOBBY THATCHER—Wearing Out His Welcome

By GEORGE STORM



SMATTER POP—He Calls For A Count

By C. M. PAYNE



"KEEPING UP WITH THE JONESES"

A Demonstration



THE FLAVOR LASTS



NEWS AND VIEWS ON ECONOMIC PROBLEMS

Weekly Presentation of Happenings and Problems Affecting Prosperity

Present monetary experiments by the United States government have received a tremendous amount of publicity, both here and abroad. Many viewpoints have been aired. But, for the most part, economists haven't been heard from. Bulk of the discussion has been political.

Recently 2,650 members of the American Economic Association were polled as to their views on money manipulation; 845 answered. The most striking result obtained is that the bulk of the economists regard new money policies as being not so good. For example, 73 percent of the economists replying are opposed to efforts to raise commodity prices by monetary tinkering; 79.6 percent are against gold buying; 85 percent are against government purchases of silver; 65 percent are against efforts to raise prices to the 1926 level; 63 percent are against a commodity dollar. One of the closest divisions came on the question as to whether or not the present trend is toward dangerous inflation of money; 51 percent of the economists replying think it is; 49 percent think it isn't.

Irrespective of that, it looks as if the 50-cent dollar is here to stay. For a solid month gold has flowed into the country at an unprecedented rate. During the last two weeks of February it totaled more than \$300,000,000. The effect on foreign exchange was what the Administration hoped for.

The franc, in relation to the dollar, gradually rose, coming very close to the desired figure of 65 cents. The pound mounted to \$1.45, or \$5.05 to \$5.08, and the worth of the dollar declined proportionately. This naturally cut the profit to be made in importing gold, and tended to slow, and finally stop, imports.

An interesting side-light on the money question is the request received by the Administration from a group of Chinese bankers asking that no move be made by the American government to increase the price of silver. China is a silver-standard country, is one of the world's greatest users of the metal. Belief is, according to the protesting bankers, that a rise in the U. S. price would hurt the Chinese people, forcing down the Chinese commodity cost level. China has not ratified the silver treaty made by the great powers at the World Economic Conference, and has felt if she will. If she doesn't, the Conference will be remembered as even more of a wash-out than was first believed; the silver treaty has about its only tangible achievement.

From the standpoint of future national development there are three possible courses for America to take: Nationalism, internationalism, or a planned middle road. In any case difficult adjustments must be made. This spoke Secretary of Agriculture Wallace recently.

Mr. Wallace is listened to very closely these days—he came into the cabinet an unknown, middle-aged figure, and during the last year he has constantly grown in stature. By now he is probably the outstanding cabinet officer; it is certain that he possesses one of the most dispassionate, realistic minds in the Administration.

If we accept internationalism, Mr. Wallace points out, we must stand ready to import nearly a billion dollars' worth of goods each year than we did in 1929. We

Love Song



Edmund Lowe and Ann Sothorn in "Let's Fall in Love" A Columbia Picture

Now showing at New Circle, Sebring's Friendly Theatre. Matinee Saturday, 3:30.

must lower tariffs accordingly. And, when that is done, we must readjust farming and industrial operations to meet the planned inflow of foreign goods.

If we go the whole big national, and that is the direction in which we have been traveling—we must be prepared to lose tremendous foreign markets, particularly for agricultural products. It will then be necessary to permanently retire from production 40,000,000 to 100,000,000 acres of crop land, depending on its quality. In Mr. Wallace's opinion this can be achieved only by compulsory control of marketing, licensing of growers, and in another half-billion dollars' worth of foreign goods annually, and 25,000,000 acres of good agricultural land would be retired. We will have to sell abroad—and painful readjustments must be made. He points out that simply raising wages won't solve the problem of surplus—no matter how prosperous a country is, he can eat and wear only so much. What we must do is to swap things of which we have too much, for things we want. Our foreign commercial policy must be revised accordingly.

That the Administration is tending in this direction is shown by the move to obtain authority to raise existing tariff rates to the extent of 50 percent, and negotiate reciprocal trade agreements with other countries.

"EVERY CITIZEN A MEMBER OF THE CHAMBER OF COMMERCE" HAVE YOU JOINED YET?

No Belgian Race. Actually, there is no Belgian race, the people of Belgium being composed of two distinct racial families: the northern Belgians belong to the Walloons of French extraction with the characteristics of the French, while the southern Belgians are Flemish with the characteristics of the Dutch or Low Germans.

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FORD TO BUILD HUGE EXPOSITION AT THE 1934 CHICAGO WORLD'S FAIR



A GREAT Ford Exposition, portraying the tremendous part the auto, science and virtually every other industry plays in the manufacture of today's motor cars, is planned by the Ford Motor Company for the 1934 World's Fair.

The Ford Exposition will be housed in a giant building 800 feet long to be built in the heart of the fair grounds on an 11-acre plot bordering Lake Michigan and flanking the main fair boulevard. Construction of the building will start Mar. 15.

In the dominant central building will be housed Henry Ford's "Drama of Transportation," depicting the development of wheeled vehicles from the chariot of ancient Egyptian kings to modern motor cars. Every model of Ford car made since 1903 will be included.

The main exposition building will display an imposing array of exhibits, most of them in action, show how steel, aluminum and other metals, soy beans, corn, wool, cotton and other farm products and the products of myriad industries are converted into car parts. The building also will house displays of

Henry Ford and Edsel B. Ford show to Rufus C. Davies (center), president of the World's Fair, the scale model of the giant Ford Exposition building to be built at the 1934 Fair. (Lower) The Ford building as it will be seen from Left Ericksen drive. Opposite the building will be a huge park bordering Lake Michigan.

cars and a big movie theater. Along the east side will be an open-air balcony equipped with chairs and lounges where hundreds may relax. Across the drive fronting the lake will be a big Ford Park, beautifully landscaped and also fitted with seats and other comforts for fair crowds.

Venus News

By Mrs. W. H. Cannon.

Mrs. Louise Cline is ill in a hospital at Arcadia.

Mr. and Mrs. B. C. Hope motored to Arcadia Friday.

W. E. Page of Sebring was a business visitor here Monday.

J. P. Sullivan of Hicoria was a business visitor here Tuesday.

H. G. Cassels motored to Arcadia Saturday as guest of T. M. Johns.

Rev. Sanders of Zolfo Springs preached two sermons here Sunday.

Perry Sellers and W. C. Stalls made a business trip to Sebring Wednesday.

Mr. and Mrs. B. C. Hope motored to Citrus Center as guest of Mrs. H. E. Franklin Thursday night.

Ramond and Charles Edwin Franklin of Citrus Center are the guests of H. E. Franklin this week.

Mrs. H. E. Franklin and two children and Ramond Franklin of Citrus Center spent the week-end in Venice.

Mr. and Mrs. William McClelland of Sears were the guests of her parents, Mr. and Mrs. B. L. Cline, and sister, Miss Dorothy Cline, Sunday.

Mrs. L. G. Crews and son, Gordon, who have been visiting her parents, Mr. and Mrs. Paul Bussie of Clewiston for the past three weeks, returned Monday.

Bob Ruffin, Frank Hargraves, Bryant Lundy, B. C. Hope, Mr. and Mrs. A. H. Farrington and children, and Mrs. H. E. Franklin and Mrs. W. H. Cannon were business visitors in Sebring Saturday.

Jack Taylor of Lake Placid was a visitor at church Sunday and at the Governor's request asked the community to give a box supper, Saturday night for the six thousand and cripple children at Unimela. The meeting place will be the Baptist church. All are invited to attend and take part in this worthy cause.

DeSoto City News

By Miss Sara Leaphart.

Lee Elheredge went to Atlanta, Ga. on business, Friday.

Mrs. P. A. Carroll spent several days last week in Sebring.

David Clark and Arthur Hadley were visitors in Avon Park Sunday.

Miss Mabel West of Palm Beach is the guest of Miss Cora Timmerman.

Mr. and Mrs. L. C. Pearce and family were visitors in Bassenger Sunday.

Miss Edna Pearce, who is a student at Southern College, spent the week-end here.

Dr. and Mrs. E. J. Elheredge and Mrs. Louise Elheredge were visitors in Tampa, Wednesday.

Miss Pearl Pearce of Bassenger and Miss Gladys McGowan of Brighton visited Mrs. L. C. Pearce, Saturday.

The DeSoto City Woman's club is sponsoring a beauty contest party at the DeSoto Hotel Friday evening, March 16. The public is cordially invited.

Mr. and Mrs. George Burgess of Tampa and Mrs. Leila Purlow and

Johnson Defines Duties of NRA

"NRA has a triple duty. It is to see that industry does not hogswole labor; that labor does not bullyrag industry; that neither separately nor both in common shall exploit the consuming public. Thus we sit always in the white light of controversy. Industry accuses labor; labor accuses industry; and the consumers accuse both. All these make the welkin ring with their complaints against everything themselves. That is what was foreseen and intended. If they all confirmed their controversy to the forum of the NRA, we could wash out linen at home. But this is a day of press agency. They go to the newspapers (to whom a Kilkeny cat fight is always news) and the result is a constant stream of the publicity of conflict. That is all right. All we ask of the public is that it appraise the source and private interest of this sort of publicity and discount it to the precise extent that the authority may disclose his own special interest. We have sought and entreated criticism of our methods and results. Much of it has been useful and has borne fruit, but a greater part has sped dying and fallen dead." — National Recovery Administrator Hugh S. Johnson.

Bankers in Siam use monkeys to test the metallic content of coins paid in. The animals bite the coins and their teeth marks indicate whether the money is genuine or counterfeit.

Wanted Ads

FOR RENT—Comfortable eight-room modern furnished house with sleeping porch and sun parlor overlooking Lake Tualine. Box A Times office. 50-4p.

WANTED—Used piano in good condition. Apply Times office. 51-1td.

MEN WANTED for Rawleigh routes of 800 families in Highlands, DeSoto and Washington counties. Reliable hustler should start earning \$25 weekly and increase rapidly. Write immediately. Rawleigh Co., Dept. P-1336, S. Memphis, Tenn.

Internal Revenue Collections Set Record for 13 Years

Washington. — Miscellaneous internal-revenue collections of the Federal Government for the fiscal year ending June 30 next crossed the billion-dollar mark a week ago. It was the first time since the very high-tax post-war period 13 years ago that collections have been so high. Spurred by, first of all, increased business, then repeal, and finally by special levies on other products, internal-revenue taxes under the classification of miscellaneous, from July 1 to March 3, were \$1,004,556,738, compared with \$536,218,898 in the corresponding period of the fiscal year ending June 30, 1921. In only four previous fiscal years, 1910 to 1922, inclusive, when drastic wartime taxes were in effect, have

miscellaneous internal-revenue collections exceeded a billion dollars. After reaching the all-time peak of \$1,460,082,287 in 1920. Collections dwindled steadily to \$463,670,481 in the 1933 fiscal year, when new taxes finally had to be imposed.

"EVERY CITIZEN A MEMBER OF THE CHAMBER OF COMMERCE." HAVE YOU JOINED YET?

New Circle

"Sebring's Friendly Theatre"

Now Playing

Matinee Sat., 3:30

A typical comedy of two hearts in one day

LET'S FALL IN LOVE

A Columbia Picture

—with—

EDMUND LOWE Ann Sothorn Miriam Jordan Gregory Ratoff

SUNDAY AND MONDAY

Matinee Sunday, 3:30

LIONEL BARRYMORE

—in—

THIS SIDE OF HEAVEN

TUESDAY AND WEDNESDAY

Family Nights

WALTER HUSTON

In a Picture You'll Always Be Glad You Saw

"Keep 'Em Rolling"

Suitable For Family Groups.

NEXT THURSDAY, FRIDAY AND SATURDAY

Matinee Saturday, 3:30

The biggest picture ever made!

COMING SOON:

GARBO, in "Queen Christina"

Katherine Hepburn

—in—

"SPIT FIRE"

Shearer in "RIP TIDE"

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.

CHURCH OF THE REDEEMER (Episcopal)

Schedule of services.

Sunday services: Holy Eucharist, 7:30 a. m.

Church school, 9:30 a. m.

Morning service and sermon at 11:30 a. m.

Y. P. S. L. 5:30 p. m.

Weekday services.

Holy Days and Thursdays, 9:30 a. 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.

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 their practice.

Brotherhood meeting second 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. L. C. Fox, 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, 6:30 p. m.

Evangelistic service, 7:30 p. m.

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

A warm welcome to all of these services is extended.

CHURCH OF CHRIST

Bible Study, 10 a. m.

Worship, 11 a. m.

Lord's Supper, 1:30 a. m.

Young People's Study, 7 p. m.

Bible Study, 8 p. m.

Mid-week service Wednesday at 8 p. m.

ST. CATHERINE'S CATHOLIC CHURCH

Sebring, Florida

Rev. Reynolds, Priest in charge.

Mass Sunday at 11 a. m.

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