

William Sewell college, Lib
Mo., is his alma mater and
vard, where he took post-grad
courses, his alter mater.

cuardi (shepherd dogs); canes vite (sporting dogs); pugnaces (bullcock) (pugnacious) (war dogs); canes veloxes (whiskered) (swift) (scent) and pedipes celeres (swift dogs which ran by sight). In the United States, writes Margaret M. Under in the Los Angeles Times, have a sporting-dog group in which are the bird dogs; a bound group including both the terrier and the sighthound; a working-dog group which takes in the shepherd dog and the dogs that the Romans termed war dogs; a terrier group which had no counterpart in Rome times; a top group, which undoubtedly was missing in Rome since they probably were poor fighters; and a miscellaneous group, which included a non-sporting group, which no doubt included some of the breeds that the Romans listed as house dogs.



There are no men on Mars and no men could live there. That was the opinion of three astronomers gathered at Cambridge, Mass. They are left to right, Dr. Bart Bok, associate professor of astronomy, Harvard; Dr. Peter Van der Kamp, director of Spence Observatory, Swarthmore college, and Dr. Leo Goldberg, Harvard astronomer. Also pictured is a poster of the 1938 Mars expedition which depicts a scene of the sun. The small planet between Dr. Goldberg's nose and the earth is Mars. The sun is the electric light bulb adjacent to Dr. Bok's neck, and the earth is at Dr. Vandenberg's shoulder.

do not long remember the Lord, the story has been used as a testimony that strengthens the people of God as time continues.

In God's Treasury
Treat the weakest and the lowly with reverence, for, like you, they are the temples of the living God.

Abides Forever
The world passes away and all of it, but he that doeth the will of God abides forever.—1 John 2:17

Attractive Holiness
The holiness of Christ drew men away from Him, not toward Him. It inspired them with

Malaria • Chills • Fever
Take reliable Oxidine. Stops chills and fever, cleans blood of malarial parasites for 20 years. Money-back guarantee.

OXIDINE

MORE FOR YOU

Read the advertisements. They are more than a selling aid for business. They form an educational system which is making Americans the best-educated buyers in the world. The advertisements are part of an economic system which is giving Americans more for their money every day.

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SOCIAL and Personal News

Phone
37

DAISY TEN EYCK Society Editor

Baptist W. M. U. Held Meeting Monday

The W. M. U. of the First Baptist church held their fifth Monday program and social at the church Monday afternoon. The program was opened by Mrs. W. M. Martin reading the devotional from the 12th chapter of Hebrews. The song "Close To Thee" was sung, and Mrs. J. D. Sherman led in prayer. Mrs. J. P. Dalton gave a very interesting talk on the "Romance of Training School" called "The House Beautiful." Mrs. S. J. Pendleton gave a talk on "The Margaret Fund" and all should contribute to it. After a prayer by Mrs. Pendleton the meeting was closed with a song.

A social hour was held in the basement, where sandwiches, cookies, and iced tea were served to the following members: Mrs. W. M. Martin, Mrs. Frank Costine, Mrs. J. P. Dalton, Mrs. J. B. Coen, Jr., Mrs. S. J. Pendleton, Mrs. R. Lawton, Mrs. J. D. Sherman, Mrs. David Stuckey, Mrs. R. L. Adams, Mrs. D. Bowman, Mrs. G. Langford, Mrs. J. E. Corbin, Mrs. J. H. Bishop, Mrs. C. Belin, Mrs. J. L. Collins, Mrs. S. F. Longbottom, Mrs. L. Clements, Mrs. Paul McFarland and Mrs. A. Lawton.

Congregational S. S. Picnic

Members of the Congregational church and Sunday school enjoyed a picnic at Lake Byrd last Saturday afternoon. Baseball and swimming were the diversions, after which a plentiful and appetizing supper was served to about fifty.

PARK THEATRE

CHILDREN 10c ALWAYS A GOOD SHOW ADULTS 25c

Saturday, August 5
THE 3 MESQUITEERS

—Also—
Chapter No. 2 Serial & Comedy

Sunday & Monday, Aug. 6-7
ROYAL MOUNTED POLICE

—Also—
'Heart of the North'

(All Technicolor)
—Also—
Selected Short Subjects

Tuesday & Wednesday, Aug. 8-9
DON AMECHE and THE RITZ BROS.

—Also—
"The 3 Musketeers"

—Also—
Comedy, Cartoon and News

Thursday & Friday, Aug. 10-11
PAT O'BRIEN and JAMES CAGNEY

—Also—
"Angels With Dirty Faces"

—Also—
Selected Short Subjects

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Can Supply Your Every Want in

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Look your best for that big party!

Enjoy the party more by attending it in clothes that have been perfectly cleaned and pressed by Hall's. We offer dependable 24-hour service!

Phone 33 for Pick-Up!

HALL'S DRY CLEANERS

Norman Todd Birthday Party Is Nautical Event of the Summer

One of the most interesting and artistic children's parties of the summer season was the swimming party given by Mrs. E. G. Todd in celebration of the seventh birthday of her youngest son, Norman, who is an ardent sports fan. The beach and pier at the Todd home on Big Lake were an ideal setting for this party. Among Norman's favorite pastimes are swimming, boating, and fishing, so all the details were nautical. The invitations were white sail boats on blue paper water, and a verse on the back told each little guest just what to do to get ready for the party.

After an hour in the water and lots of fun on the beach and pier, the little folks were called into the dining room where the gifts were unwrapped and admired. Then all the little ones were seated at a miniature "sea." A dark blue crepe paper cloth with candy life-

savers, and cookie fish, made a very realistic ocean and an ornamental ship in full sail as centre piece, looked like it might be torn loose at any moment. The place cards were yellow ducks and the favors were banana boats with lollipop sails. Peach ice cream and cookies, orange juice, and a marvelous birthday cake, also marine in its decorations, brought this red letter event to a happy climax.

Little friends invited were: Gloria Carter, Margaret Lawton, Marjorie Hetherington, Daisy and Jennabel Mann, Ann Faber, Dolores Costine, Pat Smith, Leah Jane Brown, Lynn Longbottom, Yvonne Head, John Clements, Fattie Lou Head, Edgar Faber, Jackie Picher, David Lanier, Mel Isaac Haynes, Williams and Howard Todd.

Mrs. Todd was assisted by Mr. and Mrs. W. M. Perry, Mrs. C. E. Lanier, Mrs. D. G. Ferry and Herbert Todd.

St. Margaret's Guild At N. T. Smith Home

St. Margaret's Guild of the Episcopal church held the regular monthly meeting and covered dish luncheon at the home of Mrs. Norton T. Smith on Wednesday. After lunch an interesting and instructive "Quiz" on church history prepared by Fr. R. L. Brown, was enjoyed. The next meeting will be held at the home of Mrs. R. Brown at three o'clock on Wednesday, August 16.

Those attending were: Mrs. D. Mandis, Mrs. S. Gregory, Mrs. M. Picher, Mrs. J. A. Johnson, Mrs. J. B. Rogers, Mrs. H. Currie, Mrs. S. C. Thayer, Mrs. W. Betts, Mrs. M. E. Covington, Mrs. L. Brown, Mrs. Fred Patterson, Mrs. J. W. Zimmerman, Mrs. J. S. Francis, Mrs. E. Putney, Mrs. E. G. Todd, Mrs. H. Ottley and Mrs. N. T. Smith and Fr. Brown. Little folks attending were Peggy Mandis, Arthur Gregory, Ivan Brown, Nancy Morgan and Howard Todd.

Daly-Wilson Engagement

Announcement was made Sunday of the engagement of Claude W. Daly, son of Mr. and Mrs. Grover C. Daly of this city, to Miss Anne Claire Wilson, daughter of Mr. and Mrs. Wilford P. Wilson of Jacksonville. The wedding will take place in September.

CIRCLE THEATRE

PHONES 100 - SEASIDE, FLA.

Sunday & Monday, Aug. 6 - 7
BORIS KARLOFF

—Also—
"Devil's Island"

Tuesday & Wednesday, Aug. 8-9
JAMES CAGNEY

—Also—
"Angels With Dirty Faces"

—Also—
PAT O'BRIEN

Thursday & Friday, Aug. 10-11
DON AMECHE

—Also—
"Three Musketeers"

—Also—
THE RITZ BROTHERS BINKIE BARNES

Saturday, August 12
"Desert Patrol"

—Also—
COMING: "THE HARBOR RIDE HIGH"

"WIFE, HUSBAND AND FRIEND"

"WINGS OF THE NAVY"

SUITS COATS.....75c

Bielling-Taylor Wedding

Announcement was made this morning of the marriage of Mrs. Mary Taylor of this city to Raymond Bielling of Lake City. The event took place on June 29 at Wausau, the county judge performing the ceremony. They plan to make their home in Lake City.

Methodist W. M. S. Meeting Tuesday

The W. M. S. of the Methodist church met at the church Tuesday for the regular business and program meeting with program chairman, Mrs. A. M. Ellwell in charge. The theme was "Widening Missionary Service." Mrs. I. L. Hall and Mrs. C. Harris gave very interesting talks on "Our Rural Work." Mrs. C. R. Minglehoff had charge of the devotional, closing with an altar service in which women present re-dedicated themselves to the Woman's Missionary work.

The meeting was then turned over to the president and the regular business was transacted as usual. Plans were made for a picnic of the W. M. S. to be held at Kissimmee Springs on August 12. The meeting was closed with prayer by Mrs. Minglehoff. There was a good attendance.

Thursday Contract Bridge Luncheon

The Thursday Contract club held their ninth consecutive weekly luncheon in the Tourist club house at one o'clock on Thursday with the usual attractive and delicious array of good things to eat. The afternoon was passed playing contract and a most enjoyable time was had by all those present, who were: Mr. and Mrs. S. Y. Hart, Mr. and Mrs. G. Symons, Mr. and Mrs. S. V. Hunnington and guests, Elinor Robinson and Peggy Keys of Washington, D. C. Mrs. L. H. Park, Mrs. Eva Neabitt, Mrs. G. Voorhees, Mrs. A. C. Clark, Mrs. Katherine Bristol, Mrs. Lulu Bass, and Mrs. Olive Anderson.

Lauretta Reed Has Birthday Party

Miss Lauretta Reed entertained in a most charming manner with a picnic supper on Wednesday night at Lake Isle, to celebrate her "unofficial" birthday. There were weiners, rolls, pickles, iced tea, and a resplendent coconut sunshine birthday cake with all those blue and white candles on it. Those who enjoyed this festivity with Lauretta were: Miss Nellie Reed, Miss Gertrude Harris, E. Spencer Aubrey, Robert Aubrey and Robert Weiburn of Wausau, and Clifford Craft, Mr. and Mrs. Carson Murphy and Mr. and Mrs. Harmon Atkins.

Wimodaus Club With Mrs. MacDonald

Mrs. J. S. MacDonald entertained the Wimodaus Club at a one o'clock luncheon at her home on Friday. After lunch a short business meeting was held and then games and contests passed the time in an interesting manner.

Those who enjoyed the pleasant hospitality of Mrs. MacDonald were: Mrs. Ida Butler, Mrs. Ola Head, Mrs. Jennie Gribble, Mrs. Minnie Cameron, Mrs. Estelle Sonnenmann, Mrs. Loua Stuckey, Mrs. E. O. Williams, Mrs. A. M. Ellwell and Mrs. E. F. Armstrong.

David Lanier Has Happy Birthday

Mrs. C. E. Lanier celebrated the twelfth birthday of her son David by giving a swimming party on Saturday afternoon. The water and beach at the Lanier home is admirably suited for a frolic, and the young folks certainly did enjoy it. When everybody was tired and hungry they were invited into the house for refreshments of sandwiches, punch, ice cream and cake. A color motif of pink and white was used and the pretty cake, all pink and white, was the high light of the occasion.

David received lots of appropriate gifts and many good wishes from his party guests.

Invited to this joyful affair were: Arthur Gregory, Winifred Archer, Sammie Longbottom, Virginia Spencer, Mary Elizabeth Hall, Bill McElroy, Geraldine Witt, Howard Todd, Norman Todd, Yvonne Head, Jack Head, Bill Cornell, Jerry Cornell, Ernest Bryant, Dick Stouden, Ivan Brown, John Ellwell, Fred Montadecce, Charlotte Orr, Alfred Engelmann, and David Lanier.

Odd Fellows and Rebekahs Meet

The Odd Fellows and Rebekahs of Avon Park combined forces in a get-together meeting last Friday night to welcome the Grand Master, L. A. Sampley, of Bagdad. The meeting was opened by Oscar Bridges, Noble Grand, of the Odd Fellows. A most inspiring talk was made on "For the Good of the Order" by the Grand Master, S. C. Pardee responded with an eloquent and interesting answer to the plea for greater fraternalism among the members. Short talks by other members of both lodges brought the meeting to a close. Bruce Crawford was a welcome visitor. Refreshments of angel food cake and limeade were served by the Rebekahs.

Bielling-Taylor Wedding

Announcement was made this morning of the marriage of Mrs. Mary Taylor of this city to Raymond Bielling of Lake City. The event took place on June 29 at Wausau, the county judge performing the ceremony. They plan to make their home in Lake City.

Happy Party At McKnight Home

Dr. and Mrs. George Scott McKnight invited a few congenial friends in for supper last Saturday evening complimenting Mr. and Mrs. Leslie Daniels and Miss Martha Adams of Haver de Grace, Md., house guests of Mrs. E. A. Ricketts. A profusion of garden flowers decorated the party room. After the beautifully appointed and most appetizing meal several progressions of contract were played, high score being awarded to Mr. and Mrs. Francis Stockley. The honorees each received an interesting momento of Florida.

Senior League Swimming Party

On Tuesday afternoon the Senior League of the Methodist church had a swimming party and picnic at Lake Byrd and a most enjoyable time. Those present were: Miss Nellie Reed, Miss Lauretta Reed, Miss Faye Conkey, Miss Elizabeth Graham, Miss Juanita Crosby, Miss Louis Rogers, Patsy Tombaugh, George Ellwell, Harry Ellwell, Clem Minglehoff and T. L. Crum of Bushnell. Mrs. C. R. Minglehoff acted as chaperon.

PERSONALS

L. H. Park spent several days in Orlando this week on business.

T. S. Crum of Bushnell is visiting the Minglehoff family for two weeks.

Mr. and Mrs. Norris McCloud of Lakeland are spending a week end with Mr. and Mrs. Walker.

Howard Maddox and Vernon Bass spent Sunday afternoon in Wausau calling on relatives.

Mr. and Mrs. L. M. Marsh are spending the week with their son, Ray Marsh, in Bushnell.

Mrs. P. L. Gordon and daughter Faye have returned from a two weeks visit in Laurel, Miss.

Mr. and Mrs. M. W. Davis spent Sunday in Haines City calling on friends.

B. H. Hagan and son "Sonny" returned this week from a visit in Statesboro, Ga.

Mrs. J. P. Comer who has been ill at the home of Mr. and Mrs. V. C. Bass is improving rapidly, her friends will be glad to hear.

Mrs. J. C. Dushong and daughter Sandra Lou are spending a week with Mrs. J. W. Ballenger in Lakeland.

Dr. and Mrs. I. W. Chandler have returned from an interesting trip to Georgia, Virginia and Washington, D. C.

Mrs. J. E. Crosby and daughter Dolores, Mr. and Mrs. George Brown and Mr. and Mrs. George Hayman spent Sunday afternoon in Lake Wales visiting at the Singing Tower.

Dr. and Mrs. G. P. Thayer had as weekend guests, Mrs. Bertha Meyers and Mrs. Helen Sundstrom, of Sarasota.

Mr. and Mrs. Ned Hill and children, and Miss Velma Bass are spending two weeks in Georgia and Tennessee.

Rev. C. R. Minglehoff and family have returned from a pleasant and restful vacation spent at their camp near Gainesville.

Miss Martha Jeather returned last Saturday from a four weeks visit in Philadelphia combining business and pleasure.

Miss Catharine Ross of Tampa spent a very pleasant week in Avon Park visiting her grandparents, Mr. and Mrs. J. W. Porter and her aunts Mrs. Paul Comer and Mrs. Vernon Bass.

W. M. RECK REGISTERED BROKER REAL ESTATE IN ALL LINES Rentals - Property Management 15 Jacaranda Arcade AVON PARK, FLORIDA

Notary Public Fire, Automobile, Liability - Casualty Insurance.

Stenographer and Typist.

Margaretha Vogt

Bette Office Next to P. O. E. Main St. Phone 9 - - - Avon Park.

Miss Anna Merle Abrams who has been visiting her grandparents Mrs. Rose Abrams for some time, accompanied by Mrs. and Mr. Shell Hill as far as Polkton, Ga. where she joined her relatives at her home there.

Photo Fans ATTENTION

Quick Service DEVELOPING & ENLARGING

Quality Work at a Reasonable Price

Avon Park TIMES

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Drink
Coca-Cola
Delicious and Refreshing

At the Fair...as at home...
the drink everybody knows

Familiar in everybody's home town, Coca-Cola is the familiar refreshment at both Fairs, too. Thirty thousands pause to enjoy the refreshing taste they know and like—ice-cold Coca-Cola—for only 5¢.

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MOUNTAIN MAIL

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A Banner Fiction Serial By HAROLD CHANNING WIRE

CHAPTER XIX—Continued

His thumb jerked backward. "I want to know who is that girl! And is she married to that Jasper?"

Following the thumb, Breck looked through the open doorway, seeing a section of tourist pasture fence. Irene and Toby stood there, coaxing horses with bunches of grass. The animals held off suspiciously.

"Her name is Miss Sutherland," he answered, then added with deliberate purpose, "they aren't married—not yet."

Without a word Art turned and sauntered back to his camp. He waited there a moment, then threw down his hat and continued on until he halted next to Irene. Breck saw her smile, and saw Art look something over the bars. At once the horses came to his hand, nodding their heads comically as they took lumps of sugar.

Irene shrieked and clutched the fence. Art laughed with her, wiping his hands on his trouser legs.

Breck left the door open when he resumed work, and between pages of his diary watched the progress of events outside. He saw Toby go back to the Senator's camp, probably upon Irene's order. She strolled over to young Tilton's park, where he was feeding the horses, displayed his horse-hair bridle, his saddle with silver trimmings, his white silk square which she allowed him to kiss about her throat.

Even the brown salt-bags interested her. At that Breck slammed the door and finished his writing in grim seclusion.

He gave the tourists until one o'clock to be sufficiently aroused, then waited up to his camp. Irene had come in and was lying on one of the pine-needle beds. From her position flat on her back, she called, "Hello, Gordon! Where have you been all morning?"

"I should think a ranger would be riding the trails," he replied. "I'm riding them this afternoon. I want you and the Senator to come along."

"O dear!" Irene propped herself upon one elbow. "I would adore to see Arthur!"

"Arthur did?" Breck mimicked.

"How nice," Irene smiled dreamily. "He's so genuine. A perfect specimen of a man. He can brand the cutest ropes out of leather."

"And of course you need a leather rope!"

"Now, Gordon, I do believe you're being sarcastic," Irene lay back on the bed, looking up at him.

"What's that about riding?" The Senator ambled from his tent and sat on a stump near the camp.

"Did you see him?" Irene asked. "You think I made off? Give me time."

"It's better if you give me the saddle every day," Breck advised him. "Stiffness wears off quicker. I've got these trail signs to put up west of here this afternoon. I'll get a look at Kern River gorge."

"All right. But I need a derrier to hold me on that animal!"

Half an hour later when Breck and the Senator rode west toward Kern River, Irene was still in camp. Breck wondered if he talk had been purely to annoy him.

He had planned this trip for the double purpose of putting direction signs along the trail and making a little missionary work on Sutherland. They rode into a beautiful part of the country, rugged, thick with giant fir, often coming over ridges that raised unlimited vistas of the Sierra roof.

But it was a trail that had not been worked for three years. Fallen trunks and slides of earth repeatedly blocked it, forcing them to dismount and lead their horses along the mountain slope. Covertly, Breck watched the Senator. He had tourist's knees, that once bent, refused to straighten. The continued climbing off and on became exasperating.

"What the devil's wrong here!" he burst out at last. "This is worse than no trail at all. Haven't they been cleared?"

Breck halted, hooking one knee about his saddle horn. "Not for some time, Senator. A shame isn't it? They tell me this used to be camper's paradise. But, thunder, no one can get into it now!"

Sutherland glowered along the particular track that sprawled its hundred feet toward him. "Why not put a gang of men to work? They could open it."

"Who would pay them?"

"Why, the government, of course."

"On seventy-eight dollars?"

"What do you mean seventy-eight dollars?"

"That's exactly the amount my chief was allowed for trail work this year."

"The device it was!"

Breck laughed, and decided to let that one point sink in, wishing his horse toward home.

before them when they came into Rock House. Breck's thoughts returned to Irene, and a little later were materialized by two figures sitting on a boulder where the meadow creek began its descent. The trail led close to them. Irene looked up, waving one hand as her father passed. Art Tilton kept his eyes on the stream.

"Who is that fellow?" the Senator asked, riding on to the corral.

"A cowboy," Breck answered. "Owns a herd north of here."

"Safe enough, I suppose? He looks like a pretty determined customer."

Breck considered. "Safe enough for Irene," he said then. "I only hope the boy doesn't take it too seriously." He might have told Tilton that the Senator's camp was not for him to explain things to Irene herself.

That night he went to his camp with a Dutch-oven supper of roast meat, potatoes and carrots that he had left buried in the coals all day and after the meal, passed time with

breels. He did not go out and she directly to the corral where Art had brought up her horse.

Breck understood the code. Perhaps Irene could not hope cowboy fashion, though she knew how to canter well enough, having been taught that by various young men on the social paths of Flintridge.

Now she was sweetly helpless. Art added for her, readjusted her stirrups, let her put one dainty boot on his knee in assisting her to mount. Then he handed up a leather quirt, the branding of which must have taken half the night.

Side by side they moved out across the meadow, heading toward a level spot beyond the stream. Breck left his cabin. The Senator came down from his camp to meet him.

"Well, my boy," he chuckled. "your treatment worked. I'm not nearly as stiff this morning. Where do we go today?"

Breck had intended a trip into country where Sutherland could find

tree and surveyed the meadow, following with his eyes up a narrow arm that disappeared behind a ridge of rock. For a moment he stood doubtful. Perhaps he was making too much of the whole affair. He strode back to work.

It was half an hour later when two figures came from the gap and turned toward his station. Immediately Breck saw the unusual distance between them. Irene rode in the lead. Art held back, they kept that position across the meadow and at the stream Irene swung up to the camp alone.

Art looped into the tourist pasture, brought out his mules and saddled them. Then he lashed on the salt bags, drawing cinchies savagely and cursing any animal that moved. With packs secured, he flung himself out the saddle and pushed his train in a fast walk north toward Sulphur Creek.

"And that," Breck wondered, "means what?" It could mean much, and he knew the waste of time in trying to guess. One thing he felt would be a problem at all in sight about the cabin, then went back to finish his shoeing. Good was the last. Breck had three shoes on the mule and the fourth when a small voice behind him said:

"You don't know how poetic you look! The village poet!"

He dropped the hoof and turned. Irene was perched on a log.

"How long have you been there?" he asked.

"Hours. I thought you would never look around."

"My horse has cast a shoe and I might as well go over the whole bunch at once."

He felt it unwise to leave the station where Irene was nearby, courting trouble. His fear was not for her. She could freeze a man when he came back.

Yet if Tilton realized she had deliberately made a fool of him, there was no telling what she would do. He was not really disturbed, are you?"

Breck frowned. "You haven't helped matters by sending Tilton off like that."

"That's not what I mean," Irene smiled. "You're afraid of him."

Breck ignored it. "I don't like to have things more complicated, that's all."

"It's just a big brag, Gordon. I found that out. And my woman's instinct tells me a brag is usually harmless."

"Not this one," Breck asserted. He paused midway in rolling a cigarette, then crushed the paper in his hand.

"What did Tilton brag about?"

"Oh, what a man he is in these mountains. How many cows he owns and how he is the big boss here. Except for a brother, who is boss too. He can even forecast events, like—oh I can't remember. I was tired of it by that time."

(TO BE CONTINUED)

Soundproof Laboratory So Quiet a Dollar Bill Makes Noise When It Falls on Floor

A dollar bill makes a noise when dropped on the inch-thick carpet of a new soundproof laboratory, writes a Schenady, N. Y., correspondent in the Boston Globe.

The bill gives out a sharp click if it is tossed in the air and a sharp rattle if it comes down at an angle.

The room is something new in soundproofing. It weighs 30 tons, and is hung from the roof of the research laboratory by four rods.

Shelves make a creaking sound when they brush against a coat. A watch chain clinks when its wearer walks. Tightening a trousers' belt sounds like hammering a nail.

One result of this kind of work is super quiet electric fan blades. There's not a single entirely flat area on their blades. Neither do their curves at any cross section equal those of any other area. Their greatest width is almost at the tip.

Meaning of Absolute Music

The term absolute music is applied to music of a purely abstract type, devoid of any non-musical or extra-musical significance, as distinguished from program music, a descriptive kind known as program music.

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Dress Problems Solved for The 'Frankly Forty' Class

By CHERIE NICHOLAS



THE original intention was to offer in these few paragraphs suggestions as to fashions for women who register in the "Frankly Forty" class. However, the more we think of it, what with beauty-parlor magic and fancy accessories, the more we realize that the "Frankly Forty" idea fits into the modern scheme of things.

However, being forty even though not "Frankly" so has lost its terrors for modern women so far as the dress problem is concerned. It is a problem that confronted the "forties," likewise the forties-plus, in the past is really not a problem at all in these modern times thanks to style creators who have become increasingly alert to the call for fashions for women that give the young look, yet not so obviously young as to overstep the bounds of good taste.

Subtly and artfully, contemporary designers are handling this question of dress that will accent youthful charm at the same time that it erases traces of birthdays that count to forty and past. You can even go to specialized dress departments nowadays, take your saleswoman into confidence, and under her expert guidance be turned out in new apparel that is age defying.

Note the attractive gown in the inset to the right in the picture. "Last call for dinner" and madame, enjoying summer travels, steps into the dress smartly clad in a pert black and white silk what print dress looking delightfully youthful. Shimmering animates the puffed up of the sleeves and it is shimmering that achieves a soft draped effect in the bodice. The green shawl-string belt interprets chic to the

degree. Worn with a rough white straw hat and white bag the outfit becomes definitely appropriate and charming for restaurant or country club wear.

For city roofs or dinner at home mother, noted for her discriminating taste in dress, wears a gray silk chiffon dinner gown with elbow length, puffed sleeves and high shirred bust line as shown centered in the picture. White flowers with a delicate tracery of wine are caught at the base of the V neckline.

For country club dining or a gathering of her old society club members, or for an evening of entertainment a multi-colored silk print with slightly flared skirt, topped with a long, bolero jacket, with pushed-up three-quarter sleeves as illustrated to the left should prove a perfect choice. The advantage of this modish gown is that removing the bolero the dress is transformed into the formal for more sumptuous occasion.

Fall fashion trends give promise of very elegant fabrics that tune to the call of the mode that comes from the "Frankly Forty" group. Silk faille, bengaline, moire, stiff taffetas and stately brocades are fashionists on the list and they are being made up simply and exquisitely as becomes a lady of dignity and poise. The new bustle frocks are wearing interesting too, to the "Frankly Forty" woman. While the old time bustle frock may have been the inspiration for present styling yet the modern versions are modified and artfully interpreted with graceful butterfly bows and drapes and other skillful manipulations.

(Reprinted by Western Newspaper Union.)

Smart New Fashions For Now and Later

HERE'S a charming new pattern (1784) that gives you a pretty sleeveless dress, with a jacket that transforms it into the smartest kind of street suit. It's delightfully simple and cool—very easy to make, with flattering frills as the only trimming. Chiffon, georgette, silk print, flat crepe and linen are smart materials for this fashion.

There's a place in every girl's life for the smart little play outfit and suspender skirt that buttons



all down the front. Cool, comfortable and easy-to-wear for summer play, it will be nice for school in the fall too. The shorts are becomingly flared, and the blouse has a becoming sparta collar. Gingham, pique, linen and broadcloth are nice cottons for this outfit, 1784.

No. 1784 is designed for sizes 14, 16, 18, 20, 40 and 42. Size 16 requires 6½ yards of 39-inch fabric, without nap for dress and jacket with three-quarter sleeves; 2½ yards of trimming.

No. 1786 is designed for sizes 8, 10, 12 and 14 years. Size 10 requires 1½ yards of 35-inch fabric, for blouse; 1¼ yards for shorts; 1¼ yards for the skirt, without nap.

Send your order to The Sewing Circle Pattern Dept., Room 1224, 211 W. Wacker Dr., Chicago, Ill. Price of patterns, 15 cents (in coins) each.

(Pat. Pending—WNU Service.)

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Autumn Millinery In Paris Display

The first new millinery collections shown in Paris are the prelude to fall and winter fashions.

Among the fall perennials in the millinery realm which invariably make their appearance about this time are high crowns, lofty trim and berets. Big berets are among this season's most striking novelties.

They really do bring something different into this reliable head-line.

Forecast for winter is a revival of old-time Paris millinery—rich, feminine, unusually luxuriant in trimming. Ostrich plumes are often combined with bows or flowers or fastened onto the hat with glittering jeweled pins.

Fine Red Flannel
Jackets Popular

If you long for color, gaiety and style agreed all in one, buy a new jacket made of fine red flannel.

The younger set is making a dash to the sports sections, seeking out proudly wearing a novel red jacket over their dresses or night dresses. The fad is going strong during the evening hours for as red tailored jackets over a party frock is a young girl's pride at the present moment. The jacket of red velvet is also chic.

Smart Traveling Frocks

Women traveling from coast to coast, or across the water, find a little fur jacket the perfect wrap.

Due for Attention

Black hats have been forecast for a lot of attention in the mid-autumn styles.

Linen Jacket

When a firm decision spirit is recognized, it is curious to see how the space clears around a man and leaves him room and freedom.—John Foster.

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CHILLS AND FEVER

Here's Relief From
Malaria!

Don't let Malaria torture you! Don't shiver with chills and burn with fever.

At first sign of Malaria, take Grove's Tasteless Chill Tonic. A real Malaria medicine. Made especially for the purpose. Contains no sugar and is iron-free.

Grove's Tasteless Chill Tonic actually combats Malaria infection in the blood. It relieves the freezing chills, the burning fever. Helps you get back to normal.

Thousands take Grove's Tasteless Chill Tonic for Malaria and swear by it. Pleasant to take, too. Even children take it without a whimper.

Don't shiver and burn. At Malaria take Grove's Tasteless Chill Tonic. At all drug stores. Buy the large size as it gives you much more for

Fun for the Whole Family

BIG TOP

Jeff Bunge has a plan to put an end to "BIG" Fowler's scheming once and for all.



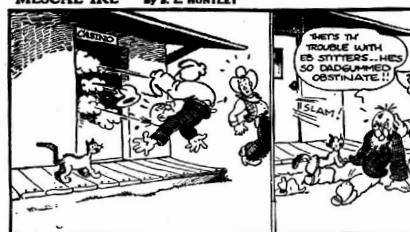
LALA PALOOZA—She's Sorry She Spoke



S'MATTER POP—Oops! It Didn't Work Out Right!



MESCAL IKE By S. L. MURLEY



POP—For Peace and Quiet's Sake



Cheerful News



By ED WHEELAN



By RUBE GOLDBERG



By C. M. PAYNE



How Narrow-Minded of Eb!



By J. MILLAR WATT

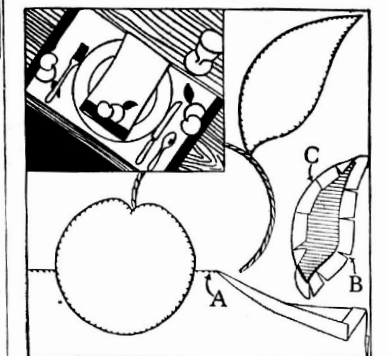


By GLUYAS WILLIAMS



HOW TO SEW

by Ruth Wyeth Spears



Design luncheon mat and napkin yourself.

WATCH any class of kindergartners cutting patterns from colored paper, and your fingers will tickle to pick up the scissors and try it yourself. Why not? The luncheon mat and napkin shown here offer a suggestion for a way to use your cut-out designs for simple but effective applique work.

The long sides of the mats are hemmed and the ends faced with one-inch bands of green, as at A. The napkins are also hemmed on two sides and faced with green bands the other two. The stem for the bright red cherry follows a circular line embroidered in green outline stitch. The leaf is of the green material.

Experiment with cutting the cherry and leaf in paper. When you have cut a design that pleases you, make a pattern in lightweight cardboard. Cut the fabric a little larger than the pattern, clip the edge as at B; then press it over the pattern with a warm iron as at C to make a firm crease. Remove the pattern, and sew the pieces in place with fine hemming stitches.

NOTE: Readers who have not secured their copies of my two books should send in their orders at once. Your choice of the CRAZYPATCH QUILT leaflet showing 36 authentic stitches; or the RAG RIG LEAFLET will be included FREE with orders for both books, for the present. Everyone should have copies of these two books containing 36 How to Sew articles that have not appeared in the paper. This offer will be withdrawn soon. Send order with 25 cents immediately to Mrs. Spears, 210 S. Desplaines St., Chicago, Ill., and both books will be mailed postpaid.

ruined eyes

by neglect; they get red and sore and you let them go. Don't do it. LEONARD'S Golden Eye Lotion relieves soreness in one day. Cuts, chafe, and scratches.

LEONARD'S GOLDEN EYE LOTION MAKES WEAK EYES STRONG New Large Size with Shampoo—50 cents R. H. LEONARD & Co., Inc., New Rochelle, N. Y.

Righteousness Must Live

If righteousness should perish it would not be worth while for men to live on the earth.—Emmanuel Kant.

Use Penetro to soothe itching, stinging misery of mosquito bites. Mosquito bites. Penetro.

Use Penetro to soothe itching, stinging misery of mosquito bites. Mosquito bites. Penetro.

Man-Made Misery

A man is as miserable as he thinks he is.—Seneca.

WHY be miserable with MALARIA and COLDS

when 666 will check MALARIA fast and gives symptomatic cold relief. LIQUID, TABLETS, BALM, NOSE DROPS

Self-Favor

I easily regain favor with myself.—Plautus.

A GREAT BARGAIN VESPER TEA

PURE ORANGE PEEL 50 CUPS for 10 CENTS Ask Your Grocer

It takes more than CORN to make fine CORN FLAKES!



The world-famous flavor of Kellogg's Corn Flakes comes from a secret recipe known only to Kellogg. No one has ever been able to match it!

THE ORIGINAL—THE LEADER FOR 33 YEARS

Copyright 1939 by Kellogg Company

Florida Begins 1933 Reciprocal Program With New England.



Third year of Florida Public Service Company's reciprocal program with New England began here this week when this New England exhibit in the Florida Fair opened in Avon Park.

New England while on their trip to the Florida Fair appeared in the windows of the local power company office. The center of interest is a revolving stage on which are three dramas of outstanding New

England attractions. One shows the Pilgrims at Plymouth in 1622. Another shows the picturesque fishing wharves of Cape Cod, while the third shows a New Hampshire scene with the beautiful White

Mountains for a background. A similar type of display of Florida attractions will go to New England this fall.

Senator Andrews Plans Speaking Tour Of Florida

Orlando, Aug. 3 (FNS)—A tour that will take him into every Florida county before the opening of Congress in January will be undertaken by Senator Charles O. Andrews.

Speaking on Wednesday as a guest of his home city chamber of commerce and Rotary Club, Senator Andrews said he intends to take a short vacation, resting up from the long session of Congress, and then will undertake the state-wide tour.

"During this year Florida has been successful in having many of its Washington positions held by men who are well known in the state," he declared, but "it is not enough to have men in the state who are well known in the state. It is necessary to have men who are well known in the state and who are well known in the state."

"The returning home after another year in Washington I have a feeling that we are well along the road toward the legislative accomplishments which I pledged you at the beginning of my term in the Senate. In January I will return to the capital to continue my work for you but it is apparent that this program cannot be carried out in the remaining year of my term."

He held the Orlando organizations. Besides numerous local projects which have become realities since he took the office of the late Park Trammell, the Senator also pointed out that he has been active in something the citrus and tobacco industries, the former with increasing appropriations for experiment stations here and in Winter Haven.

To those who questioned him about an announcement as a candidate to succeed himself in the Senate, Senator Andrews said he did not believe such an announcement would be proper at this time.

Painting Ship's Bottoms Fuel

Painting ship's bottoms with an "Epoxy" composition annually saves \$200,000 which otherwise would be spent to fuel because of the resistance to propulsion.

SUMMARIZES RECENT OUTSTANDING DEVELOPMENTS BY U. S. INDUSTRY

"What is new? What is ahead along the industrial road?" Alfred P. Sloan, Jr., Chairman of General Motors, recently put these questions to many leaders of American industry. Replies from 157 companies offer a preview of approximately 250 products and processes in a multi-volume of data. Below are some of the highlights of that preview as just reported to General Motors' stockholders in a message entitled "The Creation of Job Opportunities."

AIR TRANSPORT—symbol of opportunity for youth—improved two-way radio, safety lights, new engine efficiency, trans-oceanic air service a reality through progress in engineering and design.

LIGHT—in new and attractive forms made well to establish a different range of daylight and dark in the world of tomorrow.

HEALTH—research in the fields of medicine and hygiene ways to prevent disease—add to our lengthening life span.

AUTOMOTIVE—progress—new features as automatic transmission, hydrol gear, steel safety tops, steel spring suspension and fuel delivery to the way further advancement in performance, economy, appearance, safety.

MINING—for materials, steel cables and in combination with other new applications, new economies, expanded industrial activity through research.

FOOD—research looking toward improved health, better utilization of resources, the creation of new job opportunities. Quick frozen foods, new types of canned meats, food preservation—all promote appearance and health.

FARMING—reaps results of research. Hybrid plant strains, better husbandry, low-cost equipment, all help in living standards on farms and prosperity for farm communities.

CHEMICAL RESEARCH—Another day to over better tomorrow. From our abundant resources new products and job opportunities.

Manufacturing—new being developed for commercial use and streamlining

Soil Expert Says Over-production Is Citrus Problem

LAKE WALES, Aug. 3 (Special)—The Florida citrus industry is facing the serious problem of over-production, said Major Edward T. Keenan, soil chemist of Lake Wales, at a weekly luncheon meeting of the Clearwater Rotary Club.

"Conditions of the citrus industry are the barometer of economic conditions in Florida, and the only solution to the problem of over-production is the reduction in price of production and the improvement of product," he said.

"Florida is producing twice as much grapefruit today as it did 10 years ago and is getting only a fifth as much money for it."

The Major, who is one of the most recent and experienced soil chemists in the state, says that Florida growers must produce a fruit that the consumer will choose in preference to fruit from other states and will be willing to pay more for it.

He brought out that because of the very nature of the sandy soils, that we in Florida are in a better position to give the consumer this kind of fruit than any other location in the world. Going on to say "Analysis shows that there is a variation in the chemical composition of our fruit according to the soil as 500% in some elements."

Agronomists know that the more quartz sand in any soil, the more nearly one may fertilize in direct relation to the chemical analysis of the soil of that plant. Hence, if we observe the chemical analysis of the fruit that the consumer shows a preference for, we may produce it accordingly. If he prefers Indiana fruit, we can duplicate it on the sands of Florida at an average cost much less than at present."

Hitch-hikers Return—Two of Avon Park's popular boys J. W. Tabor and Eugene Martin hitch-hiked to New York and the World's Fair. They also visited friends in Irvington, N. J. They returned on Sunday after being gone for two weeks.

From abundantly available natural gas—open possibilities for a new era of chemical compounds.

Derivatives of milk, new phosphorus from low-grade deposits, bromine from an ocean, profit from citrus fruit—many sources come in reports of new products and new uses.

TELEVISION—a new art and a new industry offering new avenues of service, entertainment and employment.

METALS—are the backbone of our modern industrial development. The science of metallurgy strives to utilize unutilized new fields of usefulness for tomorrow.

Steel in dozens of new forms and new qualities permits special adaptations which pave the way for a multitude of new products in industry everywhere.

Alloy metals, performing tasks formerly thought impossible; producing, opening new avenues of metallurgical technology; new methods in mining and manufacturing—all come to expand markets, attract customers, make more jobs.

MACHINES—for doing work, machine tools for expanding industrial efficiency, tools to make work easier, to make more and better products for wider distribution—to make more jobs.

Continuous strip mills lower costs, improve quality; gauges of superhuman accuracy—powerful bands, perspective—offer machines the tools of every description are the result of research to help industry serve the nation better.

FACSIMILE REPRODUCTION—by means of radio—a new form of communication still in its infancy.

HOUSING—offers a vast potential source of new employment. Steel,

Citrus Advertising Campaign Meeting Called For Aug. 10

LAKEWALES, Aug. 3 (Special)—The Florida citrus industry will get its first glimpse of the proposed 1933-34 advertising campaign on fresh citrus fruit at a special meeting of the citrus commission on August 10, to be held at the commission's offices here.

This meeting, originally requested by Arthur Kuhn, Jr., president of the commission's advertising agency, to enable them an early presentation of next season's proposal was first scheduled for August 2 but later postponed to August 10.

John Massey, chairman of the citrus commission, and Harvey Henderson, chairman of the commission's special advertising committee, have extended invitations to the industry to attend the presentation. Arthur Kuhn, head of the advertising agency bearing his name, will be present. It was said.

The program as presented will represent the agency's views on what should be done next season to advertise Florida's new crop. The Kuhn agency started work on the new program immediately on being retained by the citrus commission two months ago for another season. Actual advertising will not start until the substantial movement of crops begins to continue during the shipping season.

Mr. Henderson presided at a public meeting recently at which members of the industry were invited to express their views on the new advertising program, and several suggestions were received.

Last season, the citrus commission held a series of public meetings in key citrus communities and presented the advertising program as worked out for the 1933-34 season. Hundreds of interested persons attended these meetings and were given an opportunity to state their views on the advertising program.

While no definite announcement has been made about similar meetings this year, pending consideration by the commission, there were indications this same meeting of acquiring the industry and the public with the program

Master Airport Is Started At Miami

MIAMI, Aug. 3 (FNS)—Miami's dream of having a master airport second to none made a great step forward last week when a crew of workmen began construction of a new 5,500-foot, east-west runway. A north-to-south runway 5,700 feet long, and a north-east-to-southwest runway 5,570 feet long will be added later. All runways will be made 200 feet wide. It is planned to extend all runways except the east-to-west one to 8,000 feet in length later, enabling the biggest airliners of today to take off and land with heavy loads of passengers and freight.

A control tower will be built atop the administration building from which the control man will direct pilots which runway to use for landing according to wind and traffic. At night only the runway to be used will be lighted, all other runways remaining in darkness, making landing a simple task.

Two airline companies have agreed to move their shops and equipment onto the new field. They will be housed in spacious hangars, and their great fleets will be dispatched to all parts of the world from Miami's master airport.

Room for More—When a man heaves a sigh and says he has done his best, he is usually trying to fool his conscience.

Two airline companies have agreed to move their shops and equipment onto the new field. They will be housed in spacious hangars, and their great fleets will be dispatched to all parts of the world from Miami's master airport.

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Plan To Teach Winter Guests Citrus Values

Mass Meeting Scheduled For St. Petersburg Early Next Year

ST. PETERSBURG, Aug. 3 (Special)—Winter visitors will be given helpful advice on oranges and grapefruit in January and February at a mass meeting early in 1934 now being considered by the St. Petersburg Junior Chamber of Commerce are completed.

Suggestion for such a meeting was made by William Kennedy, chairman of the citrus committee of the Chamber of Commerce here. The Jaycees organization indicated it would sponsor the meeting as part of its cooperation in the second annual Florida Jaycees citrus drive, to be conducted throughout Florida in January and February.

Former Governor Doyle Carlton, citrus grower and official in the Florida Citrus Growers, Inc., has indicated he would accept invitation to address the mass meeting. Other speakers will be obtained, and an educational program worked out to acquaint Florida's visitors with the state's biggest industry.

Wilbur Casey, chairman of the St. Petersburg Jaycees citrus committee and also a member of the state citrus committee of the Florida Jaycees, said his organization would start at once to develop plans for the gathering. The Florida citrus commission and Florida Citrus Growers, Inc., will cooperate in every way possible.

"St. Petersburg has a large winter visitor population," Mr. Kennedy pointed out, "and we can get several thousand of them to attend such a meeting. It is a splendid opportunity to stress the superiority of Florida's fine fruit and to tell them just how a real juicy, thick-skinned Florida orange, grapefruit or tangerine can be selected."

Except for Mr. Carlton as principal speaker, no other details of the meeting have been worked out so far. The Jaycees are considering the feasibility of serving free citrus juice, but this and other features are still under discussion.

When the St. Petersburg meeting proves successful, Jaycees leaders said it was likely many other cities in Florida would hold similar meetings to take advantage of the present

PERSONALS

Mr. and Mrs. W. C. Nanny of Bradenton spent the week with Mr. and Mrs. L. H. Park. Geo. Park and Jim Nanny who have been spending some time with their grandparents, returned to Bradenton with the Nannys.

Mr. and Mrs. Leslie Daniels and Miss Martha Adams left on Monday morning for their home in Havre de Grace, Md. after spending a delightful vacation of two weeks with their sister, Mrs. E. A. Ricketts, at her home "Lacy Lodge."

Mrs. O. F. Keune of Miami, daughter of Mr. and Mrs. S. Y. Hart, arrived in Avon Park on Monday for a few days visit with her parents. Mr. Keune will come for the next week and Mrs. Keune will accompany him back home.

Mr. and Mrs. C. H. Pardee and daughter Mary are spending a week at Daytona Beach. While away they will attend the graduation at Stetson University in DeLand where their son Charles S. (Buck) Pardee, will receive his B. A. Degree.

Edgar H. Klingensmith and Edward J. LeViseur, Jr., of Pittsburg, Pa. are staying at the Poinsettia hotel for a few days. Mr. Klingensmith is here to look after some grove property he owns in the Pittsburg groves. He says he likes it very much and hopes to return whenever the opportunity offers.

Grandfather Dies—Lester Armstrong left Sunday night for Bessemer, Ala., he called there on account of the death of his grandfather, M. J. Bearden, who had attained the age of 87 years. Funeral services were held Tuesday. Mr. Bearden had been a resident of Bessemer for practically his entire life.

Fly To Chicago—J. L. Wells, chairman of the board of county commissioners and W. Z. Carson, clerk of the circuit court, left early this week by plane for Chicago on business connected with Highways 1 and 2, which bonds. They were accompanied by their wives and expect to return the latter part of this week.

One of winter visitors in the state to advertise Florida's fruit and conduct a brief but intensive educational campaign.

Western Auto Associate Store—Western Auto Supply Company, largest and most successful in its line, 30 years in business, had a sales volume of 25 million dollars in 1933. We are now offering you an opportunity to own and operate a Western Auto Associate Store in your town. There are over 1100 such stores in operation.

You can become the owner and operator of a "Western Auto Associate Store" for as little as \$2,750 in the smaller towns, which pays for merchandise and fixtures and everything necessary to start business. We train you in our successful merchandising methods.

Western Auto Supply Co. Associate Store Division 112 E. Forest Ave. East Point, Ga.

Want Ads

ONE HUNDRED DOLLARS Cash Credit on a new American Bar car for sale at a discount. Bill Beckett, Avon Park Times, 19, 6, F.

RESPONSIBLE PARTY, not affiliated with any packing house, interested in leasing grove property at Avon Park. Will pay annual rental or divide profits. Write for particulars. P. O. Box 156, Bartow, Florida.

FOR RENT: Two apartments, two bedrooms, living room, dining room, kitchen and bath, electric refrigerator, gas stove, water heater and garage. One apartment same as above with only one very large bed room. Apply, Mrs. M. E. Covington, phone 177-W, 23, 11, 0.

OPPORTUNITY TO GO INTO BUSINESS FOR YOURSELF In a Western Auto Associate Store.

Western Auto Supply Company, largest and most successful in its line, 30 years in business, had a sales volume of 25 million dollars in 1933. We are now offering you an opportunity to own and operate a Western Auto Associate Store in your town. There are over 1100 such stores in operation.

You can become the owner and operator of a "Western Auto Associate Store" for as little as \$2,750 in the smaller towns, which pays for merchandise and fixtures and everything necessary to start business. We train you in our successful merchandising methods.

Western Auto Supply Co. Associate Store Division 112 E. Forest Ave. East Point, Ga.

SIMPLIFIED RATES to save customers \$24,000

MANY of our customers will recall a survey made by our District Representatives sometime ago, in which we asked for frank comments, and suggestions, regarding our operations. The object of this survey was to help us operate as far as possible in accordance with our customers' wishes.

This survey revealed that our two part rate form puzzled many customers. They found it somewhat difficult to understand their bills.

The two part rate, however, since it was installed in 1934, has saved our customers many thousands of dollars. It has enabled the average customer to practically double his use, and at the same time has cut the average cost per kwh in half.

IMMEDIATE RATE TO BE ELIMINATED AS FOLLOWS

Effective August 1st, 1934, for all customers who use more than 100 KWH per month, the immediate rate will be eliminated and all billing will be on the objective rate.

Effective December 1, 1934, for all customers who use more than 100 KWH per month, the immediate rate will be eliminated and all billing will be on the objective rate.

Effective August 1, 1934, for all customers who use more than 100 KWH per month, the immediate rate will be eliminated and all billing will be on the objective rate.

Effective August 1, 1934, for all customers who use more than 100 KWH per month, the immediate rate will be eliminated and all billing will be on the objective rate.



We believe that the two part rate has done a good job, but now can be simplified in accordance with our customers' wishes.

Additional Rate Changes

For all commercial users the immediate rate is eliminated after August 1st.

The \$1.50 service charge will be discontinued on August 1st, 1934, for all domestic and commercial customers.

In accordance with common Florida utility practice a \$1.50 connection charge will be included for all domestic and commercial customers August 1st, 1934.

The completion of this rate adjustment program will result in annual savings of \$24,000.00 for our customers.

The above applies to all customers, except those residing in towns where we do not have operating franchises.

FLORIDA PUBLIC SERVICE COMPANY