

NEWS AND VIEWS ON ECONOMIC PROBLEMS

Weekly Presentation of Happenings and Problems Affecting Prosperity

Today, in the words of the United States News, "the biggest business in America is the administration of relief to the needy. More people are living on the funds they obtain from the Government—Federal, state and local—than live on the revenue from professional service, from transportation, or from clerical occupation."

Most accurate figures place the number of persons now on relief rolls at 17,000,000. Best estimates say that this number will rise to 20,000,000 and perhaps more during the winter. Two millions of those on relief give work in exchange for the money they get—the balance, many of whom receive rent, clothing and grocery orders instead of cash, do not work. They are simply "on the dole," whether that term is used officially or not.

The number of persons receiving relief, in comparison to the total population, is staggering. Conditions are worst, of course, in the great, heavily-populated industrial sections—New York, Pennsylvania, Michigan, Ohio and Illinois. These five states account for nearly 40 percent of all who receive relief. In Illinois, 14 percent of the total population is on the relief rolls; in New York, 16 percent; in Ohio, 14 percent; in Michigan, 12 percent. Highest percentage is reached in New Mexico, where 27 percent of all the people are given aid—but, by number, they naturally total much less than do the needy in a representative industrial state.

These figures may give the impression that unemployment is the most severe now than at any time during depression. It is not—the worst employment month was March, 1933, when 12,000,000 men who would normally be employed were out of work. There are no relief figures for that period as, at the time, there was no organized governmental relief. Since then, three or four million men have gone back to work—the nine or ten million who are still out account for the 17,000,000 persons receiving relief.

Government—national and local—is frankly stumped for a solution. It has spent billions—and the problem has barely been touched. Present efforts are designed to keep sufferers from dire want until jobs can be found for them—they are in no sense a solution of our most difficult problem. The Federal government is carrying the bulk of the burden—state and municipal aid has been inadequate for the most part.

Many believe that government will be forced into adopting a definite pension system for those who are unemployed through no fault of their own, and for those who have outlived their usefulness as workers. But the gigantic cost involved stands in the way of this—untold billions would be necessary if these people are to be given a subsistence allowance. And in the meantime we face a bleak winter so far as the needy are concerned—and what the story of next year will be no one knows.

When the Administration first came into power, it had few critics. Many industrial leaders were afraid of its announced policies, believed them inimical to their interests—but they said little and followed a policy of watchful waiting.

During the next year and a half many business men found themselves more and more at odds with Administration principles. This reached its high point a few months ago, when the United States Chamber of Commerce addressed a pointed letter to the President, said that confidence was failing, asked that he give definite replies to a number of questions involving our financial and economic future.

The President did not reply—but since then there has been a rapprochement between government and industry. The President apparently has more faith in industrial executives than he did when he first came into office, and industrial executives apparently have more confidence in the President. One sign of the trend is found in the declining stock of the "brain trust"—most of these young men, who carried such weight in the early days of the Administration, have dropped out of sight, and their places have been taken by practical thinkers, rather than theorists.

The President's recent much-anticipated speech before the American Bankers' Association, shows the way the wind blows. While he committed himself to little, Mr. Roosevelt said one thing of great importance—that he did not contemplate the issuance of new currency against the Treasury's vast silver holdings. Bankers and other industrialists cheered—Mr. Roosevelt's statement was the first assurance from a high source that there would be no major inflation in the near future.

The U. S. Chamber of Commerce reported that it saw indications of a "convergence of the general aims

of business and the Administration" in the speech. As for business conditions, they seem to be on the up-grade. For the past month the volume of bank loans outstanding has been increasing, and there is a growing demand for bank credit. Late statistics show a substantial rise in general business activity.

Seasoning the spontaneity of youth and making it responsible for details is one of the hard jobs of employers.

Peterson Opens Office In Tampa

Tampa, Nov. 8.—(FNS)—Congressman J. Hardin Peterson, of the congressional district opened an office in Tampa this week, in order to better serve his constituents in Hillsborough county.

Mr. Peterson plans to spend several days each week in Tampa, during the time when he is in Florida. N. F. Lavinge, former Tampa and secretary of Congressman Peterson

is in charge of the office which is located in the Florida Citrus exchange building. The office is open all the time.

Mr. Peterson's Lakeland office will be continued with the congressman dividing his time with other sections of his district. He plans to remain in Florida until just before the opening of the 74th congress.

Don't be afraid of wasting time by learning something you are not required to know.

Government Loans Closed State Banks To Pay Depositors

Tallahassee, Nov. 8.—(FNS)—Federal promises of \$5,000,000 in aid for depositors of Florida's closed banks has shrunk to a million in performance, according to figures available in the Comptroller's Office today. Twenty-four state banks have received RFC loans totalling \$1,033,895.25.

Dividends have already been paid in 17 of these. Payment of dividends to four others are being worked up now. In one instance, the Leesburg State Bank & Trust Company, the loan was applied on retiring a previous loan which permitted this bank to pay a 55 percent dividend several months ago and in the other two instances—Bank of Ocala and Bunnell State Bank—only minor loans were made to protect assets of the bank pending further negotiations.

USE TIMES ADS FOR RESULTS

Use Times Want Ads

RAHNOUS
WILL STOP
HEAD COLDS
IN 5 HOURS
OR MONEY REFUNDED!
See it at RENO, At Drugstore,
Pharm. and How Dispensing Store, 55

USE YOUR FREE ELECTRICITY WITH MODERN ELECTRIC APPLIANCES

You Will Want The Sensational

Westinghouse
Cardinal
Automatic Electric Range

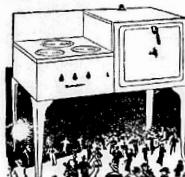
The Range That Will Electrify America

If you've ever longed for all the advantages of cooking electrically—this amazingly low priced Westinghouse Cardinal is just what you want. Cleanliness, coolness, time-saving economy—these and more can now be yours because of the revolutionary new features built into this handsome, new full-size electric range. You really must see it demonstrated to appreciate fully what marvels Westinghouse engineers have achieved to lighten the burden of preparing three meals a day.

\$65.85

\$3.85
DOWN PAYMENT
\$2.09
a month

Cash
Price
Installed



Stop in at our store, or at your dealer's, and see these ranges that are helping to electrify America. We, or your dealer, will be glad to explain the convenient terms which enable you to own such a range.

You can have 24-hour Hot Water Service

When You Get it Electrically

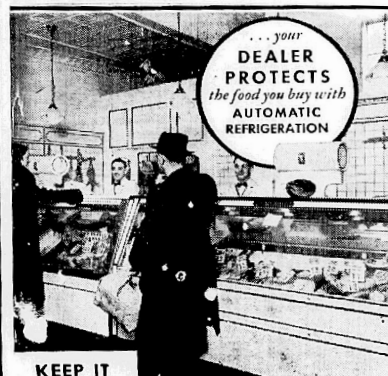
No hotter tending a water heater—no waiting—no cold water from the hot water faucet—not when you want hot water electrically. Then, there's no more trouble drawing hot water—any hour of the day—than switching on your electric light.

Stop in at our store, or at your dealer's, for details

Westinghouse Electric Water Heater

Cash Price Installed

\$59.75 Down Payment
\$2.24
A Month



KEEP IT

FRESH in your home THE SAFE WAY!

He spends hundreds of dollars to protect the food you buy. He takes no chances with makeshift equipment.

He has discovered that automatic refrigeration is the only way—and Electric Refrigeration is the most dependable.

Take the same care with food in your home. Keep it FRESH! You will discover that Electric Refrigeration will help you pay for itself through the savings it makes possible while protecting your food.

See the Latest

Westinghouse Chest

Cash Price Installed

\$79.50 Down Payment
\$2.54
A Month

Stop in and see the famous Westinghouse chest that is making Electric Refrigeration available to every home in the country. Take advantage of our low terms. Stop in today!



USE
FREE
Electricity

The new electric rates announced benefit virtually every customer on the lines of the Company, even those who have been using the low residential rate put into effect two years ago.

Following are three cases, called A, B and C, which were taken from our ledgers and are three consecutive accounts. Two being small commercial users and one residence between. These show typical cases which apply all over the territory:

CASE A—commercial establishment using an average of 48 KWH per month with bill under old rate of \$5.76. Beginning with November 1st his bill will be \$4.11, and in addition the customer will get 14 free kilowatt-hours. Kilowatt-hours used above this figure will be at the rate of 6¢ per KWH for a very few kilowatt-hours and then an even lower rate.

CASE B—residential user who is already enjoying low electricity, plus the extra charge. This customer uses an average of 110 KWH per month, with an average monthly bill of \$8.24, under the old schedule. Beginning with Nov. 1st his bill for the same service would be \$5.85, but he will get in addition 27 free KWH and kilowatt-hours in addition to this will be at the rate of 2½¢, or lower.

CASE C—is another commercial user with an average consumption of 32 KWH per month, at an average cost under the old rates of \$3.84. Beginning November 1st his bill for the same service will be \$2.59, but he will get 7 free KWH each month and lower rates for added service.

The free kilowatt-hours to which you are entitled varies in each instance, depending on your past use of service. Call today and see how much free service you are entitled to get.

FLORIDA PUBLIC SERVICE COMPANY
and **COOPERATING DEALERS**

ODD — but TRUE

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SOCIAL and Personal News

By HELEN BECKETT
Society EditorPhone
37

Leigh Chapter Celebrates Birthday

Leigh Chapter of the Eastern Star celebrated its 19th birthday anniversary Tuesday night with past matrons and patrons filling the chapter hall with tables decorated with wild flowers for the occasion. Officers for the evening were: Mrs. W. W. McFarland, worthy matron; Herman Meyer, worthy patron; Mrs. Demos Mandel, associate matron; C. L. Johnson, associate patron; Mrs. David Stuckey, secretary; Mrs. McKee Elwell, treasurer; Mrs. Fred Stuckey, conductress; Mrs. A. R. Clark, associate conductress; Mrs. Charles R. Head, chaplain; Mrs. Charlotte Leigh, marshal; Mrs. Herbert Seaverson, organist; Mrs. C. L. Johnson, Adm. Mrs. H. F. R. Reek, Ruth Mrs. Bert Wilson, Esther, Miss Furlow Anderson, Martha, Mrs. William Marsh, Elsie, Mrs. Barthelemy, William, Walter and G. C. Daly, sentinal.

The worthy matron, Mrs. G. C. Daly, graciously welcomed the past matrons and patrons, presiding each with a corsage. The acting worthy matron introduced and welcomed Mrs. Lucille Dohy, the worthy conductress, with a few chosen words and seated her in the East.

Following the business session, three present parties were served, a cake, hall where a lovely birthday cake adorned with 19 candles was cut by Mrs. Charlotte Leigh, a charter member of Leigh chapter. The cake was served with coffee and sandwiches to about 40 members. Everyone helped to blow out the candles with a wish of prosperity for Leigh chapter.

Georgia Visitor Honored at Party

Miss Ora McGowan of Fitzgerald, Ga., who is visiting her sister Mrs. Irving Ford, was honored with a "coodle" party Monday night. Miss Inez Dawson held high score. Miss Barbara Weaver and the honoree was presented with a guest prize, ice cream, angel food cake and coffee was served to the following:

Miss Lillian Smith, Mrs. Fred Crews, Miss Mabel Seyler, Miss Zula Maude Ford, Miss Barbara Weaver, Miss Hazel Cameron, Miss Inez Dawson, Mrs. Irving Ford, Mrs. J. M. McGowan and the honoree.



A small payment down and a small sum each week will hold your Christmas Presents for you and your problems are solved.

F. S. JORDON
and SON

Cellinacraft
STORE

Steam Gets All the Dirt

Family Service by the Pound, Wet, Rough Dry or Finished—Called for and Delivered

WRAY'S STEAM LAUNDRY

21 West Charles Street, off Lake Ave.
5 Blocks North of Main

Mr. & Mrs. Carmichael Entertain Wednesday

Mr. and Mrs. E. F. Carmichael entertained at the Jacaranda hotel Wednesday at the tables. The palm room where the tables were arranged for play was tastefully decorated with wild flowers. A dessert course was served the guests during the evening. Mr. and Mrs. W. T. Coates held high score for the evening, and Mr. and Mrs. C. E. Lanier second high. Those enjoying the evening included:

Mr. and Mrs. Parke Anderson, Mr. and Mrs. E. E. Melton, Mr. and Mrs. Paul Galt, Mr. and Mrs. Earl Hart, Dr. and Mrs. W. C. Touchton, Mr. and Mrs. T. A. McNicholas, Mr. and Mrs. E. G. Todd, Mr. and Mrs. W. T. Coates, Mr. and Mrs. W. D. Dorniney, Mr. and Mrs. Fred Smith, Mr. and Mrs. Raymond Diley, Mr. and Mrs. H. E. Keller, Mr. and Mrs. Fred Abangan, Mr. and Mrs. Neal Trent, Mr. and Mrs. Jack Head, Mr. and Mrs. C. E. Crutcher, Mr. and Mrs. C. E. Lanier, Dr. and Mrs. A. M. Morgan, Mr. and Mrs. S. E. Booth, Mr. and Mrs. D. S. Perry, Mr. and Mrs. Paul Rump, Mr. and Mrs. Dorothy Chapin, Mr. and Mrs. Herbert Reek, Mrs. M. E. Covington, Mrs. E. P. Loomis and the host and hostess.

The next social meeting will be held November 20 at the home of Mrs. Frances Clark with Mrs. Clark and Mrs. Millie Pearson as joint hostesses.

Recent Bride Honored at Shower

Mrs. Charles P. Kempton, who wore her recent marriage was Miss Elizabeth Sherertz, was honored with a miscellaneous shower at her home on Butler Avenue Tuesday night. Mrs. Katherine Saggus was hostess for the occasion. Games were enjoyed and the honoree received a variety of beautiful and useful gifts. Refreshments consisting of pumpkin pie, topped with whipped cream, and coffee were served the following:

Miss Genevieve McChallan, Miss Ruth King, Miss Maria Weisheyer, Miss Zula Maude Ford, Miss Thelma Perry, Miss Eleanor Bryant, Miss Bill Saggus, Miss Helen Taton, Miss Vera Ikin, Mrs. Ray Wells, Mrs. E. L. Kent, Mrs. Harry Hancock, Mrs. Eddie Flowers, Mrs. Dorothy Roberts, Mrs. S. S. Saggus, the hostess and the host.

Kempton-Sherertz Wedding Sunday

Miss Elizabeth Sherertz became the bride of Charles P. Kempton Sunday morning at a quiet ceremony performed at the Congregational Church by Rev. A. P. Vaughn. Only the members of the immediate families were present and the single ring ceremony was used.

The bride was becomingly dressed in a navy blue suit and following the ceremony the young couple motored to Saratoga for a short visit. They are now at home at the Taton apartments on Butler avenue.

All Day Meeting at Methodist Church

The ladies of the Methodist church held an all day spiritual meeting Thursday at the church. Lunch was served at noon with the husbands attending for the noon hour.

WOOD

Oak and Pine
For Stove or
Fireplace

D. H. BOWMAN

Phones 61-R and 52

B. P. W. C. Meeting Tuesday Evening

The B. P. W. C. held its regular meeting Tuesday evening at the club rooms at which time the annual report was made on new members and committees for the ensuing year were named.

Members present were: Mrs. Wilma Peden, Miss Millie Pearson, Mrs. Fodama Hagood, Miss Mattie Tompkins, Mrs. Helen Mann, Mrs. Pearl Spurr, Miss Mabel Seay, Mrs. Frances Clark, Mrs. Katherine Bristol, Mrs. Ann Abrams and Miss Eleanor Bryant. New members reported on were: Miss Jenny Galt, Mrs. Helen Abramson, Miss Ruth Hall, Miss Jenny Lesley, Miss Pauline Wilford, Miss Louise Houck, Mrs. Ruby Latham, Mrs. Ruth Hython, Miss Inez Dawson and Miss Hazel Cameron.

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Mrs. Touchton Hostess to Club

The members of the Wednesday afternoon bridge club and friends were entertained this week by Mrs. W. C. Touchton with a luncheon bridge. A delicious two-course luncheon was served followed by bridge. Fall flowers predominated in the decorations. Mrs. E. P. Loomis held high score for the guests and Mrs. Paul Rump second high.

Enjoying Mrs. Touchton's hospitality were: Mrs. Paul Hart, Mrs. G. Perry, Mrs. W. D. Dorniney, Mrs. W. T. Coates, Mrs. T. A. McNicholas, Mrs. Earl Hart, Mrs. Herbert Reek, Mrs. Paul Rump, Mrs. S. E. Booth, Mrs. Paul Rump, Mrs. H. E. Godwin.

Steve Skipper Host at Cane Grinding

Steve Skipper entertained Monday night at a cane grinding at his home on the Vauclava road. About 50 were present from Avon Park, New Hope, Wauchula, Bowling Green and Lemon Grove.

Present from Avon Park included: Mr. and Mrs. Lawrence Byer and family, Rev. and Mrs. W. K. McClure, Mr. and Mrs. Tim Collins, Mr. and Mrs. A. P. Hanson and three children, Mr. and Mrs. E. W. Mercer, Mr. and Mrs. Griffin and children, Mr. and Mrs. Love McGhee, and daughter, Mrs. Knicker, Mrs. E. Knicker, Mrs. David Stuckey, Mrs. H. M. Davis, Mrs. Annie Rounds and two children and Miss Alice Chandler.

Thursday Night Club Meeting

Mr. and Mrs. Fred Peden entertained the Thursday night bridge club this week. Refreshments of ice cream cake and coffee were served to Mrs. A. C. Clark, Mrs. Lulu Bass, Mrs. Katherine Bristol, Mrs. Gertrude R. Head, Mrs. Norton Smith, Mrs. Anna Rogers, Mrs. Charles P. Kempton and Mrs. W. H. Kempton.

Methodist Sunday School Class Met

The Women's class of the Methodist Sunday school met Monday afternoon at the home of Mrs. John Taylor was in charge of the program and Mrs. Rex Reed and Mrs. A. C. Western had charge of the entertainment. Mrs. J. B. Reid and Mrs. John Taylor served the refreshments which consisted of pears, ice cream and cake. About 14 were present.

Victory Grove Met Monday Evening

Victory Grove of the Woodmen Circle met Monday night with Mrs. H. A. Latham presiding. Plans were made for the state convention to be held at Lakeland, November 20, honoring Mrs. Berna A. Talley and other national officers. The Rainbow Team from Sebring and the Victory Team from Avon Park will appear on the program in fancy drills.

Food Sale Saturday

The ladies of the Episcopal church will sponsor a food sale on Saturday morning, November 10th at the usual place on Main Street.

Guild Meeting on Wednesday

The regular meeting of St. Margaret's Guild of the Episcopal church was held Wednesday afternoon at the home of Mrs. Robert Fairbanks with Mrs. W. R. England as hostess.

The meeting was opened with the Woman's Auxiliary prayer after which the reading of the minutes of the secretary and treasurer was heard.

Mrs. Harcourt Johnson, substituting for Mrs. E. G. Todd, study leader, gave a resume of the first chapter of the study book of the year. What it Means to be a Christian. Father Johnson gave a brief talk on the Woman's auxiliary in the Life of the Church.

After the closing prayers, the hostess, Mrs. England, assisted by Mrs. Fairbanks, served sandwiches, cookies and tea. Those present who were: Mrs. Harcourt Johnson, Mrs. M. E. Covington, Mrs. Demos Mandel, Mrs. E. O. Knight, Mrs. O. Knight, Mrs. George Voorhes, Mrs. W. S. Betts, Mrs. E. P. Lacey, Mrs. Katherine Jones, Mrs. E. B. Rogers, Mrs. G. T. A. Gibson, Mrs. Fred Smith, Mrs. Fred Patterson and Mrs. E. D. Peden.

Sonny Skipper Celebrates Birthday

Sonny Skipper, son of Mr. and Mrs. Carlos Skipper, celebrated his 11th birthday anniversary Saturday afternoon at the home of his parents. A theatre party was enjoyed by Sonny and his friends and a number of games were played. Birthday cake was cut and served with lemonade, to: Walter Colvin and Tommy Bear, Varnado, Joe and Betty, Arthur and Malvina C. Gibson, Jarrett, Dale and Walter, Harold Todd, Albert, Nancy Hardin, Robert, Peggy Lacey and the W. H. C.

Maxwell Circle Met Thursday

The Maxwell Circle of the Methodist Episcopal church met Thursday afternoon with Mrs. W. R. Archer. Besides the Bible study and a business session, children were discussed. Refreshments were served. Those present were: Mrs. Henry Hughes, Mrs. Walter Martin, Mrs. Ray Jarvis, Mrs. Anna Nichols of Sebring visited here Friday.

Mrs. P. M. Wolf is spending to day at the home of Mrs. Louis Parks of Sebring visited friends here Thursday. Mrs. and Mrs. W. Davis visited friends in Sebring Sunday.

Mr. and Mrs. W. H. Virts of Sebring were visiting here Thursday. James Davis of Lake Wales visited his parents here Thursday.

Mrs. S. E. Booth and daughter, Carmen visited in Tampa Tuesday. Mr. and Mrs. C. C. Skipper, sons Jordan and W. F. Jr., of Lakeland visited W. H. C. here Sunday.

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Mrs. Kempton Hostess to Club

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Spy!



Kay Francis who is costarred with Leslie Howard in "British Agent" at the Avon Theatre Thursday and Friday.

Auxiliary Meets Monday

Mrs. M. C. Fordham of Fort Myers, district vice president of the American Legion Auxiliary will be the guest of the local unit at a meeting to be held next Monday afternoon at 3:00 o'clock, at the home of the president, W. B. Rogers, Mrs. G. T. A. Gibson, Mrs. Fred Smith, Mrs. Fred Patterson and Mrs. E. D. Peden.

Rebekah Met Monday Evening

The Rebekah Lodge, No. 1, held its regular meeting Monday evening at the home of Mrs. Ella Hargrove as president. After the business session, refreshments were served. Those present were: Mrs. Fanny Spurr, Mrs. M. E. Covington, Mrs. E. O. Knight, Mrs. O. Knight, Mrs. George Voorhes, Mrs. W. S. Betts, Mrs. E. P. Lacey, Mrs. Katherine Jones, Mrs. E. B. Rogers, Mrs. G. T. A. Gibson, Mrs. Fred Smith, Mrs. Fred Patterson and Mrs. E. D. Peden.

Junior Woman's Club Meeting Today

The Junior Woman's Club met today at the club rooms at three o'clock.

Mrs. L. P. Palmer of Frostproof was a business visitor here Tuesday. Paul Price of Sebring was a business visitor here Tuesday. Mrs. Anna Nichols of Sebring visited here Friday.

Mrs. P. M. Wolf is spending to day at the home of Mrs. Louis Parks of Sebring visited friends here Thursday. Mrs. and Mrs. W. Davis visited friends in Sebring Sunday.

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Mrs. Mae Lamb of Ishpeming, Mich., and Mrs. Seely McCord of Benton Harbor, Mich., arrived Sunday to spend the winter here. Mr. and Mrs. A. F. Spooner and Miss Mable Thornhill of Sebring were visiting here Thursday.

Mrs. Oscar Babl of Lakeland visited Mr. and Mrs. Earl Warr Thursday and Friday.

Mr. and Mrs. John Maxey of Frostproof were transacting business and visiting friends here Tuesday.

Mr. and Mrs. W. D. Dorniney have been called to Fitzgerald, Ga., on account of a death in the family.

Friends of Joe White will be glad to know he is able to be out following his recent automobile accident.

Miss Virginia Gurnley, who is attending the Forest Lake Academy, is here. Mrs. Almore Hart and Miss Louise Johnson of Cleveland spent Wednesday with Mrs. R. E. Ginn.

Mrs. I. W. Chandler left Thursday to visit friends and relatives in Tallahassee. She plans to return Monday.

Mrs. Hays Maxwell and Mr. and Mrs. H. A. Able, Mr. and Mrs. J. E. Stuller of Maitland, Okla., spent several days with Mrs. L. W. Chandler and Mrs. R. P. Martin, both of Sebring.

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Mr. and Mrs. William T. Comer, Jr., of Orlando were visiting in Avon Park Wednesday. Mr. Comer is Grand Chief de Garde of the 40 and 8's for the state of Florida.

Mrs. Lena Blumenthal and Mrs. George L. Franke of Cleveland, O., arrived in Avon Park Monday. Mrs. Blumenthal will spend the winter at her home on Pine street and Mrs. Franke will remain with her until December 1, when she will return to her home in Cleveland.

FORD V-8

COMMUNITY IMPROVEMENT COLUMN

November 9, 1934
Avon Park Motor Co.
Gentlemen:
We have the pleasure to announce that we have received a shipment of the latest model Ford V-8 automobiles. These cars are equipped with the latest features and are available for sale at a very low price. We have a large stock of these cars and are ready to deliver them to you at once. We are also offering a special discount on these cars to our customers. We are sure that you will be satisfied with the quality and price of our Ford V-8 automobiles.

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Avon Park Motor Co.

Watch for Additional Prize

Winners.

"Watch the Fords Go By"

Coffee Cream

Now Available

15c per half pint

25c per pint

Mandis Dairy

2 Jacaranda Arcade

AVON PARK SEBRING

LEMON INDUSTRY IN FLORIDA IS GROWING

Ridge Will Be Center of New Industry With Big Possibilities

A coming industry in Florida is the growing of lemons, according to D. C. Harrow of DeSoto City, who says that there are about 300 acres of lemons planted in the Ridge section and land has been purchased and preparation is under way to bring the acreage up to 1,000 or more within the next 18 months.

"The following feature article written by Mr. Harrow and published in 'The Citrus Industry' magazine, tells the story of the lemon industry in the state quite fully.

A Thirty Million Dollar Stream.—Since Florida is not a state with mountain ranges, swift flowing streams and imposing water falls, the average person is surprised at a statement that there is or was a \$30,000,000 "stream" in Florida. An explanation is under way to bring the acreage up to 1,000 or more within the next 18 months.

For many thousands of dollars now annually come into Florida from lemon growers. Two years ago the Florida plant board lifted the embargo against California lemons, and since then California has been competing with Italy for this Florida lemon trade, and now California is shipping an average of 3 car loads of her lemons weekly into Florida.

"Although many prefer lemons as a drink, the line can never completely take the place of the lemon. Physicians, hospitals, hotels, clubs and houses, demand lemons every day in the year, and these demands will be met, even if necessary to transport lemons half way around the world.

The Perrine Lemon.—"Fortunately this Florida lemon problem that has baffled those of us who have worked with it, at last has been effectively solved. Some years ago Dr. Walter T. Scrimgeour, a plant physiologist of the U. S. Bureau of Plant Industry, became interested in Florida's lemon plant, and created a number of seed citrus fruit varieties by cross pollination. The object was to create a new lemon variety with sufficient lime strain to subdue the size, give a thin skin and plenty of juice. The particular cross that hit the nail squarely upon the head, was the Gewa lemon of Sicily as the male parent and the Mexican lemon as the female parent. The hybrid resulting from this cross was given the official name Perrine Lemon (P. H. 8488).

"I obtained bud wood through T. Ralph Robinson senior physiologist of the U. S. Bureau of Plant Industry, and as a result of his training, developed trees upon various root stocks and set them to growing on various soil types in South

Florida. "They cannot be developed from the seed and propagation by bud is the only practical method. They presented some peculiarities in propagation, many of which we have solved, and others we have partially overcome.

"Trees, foliage and fruit of the Perrine lemon are immune to scale, witherproof and known rot (fungus) diseases that adversely affect most other citrus varieties eliminating the need for spraying, and the use of control measures. The fruit is much the size, shape and color of present lemons of commerce, being 2 to 2 1/2 inches in diameter by 2 1/2 to 3 inches in length. The fruit has a smoother texture, thinner skin, and contains more juice than present lemons of commerce. The flavor is a typical lemon flavor with no 'off flavor' nor after taste. The acidity of the juice contained in the uniform whether picked green and colored and/or allowed to turn ripe, and ranges from 6.50 percent to 6.47 percent in ratio of acid to sugar.

"These trees bear about 300 lemons per tree last year when two years old, and have since been severely cut for bad wood. Various plant pathologists, physiologists and experts who have made numerous inspections of these remarkable trees, state that 'they had a record of

At the Avon Sunday and Monday



Myrna Loy, who is co-starred with William Powell in "The Thin Man" at the Avon Theatre Sunday-Monday.

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profitable performance never before attained by a citrus tree of any variety growing anywhere at any time—a world record for all time.

It Fits An Economic Market Need.—"Although lemons are used every day in the year, the months of greatest demand are June, July, August and September. California and Italy are now fairly well supplying the market needs for lemons during the eight months from November until the following June. The Bureau of Agricultural Economics of the U. S. Department of Agriculture gives the following figures as the available supplies of lemons in the markets of the U. S. by the years 1929 to 1933 inclusive, including both California and foreign imports, the latter reduced to car lot equivalents.

Lemons—carlots, 5 yr. average supplies.

January.....1107
February.....1107
March.....1107
April.....1107
May.....1107
June.....1107
July.....1107
August.....1107
September.....1107
October.....1107
November.....1107
December.....1107

"By far the greater portion of the acreage so far set and to be set during the coming season lies in the Seaside Highlands or Ridge section.

"There are a few isolated locations elsewhere in several South Florida counties where lemons and limes may be grown, but topographical and other considerations will cause the lemon industry naturally to center in the Seaside Highlands. There is no risk of overproduction of lemons for the four months now so inadequately supplied, for growing locations essential to grow them are limited."

Episcopal Services Sunday, November 11

The services at the Church of the Redeemer will be as follows on Sunday, November 11th.
7:30 Holy Eucharist.
10:15 Dedication of Churchyard Memorial Cross and Service with Sermon.

There will be no church school this Sunday.

Baptist Missionary Meeting

The first business meeting of the year of the Baptist Missionary Society was held Monday at the church, with Mrs. J. F. Pennington president, in the chair. A general discussion on "The Cooperative Program" was held. There was an attendance of about thirty.

STATEMENT OF CONDITION as of October 17, 1934.

RESOURCES

Cash and Due from Banks \$ 29,211.10
U. S. Securities 81,500.00
Listed, Municipal and Other Bonds 134,220.00
Accrued Interest 1,933.07
Loans and Discounts 79,478.51
Overdrafts N O N E
Furniture and Fixtures 7,500.00
Other Resources 583.25
\$336,518.91

LIABILITIES

Capital \$ 50,000.00
Surplus and Undivided Profits 16,704.54
\$ 66,704.54
Reserves 4,822.85
Bills Payable N O N E
Bond Account 14,000.00
DEPOSITS 250,961.32
\$336,518.91

Railroads are Making History and Much New Employment is Indicated



The Burlington Railroad, headed by Ralph Budd, upper right, purchased from the Edward G. Budd Manufacturing Co., headed by Edward G. Budd, lower left, the world's fastest passenger train. The two Budds are not related.

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New Circle

"Sebring's Friendly Theatre"

Now Playing
Matinee Sat, 3:30

GEORGE ARLISS
THE LAST
Gambler

A DOROTHY DANDACE
production
directed by Victor Sjöström

SUNDAY AND MONDAY
Matinee Sunday, 3:30

He fought for his freedom
but was trapped by love!

FUGITIVE LAD
A COLUMBIA PICTURE

with
NEIL HAMILTON
FLORENCE RICE
DONALD COOK

TUESDAY AND WEDNESDAY
Bargain Nights!

She loved him—but
couldn't thrill to love!

GIRL IN DANGER
RALPH BELLARD
Ralph Grey

NEXT THURSDAY, FRIDAY
AND SATURDAY
Matinee Saturday, 3:30

MARIE
GALANTE

with SPENCER TRACY
KETTI GALLIAN

NED SPARKS
HELEN MORGAN
STEPIN FECHT

COMING SOON:
"Judge Priest"

"Age of Innocence"

"Gay Divorcee"

AND OTHER BIG HITS

AVON

The Only Deluxe Theatre on
The Ridge
AVON PARK, FLORIDA

Adults 25c, Children 10c

SATURDAY Mat. & Nite
Lane Chandler in
"Guns for Hire"

Also "Mystery Squadron"
Chapter 7
Mickey Mouse Cartoon

SUNDAY AND MONDAY
Matinee Sunday at 3:15 p. m.

What a picture!—You'll laugh,
you'll thrill!—you'll have
the time of your life when you see

THE
THIN MAN

Also Selected Shorts

Tuesday & Wednesday
GUEST NIGHTS—2 on 1 ticket
The Man She Mistreated—
Caught in the web of the law!

THE
LINE-UP

With William Gargan, Marian
Nixon, John Miljan, Neil
Francis

Also Comedy, Cartoon

Thursday and Friday
They said it was too intimate
to be printed! Too daring to be
filmed. Yet here it is... The
story that shook the world.
Her duty demanded she kill him...
her heart demanded his love!

TOGETHER ON THE SCREEN
FOR THE FIRST TIME
FRANCIS HOWARD

Additional cooperation from
the Federal government is anticipated
by the railroad of this country, and
if this develops it is almost a certainty that there will be a revival of interest in rail transportation unprecedented since the days when the railway pioneers were making history. The railroad equipment of the future will undoubtedly be patterned along the lines of the Zephyr—self-powered trains which permit a maximum of speed with a minimum of operating cost. These stainless steel trains can carry 150 persons 1000 miles and still burn only \$10.00 worth of crude oil. Overall operating costs, including fixed charges, are one-half that of common carrier steam service.

It is the opinion of Ralph Budd, president of the Burlington, that from now on railroad electrification will mean a "matter of mounting the power plant on the train itself instead of the generating station being possibly a hundred or more miles away. Bringing the power plant and traction motors close together in this way eliminates energy transmission and transformation, removes the need for trolley or third rail contacts and allows the primary concentration of power in a direct current which presents simple problems of control."

An interesting coincidence in connection with the country's first high-speed stainless steel train is that it was ordered, practically speaking, by a railroad head named Budd. Ralph Budd, head of the Burlington, and Edward G. Budd, head of the Budd Manufacturing Co., are not related, although an impression seems to prevail that they are brothers.

In fact, they first met several years ago when the railroad president came to Philadelphia to inspect stainless steel train construction.

Additional cooperation from the Federal government is anticipated by the railroad of this country, and if this develops it is almost a certainty that there will be a revival of interest in rail transportation unprecedented since the days when the railway pioneers were making history. The railroad equipment of the future will undoubtedly be patterned along the lines of the Zephyr—self-powered trains which permit a maximum of speed with a minimum of operating cost. These stainless steel trains can carry 150 persons 1000 miles and still burn only \$10.00 worth of crude oil. Overall operating costs, including fixed charges, are one-half that of common carrier steam service.

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Travel Club Program At Congressional

The Young People's Travel club will present an evening of scenic slides of the Swiss Alps, the beauty and splendor of the highest snow peaks of Europe, with a program outlining the most interesting and scenic problems of the League of Nations, that has its seat at Geneva in Switzerland, the world center for international partnership and legislation. Brief statements of the present status of disarmament conference, the San Remo, the peace outlook will be given. All in the setting of the rugged mountains and charming lakes and valleys of the Swiss country—the finest pictures shown in many years—at the Congressional church, Sunday evening at 7:30.

Pardee Gets Tax Receipt Number 1

Tax receipt number one for state and county taxes for Highlands county was issued Tuesday to City Attorney S. C. Pardee by Collector Ruth Hyton. The receipt covered both real and personal property.

Boulay - Yearwood Realty and Development

Will Open for Business Monday, October 15th

Offices temporarily in Mandis Dairy Office Jacaranda Arcade

Phone 183-L

List your properties for sale or rent with us.

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. Pilcher, Cashier

Avon Park, Florida

Rexall ONE CENT ORIGINAL RADIO SALE

LISTEN TO THE RADIO PROGRAM

GREATER BARGAINS THAN EVER BEFORE

Don't miss the Daily Specials and the Big Money Saving Coupon Deal!

FOUR BIG DAYS

Nov. 14, 15, 16, 17

Avon Park Drug Company

No Middlemen in the Rexall Plan—The Saving Goes to You

Don't Forget Christmas is Only 37 Shopping Days Away