

Health's Sale
EAT MORE
FLORIDA ORANGES
AND GRAPEFRUIT

THE AVON PARK TIMES

NRA
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Ridge Section
of Florida
WE DO OUR PART

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AVON PARK, FLORIDA, FRIDAY, SEPTEMBER 14, 1934.

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FOREIGNERS SHOWING INTEREST IN FLORIDA

Fair Visitor From Foreign Country Ask About Florida Exhibits

Chicago, Ill., Sept. 12.—(Special)—"I came all the way from Norway to see Florida's exhibit at the World's Fair and I hope someone will point out to me the wonderful 'salad fruit' which was exhibited here last year and of which I heard so much from friends who were in the Florida exhibit in 1933.

The remark was addressed to one of the uniformed floor men of the Florida exhibit by a well groomed middle aged lady, in perfect English though with a slight accent, and she was immediately taken in hand for a personally conducted tour of Florida Hall and its tropical garden.

It turned out that her first interest was in what she termed a "salad fruit," that strange tropical fruit, with many flavors, the "monsteria deliciosa," samples of which were found in the tropical fruit display and also growing in the garden.

But, she was interested in all she saw and after a thorough inspection of everything even to the Florida orange and grapefruit being loaded up with literature, she began a tour of the fair grounds, with an assurance that before she began her homeward journey she would take a side trip to Florida.

It may have been because of the excursion rates made by railroads, and bus lines, but in the Labor Day crowd brought to the Florida exhibit, were men and women of all most every nation on earth and all of them seemed to have heard of the exhibit before their arrival in Florida Hall or the tropical garden.

Judging from the questions they asked. Among those registering, Labor Day, were East Indians representing several provinces of Hindustan, Chinese, Japanese, Persians and other Asiatics, as well as men and women—mostly men, from every country in Europe and Latin America.

For the most part the foreigners are not content to pass through the exhibit. They wanted to know all about everything and, as their questions were asked in their own tongue or in very broken English, the floor men or lecturers, seeing themselves hard pressed to give intelligent answers, resorted to dioramas and other features of the Florida show. Those versed in botany fared better as the plants in the tropical garden were giving the botanical as well as the common name.

All the world is wondering why all the world is eating Florida Orange sherbet cones and even psychologists are lending their aid in the finding of a solution of the mystery. Old and young, daintily clad women and roughly dressed men buy the cones and taste. One expressed it, "shamelessly eat them like little boys at a picnic." A frequent remark heard is "they must be giving those cones away. Everybody is eating them." Not true. They sell for 10 cents each and when it is considered that the Labor Day crowd ate almost 20,000 of the cones, it must dawn upon the public that the Florida exhibit deserves a worthwhile reason for the sherbet stands no matter what may be the reason for the inordinate demand for the delicacy.

Florida orange sherbet went on sale, Saturday, Sept. 1, in more than 1,000 drug stores and other places where such things are sold in Chicago, permission being given by General Manager Brown of the Florida exhibit, to use the Florida formula with the understanding that the Florida exhibit be the only place on the exhibit grounds where Florida orange sherbet might be sold. As a publicity stunt as well as a widening of market for Florida oranges, the sale was regarded as a good business stroke. So far from causing a decrease in the demand at the Florida booths, the sale over town has increased it. Now it is a common sight to see people to have the gates besieged after closing time by crowds from the Midway and other parts of the fair grounds just to buy the delectable cones.

There will be reduced production of milk in the United States until the next pasture season begins, because the feed available, says the Bureau of Agricultural Economics.

War On Wildcats Is Very Successful

At least three wildcats have been killed in Highlands county during the past few days. Dr. J. D. Hodges, of Sebring, Fla., trapped a 20-pound wildcat last Friday morning near the McDonald boat landing.

Laurie Williams and Frank Morgan have killed four full grown wildcats in the past two weeks and are planning on a big hunt this afternoon on the Kissimmee river.

Several members of the local Fish and Game Protective Association have procured hounds with the intention of making an intensive campaign to rid this section of cats, and they say they destroy quail, wild turkey and other game.

DEMOCRATIC MEET TO BE HELD SOON

Party Committeemen To Meet In Orlando Sept. 29 and 30

Orlando, Sept. 13.—With the purpose of setting more activity in Democratic executive committees of the various counties, a Statewide meeting of these bodies has been called to assemble in Orlando, September 29 and 30.

James Milligan, chairman of the Orange County Democratic Executive Committee, has called the meeting and is seeking to have all the chairmen and secretaries of the county committees attend.

The meeting will be addressed by Governor Dave Sholtz and other prominent figures in the Democratic party. Plans will be laid for the establishment of a permanent organization throughout the State of County Democratic Executive Committees.

According to Milligan there is a great need of impressing upon the members of the county committees the importance of their duties and developing more active committees of the various counties and for each member to become more active and more interested.

In the opinion of Chairman Milligan, there should be such a militant activity in the party that it will benefit not only the county but the State and the Nation.

Campaign Would Defeat Homestead Amendment

JACKSONVILLE, Sept. 13.—Campaign of the All Florida Protective Association to defeat the proposed \$5,000 homestead exemption amendment to the state constitution was launched here this week.

Frank E. Jennings, prominent attorney, led the campaign, to be carried on extensively through the state in the remaining eight weeks before the general election in November. Associated with him were representative citizens from all walks of life in the state, as officers of the association and as members of an advisory board.

"These citizens, as a result of their study of the proposed amendment for exemption of homesteads from taxation, are impressed by the tremendous damage its adoption would have upon the welfare of this state and its people.

FERA ACTIVITIES IN DISTRICT ARE VARIED

Beef Canning Plant at Arcadia Among Largest of Undertakings

The large cannery being erected by the FERA in Arcadia is expected to be put into operation within a few days. Cattle from the Kissimmee Valley section have been shipped to the FERA pastures in the tick-free sections of Charlotte County and will be butchered there and the carcasses taken to cold storage for the required pre-cooling prior to canning.

Three mattress factories, erected in district eight of the FERA, located at Bradenton, Fort Myers and Sarasota have received 17 bales of cotton each, to be made into mattresses for the needy. Each bale will make approximately 10 mattresses, the work to be done under the supervision of experts. Relief clients in Manatee, Lee and Sarasota counties will be employed on the projects.

FERA clients will shortly receive towels made from terry and bath towels, many of which are allotted to district eight, it was announced in district headquarters at Sarasota today. Women relief clients will make up the towels from the various materials.

Mr. Hazel Howe, FERA director of recreation and beautification for district eight, said today that she expected to make important announcements at recreational programs within the near future. She has been making a study of the needs and possibilities in the various counties.

Handwork of all kinds, made by FERA clients, is being sold in the various counties of district eight, has been sent to Washington for the annual conference of the National Recreation Association early next month. These specimens range from small shell pieces to large fur baskets.

Joint Meeting of Avon Park and Sebring Rotarians

The Avon Park and Sebring Rotary clubs will celebrate their 10th anniversary with a joint meeting at the Jacaranda hotel on Wednesday, September 19. The ladies have been invited and festivities start at 7:30 p. m. The Sebring club will furnish the entertainment, with F. T. Hawkins acting as toastmaster and Charles Morrison in charge of the singing.

Speakers for the evening have been announced as being S. Kendrick Guernsey of Orlando, past district governor, Charles H. Williams and E. H. Bentley of Sebring, past district governor. A very enjoyable evening is predicted.

Rummage Sale To Be Held Saturday

The benefit rummage sale, sponsored by the Garden Club, will be held Saturday, September 15th in the store room next to the A & P store.

The sale will open at 2 o'clock, and continue till all articles are sold.

There is clothing for all ages from infants to adults, and other articles for sale. If you have anything you want to outfit some of your children for school. Even if you are just "looking" you will be welcomed. When the people who adopted it will prevent the whim of another legislature putting taxes back on the little home.

When the people vote the Amendment in November nobody can ever again levy homestead taxes, except the people themselves.

"If you think your taxes are too high and you want some relief from taxation, what should it come off of first? It seems to me that in these peculiar times when a man is rich one day and poor the next, when misfortune and poverty and distress may be coming just around the corner for anyone of us, the one thing a man would like to be able to do, if he can't do anything else, is to know that he has helped by his vote in November to eliminate state, county and city taxation from the little home he has provided for his wife and children so they can at least, if misfortune overtakes him, be assured of a shelter and a home free from the outstretched hand of the tax gatherer.

"When you hear arguments against this Amendment, read these expensive pamphlets and read these full page advertisements, all of which cost money, in large sums, ask yourselves whether you or any of your neighbors who have small homes have contributed anything to these printing bills. Try and find out, if you can, who 'loves' the small homeowners in this state so much that he will have printed these expensive pamphlets and newspaper articles urging a small homes tax, a tax off of the small homes of this State."

For Home Exemption Committee Met Tuesday Night To Plan Permanent County- Wide Organization

An organized movement has been started in the county to fight against the repeal of the nineteenth amendment to the state constitution, by leading church men of the county. The first organization meeting was held Tuesday night at the Christian Church in Sebring with 16 dry workers present.

The fact that the county is to vote on local option combined with the fact that the state is voting on the repeal of the state dry law has aroused the drys of the county and it is evident that a strenuous campaign will be waged prior to the election November 6.

The meeting Tuesday night was a committee meeting to formulate plans for the county-wide organization and Rev. O. G. White was elected temporary chairman and Rev. C. M. Worthington, temporary secretary.

The committee voted to form a county-wide organization and it was suggested that there should be a committee on registration in each precinct, a committee to get out the voters on election day, a committee on finance, a committee on publicity and a committee on nomination for county officers.

It was also suggested that a vice-president and secretary for each voting precinct be chosen.

The committee voted to call a public meeting for next Monday evening to be held at the Baptist Church in Sebring.

Tuesday night were: Rev. O. G. White of the Christian Church, Rev. Dewey Mann of the Baptist Church, Rev. C. M. Worthington of the Presbyterian Church, Rev. H. A. Spangole of the Church of the Brethren, Rev. E. M. Williams of the Methodist Church, Commandant E. C. Harris of the Salvation Army, Rev. M. E. Love of the Presbyterian Church of Lake Placid, J. E. Sims and L. L. Henderson of Lake Placid, Geo. Kelsey, Mr. and Mrs. F. V. Vasicki, Mr. and Mrs. Eugene Pugh and Mrs. O. M. Armstrong.

Plans are under way for the reorganization of the former Highlands Voltaire of the Forty and Eight, an organization membership in which is restricted to members of the American League.

The proposal calls for a voltaire for Highlands, Manatee and DeSoto counties at present, with separate voltaires for each county in the future.

An initiation was held at Sarasota Wednesday night at which time several "P. G.'s" from Avon Park were "wrecked." Those who were wrecked were: E. E. Melton, J. C. Ragdale, Frank Armstrong, W. M. Hetherington, Dr. A. M. Morgan and Paul Jones.

Members who had received the "works" in the past and who made the trip to Sarasota were: A. McKee, E. E. Melton, Ed. Welch, Donald Mantis, L. R. Martin, Neil Trent, Charles Sherman and J. N. Ball of Sebring.

Florida to Become Big Summer Resort

DAYTONA BEACH, Sept. 13.—The position that Florida and particularly Daytona Beach are destined to become greater summer resorts as well as winter resorts was never better upheld than when the figures showing the number of persons attending the various events held under the direction of the City Recreation Department was more than 310,000 men, women and children, including visitors from practically every state in the Union, Canada, Cuba, and other foreign countries, were present at concerts by the municipal band and municipal trio, auto races, horse races, and surf bathing contests staged during the 90-day period ending Labor Day.

The summer season of surf bathing was shattered during the summer months though there was not a single fatality among the swimmers due to the highly efficient life guard service made possible by the City of Daytona Beach.

Nearly two-thirds of the population of Paris is said to have come from the provinces.

DRYS ORGANIZING IN HIGHLANDS COUNTY

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Change In Routing Of Highway Sought

Proposal to ask the State Road Department to change the projected route of State Road 162, which extends westward from Fort Pierce into the Ridge section, to connect at Bassenger with Road 59 to DeSoto City and beyond, instead of passing Bassenger six and a quarter miles to the north, is to be laid before the board of county commissioners by a committee representing the Okeechobee county board.

Change of the routing to connect with Road 59 at Bassenger, it is claimed, would reduce the cost of building the road materially, assure quicker construction and provide a connection to point west of Bassenger without affecting the connection to the north.

Construction of the road would open Harlan and Highlands county points and other sections to the Fort Pierce harbor.

HOME OWNERS LEAGUE WORK FOR AMENDMENT

Start Campaign Favoring the Homestead Exemption Amendment

Jacksonville, Sept. 13.—(FNS)—While organized effort with regard to familiarizing the public with the proposed homestead exemption amendment has so far come from the "antis," announcement was made this week of the organization of the Home Owners League of Florida to work for the passage of the amendment.

The new organization is headed by State Senator William C. Hodges, President-elect of the 1935 Senate. Dwight L. Rogers, representative from Broward county, is president; Milton C. Bacon, Jacksonville, treasurer and John E. Cecil, executive secretary.

Mr. Cecil stated that a careful review of every published reference to the proposed homestead exemption that appeared in all Florida papers during the month of August had been made in order to determine public sentiment with regard to the amendment. An analysis of 300 printed articles disclosed that from a total of 300 articles reviewed, 82 were favorable to adoption, 50 were neutral. Sixty-seven Florida papers published comment either for or against the amendment. Four papers favored the passage and 16 papers expressing opposition.

"The Home Owners League," Mr. Cecil stated, "was organized to fight in behalf of the Little fellow and oppose selfish interests who would deny Florida home owners the relief of the passage of the amendment will bring."

Dr. Brewster Returns To Continue Practice

Dr. and Mrs. G. O. Brewster returned today from New York, where they have been for the past six weeks. Dr. Brewster, who is an eye, ear, nose and throat specialist, has been away on a long trip to Europe and will continue his practice permanently in an office with Dr. W. C. Touchton.

He will be at his office here on Tuesday, Thursday and Saturday of each week, and will be at Sebring at the Hotel Sebring, on Monday, Wednesday and Friday of each week. While in New York, Dr. Brewster did post graduate work in operations on the eyes at the Memorial hospital, New York City, and will continue his work in fitting glasses here.

Fairly in Office All Next Week

Prof. R. T. Fairly has returned from vacation and will be in his office in the high school building all next week to confer with parents and pupils and arrange for courses and other necessary matters pertaining to the coming term of school. School opens on Monday, September 24 for all grades.

Council Met As Equalization Board

Members of the city council met Tuesday evening as an equalization board to hear complaints on the 1934 assessments. Not many property owners registered complaints but record was made of those who did and before the next action will be taken at the regular meeting next Tuesday evening.

FERA PLANS STARTING COMMUNITY GARDENS

District Administrator Dodd Say Co-operation of Pub- lic Is Necessary

Sarasota, Sept. 13.—(Special)—Calling on the various communities in district eight of the Florida Emergency Relief Administration to co-operate with local officials in making and promoting plans for the establishment of community gardens for the winter season, C. K. Todd, District Administrator, said today that each county FERA organization would handle the garden projects to suit local needs and conditions.

"We must have co-operation from the general public in order to lighten the burden of the winter yielding fresh vegetables from the community gardens to supplement the canned food, cured pork and other surplus commodities being distributed by the FERA," said Mr. Todd.

Attention was called to an editorial appearing in the Bradenton Herald several days ago, captioned "Community Gardens."

Quoting from this editorial, written by Editor Ira F. Cates:

"Whatever results are had from FERA's community and home garden campaign must of necessity, be determined by the public's response to the program but regardless of whether the effort the opportunity is there."

"In launching the undertaking the relief organization is not breaking new ground. Experimentation is not a part of the program and precedent favors success for what is to be undertaken here has been done successfully on both large and small scales elsewhere, one community we have in mind having practically fed its entire population in this manner last winter. That, however, was before FERA aid became general; at a time, perhaps, when the beneficent aid of the government's bounty expected to give substantially in return for the help received, a thought, unfortunately, that the aid being extended to the background with the suggestion growing that too many are dependent on the government's promise that none shall go hungry."

The plan, however, may have an object apart from the accepted one, may constitute a challenge to those who have been receiving food stamps by requiring them to give something in exchange for the help they are getting. If this is part of the plan its reception will be quickly determined by the response that is had to it. We shall see if these people are willing to help produce the things that go on their tables, if they sign the gardening agreements with the same grace with which they accept their food stamps."

"This is information the government ought to have in order to permit the best possible program to be carried out. It is important that it is about time the Biblical advice of the Lord helps those who help themselves" should be remembered. We have been relying on the generosity of our mythical uncle long enough."

Directors of operations and relief in each of the eight counties comprising district eight were to confer with Dr. Dodd and his district staff in Sarasota this week and it is thought the community garden plan will be one of the principal topics of the discussion. Further announcements can be expected within a short time.

Cliff Thomas Opens New Grocery and Meat Market Here

Cliff Thomas, popular Avon Park citizen and well known in the meat and grocery business, is opening a new store tomorrow, (Saturday) morning. The store will be known as Cliff's Cash Market and is located at 6 West Main street, next to the Smith-Dormery hardware store.

All the equipment, including the refrigeration unit, is of the latest and most efficient design and Mr. Thomas will render first class service to his customers. Cliff, as he is popularly known to his many friends, expects a good business this winter and is prepared to take care of it with the best of quality and service.

Do What Is Right In Time They Come to the Doing It

It results, people who do what is right, in time they come to the doing it.

Phone 54W

SOCIAL and Personal News

By HELEN BECKETT
Society Editor

Mr. and Mrs. Taylor Entertain Monday

Mr. and Mrs. John L. Taylor were hosts to a group of their friends as they entertained at their home on Monday evening with a fried chicken supper followed by bridge.

A profusion of cut flowers arranged at vantage points in the reception rooms added a festive note to the occasion. At the close of the games scores were tallied with Miss Inez Dawson winning the high score prize with a score of 13,280 and Lester Armstrong winning high for the gentlemen holding a score of 11,700. These scores were made in three progressions. Roland Drott was presented with a boogie prize, having a score of 150 points.

The hostess served her guests with an ice course late in the evening. Guests present were: Miss Christine and Miss Mildred Loftin, of Lake Placid, Miss Inez Dawson, Miss Frances Browne, Mrs. W. E. Dawson, of Clearwater, Mr. and Mrs. Roland Drott, Mr. and Mrs. Lester Armstrong, Bill and Bud Dawson of Clearwater, Joe Sennett, and Mr. and Mrs. John L. Taylor.

Mrs. Hayes Hostess Thursday Evening

Mrs. Floyd Hayes entertained Thursday evening for members and friends of the Junior Women's Circle of which she is musician. Dancing, games, and contests furnished amusement for the evening. At a late hour the hostess, assisted by Mrs. H. Harden, served refreshments of cake and punch to the following members:

Misses Len Meadows of Daytona Beach, Bezie Garret, Irene Dyer, Allie Harden, Walter Wiggins, Nellie Rutledge Edna Massey and J. C. Still and Harvey Harden. Guests: Hardeen Laurens Reed, Grace Elder, Aurilie Peacock, Ellie Lee Hartzog, Virgil Still, Joe Harden, Melvin, Ralph and Albert Rogers and Miss Christine Yelington of Daytona Beach.

Ladies' Aid Met Wednesday

The Ladies' Aid of the Congregational church met Wednesday with a visitor from Sebring giving a talk on Temperance. Sewing was enjoyed during the afternoon and discussion had about an all day meeting with a covered dish dinner to be held at the church in two weeks. There was a good attendance.

Methodist Church Picnic Thursday

The membership of the Methodist church and Sunday school enjoyed a picnic at Highland Lakes Thursday afternoon. Swimming and games were enjoyed as well as a bountiful picnic supper.



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Mrs. Wells Hostess Tuesday Afternoon

Red hibiscus and garden flowers were used very profusely in the decorations Tuesday afternoon when Mrs. J. L. Wells entertained in honor of her guest, Mrs. J. R. Wells of Tampa. Four tables of bridge were in play during the afternoon and a delicious salad course with iced tea was served at the conclusion of the games.

High score for the afternoon was held by Mrs. Harry McFerrin with Mrs. Charles Bell holding second high. Mrs. Ben Stewart of Tallahassee was console and Mrs. Earl Ware won the cut prize. The honoree, Mrs. J. R. Wells, was the recipient of a dainty guest prize from the hostess.

Those enjoying Mrs. Phil Abrams, Mrs. E. E. Smith, Mrs. Charles Bell, Mrs. Frances Shockey, Mrs. Roland Drott, Mrs. Briscoe Willis, Mrs. Roy Felkner, Mrs. Earl Ware, Mrs. C. L. Johnson, Mrs. W. E. Dawson, Mrs. George E. Doring Brumbaugh, Mrs. M. Johnson, Mrs. Harry McFerrin, Mrs. Ben Stewart of Tallahassee and the honoree.

Mr. and Mrs. Bell Entertain Thursday

The home of Mr. and Mrs. Charles Bell was the scene of a lovely party Thursday night. Four tables of bridge were in play with Mr. and Mrs. Harry McFerrin holding high score and Dr. and Mrs. A. H. Able were console. Mrs. J. R. Wells was presented with a charming guest prize by the hostess. Refreshments of pie a la mode and coffee and iced tea were served to the following guests:

Mr. and Mrs. Harry McFerrin, Mr. and Mrs. Francis Shockey, Mrs. Roland Drott, Mrs. Briscoe Willis, Mrs. J. L. Wells, Dr. and Mrs. A. H. Able, Mr. and Mrs. Roland Drott, Mrs. H. M. Johnson, Mrs. J. R. Wells.

Travel Club Met Tuesday

The Travel Club met Tuesday, September 11th at the home of Miss Marjorie McKnight. The meeting was called to order by the president at 3:30. After a brief business session a very interesting program on Spain was enjoyed by all. Each member took part on the program.

Light refreshments of iced lemonade and cookies were served to those present who were: Misses Alice Davidson, Mildred Wray, Allie Bell, Betty Brooks, Dorothy Weisberger, Jean Correll, and the hostess Miss Marjorie McKnight. The next meeting will be held at the home of Miss Mildred Wray.

Mrs. Clark Hostess Thursday Afternoon

The Thursday afternoon club met this week with Mrs. C. A. Clark as hostess. The afternoon was spent in the decorations and the hostess served tempting refreshments of a salad course with iced tea and assorted cakes. Mrs. H. M. Johnson held high score after four progressions of bridge.

Those present for the afternoon were: Mrs. Norton Smith, Mrs. W. H. Kempton, Mrs. Charles R. Head, Mrs. S. Y. Hartt, Mrs. Hanning, Mrs. W. Hauptmann, Mrs. J. E. Rogers, Mrs. George Scott McKnight, Mrs. Katherine Bristol, Mrs. Reuben Johnston and Mrs. Floyd Johnson.

Mrs. Stuckey Hostess To S. S. Class

Mrs. David Stuckey entertained her Sunday school class Monday with a weiner roast. Mrs. Stuckey was assisted in entertaining by Mrs. Clarence Wilcox and Mrs. Bishop. Members of the class enjoyed the occasion very much. Betty Toacher, Martha McNicholas, Martha Bennett, Gloria Cochrane, Marjorie Wells, Betty Jo Wells, Doris Sanderson and Louise Bishop.

Garden Club Meeting

The regular monthly meeting of the Garden Club will be held at the Jacaranda hotel, Friday, September 21 at 8 o'clock. All desiring to be charter members must be enrolled before or at that meeting. A full attendance is desired. Garden and flower seeds that have been sent to the club, will be distributed after the meeting.

Woman's Club Benefit Bridge

The Woman's club held a benefit bridge party Thursday afternoon at the home of Mrs. Parker Anderson. Six tables were in play and when the scores were tallied Mrs. J. R. Wells was found to hold high score. Mrs. Turner second high and Mrs. Fred Smith won the cut prize. Coffee and chocolate cake were served the guests during the afternoon.

Those enjoying the afternoon were: Mrs. Turner, Mrs. Thomas, Mrs. Francis Shockey, Mrs. Harry McFerrin, Mrs. Charles Bell, Mrs. Johnson, Mrs. Paul Ramsey, Mrs. J. L. Wells, Mrs. J. R. Wells, Mrs. Edgar Koch, Mrs. Fred Peden, Mrs. Fred Smith, Mrs. Demos Mandis, and Mrs. E. E. Melton.

Prizes for the occasion were donated by the Avon Park Drug Co., Jacaranda Drug Co. and Smith-Dorminey Co. Mandis Drott donated the ice cream, the A. & P. store the coffee, and the B. & B. store the sauce for the cake and Mrs. E. G. Todd and Mrs. Hayes Maxwell the cakes.

Mrs. and Mrs. Yates Hosts to Glee Club

The Ladies Glee Club and friends were entertained Thursday evening by Mr. and Mrs. W. H. Yates at their home. A bountiful picnic supper was enjoyed and a business session was held during the evening. Those enjoying the evening were: Mrs. Guy Orr, Mrs. Love McGibney, Mrs. E. G. Todd, Mrs. Hayes Maxwell, Mrs. W. Hauptmann, Mr. and Mrs. Raab, Mr. and Mrs. Farnell, Iver Farnell, Mr. and Mrs. Brooks, Mr. and Mrs. Hunning, Mr. and Mrs. C. D. Nolan, Mr. and Mrs. George Guthrie, Mr. and Mrs. Gerrard and Miss Jones.

Mrs. Hart Hostess To Tuesday Club

The Tuesday contract club met Tuesday afternoon with Mrs. J. B. Hart and two tables of bridge were in play. Mrs. S. Y. Hart held high score for the afternoon and at the conclusion of the games the hostess served salad and sandwiches and punch. Fall flowers were used in the decorations.

Enjoying the afternoon were: Mrs. Lula Baas, Mrs. W. H. Yates, Mrs. S. Y. Hart, Mrs. Olive Anderson, Mrs. C. H. Pardee, Mrs. W. H. Kempton, Mrs. George Scott McKnight, and Mrs. J. S. Frank who was a tea guest and the hostess.

Mrs. Childers Hostess at Party

Mrs. L. P. Childers entertained Wednesday evening with a Buncos party honoring Mrs. S. O. Meadows of Daytona Beach, who is visiting here. Refreshments of salad, cake and punch were served during the evening.

Those enjoying the evening were: Mrs. H. R. Redick, Mrs. J. R. Thomas, Mrs. Dora Bradburn, Mrs. H. R. Redick, Mrs. H. R. Pate, Mrs. Pearl Pate, Miss Louise Pate, Misses Hester and Lona Childers, Mrs. Hayes, Mrs. Estelle Ross, Mrs. Hagan, Mrs. H. A. Latham, Mrs. Ben Hagan and Mrs. Childers.

Mr. and Mrs. Drott Hosts to Club

Mrs. Roland C. Drott entertained the Wednesday night bridge club at her home in the Hobbs apartments. Mr. and Mrs. Lester Armstrong won high honors with Mr. and Mrs. Phil Abrams holding second high. Mrs. J. R. Wells was the recipient of a lovely guest prize. A salad course was served the guests at a late hour.

Guests for the evening were: Mr. and Mrs. Lester Armstrong, Mr. and Mrs. Phil Abrams, Mr. and Mrs. J. L. Taylor, Mr. and Mrs. J. L. Wells, Mr. and Mrs. Ed Smith and Mrs. J. R. Wells.

Party at Hart Home Tuesday Eve

Mr. and Mrs. J. B. Hart entertained Tuesday evening at their home with two tables of bridge. Mrs. and Mrs. H. A. Able held high score for the evening and at a late hour delicious refreshments were served to the following: Mr. and Mrs. J. B. Hart, Dr. and Mrs. A. H. Able, Dr. and Mrs. George Scott McKnight, Mr. and Mrs. Grover Daly, Miss Tommy Calender and Mr. Kirkwood.

Mr. and Mrs. Dilley Entertain Club

Mr. and Mrs. Raymond Dilley entertained the Thursday evening club this week. Mr. and Mrs. Fred Peden held high honors and Mr. and Mrs. Glenn Spink held second high. A salad course was served at a late hour to the following guests:

Mr. and Mrs. C. L. Johnson, Mrs. Floyd Johnson, Mr. and Mrs. Milford Dilley, Mr. and Mrs. Briscoe Willis, Mr. and Mrs. John Hood, Mr. and Mrs. J. E. Spencer, Mr. and Mrs. Fred Peden and Mr. and Mrs. Glenn Spink.

Jacaranda Registrations

Recent registrations at the Jacaranda hotel include: J. E. Small of New York City; Edman West, Gainesville; L. S. Hill, Lakeland; Maj. J. B. O'Neal, Jacksonville; J. L. Lutz, Atlantic Beach; J. R. Preston, St. Petersburg; Mr. M. Decol, Port Myers; G. B. Smith, Atlanta, Ga.; R. M. Ruprecht, Gainesville; K. M. Hepburn, Tampa; J. T. Wallace, Tampa; G. W. Whaling, Miami; and Mr. and Mrs. L. V. Casey and son, Holly wood.

Mr. and Mrs. W. B. Archer were visitors in Lakeland Friday.

Mr. and Mrs. W. D. Dorminey were visiting in Tampa Monday.

Mr. and Mrs. Reuben T. Johnson were Tampa visitors Monday.

Miss Sourie Lee Kemp of Sebring was a visitor here Monday.

Harry Hancock of Lakeland was visiting here Monday.

Frederic Wild returned this week from a visit in Lakeland.

Mr. and Mrs. Phil Abrams are visiting in Tampa today.

Serby Prescott was visiting in Fort Meade on Wednesday and Thursday.

J. C. Still and family and James Cravey were visiting in Miami Tuesday.

Mrs. Raleigh Lawhorn was operated on in a Tampa hospital Wednesday.

Dr. D. G. Perry and Sport Mercer were visiting in Tampa Tuesday.

Mrs. Ben Stewart of Tallahassee is visiting her parents, Mr. and Mrs. C. H. Pardee, this week.

Mrs. Virginia Coud left Friday for Leesburg, to visit friends and relatives.

Mr. and Mrs. W. B. Timmons leave tomorrow for Cleveland on a business trip.

Mrs. W. A. Roberts and Miss Winnie Roberts were visiting in Tampa and Plant City Monday.

Mark Lance of Orlando and Clyde Nanny of Lind Wales were visiting here Wednesday.

Mrs. Pauline McGuire of Sebring was a visitor here Thursday morning.

Mr. and Mrs. B. M. Davis and Mrs. James Davis were visiting in Tampa Wednesday.

Bill Lacey returned this week from Detroit, Mich., where he spent the summer months.

Mrs. Virginia Cloud and Miss Frances Hargrove spent Tuesday in Tampa.

Dr. and Mrs. A. R. Clark and children spent Sunday at Highland Hammock.

F. M. Wolf left Monday for Washington, D. C., and Baltimore, Maryland.

Mr. and Mrs. F. M. Wolf and Miss Rose Abramson spent the week end in Miami.

Mr. and Mrs. Arthur Shaw spent the week end with relatives in Winter Haven.

Mayer and Mrs. M. E. Covington and son Marcus spent several days visiting in Tampa this week.

Mrs. Lois Parks and Mrs. Rosa Lee Wilson of Sebring were visiting here Tuesday.

Mrs. Bunk Clark of Daytona Beach is visiting her parents, Mr. and Mrs. Steve Roberts.

Mr. and Mrs. J. S. Francis were the guests of Mrs. Hortense Reese in Wauchula Sunday.

Mr. and Mrs. Gilbert Freeman of Tallahassee were visiting here this week.

The Misses Elizabeth and Virginia Chandler left this week for Tallahassee where they are students of the State College for Women.

At the Avon



Clark Gable and Claudette Colbert in "It Happened One Night" Sunday and Monday

Miss Cleo Metcalf of Bartow was visiting here Sunday and Monday.

Nelson Smith and Miss Dorothy Roberts were visiting in Bartow Friday night.

G. D. Godwin and Julian Pendleton returned Sunday from a visit in Tallahassee.

W. W. McFarland left Monday for Ohio to join Mrs. McFarland and family on a short vacation.

John Vilkaitis has returned to his home here after a recent visit in Clearwater as a guest of Bill and Bud Dawson.

Miss Barbara Weaver has returned to her home after spending a delightful week's vacation in Tampa with relatives.

Colquitt Pardee left Tuesday for Deland to resume his studies in the law school at Stetson University there.

Miss Mary Lou Stewart, Miss Nell Rutledge, Miss Juanita Tomlinson and Miss Irene Dyer were visiting in Sebring Wednesday.

Demond Roberts returned on Monday from Sarasota where he has been the guest of Mr. and Mrs. Tom Callier.

Mrs. Frances Dorminey returned Monday from Sarasota where she has been visiting Mr. and Mrs. Tom Callier.

Mrs. Edgar T. Koch, Miss Hazel Cameron and Alfred D. Wilder attended the show in Sebring Sunday evening.

Miss Wava Godwin left Friday for Tallahassee where she is a student at the State College for Women.

Mrs. S. R. Reniger of Bartow and daughter of Chicago were visiting Mrs. Frank Costine Wednesday afternoon.

Mrs. Glenn Robinson of Sebring was visiting her parents, Mr. and Mrs. O. E. Wolff, over the week end.

Miss Dorothy Fewell of Miami returned home Tuesday after being the guest of Mr. and Mrs. E. Lanier for several days.

Mr. and Mrs. C. R. Barnett returned home Thursday from Kentucky and Mississippi where they spent the summer months.

Mr. and Mrs. Bert Willson returned Thursday evening from the north where they spent the summer months.

Mrs. and Mrs. Wesley Davis of Sebring were the Sunday guests of Mrs. Edgar R. Koch and Miss Hazel Cameron Sunday evening.

Mrs. F. M. Wolf and Miss Rose Abramson and Miss Gladys Holmes attended the show in Sebring Thursday night.

Mrs. J. R. Thomas, Mrs. Nera Webb, Mrs. J. H. Pate and Miss Rene Kaiser were visiting in Lakeland Wednesday.

Mr. and Mrs. K. J. Bailey and sons Carol and Roland of Benon Springs, were the guests of Mrs. H. A. Vickery the past week end.

Mrs. Pete Morgan of Plant City was visiting her parents, Mr. and Mrs. S. B. Wells over the week end.

Mrs. J. S. Schweigart and daughters Grace and Nellie of Wauchula were visitors here Monday.

Mr. and Mrs. Harry Dilley, Mrs. John Hood, Mrs. Pearl Spink and Mrs. Katherine Bristol were visiting in Tampa Monday.

Miss Kitty Lou Martin of Tallahassee has been the guest of her parents, Mr. and Mrs. B. F. Martin.

Mr. and Mrs. John L. Taylor had as their guests Mrs. W. E. Dawson and sons of Clearwater, on Monday and Tuesday of this week.

Mrs. B. F. Martin and daughters Kitty Lou and Evelyn and Devon Redick spent Monday in St. Petersburg.

Raymond Brooding has returned to his home in St. Petersburg after a short visit with Mr. and Mrs. Noel Trent and family.

Miss Evelyn Clements left Monday for Tuscaloosa, Ala., where she will enter the University of Alabama.

Mr. and Mrs. V. C. Hartzog returned Friday from a six weeks vacation spent in the west part of the state and Alabama.

Miss Clarice Thomas returned Monday from Jacksonville where she has spent three weeks with friends and relatives.

Mrs. Neal Trent and daughter, Sara Lutz, returned Tuesday from St. Petersburg, where they had been visiting relatives.

Miss Virginia Baldwin returned Monday from Tallahassee where she has been the guest of Miss Mildred Lee.

Mr. and Mrs. A. F. Gilmore returned to Avon Park this week from an extensive vacation trip through England and Scotland.

Mr. and Mrs. Louis Martin and daughter Burham Allen leave this week for Tampa where they will be located this winter.

Mr. and Mrs. G. W. Thirkell of Winter Haven were the week end guests of Mr. and Mrs. Belton Carns.

Miss Faye Carns returned Saturday from Winter Haven where she had spent a week visiting friends and relatives.

Mrs. S. O. Meadows, and daughter Nell, former residents here, and now living at Daytona Beach, were visiting in Avon Park Wednesday.

Mrs. Doria Brooker and daughter, Josephine and sons Franklin and H. B. returned Saturday from Sebring where they are in the southern part of the state.

Mr. and Mrs. J. L. Wells and daughter Marjorie and Emily Jo and Mrs. J. R. Wells and daughter Patricia of Tampa spent Sunday in Fort Pierce.

T. A. McNicholas and children, Dorothy, Martha and Mary and Payne Gordon plan to motor to Lake Jovita Sunday where Mary will enter school.

Mr. and Mrs. Walter S. Betts and daughters Barbara and Nancy of New York have taken a home at Highland Lakes and will make their home here.

Mr. and Mrs. H. F. R. Reck returned Tuesday afternoon from Tallahassee where they had accompanied their daughter, Miss Letta Reck, who entered college there.

Remember, valuable prizes are being offered with extra prizes for suggestions that are brought to a successful conclusion.

Competent and impartial judges will pass on the ideas as they come in.

Watch this column every week.

Bring it personally or mail it to our office.

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500 New Families To Santa Rosa County

Pensacola, Sept. 13. (FNS)—Plans have been completed for five hundred families from the state of Michigan to settle on a 2,600 tract in Santa Rosa county. A number of the settlers will establish their homes here this winter. The others will follow later.

The land acquired for the five-acre farm homes is all uncultivated and for the most part cut over. It has been pronounced excellent for general farming purposes, capable of producing profitable crops.

Mr. and Mrs. Roland Drott have as their house guests, Miss Mildred and Miss Christine Loftin of Lake Placid. The Misses Loftin will be remembered here by a host of friends as former residents here with their parents, Mr. and Mrs. T. W. Loftin.

Mr. and Mrs. Roy Masters and guests, Mr. and Mrs. Ray Guller and Mr. and Mrs. Fred Bowsher of Illinois, spent the weekend at Fort Myers fishing and on Wednesday and Thursday they visited in Miami.

S. J. Pendleton left for Tampa Tuesday to enter the municipal hospital there for an operation and treatment. He was operated on Wednesday morning and latest reports are that he is resting easily.

Mr. and Mrs. V. C. Hartzog returned Friday from a six weeks vacation spent in the west part of the state and Alabama.

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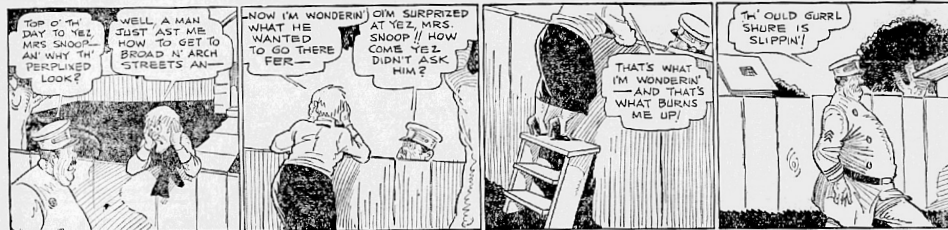
THE FEATHERHEADS

By Osborne
© 1934 King Features



FINNEY OF THE FORCE

By Ted O'Loughlin
© 1934 Victor Gollancz



BOBBY THATCHER—To The Cove!

By Ted O'Loughlin
© 1934 Victor Gollancz



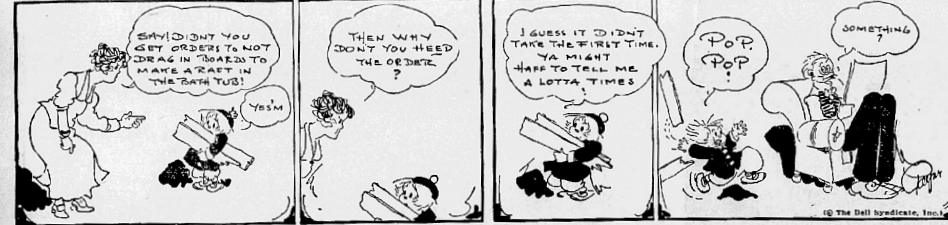
"KEEPING UP WITH THE JONESES"

By Ted O'Loughlin
© 1934 Victor Gollancz



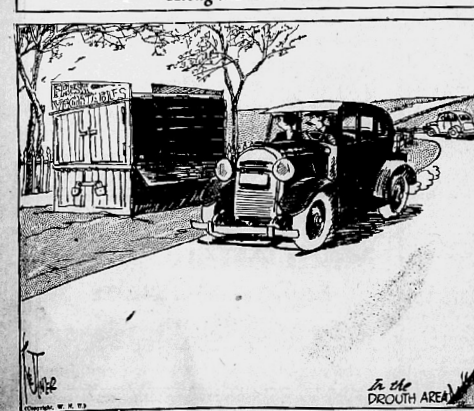
'SMATTER POP—It "Took" This Time All Right

By C. M. PAYNE
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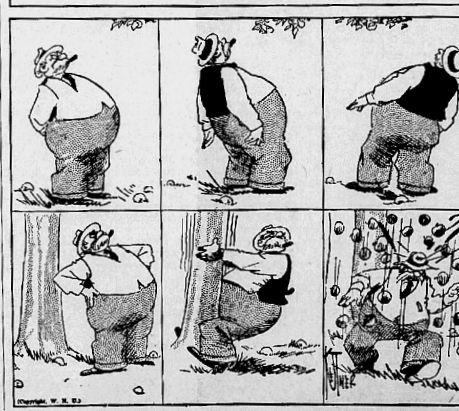
Along the Concrete

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Our Pet Peeve

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Egg-cellant

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Not on the Job

By C. M. PAYNE
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By GEORGE STORM

By GEORGE STORM
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There Was A Reason

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Along the Concrete

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Our Pet Peeve

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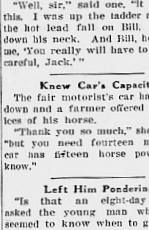
A Little Bit Humorous

By C. M. PAYNE
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Believe It, or Not

By C. M. PAYNE
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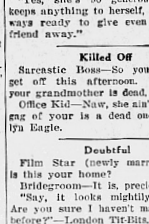
Know Car's Capacity

By C. M. PAYNE
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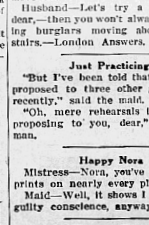
Left Him Pondering

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Generous Giver

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Old Foggy

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Killed Off

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ENJOY
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WORTH IT!

For Health's Sake
EAT MORE
FLORIDA ORANGES
AND GRAPEFRUIT

THE AVON PARK TIMES



Published in
the Metrop-
olis of the
Ridge Section
of Florida

VOLUME VI—NUMBER 28

AVON PARK, FLORIDA, FRIDAY, SEPTEMBER 14, 1934

SUPPLEMENT

PRICE: FIVE CENTS

FORD SALES CREATE NEW WEALTH IN SOUTH

Ford Prices on New 1934 Models Reach Lowest Mark

Price Reductions Effective Now Cut Price from \$10 to \$20 per Unit

In spite of the fact that Ford prices were not advanced when the automobile industry announced a general increase several months ago, have now been reduced \$10 to \$20 per unit. Since no price advance has been made on Ford this year, the reduced prices set a new low on the 1934 model.

So great are the economies made possible by mass production and manufacturing efficiency together with the idea of a small profit on each unit that the Ford Motor Company was not only in position to refrain from raising prices at the time there was a general advance in retail prices by the automobile industry, but to announce even lower delivered prices. These low prices have remained in effect since they were established three months ago and there is no prospect of any immediate increase.

The constantly maintained low prices on the various Ford models is more remarkable when it is considered that it is the only car under \$2,545 with a V-type 8-cylinder engine and that many of its other features are found only in cars selling at considerably higher prices.

WATCH THE FORDS GO BY

V-Type Motor Popular Model

Formerly Used Only in Higher Priced Cars in This Country

The success of the Ford V-8 for 1933 was a conclusive indication of the popularity of the eight-cylinder car.

"The Ford Motor Company has brought the V-type eight-cylinder automobile into price range within reach of every American family. The V-type engine has been notable for its performance in higher priced cars. Ford engineers long recognized the superiority of the V-type engine and it was only after engineering and production problems could be scientifically worked out that this splendid type of engine could be brought to a price level which all of the motoring public could afford to buy.

"As a matter of fact, we first introduced this type engine over two years ago, and by progressive development have constantly improved it. Last year we introduced aluminum cylinder heads and this year have made further refinements, which, not only step up the engine in power, but further increases its fuel economy.

"The Ford Motor Company has made exhaustive tests on the roads to establish the fuel economy of this car. In 1933 we conducted numerous mileage tests in this section with amazingly low gasoline consumption. Not only have we stepped up the power, but new principles applied in carburetion has proved an increased mileage for the 1934 line.

"Those who have seen the new Ford V-8 have been particularly interested in the unique system of controlled ventilation adopted for the 1934 line. Only one control is necessary to operate any single window. Instead of turning out and thus affecting the streamline of the car, the new Ford system has the windows slide back to their panels to the proper opening.

"This permits the full window to open and allow full visibility without interference with the framework. One-piece safety glass prevents rattling. A unique feature of the Ford system is that it permits full use of the front windshield for extremely hot weather. Incidentally, the ventilating system is standard equipment in the full Ford line."

WATCH THE FORDS GO BY

All-Steel Bodies Meet All Demands of Road

Safety of bodies of the Ford V-8 cars, of one-piece all-steel construction, is quoted in a letter from an owner of a Ford V-8 who described an accident caused by skidding on a freshly oiled road.

"We went over a 25-foot embankment," the letter said. "The car fell on the right side and the top hit a tree. We climbed out, hailed a truck and asked the driver to send out a wrecker. When we were on the highway again we found that the only damage done to the car was a crumpled fender and a bent tie rod."

WATCH THE FORDS GO BY

MAMMOTH FORD EXPOSITION AT CENTURY OF PROGRESS



Above, Henry Ford's Drama of Transportation, an age-old panorama of transportation from the earliest chariots of the Egyptian kings to today's motor cars, as it will appear in the central rotunda of the Ford Exposition at the 1934 Chicago

World's Fair. The great Ford Exposition building, 900 feet long, will appear from Leif Ericson drive, the main central boulevard of the World's Fair grounds.

In seeking a keynote for the architectural motif of the Ford building at Chi-

cago this year Albert Kahn, Detroit architect, decided upon the appropriateness of the year. The result is that the huge central rotunda of the building will resemble graduated internally meshed gears standing ten stories high and measuring 210 feet in diameter at the base.

NEWEST LUXURY CAR USES FORD V-8 ENGINE, CHASSIS



A new "luxury" car will shortly be offered by Brewster and Company, Inc. (a subsidiary of Rolls-Royce of America), which has started production of a strikingly designed model which is a

breaster body mounted on a converted Ford chassis with the Ford V-8 engine, according to an announcement made by J. D. Inskip, president of Rolls-Royce. The car will be priced at about \$3,500

and will be offered in "the fine car field" at a price considerably lower than such cars have heretofore been available. It was pointed out, Mr. Inskip stated that most of the "luxury" automobiles are priced at \$5,500 and above.

South Has Great Future Says Henry Ford

In a recent interview, Mr. Ford was asked what was wrong with the South. He replied: "You have come to the wrong place if you want to discuss anything being wrong with the South. There is probably less wrong there than any place in the country. The South has a future which it can shape for itself and avoid the mistakes which the more populous parts of the country have made. The South supplied the first customers I ever had," said Henry Ford. "We started business in July and in those early days no one ever asked the motor car in winter, so the first Ford cars were bought by Southern people and Southerners were my first agents."

"I believe the South, with its progress, is going to surprise its heartiest well-wishers and most loyal sons. The South contains the greater block of the old American stock on this continent and that old pioneer American stock always responds to the need of the hour."

Full Floating Axle Feature Of New Ford V-8 Truck

The steady improvement in general business conditions is reflected in growing truck sales and increasing inquiries for hauling equipment according to Ford dealers.

"The many improvements in the new Ford V-8 trucks and commercial cars undoubtedly are partly responsible for the increased sales but it also is an index of improved business conditions."

"The V-8 engine in the new trucks has a special truck type cylinder head which increases the power and reduces the piston strain. Dual down-draft carburetion also has been added, and other engine refinements include new type pistons and built-in plates which provide greater oil economy. The present truck engine, which gives 80 horsepower, gives also more miles per gallon of gasoline than any truck engine Ford has ever built."

"Another radical improvement is a full floating rear axle. The entire weight of the load is carried on the axle housing, and the shaft is used only to transmit power to the wheels."

WATCH THE FORDS GO BY

Ford Program Is on Air Every Week

Every Sunday night the Ford program featuring Fred Waring and his orchestra broadcast through the Columbia Broadcasting System. It is one of the most outstanding programs on the air.

WATCH THE FORDS GO BY

\$100,000,000.00 New Wealth For Southeast through Wages and Sales In 10 Year Period

Figure Does Not Include Huge Purchases in South

Growth of Territory Seen Aided by Work of Ford Dealers

Farmers Benefited by Low Cost Transportation

The economic benefits that have accrued to the Southeast from operation of two Ford branch plants and Ford dealerships were pointed out by local Ford dealers as they reviewed the record of sales in Southeastern territory.

The benefits included an impressive total of new wealth created for this district, thousands of hours of employment and a boost in how Ford sales have aided in the development of the Southeast.

New Wealth Created

Estimating the sales for the past ten year period together with wages and salaries paid by the two branch plants in this territory, it was shown that approximately \$100,000,000.00 in new wealth has been created for the Southeast, going directly into its arteries of commerce and contributing to the section's development and prosperity. This amount (which does not include huge purchases of textiles, fabricated materials and raw materials by the Ford Motor Company in the Southeast) has an important bearing upon many lines of endeavor in the territory. The

dealers stated that complete records would show an even greater figure in the Southeast's advancement because the total of sales does not include money spent for repairs, for purchases of equipment, parts and material, nor any profit from used car traffic.

Pointing out that 40% of all automobiles owned in the Southeast are Fords, it was stated that farmers have been tremendously benefited through this low cost transportation, that good roads are largely a result, and that the farmers' isolation has been ended and he has been given contact with his neighbors on the farm and in nearby towns and cities. The dealers stated that in ten years of operation, Ford sales in the Southeast have created a total of approximately \$100,000,000.00 of new wealth. This figure includes \$20,000,000.00 in salaries paid to employees in the Southeastern territory.

The value of the Ford Motor Company, it was pointed out, is thus proved by figures of material rewards, reflected in increased opportunities and higher standards of living.

Ford Owners Are Freed From Costly Experiments in Cars

"A tried and proved car—one that has been tested by hundreds of thousands of owners," is the way the Ford V-8 for 1934 is described by Ford dealers.

"Although there are many improvements in these cars, there is nothing of an experimental nature. Most important are the increased power and reduced operating cost. These improvements have been brought about not by any change in the design of the motor, which already had proved so satisfactory during 1933, but by the development of the new dual carburetor, new dual intake manifold and other refinements.

Oil Economy, Too

"Usually an increase in power means also an increase in fuel requirements, but this is not the case with the Ford V-8 for 1934. The power of the engine has been increased 12 per cent and tests have shown that it gives more miles per gallon than formerly. Other refinements also have provided increased oil economy.

"New comfort features of the new Ford cars include a clear-vision ventilation system. An extra half-turn of the handle after the window glass has been raised to the top, slides the glass away from the front of the frame, leaving a narrow opening through which air is drawn out of the car.

"The improved riding comfort of the

car also is attracting wide attention, judging by the interest shown by the public.

"Another popular feature is the free and independent action of the wheels which the transverse double-cantilever front and rear springs of the Ford provides. At displays where a Ford car has one front wheel and the opposite rear wheel elevated on blocks 10 inches high without affecting the level of the car, it is not uncommon to see spectators get down on their knees to look under the fenders and see how it is done. The secret if it is a secret is over 20 years old. Ford transverse spring suspension always has permitted free and independent action of all four wheels of the car, and the safety of the axle supporting the wheels has been proved by years of experience."

"The spring leaves have been newly designed for quieter and easier action and the use of double-action hydraulic shock absorbers with thermostatic control also improved the riding comfort of the new cars."

"The cars have been improved in outward appearance. There is a new chromium-plated radiator shell with sloping grille, and the angle of the louvers has been changed to match the slope of the windshield. The streamline of the windshield header is reversed in the downward curve of the rear of the roof.

Ford Owners Benefit by Special Method Of Financing Cars

The automobile industry has been one of the first to show a quick response to improvement in general conditions. Perhaps one of the important factors in the remarkable increase in automobile sales during the current months has been the industry's fortunate position in respect to financing.

It is generally conceded the rapid recovery of some of our important industries is being retarded by delay in establishing new credit facilities. This was not necessary in the automobile industry as that industry has established means of providing its dealers and consumers with complete financing service.

There is a finance plan available for Ford purchasers to fit every type of income.

WATCH THE FORDS GO BY

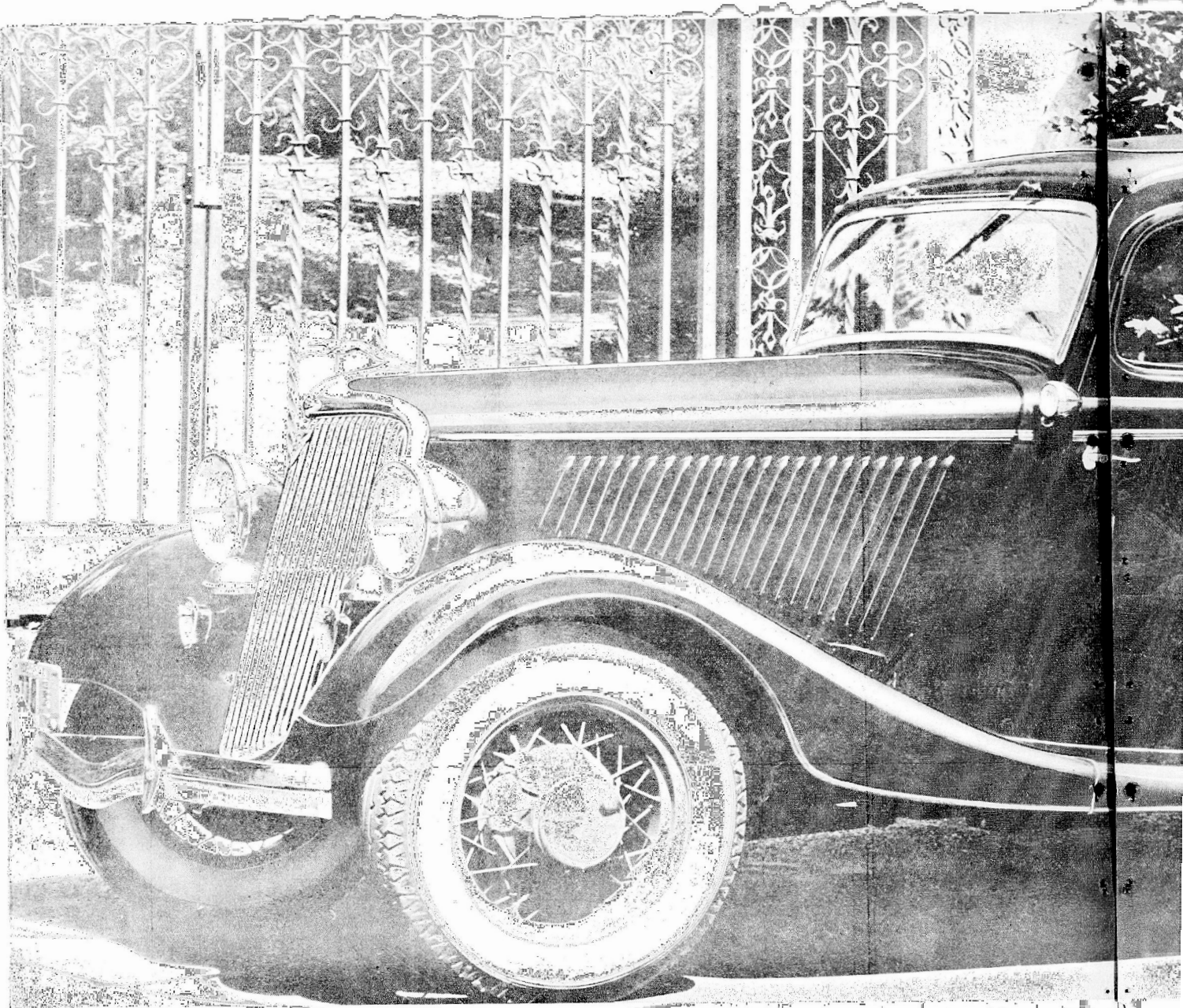
Powerful Ford Is Economical

More Miles per Gallon, Despite Power Increase

Increasing the power of a motor does not necessarily mean also an increase in the amount of gasoline and oil it consumes, according to the local Ford dealer.

"The power of the Ford V-8 for 1934 has been increased 12 per cent and economy has been increased," he said. "Tests show that this car actually gives more miles per gallon of gasoline than formerly. This has been brought about not by any fundamental change in the design of the motor, but by the use of a dual carburetor system and new intake manifold."

WATCH THE FORDS GO BY



The CAR WITHOUT A PRICE CLASS

SUBSTANTIAL reductions have been made in delivered prices for the new Ford V8 for 1934 by dealers in the Southeast.

It would take the best engineering achievements of many other cars to make *one* Ford—to give you these 15 outstanding features, all of which are found in "The Car Without a Price Class."

► ONE!

The only car under \$2515 with a V8 engine—the type of engine which has broken all records for speed and performance on land, on water and in the air.

► TWO!

The only car with completely water-jacketed cylinder and crankcase walls.

► THREE!

The only car with tungsten steel exhaust valve seat inserts and mushroom-end valves.

► FOUR!

Dual downdraft carburetion and dual intake manifold which give extra miles per gallon.

► FIVE!

The only car with cast alloy steel crankshaft.

► SIX!

Ball or roller bearings at every chassis friction point.

► SEVEN!

The only car under \$1375 with $\frac{3}{4}$ " floating rear axle.

► EIGHT!

The only car under \$3200 with welded steel spoke wheel.

► NINE!

Houdaille hydraulic double-acting automatic shock absorbers.

► TEN!

Clear vision, draftless ventilation with one control—no blind spots.

► ELEVEN!

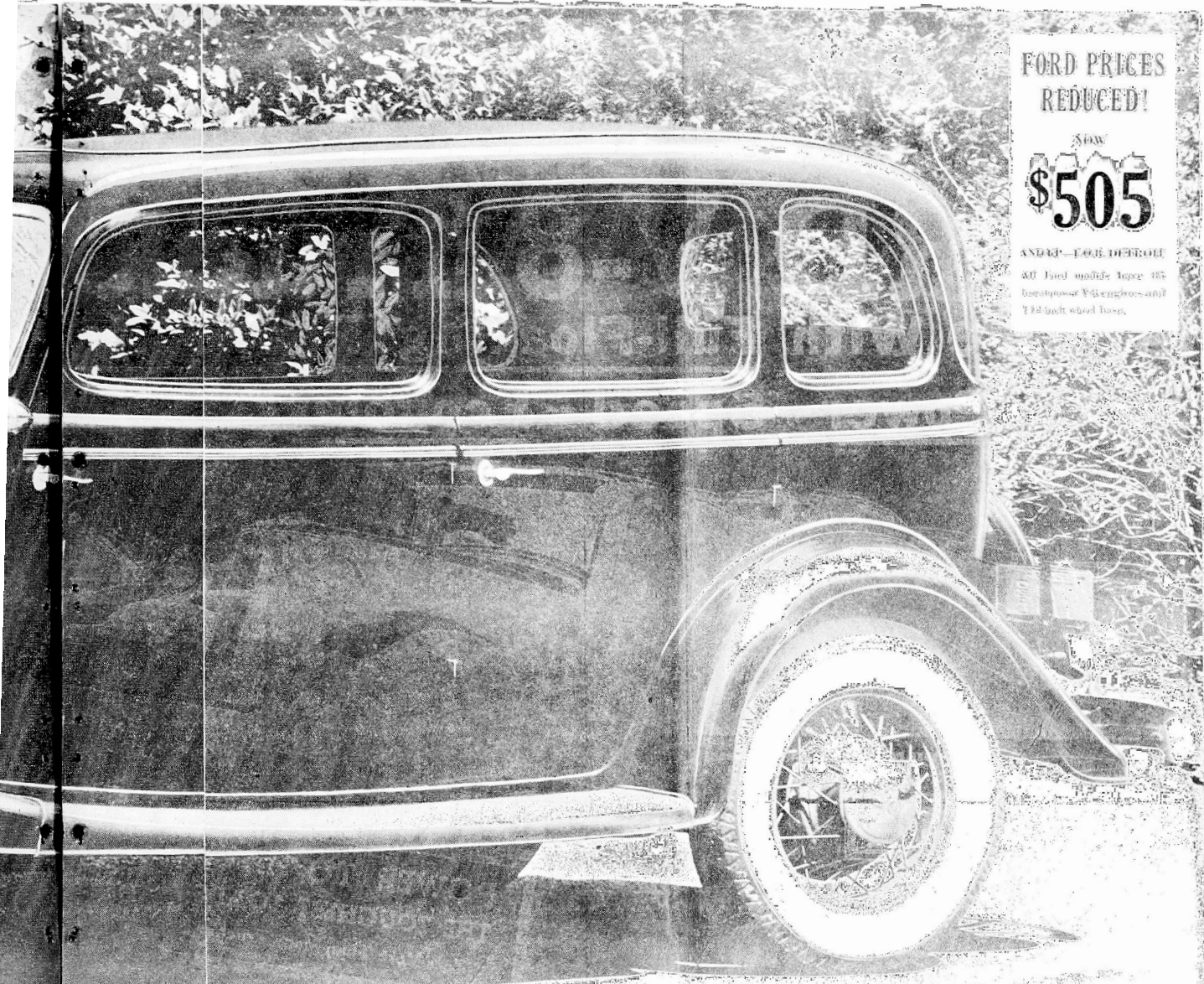
Safety glass.

Genuine New Low Prices Effective Ju

FORD PRICES
REDUCED!

Now
\$505

AND—FORD DETROIT
All Ford models have the
lightweight V-8 engines and
V-8 wheel base.



THE ONLY V-8 ENGINE UNDER \$2545

OUT
PRICE
S.S.

► **TWELVE!**

Adequate body room. More than in any other straight 8 of equal wheel base.

► **THIRTEEN!**

All-steel body. No one should deny his family this protection.

► **FOURTEEN!**

The only car under \$795 with torque tube drive with radius rods and transverse springs.

► **FIFTEEN!**

Free action on all 4 wheels plus the proved safety of a strong front axle.

Find out how much more it would cost you to get even some of these features in another automobile.

The Ford V-8 gives you at no extra cost these features which cost from \$33. to \$40. extra in other cars:

1. Safety glass throughout—Deluxe type.
2. Two matched-tone horns—Deluxe type.
3. Two tail lights and stop lights—Deluxe type.
4. Painted fenders to match body—Deluxe type.
5. Two adjustable sun visors.
6. Thermostatic water control.
7. Cigar lighter—Deluxe type.
8. Armrests—front and rear—Deluxe type.

The more high-priced cars you look at—the more Ford V-8 features you see. Drive the Ford V-8—The Car Without a Price Class.

FORD
V-8 for 1934

IMMEDIATE DELIVERY—\$505 AND UP—CASH OR CREDIT

AVON PARK MOTOR CO.

AVON PARK, FLA.

Effective June 15, 1934

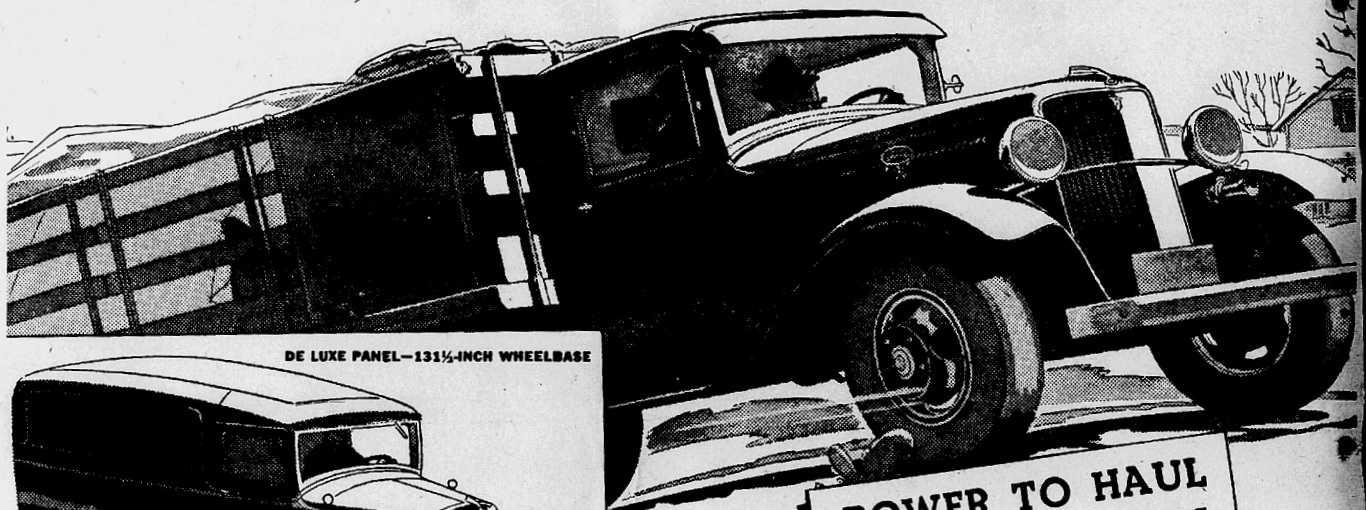
THE NEW

\$485.00
and up F.O.B. Detroit

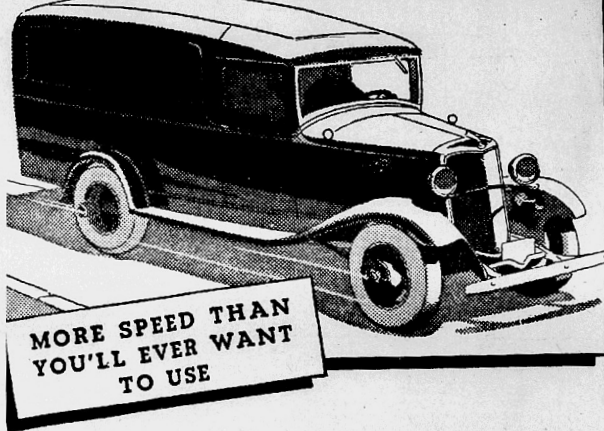
FORD V-8 Truck

is here With **Full-Floating Rear Axle**

Power—Speed—Economy



DE LUXE PANEL—131½-INCH WHEELBASE

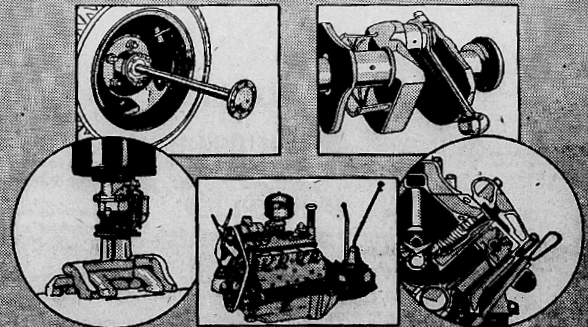


**MORE SPEED THAN
YOU'LL EVER WANT
TO USE**

**POWER TO HAUL
THE TOUGHEST LOADS**
(Tons More Than Many Trucks)

Examine these 5 new, improved features

- New Full-Floating Rear Axle—Entire load carried on the axle-housing. Shaft is removable without removing wheels.
- Floating Copper-lead Connecting-rod Bearings—Make adjustment unnecessary during the life of the engine.



- New Dual Down-draft Carburetion—Gives easier starting, more miles per gallon, quicker response.
- 80 H. P. Ford V-8 Truck Engine—Special truck power-head for fine performance on regular fuel.
- Water-jacketed Cylinders and Crankcase Walls—Cools the full length of the cylinder and also the crankcase!

YOU would probably never ask a truck to pull a freight-car load. Yet the new 80 horsepower Ford V-8 engine has the power to do it. And that reserve of power is what gives you dependability and economy when the loads are big and the going is rough.

Probably you'll never send a truck along at express train rate. Yet the new Ford V-8 is capable of that speed. At 40 it is running at ease. You have a reserve of speed, ever ready when you need it.

The new Ford V-8 Truck is ruggedness itself. It's all truck—and built for a truck's work. Built with a trouble-free full floating rear axle. Built so that

repairs will be few and far away. And when they are necessary, Ford truck parts cost less than parts for any other truck.

The new Ford V-8 truck is not only the easiest truck to handle on the road. It is the easiest to handle on a cost sheet. It costs less to buy. It costs less to operate. Dual carburetion gives it exceptional mileage per gallon of gasoline—even greater mileage than last year's model.

The harder a buyer you are the more readily you'll appreciate the advantages of the new Ford V-8 trucks. There's a body style for practically every type of hauling. Three different wheelbases.

NEW LOW PRICES

and a body style for practically every type of hauling and delivery

V-8 TRUCK CHASSIS (131½-inch wheelbase) . . . \$485	V-8 Commercial CAR CHASSIS (112-inch wheelbase) . . . \$350	V-8 TRUCK CHASSIS (157-inch wheelbase) . . . \$510
(Prices on Ford V-8 units complete with bodies are proportionately low)		

(All prices f. o. b. Detroit. Truck chassis prices include front fenders, running boards, bumper, 5 wheels, 4 tires, spare tire carrier, complete instrument panel and cowl assembly, electrical system including lamps, incidental lock, tools and fuel tank)

Easy Terms Through Universal Credit Company—the Authorized Ford Finance Plan

AVON PARK MOTOR CO.

AVON PARK, FLA.

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