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Christmas
Entertainment
In Avon Park

School Has Program; Meth-
odist Vested Choir Sings
On Two Occasions

Avon Park schools closed Thurs-
day for the Christmas holidays and
will open again on Tuesday, Janu-
ary 2. The grammar grades pre-
sented a Christmas program Wednes-
day morning which was well
presented and much enjoyed by
those privileged to hear it.

This program opened with the
second grade Rhythm Band and
then Robert Schumann gave the
"The Soldiers March." This was
followed by "Up On the House
Top" and the first grade sang a
Christmas Lullaby. Wilma Giddens
gave "A Stitch in Time" and H. J.
Murphy and Levon Landress sang
"Christmas Time." Charles Collins
told "How Santa Looks" and Har-
ry Hood gave "His Letter" and
"Dolly's Xmas Tree" was given by
Margaret Lawhon.

Virgil Hall told "Xmas Secrets"
and the song, "The Only Thing I
Want for Christmas is to Keep the
Things I've Got," was sung by
Mary Hart and Edward Vann.

The third and fourth grades pre-
sented several numbers. They were:
"Santa Claus is Coming to Town,"
"Merry Christmas," "Christmas
Story," "What Can I Give Him,"
and "There's a Song in the Air." The
first grade sang, "Christ was
Once a Baby," and the program
closed with the pageant, "The
Shepherd Boy," given by the fifth
and sixth grades.

The vested young people's choir
of the Methodist church sang ca-
rols and other seasonal numbers
Sunday night in the lobby of the
Jacaranda hotel and again on
Wednesday night they presented a
similar program at the Rotary
Club luncheon.

This choir was accompanied at the
Jacaranda hotel program by
Mrs. Morgan, public school music
instructor for the county and were
trained and directed by Miss Alma
Harrell. Their numbers included:

"Hark the Herald Angels Sing,"
"There's a Song in the Air," "Sil-
ent Night," "O Little Town of
Bethlehem," "What Can I Give
Him," "Christ Was Once a Baby,"
"Blessed Be the Name of the Lord,"
"Howe," "It Came Upon the
Midnight Clear," "We Three
Kings," "Away in a Manger," "O
Heart Ever Faithful," "Joy To the
World," "O Come All Ye Faith-
ful," "The First Noel," "Jingle
Bells," "Up On the House Top" and
"Santa Claus is Coming to Town."

This choir of young people has
been trained by Miss Harrell and
exhibits excellent talent. The mem-
bers include:

Doris Cannon, Retha Mison,
Mary Basmore, Edna Mae Murphy,
Barbara Jean Bridges, Clara Mae
White, Imogene Mingleford, Mary
Elizabeth Hall, Lillian White, Ma-
rie Basmore, Charlotte Orr, Ann
Vann, Helen Bradbury, Virginia
Rimes, Charles Cannon, Fred
Montealea, Walker Martin, Billy
Connell, David Lamer, John Elliott,
Jack Rogers, Bobby Hall, GERALD
Connell, Vivian Luthy, Betty
Jean Newsome, Elizabeth Brad-
bury, Carolyn Holland, Glenn Mingle-
ford, Ralph Gerrard, Helen Jar-
rett, Jean Cannon, Margie Flowers,
Bunny Brown and Velma Stewart.

**Christmas Program
At Baptist Church**

The Sunday School department
of the First Baptist Church held
their regular annual Christmas
pageant and tree Thursday night
at the church with a record at-
tendance of two hundred.

A very interesting program by
the Sunday school department was
enjoyed during the evening.

After the program the kiddies
enjoyed a visit by Santa Claus who
left them with lots of candy and
nuts.

A collection was taken up for
the children of the Baptist Orphan-
age in Arcadia.

The evening was brought to a
close by the entire audience sing-
ing "Merry Christmas."

Christmas Entertainment In Avon Park

[VOLUME XI—NUMBER 43]

AVON PARK, FLORIDA, FRIDAY, DECEMBER 22, 1939

[PRICE: FIVE CENTS]

Christmas... CHURCH SERVICES

UNION CONGREGATIONAL CHURCH

Dr. Alfred C. Elliott, Pastor

CHRISTMAS SUNDAY SERVICES

Sunday School at 9:45 a. m. Christmas Lesson: "The Child and the Kingdom."

ORDER OF MORNING SERVICE—AT 11:00 O'CLOCK

Organ Prelude..... Mrs. Stanley N. Reeves
The Doxology..... Choir and Congregation
The Call To Worship.....
Hymn, No. 118—"O Come, All Ye Faithful,"..... Choir and Congregation
Invocation and the Lord's Prayer.....
The Gloria Patri..... Choir and Congregation
Anthem—"Shepherds Abiding in the Field,"..... Choir
The Responsive Reading, No. 32—"Thou Art The Messiah," Congregation
Solo—"Thou Blessed Man of God!"..... Mrs. T. J. Ward
The General Prayer.....
The Offering.....
Offertory—"Cradled All Lowly"..... Choir
Consecration of Offering and Choral Response.....
Anthem—"There's a Song in the Air,"..... Choir
Sermon—"Watchers For the Dawn,"..... Dr. A. C. Elliott
Hymn, No. 112—"Joy To the World,"..... Choir and Congregation
The Benediction.....
Dianisual—"Saviour, Again to Thy Dear Name"..... Choir
Organ Postlude..... Mrs. Stanley N. Reeves

Special Sunday School Christmas Eve Program at 7:30 p. m. consist-
ing of songs, recitations, visit of Santa Claus, and presentation of
gifts and candy.

The Children's Choir will meet for rehearsal at the Church on
Wednesday at 4:00 p. m. The Ladies' Aid will meet on Wednesday at
3:00 p. m. The "Quiet Hour" service will be held on Wednesday 7:30 p. m.
brief message by the pastor. Join us in this forty-five minutes of in-
spirational worship. The Senior Church Choir will meet for rehearsal at
the Church on Saturday at 7:30 p. m.

The public is cordially invited to unite with us in these Christmas
Festival services. "Unto us a Child is born, unto us a Son is given."

Christmas Eve Program

UNION CONGREGATIONAL SUNDAY SCHOOL—AVON PARK

Hymn—Congregation

Joseph's Prayer—Mary, Mrs. Harmon Atkins; Joseph, Harmon Atkins;

Shepherds, Mary Men, Mixed Quartet.

Christmas Prayer—Madge Fletcher.

Recitations—Beginners' Class (Mrs. Elliott, teacher)

A Christmas Welcome—Catherine Correll.

A Christmas Wish—Ole Lewis

A Gift for Santa—Harry Hood

What Can We Give—Jack Ward

Recitations—Primary Class (Miss Joubert, teacher)

Come to the King—Rose Mary Kipp, Royal Lamb, Jimmy Correll,

and Billy Correll.

Song by Class

The Girl's Part—Gloria Garber

The Christmas Story—Coram Lamb

Christmas Thoughts—Christine Lewis

Only a Star—Wm. Rutherford, Buddy Johnson and Bill Hood

While Shepherds Watched Their Flocks by Night: Jack Head, Jr., Henry

Kipp and John Garber.

Solo—Mrs. T. J. Ward.

Playing Santa Claus—Ed Stoddard

Christmas As I See It—Edgar Rutherford

If I Could Knit—Arden Anderson

Converting the Infidel—Yvonne Head, Teddy Ward.

Arrival of Santa Claus.

Presentation of gifts and attendance awards.

Good Night—Charles Bennett

Benediction—Dr. A. C. Elliott.

EPISCOPAL CHURCH

Richard L. Brown, Rector

MIDNIGHT CHRISTMAS SERVICE—11:45 P. M. SUNDAY

Processional—Adeste Fideles..... J. F. Wade
Introit—Silent Night..... Franz Gruber
Gradual—Of the Fathers Love Begotten..... Aurelius Prudentius
Kyrie Eleison..... Merbecke
Gloria Tibi—Gratia Tibi..... G. M. Garrett
Sanctus..... C. Vincent
Hymn—O Little Town of Bethlehem..... Louis Redner
Offertory—Arie, Shine, for thy Light is Come..... Sir George Elvey
Benedictus Qui Venit..... T. Morley
Agnus Dei..... C. Gounod
Hymn—Let All Mortal Flesh Keep Silence..... French Folk Song
Gloria In Excelsis Deo..... Old Chant
Recessional—Hark, the Herald Angels Sing..... Mendelssohn.

METHODIST CHURCH

C. E. Mingleford, Pastor

Greater love hath no man for his children than he who deems a good
name and Christian character the finest legacy he can leave them.
Come to Sunday School at 9:45 a. m. and study with us, "The Child and
the Kingdom." Morning worship at 11:00 a. m. Sermon by the pastor.
Subject, "The Great Light." Special music by the choir. A Christmas
anthem, a mixed quartet and a solo by E. L. Roberts, choir director,
will feature the music at this morning service. You will be glad you
were present.

At 8:30 p. m. the Senior, Intermediate and Junior groups of the
Young People's Division. A treat is in store for you if you attend the
services of these fine young people.

7:30 p. m. Evening worship. Sermon by Reverend W. H. Ballenger of
Edinburg, Va. Brother Ballenger is a minister of many years experience
and will bless you with the Lord's message of Christmas cheer. He is a
member of the Virginia Conference. The vested young people's choir
will furnish special Christmas music at this service.

7:30 p. m. Wednesday, mid-week prayer service. Forty-five minutes
of song, prayer and praise. Senior choir rehearsal at 8:20 p. m.
(Continued on Page Eight.)

The Story of the Nativity

St. Luke Version... Chapter II



And it came to pass in those days, that there went out a
decree from Caesar Augustus, that all the world should
be taxed.

(And this taxing was first made when Cerenius was
governor of Syria.)

And all went to be taxed, every one into his own city.

And Joseph also went up from Galilee, out of the city
of Nazareth, into Judea, unto the city of David, which
is called Bethlehem; (because he was of the house and lineage of David):

To be taxed with Mary his espoused wife, being great with child.

And so it was, that, while they were there, the days were accomplished that
she should be delivered.

And she brought forth her firstborn son, and wrapped him in swaddling
clothes, and laid him in a manger; because there was no room for them in the inn.

And there were in the same country shepherds abiding in the field, keeping
watch over their flock by night.

And, lo, the angel of the Lord came upon them, and the glory of the Lord
shone round about them: and they were sore afraid.

And the angel said unto them, Fear not: for, behold, I bring you good tidings
of great joy, which shall be to all people.

For unto you is born this day in the city of David a Saviour, which is
Christ the Lord.

The Maple Leaf Game Schedule

The following schedule of exhi-
bition games has been announced
by the Toronto Baseball Club which
will train here in the spring with
headquarters at the Jacaranda
Hotel as in previous years.

Sunday, March 24, Buffalo, here.
Monday, March 25, Indianapolis,
at Barlow.

Tuesday, March 26, Louisville,
here.

Wednesday, March 27, Jersey
City, here.

Thursday, March 28, Buffalo, at
Plant City.

Friday, March 29, Jersey City at
Winter Haven.

Sunday, March 31, Montreal,
here.

Monday, April 1, Newark, here.

Tuesday, April 2, Louisville, at
Arcadia.

Wednesday, April 3, Kansas City
at Haines City.

Friday, April 5, Newark, at Se-
bring.

Saturday, April 6, Indianapolis,
here.

Sunday, April 7, Montreal, at
Lake Wales.

Tuesday, April 9, Kansas City,
here.

Don Cossack Choir At Sebring Jan. 4

General Platoff Don Cossack
Choir, one of the most famous body
of singers in the world, who ar-
rive in Sebring, on January 4,
to perform at the school auditorium
under the auspices of Junior Wom-
an's Club, will, there is no doubt
about it, sing their way into the
hearts of their audience in just the
same way they have done in all the
most important cities of the world.

The reputation of this band of
twenty-five Russians, who are
sometimes and picturesquely
known as the "twenty-five sing-
ing horsemen of the Steppes," has pre-
ceded them wherever they travelled
a fame which is due not only to
their brilliant gramophone record-
ings and sound films, but to their
remarkable solo successes.

These perfectly matched solo
voices cover the range from high
soprano to the lowest bass, singing
vivid homophony ballads, open
choruses and soldier songs, with a
clarity and grandeur that is
characteristic of their race. They offer
a unique commentary upon the
genius of the Russian people. A
few good seats available at Jaca-
randa Drug Co.

Parade Today Will Precede Fireworks

With all preparations complete
for the Mayor's Christmas party
tonight, a large crowd is expected
to be on hand to enjoy the fire-
works and participate in the festi-
vities. The fireworks will be dis-
played from the north east shore
of Lake Verona and there will be
plenty of room for the spectators
along the lake shore in Donatons
Park with reserved seats provided
on the pier. The display is schedu-
led to start at 7:30 p. m. and this
afternoon a parade will advertise
the night's events.

Four bands are expected to be
in the parade lineup as well as
many decorated cars and floats en-
terbed by the civic clubs and busi-
ness houses. The Boy and Girl
Scouts will also be in line together
with numbers of school children.
The parade is set to start at 3 p. m.
at the high school.

The line of march will be down
Verona avenue to the Mall, west
to the railroad and return to the
starting point.

The bands will be the high school
outfits of Avon Park, Sebring,
Lake Placid and Lake Wales. It is
hoped to have a short concert af-
ter the parade of the four massed
bands in the Mall.



HOME BOUND FROM COLLEGE—It's fun—for everybody but the freshmen. And three guesses as to which is the freshmen in this picture, showing Avon Park's students at the University of Tampa leaving for their home towns for the Christmas holidays. They are, left to right, Billy Martin, John Wilkes (you guessed it), and Harold McClelland.

Highlanders Moving Ahead For Members

Drive With Goal of 5,000
Members Will Start
January 9

(By Jack Burnett)

The story of Christmas and the
advent of the new year will find
The Sebring Highlanders in the
most favorable position in the his-
tory of the organization and Lake
Placid.

That was the word coming today
from President John D. Clark of
Washington who reviewed the activi-
ties of the last year—especially the
last few months of 1939—and a
pointed to several concrete achieve-
ments as indicative of the work
that has been done.

"But that is water over the dam
and under the bridge now we must
look forward to 1940 and the pos-
sibilities that present themselves,"
Mr. Clark said.

Lehmann will make his head-
quarters at the Walehit hotel in
Lake Wales and the drive will cen-
ter there.

"With a man of such capabilities
as Mr. Lehmann at the head of the
drive organization, I can foresee no
reason why the four days should
not produce more than 5,000 mem-
bers," Mr. Clark commented. "It
must be remembered that the
Highlanders organization is work-
ing for the entire ridge country—
not for just one community or a
few sections, but for all that beau-
tiful stretch of country from Davenport
south to Lake Placid."

"When it is realized that our in-
terests are concentrated on the im-
provements to road No. 8, and to
building up a system of highways
that will allow the ridge country
to become the mecca of prosperity
it which is rightfully entitled,
then it will be seen that 5,000 mem-
berships and the national econo-
my of 50 cents each is little enough
to ask from the 50,000 or more resi-
dents in the particular area in
which we are concentrated."

Considerable encouragement was
given to the Road No. 8 im-
provement project during the week when
Roger E. Hanson, national econo-
mist and extensive property owner,
agreed to give necessary rights-of-
way for the expansion of the road
and widening of the highway.

Mr. Hanson, in a conference with
President Clark, Secretary O. A.
Brice of Lake Wales, Judge Robert
T. Dewell of Haines City, Frank
O'Brien of Lake Wales, W. M.
Reck of Avon Park, complimented
the Highlanders on the work that
it has done and is contemplating
and assured the organization that
he would cooperate in every pos-
sible way.

He checked over rights-of-way
traps and other details with the
Highlanders' officials and mem-
bers, made a few suggestions, of-
fered constructive criticism and
told them to go ahead and count
on his cooperation where needed.

"This is the kind of cooperation
that the Highlanders have been re-
ceiving and indicates to us, beyond
a doubt, that we have the sympathy
of all the property owners and
business interests along the ridge,"
John Maxey of Prostoproof, chair-
man of the organization's road
committee said.

A meeting of the Highlanders
board of governors is set for Jan.
4 and a detailed announcement of
the meeting will be made next
week.

Former Resident Dies In Orlando

The many friends of Mrs. Naomi
Alderman, a former resident here,
will be grieved to learn of her
death Wednesday in an Orlando
hospital.

She was the daughter of Mr. and
Mrs. Gibson of Panama City and
formerly of here.

JOHN NANCE GARNER FOR PRESIDENT IN 1940

WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK.—Britain has an unusual and difficult task in carrying out its decision to bar German exports from the seas. It puts this undertaking in the hands of a man who gained fame by making a diligent study of enemy exports when convicts buried Dartmouth prison and exported 300 from their ranks in 1932.

He is Sir Hubert de Parca, judge of the High Court of Justice, and now chairman of the enemy exports committee, which, in view of neutral protest, and somewhat confused precedent for such action, may be steering a difficult course. For reasons which did not appear in inadequate press accounts here, Sir Hubert's inquiry into the Dartmouth prison break brought him great national acclaim, and soon thereafter, he was both knighted and raised to the high bench.

The savage outbreak made England a bit jittery, as such occurrences are rare there. Sir Hubert, a polymath as well as a lawyer and judge, is a stern symbol of authority, a strict interpreter of the law, and he found and discontinued evidences of "colluding" the convicts as a possible cause of the mutiny. He recommended a stouter jail and more watchful keepers. In his report, he stressed the fact that, just before the outbreak, the governor of the prison had said to the prisoners, "I am sorry that the portridge at yesterday's breakfast was not up to the usual standard." That, thought Sir Hubert, was surely taken as a sign of timidity and might have caused the break. After that Sir Hubert became a bulwark of empire.

Taking his master's degree at Oxford, he won honors in the classics. He was president of the Oxford Union in 1902. He became a highly successful lawyer and politician, and, as a judge, the strict legal constructionist which the British middle-class like. Lawyers could find no holes in his decisions.

SCARCELY a day passes without new evidence that Stephen T. Early, White House secretary, has become a new and powerful voice of the government. His direct and authoritative discourse, on matters too delicate perhaps, under present conditions, for the usual frank presidential press conference, has moved Mr. Early into the right-hand post of the late Louis Howe and the Washington scribes are writing him down as the most important person in the executive offices, next to the President.

Born into an old Confederate family of Charlottesville, Va., Mr. Early became a Washington correspondent. He received the "pull" star citation for bravery in the World War, returned to newspaper work in Washington, and, immediately after the war, established the long friendship with Franklin D. Roosevelt, and the allegiance of years which has carried him up each plateau of the Rooseveltian rise.

When President Harding was dying in San Francisco, he slipped down a hotel fire escape and had the news of the President's death on the wire seven minutes before the physician's bulletin appeared. He is thus given to acting on impulse, and as a poker player, he never played close to his vest. Now he does, say the Washington correspondents, tight-lipped and cagey, and speaking "not as the scribes and Pharisees, but as one having authority."

CAUGHT in the ruck of the Russian revolution was a 17-year-old girl, playing the piano with swollen and half-frozen fingers, taking her turn in the line. Her name is Genia. Is like a pine growing from a rock cleft. Her lines, some from Rock Cleft, some from the afternoon until 10 o'clock the next morning. Today, she is Madame Anis Dorfman, Arturo Toscanini's guest soloist at a recent New York concert, as another savage upheaval shakes the world.

The years between have made her a world-famous pianist. In 1920, she escaped to Constantinople. Thereafter she was never ragged or hungry. She is small, merry, blue-eyed and dark-haired and was Dorothy Thompson's choice as the "perfect party guest."

Her home is in Madison avenue, New York city. "Music," she says, "is a holding force." Here has been through eight times and another (Compiled Feature—WNU Service).

Star Dust

★ A Western Well Done!
★ Ascending Stars
★ Irresistible Invitation
By Virginia Vale

THE people who insisted that all Marlene Dietrich needed to restore her to favor was one good picture have been proved right. "Destiny Rides Again" has done it. Paramount, after letting her go, has engaged her again, this time to appear in Cecil B. DeMille's "North West Mounted Police."

She will have a role for which Dorothy Lamour was slated before "Destiny" and Marlene—made again—the fact that the character is named "Loupette" suggests that provision has been made for the foreign accent. As for the picture, "Destiny Rides Again" you might call it a super-Western and not be far wrong. There's nothing super about the plot; it's one of the good old standbys. But Producer Joe Pasternak, who is largely responsible for Deanna Durbin's success, defied precedent when it came to casting, and gave the leading role to two people to whom they wouldn't seem to belong.

James Stewart, fresh from the laurels won as the Mr. Smith who went to Washington, and Miss Dietrich, who was over-given to posing, have turned in beautiful performances.

And don't forget that a very able man named George Marshall directed it; no matter how good the actors were, a less capable director could have made a mess of things.

An inside picture of the New York Stock exchange is to be presented over Columbia's network Saturday, December 30. The on-the-scene broadcast, coming dramatically at the end of the year's trading, was said by stock exchange officials to be the first radio program to originate from the floor of the world's greatest organized stock market for securities. The broadcast will trace the ups and downs of the market from its inception to the time he receives his receipt.

Alan Jones is sitting pretty; his contract with Paramount has been renewed for three more pictures. "The Great Victor Herbert" gave him the right opportunity to show what he could do, and also added a rung to those that Mary Martin has successfully climbed since she sang "My Heart Belongs to Daddy" in a theatrical production and made a hit overnight. Hollywood didn't want her at first; couldn't see that she had any possibilities. Now she's being pushed along as fast as she can go. Her next picture will be "Miami" after that she'll star in "Kiss the Boys Goodbye."

Toss bouquets at Greta Garbo, not merely for her performance in "Ninotchka," but for being so quiet about bringing her family to this country; they flew from New York to California, and she's bought a home out in the country for them.

It doesn't seem possible, but Jane Withers has started her sixth year on the Twentieth-Century-Fox lot. She's being co-starred with Gene Autrey in "Shootin' High."

A place of wedding cake reached the desk the other day, in a little book the name of one of New York's smartest caterers. The enclosed card read "Mr. and Mrs. Harry Davis," and in a corner, "At Home, 610 E. 11th St., N.Y." "When a Girl Marries." Who could resist a radio program that has so attractive an announcement?

The polls show that from 10 to 15 million people in the United States had in on the Ford Sunday Evening Hour each week; others in Canada are tuned to American stations to catch it, and recently seven stations in Mexico were linked to the broadcast network.

ODDS AND ENDS.—When Dorothy Lamour sings over the air she has a violinist playing to her so that his bow goes her way. When Mary Kay, who co-starred with Nelson Eddy in "Belinda," is following his example and sings on a concert tour, she has the first of the "The Housekeeper's Daughter" isn't he? so on. (Compiled Feature—WNU Service).

Obliging Thief Leaves Own Picture as Evidence



When Dr. E. L. Brunswick's gasoline station was burglarized a second time in Chicago he decided to take steps. A radio and photography fan, Dr. Brunswick arranged a camera and photo electric cell in the station. Then a third attempt at robbery was made. But when the burglar crossed the photo-electric beam a flash bulb and the camera were fired simultaneously. The camera had taken the picture at the right, which resulted in the arrest of Harold Lewis, 19-year-old Woodstock, Ill., farm hand.

Rebel 'Angels' Seek Redress From Father Divine



"Father" Divine, hand in pocket, strolls from New York Supreme court after his initial appearance as defendant in a suit brought against him by two of his disappointed "angels." The suit was brought by Mrs. Veranda Brown, right, and her husband, Thomas, for the return of \$4,125 she says they turned over to him. Even with this down payment they failed to find the "peace that is wonderful."

Crown Nation's Finest Girl Cooks



The nation's four best girl cooks were honored for their culinary skill recently at the International Live Stock show in Chicago. Winners of the countrywide Four-R club food preparation contest, left to right: Maxine Koons, 18, Fairmont, Minn.; Orr-Lyda J. Brown, 18, Exeter, Ore.; Catherine Barnes, 17, Nashville, Fla.; and Betty Freeman, 16, Pikeville, Tenn.

Worse Than Bombs? Yes, Says Doctor



Bananas, brown-colored air raid planes, like this one in Sydney, Australia, are blamed by Dr. Edward Teller, president of the French League of Mental Hygiene, for a rise in mental disorders. Dr. Teller, adviser to the French ministry of public health, said that the "air raid" alarm led France to become a nation of nervous wrecks. Effects of the "scat stream," he says, are worse than bombing.

Smoke Eater



Smoke-filled interiors held no fear for fire ladies equipped with this combination gas mask and telephone. The mask protects the fireman as he "phones" directions for fighting a stubborn blaze.

125 Carat Beauty



A million dollars will buy this sparkling diamond worn by Brenda Brainerd, summer sea glimmer girl, at a New York display. The gem is the largest diamond found, weighing a mere 25 carats.

DOLLAR MAKERS Cold Details Seldom Make Great Appeal

By GEORGE T. EAGER

FROM time to time government officials seek to impose restrictions on advertising and make advertisements cold, logical presentations of technical buying information. They believe that logical reasons for buying would be more productive than emotional appeals.

In appealing to the emotions of readers advertising men are merely taking advantage of facts that famous writers and philosophers have known for centuries. Romans said, "Reasons come afterward, but at first a thing pleases or shocks me without my knowing the reason."

Wilde Collins, the famous English novelist, when asked for his rules for writing successful novels, said "Make them laugh, make them cry, make them love, make them hate." The great French writer, De Maupassant, said, "The public in general is composed of numerous groups who cry, 'console me, amuse me, and make me, fill me with tenderness, make me laugh, make me tremble, make me weep, make me think.'"

Some time ago two radio manufacturers published full page advertisements in farm papers. The first manufacturer devoted his entire advertisement to telling of the technical excellences of his product. The second manufacturer headed his advertisement, "Why Do Your Children Leave the Farm?", said a few words about keeping children at home through entertainment and finally told about the excellence of his product. The emotional appeal produced many times more sales than the logical reason-why appeal.

ADS COMBAT FIXED HABITS

THE American standard of living is the highest in the world. One of the most interesting things about it is the fact that the public seldom takes the initiative in demanding new and improved products. It has always been a man with a new idea—something to sell—who has made the improvements and offered them to the public through advertising.

Gradually the public has accepted the new idea and a new standard has been established from which to start still further improvements. Our mothers and fathers gladly accepted crackers scooped out of a barrel into a paper bag. Then someone conceived the idea of crackers boxed in moisture proof paper, trademarked and sold for five cents a package. That was a new idea so advertised. The public accepted it and a whole new industry was created.

This conception of advertising as the most economical means of selling a new and better idea to the public explains many so-called failures of advertising. Such failures are due to the fact that advertising is often used to offer an idea, product or service that is not interesting to the public or because the new idea is not kept before the public for a long enough period of time for consumers to thoroughly understand and appreciate it.

Twenty years ago a large insurance company spent a large sum of money offering a new type of policy. Results were not satisfactory and the officers of the company said, "Advertising of insurance is a failure and we will never spend any more money in advertising." It was later learned that the policy offered in the advertising was not popular and five years later had completely disappeared from the insurance business.

Filtered Air Is Best For Operating Room

PULLMAN, WASH.—Because bacteria do not breed but absorb their nutrients only in solutions, effective disinfection for fumigation is difficult and rarely successful, according to Dr. Ernest C. McCulloch, research veterinarian of Washington State College.

For many years early bacteriologists did not know that disinfectants must be carried out by means of air. They attempted to use disinfectants by fumigation. Dr. McCulloch said, "Fumigations vapors are the means of burning rather than of killing."

Improved SUNDAY SCHOOL LESSON

By HAROLD L. LIVINGSTON, D.D.
Dean of the Bible Institute
(Published by Western Newspaper Union.)

Lesson for December 24

Lesson subjects and Scripture texts are prepared and copyrighted by International Council of Religious Education; used by permission of the Bible Institute.

LESSON TEXT—Matthew 1:18-23
GOLDEN TEXT—"For unto us a child shall be born."

The children's holiday! Yes, Christmas is the children's day of days, and it is also the day for those who have been "converted and become as little children" (Matt. 18:3). It is quite proper that it should be so for Christmas really means nothing very significant except as we gather at Bethlehem's manger and there find a child, the Christ-child. Those who come on the morrow to do homage to Him in the spirit of childlike faith will truly keep Christmas.

Let us then go first of all to Bethlehem, and there having seen the one who became as a little child, we shall be ready to go on and learn from Him what a blessed example, responsibility and opportunity there is in the childhood which we see all around us.

I. The Child—Jesus Our Saviour (Matt. 1:18-23).

The virgin mother Mary "brought forth her firstborn son" and "called his name Jesus" (Matt. 1:18-23). Some time ago two radio manufacturers published full page advertisements in farm papers. The first manufacturer devoted his entire advertisement to telling of the technical excellences of his product. The second manufacturer headed his advertisement, "Why Do Your Children Leave the Farm?", said a few words about keeping children at home through entertainment and finally told about the excellence of his product. The emotional appeal produced many times more sales than the logical reason-why appeal.

For anyone who believes that God has all power and all wisdom to do what He wills and as He wills, and who further believes that Christ was pre-existent as the Son of God before His incarnation, there is no difficulty in believing in the virgin birth. In fact, as another manner of incarnation would have been possible, it is not necessary to believe that the one who denies the virgin birth of Christ thereby declares that He does not believe in the God of the Scriptures and in Jesus Christ His Son Lord.

II. The Child—Our Example (18:1-10).

The disciples had been having a discussion about who was to be the greatest in the kingdom of heaven. This was not because they desired their brothers' advancement, for each one wanted to be the greatest (24:24-40). Jesus frankly told them that they needed a real change of heart, a conversion. True greatness is not a matter of worldly position or ambition, but of a childlike humility.

Such an idea was absolutely revolutionary in the day of Jesus, and in fact sounds unbelievable to the worldly man today. But it is none the less true that the great man or woman is the one who knows and recognizes himself to be utterly dependent on God in every moment, every circumstance, every trial, and every opportunity of life. We need to learn of our children.

III. The Child—Our Responsibility (18:11-13).

These awful, solemn words should be considered with great care. What a terrible judgment awaits those who cause little ones to stumble by reason of their false teaching, their failure to bring God's Word to bear upon their lives, improper discipline in the home, or the influence of a bad example. There are probably preachers, teachers in the Sunday school, grandparents, uncles, aunts, mothers, fathers, yes, even friends of little children who need to reread these verses and then cry out to God in repentance before it is too late.

IV. The Child—Our Opportunity (18:14-15).

Jesus knew the real value of a child and His loving heart reached out to invite the children to come to Him and be baptized in His name, and in trust. When they came, He never failed to bless them. The glorious thing is that we are privileged to bring little children to Him. Someone may say, "Jesus is no longer on earth, I cannot take my child to him." Jesus is not here in the flesh, but He is here ever present with His children. You can bring your child to Him, for Jesus is here in the flesh, but He is here ever present with His children. You can bring your child to Him, for Jesus is here in the flesh, but He is here ever present with His children.

Will you do it this Christmas—in the home, in the Sunday school, in the church, in the neighborhood, and there will be blessing beyond your ability to contain it and you will be the true bringers of that child to Him.

THE AVON PARK TIMES

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

WILLIAM C. BECKETT Publisher

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State Press Comments

SCENIC HIGHLANDERS CRITICIZED

The leading editorial in the Fort Myers News-Press on Monday last appeared under the heading—"Dangerous Ground." It dealt with the efforts of the Scenic Highlanders to demand a pledge from candidates for governor, in case they are elected, to appoint a member of the State road board from the section between Haines City and Sebring. The News-Press says "with varying success this has been tried before, though not quite so badly—but this is the first time an organized effort has ever been made to pin them down to a road board member to carry out the promise."

Then the editorial brings out the fact that other sections are already following the example of the Highlanders and "are preparing to go and do likewise. And why shouldn't they?" The News-Press is very much concerned over the present situation and says that it is clearly a dangerous practice and would be a great menace to the state road system and to other "areas such as that represented by the Scenic Highlanders." Their territory, includes small towns like Haines City, Lake Wales, Frostproof, Avon Park and Sebring.

The west coast paper is one of the best dailies in the state and, in our opinion, has as its directing head one of the smartest editors in the South, but we feel that he has been a bit out on this particular problem. All that we in this important section of the state are doing is to make an honest attempt to get at least one decent, capable road, so that not only we who permanently reside here, but those from other states and the thousands of visitors who can travel to these "small towns" in a reasonable degree of comfort and safety. This writer has seen what the News-Press calls "practical politics" played in several other states and we still have much to learn, but we fail to see anything wrong in what we are now trying to accomplish. For years we have been compelled to put up with abominable roads and in the coming election it is the very honorable intention of the Scenic Highlanders to refuse their support at the polls except to those candidates who have definitely pledged themselves to appoint a member of the state road board from this section. It seems to us that this is the cleanest sort of politics. It is open and above board—we are hiding nothing. Perhaps other nations might well come in for the same kind of handling for the general betterment of the state as a whole. At least we would be willing to try it.

"We sympathize with the Ridge Section," concludes the News-Press, "in its aspiration for a better through road. The improvement is necessary and they should have no hesitations about it." "Resolving on this mighty dangerous ground," but everybody who travels Road 8 is driving on a very dangerous highway.—LAKE WALENS HIGHLANDER.

NEWS REEL

Walter P. Fuller, outspoken member of the Florida house of representatives, who each week publishes a "Florida Letter" for private circulation, takes a gander at the present political picture:

Aside from two small papers and the Orlando Sentinel, Florida Whittier got a pretty good editorial press on his announcement for governor. Of course, the Orlando paper authored the Whitehair idea. . . . Spensard Holland will announce soon for governor and challenge the Crummer candidate for No. 1 slot at the starting post in the ring. He offers to abolish all evil, fill the state with good clean fun, open a branch office in South Florida. As proof that he hasn't sold out to the "interests" says he will run a cheap campaign. His tax crusade (which flopped) was duPont financed. Barbee's claim to fame is that he drove out slot machines. He didn't. Spontaneous statewide indignation did that. Barbee just yelled loudest. The slot machine candidate will probably run neck-neck with the Se orange juice candidate, both down near the bottom. One prominent possibility has an amusing dilemma. His money backers want him to run for governor, his vote-controlling backers for senator. . . . Senator Hodges has signed up with Whitehair. . . . Rep. John Burke, who would love to be House speaker, called a meeting of House members at Gainesville homecoming. Sandwiched between a eulogy to the late W. McI. Christie, former speaker, and kudos to the current Speaker Wood, was a weird document which made saints of all 1939 House members, sinners of all who disagreed. . . . Meanwhile, Governor Cline rumbles away that the 1939 legislators are a set of precious rascals who can't be trusted in Tallahassee. . . . The while fulminations boll higher and higher for increased odd age pensions, making a perfect campaign crusade for paid aged, the unpaid state workers are going to make it increasingly tough for Uncle Fred. . . . Ex-Governor John Martin may join the senatorial scramble. . . . With an army man from Washington to take his place, Roy Schroeder is expected to quit his WPA job to become candidate. Fraser's King has definitely said he wouldn't quit the WPA post, but rumors still persist. — WINTER HAVEN HERALD.

Mrs. J. E. Crosby, Dolores Crosby, Mrs. Langenhorn, and Mrs. Frank Anderson formed a congenial party motoring to Lakeland Monday.

Miss Mary Lydia Stebbins and Miss Fay Gordon are home to spend the holidays with their families. They are attending Southern College at Lakeland.

Beloved Stars Fixed

For centuries the basis for all astronomical theories was the fact that the outer sky was solid and crystalline and the stars fixed to its surface like studs.

CHECK UP ON CITIES

The Florida Tax Revision League, which has been making a study of municipal government, costs, seems to attach considerable importance to the recent announcement of Comptroller Lee that all municipalities will be required to file a complete statement of their financial operations at least once a year.

It should not be very difficult for any municipality which maintains an up-to-date accounting system . . . to furnish the information the comptroller is instructed and authorized to obtain under the statute. In other cities, where there may be something to cover up, there may be some objection to enforcement of the law. But, it would seem, the purpose of the act is good and in the interest of economical, efficient government.

The financial statement of any given municipality, set off by itself, may look all right, but when compared with similar statements made by other cities, the taxpayer will be able to judge whether he is paying too much for governmental operating costs. The closer government is brought to the people, the better government we should have. Getting government costs out in the open, for everybody to see, is bringing government closer to the people.

The opportunity would be presented, too, through this data for honest city officials who are seeking methods of reducing . . . to study what is being done in other cities, and bring their operations in line with those cities which have made the most progress in reducing costs, waste, extravagance, duplication of effort, and so on.

The comptroller should be commended for his silent intention of carrying out the long unused law which was designed to set up a check on Florida municipalities and reveal what is going on in the city halls of our state. Incidentally, cities like Ocala where we have efficient, economical government, should welcome the comparisons that will be made. Such statements are placed out at Tallahassee where they will be open to public inspection.—OCALA STAR.

TOO LATE TO CLASSIFY

By RUSSELL KAY

Of all Christmas stories, one of the most delightful to my mind, is that of the "Fourth" Wise Man.

Down through the years the story of the "Three" has become fixed in our minds, but the fourth of the "other" Wise Man is not so generally known, yet it is a very beautiful story with a message of deep import to mankind.

It seems that there were really FOUR instead of THREE Wise Men and upon reaching the wonderful message of the birth of the new King, it was agreed among them, that they would meet at dawn of day and journey together to lay gifts at the feet of the Child of Bethlehem.

On his way to the agreed meeting place, the "Fourth" Wise Man stopped by the wayside to give aid and comfort to one in need and in consequence he failed to arrive in time to join his friends on their long journey.

So he went on alone, but as he encountered fellow men in grave need. With each of these he tarried and gave of the treasure he carried, that their suffering might be relieved.

By the time he finally reached Judea, he found Joseph and Mary had fled with the Christ Child to escape the wrath of Herod.

Through the years, he traveled on hoping to find the Christ, that he might lay at his feet, the remainder of the gifts he possessed. But as he went from place to place, he continued to find fellow beings in grave trouble, the sick, the blind and the poor. To all he gave generously of his treasure, a jewel here, a bit of gold there, until at last he found himself without a single material thing that he might lay at Jesus' feet. Empty handed he found the Master with nothing to offer other than the greatest gift of all—a record of unselfish, helpful service to his fellow men.

And in this troubled world to-day, there is a greater need for "Fourth" Wise Men than ever before. While it is proper and fitting for those whose means permit to be generous with material gifts, money, food, clothing and similar aids, equally great and just as important are the little acts of thoughtful kindness, the cheerful encouraging word, the helping hand and sympathetic heart. Gifts of the Spirit that possess power for good beyond all things material.

We in America to-day should truly appreciate the glorious spirit of Christmas and give heartfelt thanks for the countless blessings that are ours.

We should look about us and pass up no opportunity to show our gratitude by sharing with others and lending a helping hand to those less fortunate than ourselves.

Individually we cannot hope to overcome the ills of the world, but in our own little sphere, we can look to our neighbors and concern ourselves with their welfare. Though our purse may be empty, there is treasure greater than gold, looked within the heart of every man, treasure inexhaustible, that can be drawn on without stint. Words of cheer, hope and comfort. Miles and miles of sunny smiles that can warm many a weary heart. Strong helping hands for little tasks that illness and despair have made burdensome to others.

As we give, so we receive. There is no joy in life so great as that which naturally comes to us as we share our treasure with those in greater need. As we exercise this age-old loving principle we find that when we unselfishly concern ourselves with the needs of others, our own rewards and blessings multiply.

So it is my sincere hope that the story of the "Fourth" Wise Man will bring to you the KEY to a more wonderful, joyous Christmas, for—

The FOURTH Wise Man, it seems to me, Was wiser than the other Three.

Feuding on Constitutionality

The power of our courts to declare acts of congress unconstitutional was first judicially asserted by the Supreme court in case of Marbury vs. Madison in 1803.

Every Second Year a Nocturnal One

For some mysterious reason, every second year is a "nocturnal" year with many more cases than in the previous year.

Activities Of The Chamber Of Commerce

By the Publicity Committee, Avon Park Chamber of Commerce

The Chamber of Commerce wishes you a very Merry Christmas. If you are not now a member give yourself a worthwhile Christmas gift in taking out a membership for 1940; because there are going to be many things on the 1940 program of the Chamber of Commerce that will interest you who are reading this, and don't forget that it isn't so much the money that we want. The money that is needed for membership dues does not begin to meet the expenses of the Chamber of Commerce. What we want is your own personal interest and work, which are the big things after all, so think over that Christmas present idea of a membership for yourself. It will be a happier 1940 for you if you do and a better year for Avon Park. It will be starting the New Year right.

Most of the Trailers have gone but favorable comments keep floating back from those who were here. So many have planned to come back later and some of them are not attending the various meetings are drifting in and saying that they were sent here by some of the members of the convention who were in Avon Park several weeks ago. The Chamber of Commerce did a good publicity stunt and a helpful one for the town as well in getting this convention of trailers here. They probably be back for the next year's convention and there will be more than the 130 trailers which were here this season.

We now take pleasure in publishing the following letter received from W. S. Bell, President of the Chamber of Commerce, by Mr. Frank L. Van Epps, Royal Chief of the Tin Can Tourists of the World:

Arcadia, Florida Dec. 12, 1939
Mr. Walter Betts, Pres. Chamber of Commerce, Avon Park, Fla.
Dear Mr. Betts:

At a meeting of the board of directors of the Tin Can Tourists of the World, Inc., today, a resolution was passed expressing our deepest thanks to all of you Avon Park folks who participated in making our meeting there last week one that will never be forgotten.

I cannot adequately express the good feeling that is being expressed about the camp grounds here in Arcadia about the nice city you have in Avon Park and about the city folks generally put both feet forward to show us that we were indeed more than welcome in your city.

It has been my privilege to negotiate and promote several meetings of our organization during the past several years, and I surely wish that I had folks to deal with that would and could cooperate so nicely as you folks did.

Many of our members are expressing their thought to return to Avon Park for another week or so immediately after the Arcadia meeting, and today I hear that several are planning on returning down the Ridge Road for a short stay in the spring prior to the trek northward.

Will you please express to the Mayor, the electric light company, all the storekeepers and to the newspapers in your city, as well as to the members of the Chamber of Commerce my most sincere thanks for the grand time that we had in Avon Park.

I assure you that as soon as our program is off the press you shall receive several copies, and I hope that many of you can come to Tampa to enjoy our own large meeting there.

With very best wishes until we meet again.

Yours truly,

FRANK L. VAN EPPS

The Chamber of Commerce wishes to express its appreciation to the Press of Avon Park for the hearty cooperation they have given in all matters of publicity. It has been helpful to every way.

Three cheers for the Mayor! He pulled off his big Christmas Party at a cost of about \$500 and gave a good many children living in the Highlands and adjacent counties a really wonderful treat. The Chamber of Commerce was glad to be able to help in many ways to carry out the details of the party, but the chief credit goes to the Mayor himself. It was a unique and most enjoyable affair.

Louis Wolff and Irvin Jacobson of Washington, D. C. are spending several days here with Mr. and Mrs. F. M. Wolf and Miss Rose Abramson.

Herbert and Donald Todd are home from Bolles Military Academy at their parents' home for the holidays with their parents, Mr. and Mrs. E. O. Todd.

Miss Jane Hart arrived home Thursday from Stephens College, Columbia, Mo. to spend the holidays with her parents, Mr. and Mrs. E. W. Hart.

A Dixie Viewpoint

By the Publicity Committee, Avon Park Chamber of Commerce

Secretary Ickes' energetic blast at the McNutt campaign for the Democratic nomination has created a furor in political circles and seems to have burst the pretty bubble which had been inflated by official halo over the head of the handsome Indian.

The strategy of the McNutt managers to put Ickes in the picture that he was Roosevelt's choice as a successor in the White House has been sidetracked—and definitely.

Ickes emphatically denied that the President had given McNutt the "green light" and this coming from one so high in New Deal circles and from one who, so far, has interpreted the President's mind fairly well, carries a great deal of weight.

The McNutt Build-Up

This simple statement, therefore, nullifies any gains the McNutt crowd may have made by their Presidential coal-mill swinging and removal of the official light from McNutt.

In the meantime, as the New Year approaches, other potentialities in the Democratic picture, are pushing their cause by taking full advantage of this turn in events. McNutt originally was brought in to beat off the tremendous strides being made by Vice-President Garner. (Even Roosevelt is known to admit that Garner is the only conservative who can win the nomination.) The New Dealers earlier had tried Jackson, Harry Hopkins and William Douglas, and something went wrong with each. And then came the McNutt build-up.

Here's what Paul Mallon says about the situation now:

"His (McNutt's) passing leaves no room for the Coward-Kelley school except Mr. Roosevelt, who always has been, of course, their real candidate. But it also brings back into the spotlight three officially unlicked men with whom the school boys will have to deal at a convention—Garner, Farley and Hull."

"This big three has not been crowding the limelight, but they will be a lot of delegates amongst them. Any successful candidate will have to deal with them and at least two (Garner and Farley) are against third terms."

But according to the Garner managers, they do not intend to deal with anyone—that is, they are not interested in political trading. The Vice President is in the race to win, and nothing less, regardless of what other candidates are put up.

Let me quote you a paragraph or two from the Joseph Alsop and Robert Knott Column, "The Capital Parade."

"It is pretty clear by now that unless the President intervenes, Jack Garner and his good friend Jim Farley will control the Democratic convention between them."



1939 Christmas Cheer to All

Merry Christmas! An old, old wish. The twinkling stars repeat it. Merry Christmas! We wish you health, And a joyful heart to greet it!

Pendleton Grain & Provision Company

Avon Park, Florida



1939 MERRY CHRISTMAS

May the joys of a season noted for its happiness be multiplied for you this Christmas.

Jacaranda Drug Company and GIFT SHOP

AVON PARK, FLORIDA

They will have the delegates. . .

"Garner is a colorful as well as a potent political personality. He authentically has a kind of regional favor. . . . His speech would be admirable dialogue for a 'down east' of the cattle country. When he wants to tell the President to let business alone, he says that the cattle ought to be allowed to rest and take on fat instead of being 'choused' around. Or, if he wants to boast of his own fitness to walk 12 miles a day, he declares, 'My legs are so hard that, if a deer hunter took a pot-shot at me, the bullet would bounce right off.'"

"These echoes of early America strike a note for a 'back to normalcy' candidate."



Our Christmas would not be complete unless we expressed our deep appreciation for your patronage, and wished you every success for the coming year.

SMITH HARDWARE CO.

AVON PARK, FLORIDA



MERRY CHRISTMAS

Peace On Earth 1939

Christmas makes us happy for a lot of reasons. . . . particularly because it gives us an opportunity to greet our friends again and wish them the joys of the holiday season.

R. F. SAPPINGTON

AVON PARK, FLORIDA



CHRISTMAS Best Wishes for 1939

May this Christmas season bless you and yours with all the good things in life; may success happiness and health be yours in full measure.

TOUCHTON DRUG CO.

The REXALL Store

AVON PARK, FLORIDA



1939 BEST WISHES

Merry Christmas to you—our friends, neighbors and customers. We gladly join with others whose privilege it has been to serve you, in sending our heartiest holiday greetings!

MAIN STREET CHEVROLET CO.

AVON PARK, FLORIDA



1939

Another year . . . another Christmas . . . may it be your happiest and most joyous!

ABRAMS

AVON PARK, FLORIDA

SOCIAL and Personal News

Phone 37

EVELYN CLEMENTS Society Editor

Gala Night For B. P. W. Club

B. P. W. C. social night, and the Christmas Party given by the Secret Sisters of the Club, was held at the home of Mrs. Philip Boardman, with Miss Sarah Browning as co-hostess. The rooms were beautiful, the Christmas motive was apparent, and the open fire place mantel, with its realistic snow heaps, was especially attractive. All members were as much on the qui vive as any child is the "Night Before Christmas," wondering what was in the "sacks" for them from the Secret Sisters, and as each parcel was opened, happiness radiated from each countenance, proof evident that there had been no let-down.

The three progressions of bridge developed that Mrs. Katherine Bristol was entitled to the high score prize, same being an exquisite blue art pottery vase. Mrs. Mary Holcomb captured the high score prize at the Re-Kop Rumney table.

Members participating in the jollification were: Miss Rose Abramson, Mrs. Olive Anderson, Mrs. Katherine Bristol, Mrs. Frances Clarke, Mrs. Virginia Davis, Mrs. Verna Heim, Miss Hetty Hundertmark, Miss Millie Pearson, Mrs. Wilma Peden, Mrs. Pearl Spink, Mrs. Daisy Ten Eyck, Miss Margaretta Voth, the hostesses, Mrs. Muriel Boardman and Miss Sarah Browning. The invited guests: Miss Margaret Chandler, Miss Evelyn Clements, Mrs. Mary Holcomb, and Mrs. Geraldine Mackay, are potential members. The latter group, not having as yet a Secret Sister, each was presented with a shining colored Christmas Star filled with sweet manna, tucked in the City of Brotherly Love, by Whitman.

A good cup of coffee accompanied the delicious piece of chocolate chignon pie topped with an iced Christmas tree. A miniature Santa Claus made a cute favor. Members decided to postpone the January business meeting until the second Monday night, January 8th, at which time the club hopes to initiate all new members. The commendable activity of the club in civic and welfare channels should induce all business and professional women of the community to join in the work. (Contributed)

Miss Betty Koch of Orlando is spending the week with her grandmother Mrs. W. D. Cameron.

Two Hostesses To Philathea Class

Mrs. L. D. McElhenny and Mrs. E. C. Weaver were co-hostesses on Tuesday evening at the home of Mrs. McElhenny to the members of the Philathea Class of the First Baptist Church, at their annual Christmas party. Carrying out the Christmas theme, lovely poinsettias and red gladioli were used for floral notes throughout the party rooms.

Mrs. H. H. Shepherd, president of the class, presided over the business session. Mrs. Paul McFarland led the devotion.

A delightful social hour followed the business meeting. Games and contests were enjoyed by the guests, after which gifts were exchanged from the beautifully lighted Christmas tree.

At the close of the evening, a delicious course of pineapple salad, tarpon sauce topped with whipped cream, crackers and coffee were served. Pavers of candy striped cakes tied with green ribbon added a festive note to each plate.

Those enjoying this delightful evening with Mrs. McElhenny and Mrs. Weaver were: Jack Dutton, Mrs. Durth Martin, Mrs. Eugene Jordan, Mrs. H. H. Shepherd, Mrs. James E. Crosby, Mrs. A. L. Adams, Mrs. L. P. Childers, Mrs. Virgil Hall, Mrs. Mildred Dilley, Mrs. Harry Walker, Mrs. S. F. Longbottom, Mrs. R. L. Lawson, Miss Eve Canup, Mrs. Mattie Green, Mrs. J. E. Coen, Jr., Mrs. M. M. Foster, Mrs. E. Ray Wells and Mrs. J. Lawler Wells.

Sans Souci Club With Mrs. Sherman

Mrs. Charles Sherman was a charming hostess to the members of Sans Souci Club at her home Tuesday evening. The Christmas theme was used as a motif for the party.

Members decided to postpone the January business meeting until the second Monday night, January 8th, at which time the club hopes to initiate all new members. The commendable activity of the club in civic and welfare channels should induce all business and professional women of the community to join in the work. (Contributed)

Miss Betty Koch of Orlando is spending the week with her grandmother Mrs. W. D. Cameron.

Miss Faye Luke Hostess Tuesday

Miss Faye Luke was a charming hostess to a group of her friends on Tuesday evening. The occasion was Faye's thirteenth birthday. The party was given with the Christmas theme as the keynote of decorations. Lovely poinsettias were used at vantage points throughout the party rooms.

During the evening, proms and games were enjoyed by the guests. A delicious refreshment course of sandwiches, cookies and punch was served.

Those who were invited were: Betty Moffett, Winifred Hood, Garland Turnbull, Jimmie Hetherington, Jack Head, Arthur Crews, Leon Deakney, Bobby Keller, Chas. Smith and Billy Heim.

During the evening, proms and games were enjoyed by the guests. A delicious refreshment course of sandwiches, cookies and punch was served.

Those who were invited were: Betty Moffett, Winifred Hood, Garland Turnbull, Jimmie Hetherington, Jack Head, Arthur Crews, Leon Deakney, Bobby Keller, Chas. Smith and Billy Heim.

Baptist W. M. S. Met At The Church

The W. M. S. of the First Baptist church held their monthly program meeting Monday afternoon at the church. Circle Three was in charge of the Christmas program and the devotion was led by Mrs. J. D. Sherman.

The topic for the day was "Christmas and the Great Commission."

The main feature of the afternoon was a Christmas program for which Mrs. Love McElhenny was soloist, assisted at the piano by Mrs. E. C. Weaver.

Those taking part on the program were: Mrs. Adele Guey, Mrs. B. F. Martin, Mrs. W. C. Touchton, Mrs. Paul McFarland, Mrs. J. P. Dalton, Mrs. W. W. McFarland, Mrs. S. F. Longbottom, Mrs. J. A. Bishop, Mrs. C. W. P. Pabor, others present were: Mrs. Otto Skipper, Mrs. Fred Werber, Mrs. E. Spencer, Mrs. Fred Touchton and others.

Loisley Party At Lanier Home

Mr. and Mrs. C. E. Lanier entertained the members of their club at a delectable dinner party at their home on Lake Lotela Tuesday night.

The Christmas theme was the motif for the holiday celebration. After dinner the guests assembled in the adjoining room and were presented with gifts by David Lanier, who impersonated Santa Claus.

At the close of the program, Mrs. and Mrs. Earl Hartt held high scores and were awarded a beautiful serving tray. Mr. and Mrs. R. R. Brown held second high and were awarded a condiment set.

Those enjoying this delightful occasion with Mr. and Mrs. Lanier were: Mr. and Mrs. Robert Porterfield, Mr. and Mrs. E. G. Todd, Mr. and Mrs. E. W. Hartt, Mr. and Mrs. T. A. McNicholas, Mr. and Mrs. R. R. Brown, Dr. and Mrs. C. G. Touchton and Dr. and Mrs. D. G. Perry.

Junior Chess Club At Pabor Home

The Junior Chess Club met at Erie Pabor's home Saturday night. A two hour business meeting was held on whether young ladies should be admitted into the club or not.

After the chess games, a delicious refreshment course of cream pie and punch was served. Those present were: Calvin Bryant, Malcolm Crews, Charles Shepard, Warren and Dale McFarland, James Heim, and Erie Pabor, the host.

Mr. and Mrs. W. A. Roberts expected to have as their holiday guests Mr. and Mrs. Tom Jones of Sebring, Miss Dorothy Roberts, Mr. and Mrs. Aubrey Roberts, Mr. and Mrs. Tom Culler and son Tom, Jr. of Sarasota.

Dr. and Mrs. O. H. Hauptmann of the University of Florida, Gainesville and Miss Elsie R. Cliffs of Daytona Beach are the holiday guests of Dr. Hauptmann's parents, Mr. and Mrs. W. Hauptmann.

Three Hostesses At Prom Party

Misses Helen Jarrett, Josephine Browne and Jean Cannon were the charming hostesses to a delightful party at Helen's home on Friday evening.

During the evening, proms and games were enjoyed by the guests. A delicious refreshment course of sandwiches, cookies and punch was served.

Those who were invited were: Betty Moffett, Winifred Hood, Garland Turnbull, Jimmie Hetherington, Jack Head, Arthur Crews, Leon Deakney, Bobby Keller, Chas. Smith and Billy Heim.

PERSONALS

Mrs. Harry Stodden and son Dickie were in Lakeland Saturday.

Rev. and Mrs. C. R. Minglehoff and children, Imogene and Glenn, were in Lakeland Saturday.

Mr. and Mrs. Chester Yates and daughter, Bobby Sue, were visitors in Lakeland Saturday.

Mrs. C. O. Bryant, and daughter Nita, and son Thomas, motored to Tampa Tuesday.

Mrs. Demos Mandis, Peggy and Walter Mandis were in Tampa on Tuesday.

Mrs. T. H. Hughes, Mrs. T. J. Ward, Mr. Hill and Gloria Hughes, were in Tampa Tuesday.

Mrs. S. J. Pendleton and daughter, Ruth, spent Wednesday in Tampa.

Mrs. E. L. Roberts, Mrs. M. M. Potter, and sons, Jack, Henry and David were in Tampa Tuesday.

Miss Blanche McCord, who is attending Stetson University is home for the holidays.

Cecil Clements who attends A. P. I at Auburn, Ala., is home for a few days.

Mr. and Mrs. H. H. Shepherd and Mrs. Ray Wells were in Lakeland Saturday.

Mrs. Ed Welch and Mrs. Frank Welch and children were in Lakeland Saturday.

Mrs. Ann Johnson left Friday for Daytona to spend the holidays with her mother.

Donald Todd spent several days of this week in Winter Haven on business.

Miss Sarah Browning left to spend the holidays with friends in Key West.

Miss Janet Cook plans to spend the Christmas holidays visiting in New Orleans, La.

Mrs. Scott Rutherford, Mrs. W. A. Roberts and son Desmond, spent Saturday in Tampa.

Mr. and Mrs. W. A. Roberts and son Desmond spent Sunday visiting Mr. and Mrs. Lawton Dutton in Ocala.

Miss Clyde Chandler of Tallahassee is spending the holidays here visiting with relatives, Dr. and Mrs. L. W. Chandler.

Miss Elizabeth Chandler of Bradenton is spending several days with her parents, Dr. and Mrs. L. W. Chandler.

Holland Stebbins of Orlando who has been very ill for the past few weeks is much better and is able to be back at work.

Miss Mary Key left today to spend the holidays visiting with friends and relatives in Tampa and Orlando.

Among those from Avon Park who arrived home from Breneau College, Gainesville, Ga. were the Misses Barbara Betts, Mary Jane Sundstrom, and Miss Mary McCarthy. They arrived Saturday.

Dr. and Mrs. Stanley Reeves left today to spend the holidays with friends and relatives in Georgia and Kentucky.

Mr. and Mrs. A. P. Hansen and family expect to spend Christmas in Wauchula visiting with relatives.

Charles Moffett, who attends the University of Florida at Gainesville, is home visiting his parents, Mr. and Mrs. C. H. Moffett.

Harold McClelland, who is attending the University of Tampa, is home to spend the holidays with his family.

Charles Sherman is home from the University of Florida at Gainesville to spend the holidays with his family.

Miss Betty Sherman is home for the holidays. She is attending Florida State College for Women at Tallahassee.

Miss Helen Beckett of Montgomery, Ala., is spending the holidays with her parents, Mr. and Mrs. William C. Beckett.

Mr. and Mrs. Phil Abrams and daughter of Miami are expected to spend the week end here as the guests of Mrs. Phil Abrams.

Mr. and Mrs. Julius Blake of Lakeland are expected to spend Christmas holidays here with Mr. and Mrs. B. F. Martin.

Mr. and Mrs. F. C. Hilley of Ocala are expected to spend the week here visiting her parents, Mr. and Mrs. A. F. Helms and family.

Mr. and Mrs. Mallory Tillis of Fort Myers are expected to spend the holidays with Mrs. Tillis' parents, Mr. and Mrs. W. H. Redick.

Miss Lucile Langford of Jacksonville is expected to arrive Saturday to spend the holidays with friends and relatives.

Miss Frances Browne, who is attending Virginia Intermont College at Bristol, Va., is home for the holidays, arriving Saturday.

Miss Dorothy McNicholas is expected home Saturday. She is attending Mary Washington College at Fredricksburg, Va.

Miss Elizabeth Hetherington is expected home today from Orlando, where she is attending the Orlando Business School.

Mrs. Chas. Clements, Cecil Clements, Misses Jane and Mary Clements and John Clements were in Orlando on business Tuesday.

Mrs. W. S. Betts and daughters, Barbara and Nancy, Miss Mary Jane Sundstrom, and Mrs. J. F. Garber spent Tuesday in Tampa.

Miss Dorothy Hughes arrived home from Florida State College for Women at Tallahassee Saturday.

Billie Martin of Tampa spent several days of this week here with her parents, Mr. and Mrs. B. F. Martin. He is expected to return to Avon Park Monday.

Mrs. Leon Rugsdale and daughter left for their home in Punta Gorda after visiting her parents Mr. and Mrs. J. O. Park for several days this week.

Mrs. Stella Sonnemann who has been visiting here is leaving Saturday to spend Christmas with her son and daughter in Washington, D. C.

Vernon Lanier who is a student at Tulane University at New Orleans, La., is arriving Saturday to spend the holidays with his parents Mr. and Mrs. C. E. Lanier.



CHRISTMAS JOY

Here's to Christmas! May it bring you peace, joy and happiness. That is our sincere wish for you and yours.

Avon Park Cafe
GUS H. CARRATT

BEST WISHES FOR A Merry Christmas 1939

From the bottom of our heart we wish each and every one of you a right Merry Christmas! May it mean the continuation of a valued friendship.

ALEX CAFE
FLORIDA

HOLIDAY GREETINGS TO ALL

Merry Christmas! The old-time wish for a joy that never ends.

Avon Park Coca-Cola Bott'g Co.

CHRISTMAS BEST WISHES TO ALL 1939

We wish success to all our friends. Now can't you guess the reason? We're grateful for your friendship. And 'tis the Christmas season.

H. T. PIETY

CHRISTMAS 1939

Sincere wishes for a joyous holiday

May boundless holiday cheer be yours during this glorious Christmas season. To our friends and customers, whose numbers are ever-increasing, we express our appreciation for your loyalty.

THE AVON PARK TIMES

MR. and MRS. W. C. BECKETT, HELEN and BILL, JR. WOODSON SADLER EVELYN CLEMENTS

MALCOLM LASSITER WEYMAN CARVER

PARK THEATRE

AVON PARK, FLORIDA
"Always A Good Show"

Saturday, Dec. 23 (Only)
TEN CENTS to all persons occupying seats!

CHARLES STARRETT
Man from Sundown
Comedy, Shorts, Chap. 8 "Lone Ranger"

Sunday & Monday, Dec. 24-25
The "Dead End" Kids
ANN SHERIDAN

"Angels Wash their Faces"
Also
Comedy & Shorts

Tuesday & Wednesday, Dec. 26-27
"Frontier Marshall"
RANDOLPH SCOTT and NANCY KELLY

News Reel—Short Subjects

Thursday & Friday, Dec. 28-29
"DODGE CITY"
(Technicolor)

ERROL FLYNN and ANN SHERIDAN
The show you've waited for!
Comedy & Short Subjects

—COMING ATTRACTIONS—
"Future"
"Past and Future"
"Nightly After"
"Babe in Arms"

Notary Public
Fire, Automobile, Liability—
Casualty Insurance.

Stenographer and Typist
Margaretha Vogt
Rd. 1 Office Next to P. O.
E. Main St.
Phone 9 - - - Avon Park.

CIRCLE THEATRE

From 100 - - - - -
Sunday & Monday, Dec. 24-25
BOB BURNS

"OUR LEADING CITIZEN"
—with—
SUSAN HAYWARD

Tuesday & Wednesday, Dec. 26-27
SONJA HENIE

"Second Fiddle"
—with—
TYBONE POWER and RUDY VALLEE

Thursday & Friday, Dec. 28-29
KANE RICHMOND

"The Escape"
Saturday, December 30
CHARLES STARRETT

Man from Sundown
COMING:
"Mars Men at the Circus"
"Man About Town"
"Each About I Die"
"Babe in Arms"

W. M. RECK
REGISTERED BROKER
REAL ESTATE IN ALL STATES
Reside - Property Management
118 Second Street
AVON PARK, FLORIDA

Bitting President New Sugar Co-op.

BELLE GLADE, Dec. 21.—(FNS)—Clarence R. Bitting of Cleveland, president of the United States Sugar Corporation, became president of the newly organized Florida Co-operative Sugar Association here last week when the board of directors met to elect officers.

Joseph Ferris, Jr. of Orlando and

R. E. Kurtz of Ft. Myers, were chosen vice presidents, with Jay Moran of Cleveland as treasurer, William T. Bitting as secretary and W. H. Lanier, Cleveland, assistant secretary.

The meeting was held in the offices of the South Florida Conservancy District. It was a sequel to the meeting held on December 5th to organize the association for sugar cane growers of the Lake Everglades area.

JOYOUS HOLIDAY

1939 1939

MAY THIS GLORIOUS
CHRISTMAS SEASON
BRING YOU CONTENT-
MENT, HAPPINESS AND
GOOD CHEER.

The Great
A & P Tea Co.
Avon Park, Florida

YULETIDE JOY

1939

OLDS IS THE SIMPLE
OLD-FASHIONED WISH
FOR YOU: "MERRY
CHRISTMAS!"

**WOLF'S
ECONOMY STORE**

1939 1939

MERRY CHRISTMAS

We wish you peace,
We wish you joy,
Success in all you do!
May all good things
You're wishing for
This Christmas bring to you.

Park Shoe Shop
C. C. TWISS

Greetings!
Your troubles have been our
joys throughout the year.
We will greatly appreciate
the privilege of serving you at
all times.

**MERRY CHRISTMAS
and
HAPPY NEW YEAR
to ALL**

L. D. Roberts
Dry Cleaning & Tailoring

**HAPPIEST
HOLIDAY SEASON**

1939 39

**Christmas
Best Wishes**

The spirit of friendliness
of this glad season re-
minds us of your good will
during the past year. To
each of you we wish a very
Merry Christmas!

RUTH B. HYLTON

**To
You and Yours!**

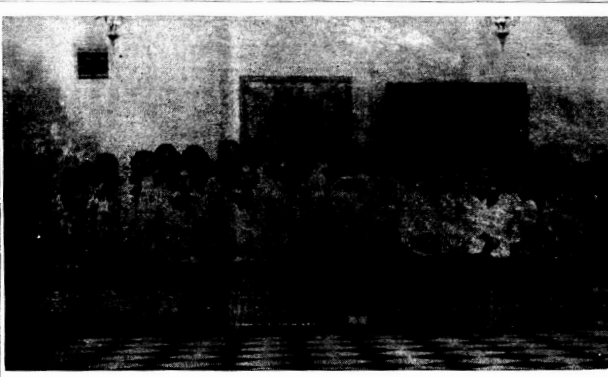
"P. G." GEARING

Holiday Cheer

SEASON'S GREETINGS

We wish to take this opportunity
to wish each of you a very
Merry Christmas and to ex-
press our appreciation of your
patronage during the past year.

**B & B CASH GROCERY
and MEAT MARKET**



**THE VESTED YOUNG
PEOPLE'S CHOIR** of the
Methodist Church which
sang carols and other se-
sonal numbers at the Je-
suits Hotel Saturday
night and at the Rotary
Club luncheon Wednesday.

Christmas Church Services

(Continued From Page One)

The pastor of this church extends to you the Season's Greetings and trusts you will have a very happy Christmas. As we exchange gifts, let us remember God's greatest gift to the world, his own Son, and the spirit which prompted it. May the spirit of his birthday we celebrate prevail in our hearts and prompt us to the greater efforts for him during this coming year. Expect great things for your church and help translate his expectancy by giving Christ your best. Remember God gave His only Son for us; what will we give to Him? Can we give less than our best?

ASSEMBLY OF GOD CHURCH

Alva E. Thompson, Pastor

CHRISTMAS PLAY: "THE BIRTH OF CHRIST"

The public is cordially invited to attend the Annual Christmas Play at the Assembly of God Church on the West Side of Lake Tulane, Sunday night, December 24. The play is being arranged by the pastor, the Reverend Alva E. Thompson, and we think it will be very good.

The service will start promptly at 7:30 P. M. Sunday evening, and everyone is urged to attend.

The regular services will be held Sunday morning beginning with Sunday School at 10:00 A. M., and the morning worship at 11:00. We are looking for a very good attendance in Sunday School Sunday morning, so you come and one of that number at "The Church With A Welcome, the Church With the Old-time Power" on the West Side of Lake Tulane.

CHURCH OF CHRIST

Joe Cooke Van Dyke, Minister

God gave Christ; Christ gave the Holy Spirit; the Holy Spirit gave the Bible. The Bible is the world's wonderful book. Mr. Van Dyke is to talk about the contents of the great book Sunday morning and man's relationship to it Sunday evening. Hear both sermons. Visitors welcomed.

Attend these services:

Sunday School, 9:45 a. m. Sunday.
Preaching, 11:00 a. m. Sunday.
Young People's Class, 7:00 p. m. Sunday.
Prayer Meeting, 7:30 p. m. Wednesday.
Ladies' Bible Class (cottage) 2:30 p. m. Friday.

Highland Lakes Hotel Will Open Christmas Day

Highland Lakes Hotel opens for the 1939-40 season on Christmas Day.

Vinton B. Dickey, manager of the hotel advises, that he will open the doors for this season on Monday, December 25th.

Those who have had occasion to travel past the hotel cannot have helped but notice the remarkable improvement that has been made in the appearance of this property.

With a fresh coat of paint and new lawn, it is distinctly a credit to the Orange Blossom Trail. Not only has the outside appearance undergone a change but considerable work has been done inside the building during the fall in preparation for what Florida expects will be one of its best tourist years. The lobby has been re-decorated, the furniture re-painted in ivory and new chair cushions and drapes installed. Many of the guest rooms

have also been re-decorated.

As was stated in last week's edition, the golf course for the coming season is under the supervision of John R. Inglis, of the Fairview Country Club at Elmsford, N. Y. and will be open for play around the first of January.

While not over optimistic about business for the coming season as it will effect Highland Lakes Hotel, Mr. Dickey believes that it will result in a continuance of the building of established patronage that was started last year.

Residents of Avon Park, both permanent and winter are invited to drive out and see what has been accomplished during the past few months.

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Green Collegians Orchestra Will Play Here Wednesday Nite

Something unusual for the ridge section in the way of entertainment is promised for the coming week with the Green Collegians of Dartmouth College, Hanover, N. H., scheduled to play for a dance at Highland Lakes Casino, Wednesday, December 27th.

The Green Collegians orchestra is the result of a merger of three campus bands. This merger took place five years ago, and since that time the outfit has had a career truly extraordinary for a college organization.

The orchestra holds the coveted title of the most travelled college orchestra in the entire world, having taken 22 cruises totalling over 100,000 nautical miles. It has also played on five continents, namely North and South America, Europe, Asia and Africa (Cairo, Egypt).

It is essentially an 11-piece orchestra, but when travelling, the personnel is usually cut down to seven or even five men. Their music is fitted to the occasion and the policy of the orchestra is to cheerfully comply with all requests if they are included in the very comprehensive library. Waltzes, and rumbas are not by any means outside of the range. Many novelty numbers are also featured. Kenny Goodwin, the tenor saxophone player, is the outstanding attraction.

His smooth, throbbing, tone and his original improvisations rank him very highly in the music world. The vocals are handled by Dick Hill.

The original Green Collegians should call themselves the "Globe Trotters" for in their five years existence—this will be their sixth—they have covered over 100,000 nautical miles and are known on five continents as "The Ambassadors of Swing." The Duke of Windsor and Barbara Hutton listened to their music at the Excelsior Hotel at the Lido in Venice and pronounced it good. Their last vacation engagement was on the S. S. Normandie last summer.

They have and play their original style which they have dubbed "rocking rhythm" a combination of Artie Shaw's solo and Jan Savitt's lift and shuffle.

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The court house offices at Sebring will be closed for the Christmas holidays from Friday night to Wednesday morning, it was announced this week.

FOR SALE

EASY TERMS—Home in Palmoo
Heights also one on Butler St., either a good buy on terms that any person with a job or position can meet. Don't miss this opportunity. Give your wife and kiddies a Christmas present of their own home.

First Federal Savings and Loan
Lake Wales, Fla.

PAPAYAS for sale, 6 1/2¢ per pound. A. J. Bowman, at Joe House in A. M., 925 W. Pine St., in P. M. 1¢ pd.

WALTER S. BETTS
Registered Broker
Can Supply Your Every
Want in
REAL ESTATE
LISTINGS SOLICITED

HIGHLAND LAKES HOTEL
Announces its
OPENING
FOR THE SEASON 1939-40
WITH
CHRISTMAS DINNER
MONDAY, DECEMBER 25
12 NOON TO 4 P. M.
\$1.00 PER PLATE
(Children 75¢)
RESERVATIONS SUGGESTED

Dance, Highland Lakes Casino
WEDNESDAY, DECEMBER 27
10 P. M. TO 2 A. M.
GREEN COLLEGIANS
(DARTMOUTH COLLEGE)
\$1.50 Couple

The Officers
Directors and Employees
of
THE BARNETT BANK
OF AVON PARK
wish you all a very
Merry Christmas
and
A Happy New Year

**New DAILY service to Washington,
New York and Eastern Cities**

**SILVER
METEOR**

**ONE HR.
30 MIN.
FASTER
than LAST SEASON**

FLORIDA'S PREMIER STAINLESS-STEEL STREAMLINED COACH TRAIN

Travel in luxury at low coach fares—11¢ a mile on the Seaboard. Air-conditioned. Reclining seat cushions; Turn-down-lounges; Observation-lounges. Dining car (low priced) meals; Radio, Chevrolet music. Super-soft, smooth riding. Modern, Diamond-encrusted paws. All seats reserved for entire trip in comfort—no extra cost.

Low. Avon Park Feb 15 to P. M.

Orange Blossom Special Lv. Avon Park daily 4:05 P. M. NOW IN SERVICE—also two daily Seaboard trains with Pullman and reclining-seat coaches from Avon Park at 5:15 P. M. and 1:15 A. M.

A. O. Kleszy, T. A. Seaboard Railway,
AVON PARK, FLORIDA

Go Modern—Go Seaboard

PRINTING
to Order at Our
PRINT SHOP

W. M. Reck
Real Estate

**Townsend Sash, Door
and Lumber Co.**
Phone 126 — Avon Park