

Highlands County Messenger

P. M. ADAMS, Editor

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TRUTH AS WE SEE IT

Truth is mighty and will prevail, but like phlegm it should not be given in too large doses to start with, or it will make the patient sicker. A small amount given at proper intervals is much more effective and much more pleasant to take than large doses, when the system of the patient is not in shape to properly assimilate the same. But one of the first things about "truth" is that when given in either large or small doses, those who assimilate it are bound to be benefited. It is also true that if a dose of either truth or phlegm is given and the patient can't keep it on his stomach until it has time to digest, but throw it up, the system, it will do him no good. In that case, if the doctor wants to secure the desired result, he must administer one or more treatments of the same kind until the medicine has time to act.

Truth and error are continually striving for supremacy, with truth slowly but surely gaining the advantage. One man may make a mistake and profit therefrom, but by avoiding making that particular mistake again, while another must necessarily make the same error after time before he learns the lesson that mistake is intended to teach. We are not all equal in quickness, but time and mistakes will eventually give us larger knowledge of the truth than we possessed in the beginning. When we hear any one criticizing the plan of creation we wonder who he is, and he derived his wisdom. If the created is greater than the Creator then as individuals we must each begin criticizing "the plan," but not otherwise according to all logical reasoning.

Therefore let us have confidence in the wisdom of the Great Master. Blind and strive to do our part in the plan as it was formulated age before yon as we saw the light of day, with fear as to the wisdom, love and power that brought us into being. Let us strive for wisdom, love and power, and self, loving God and man more and man more and as time rolls on have fewer criticisms to offer.

THE PRESS AND THE PREACHER

[Florida Chief]

Expected to champion the good and condemn the evil, both press and preacher are often hog-tied and hamstrung by division. Let the party organ expose rotten conditions in the official ring that can be found in every county and state, and it ceases to be the mouth-piece of the party. It is outlawed by the leaders in corruption, the other party organ at the expense of the taxpayer. Every bit of party patronage is denied the paper in an endeavor to force it into the fold. He is said to the credit of the press this often falls. Let Isaac Van Horn, has been received this week. This publication contains many clippings well worthy of careful perusal and thought. The subscription price of the Bull is a dollar a year. If you don't take, you ought to.

Tampa Tribune refers to some of the dailies recently established in small cities as "daily papers popping up like mushrooms." It says that "when they die they will be a long time dead." Many a good weekly paper has been supposed to establish a poor daily.

If the people of Hillsborough county elect to carry out the \$2,000,000 building program recommended by the county-wide road extension committee, that county will experience a growth in population that has been dreamed of by even the most sanguine.

"Florida will spend several million dollars in road building this year," says the Tampa Tribune. And when Florida has good roads all over the state millions of dollars will be invested here that will never be invested until we "get out of the sand."

Times-Union: "Seventeen thousand men were taught to fly during the World War and many of them are engaged now between Miami and Bimini. Sort of winged spirits, eh?"

Florida sand is mighty good stuff to grow citrus fruits, tomatoes, and all kinds of vegetables on, but it is mighty hard stuff to travel over.

The variety of color to be seen in the second number of the *Sebring Bulletin* is sufficient to inspire poetic thoughts in the brain of a hippopotamus.

Women talk less in February than in any other month of the year, except the month of the year.

Times-Union: "Now they are finding out about Columbus." Gee whizz! What office is he running for?

A woman in tears is not a comical sight, did you ever see a whale blubber?

The selfish man always possesses a conscience more elastic than his purse.

Truth is a greater stranger in most places than fiction.

Second Number *Lyons Course*

The second number of the *Lyons Course* will be presented next Monday night, Jan. 30, at Tusculum Park, Pa., the musician will entertain and he is known for his wonderful voice. This kind of entertainment and if you have not a season ticket you will want to see and hear this man anyway.

conditions which have caused the industry to go backward in former pineapple growing sections, we believe our land owners are overlooking a vast potential source of revenue. If they fail to give pineapple growing on a more extensive scale, knowledge of the fact here several years ago, but when marketing conditions were extremely favorable as at the present time. Now, with the industry nearly extinct in the state, there is an opportunity to revive it here and at a big profit to the growers.

Winter Haven Chief: "The only fault we have to find with last week's *Highlands County Pilot* is that it dared them with all ads and had none of George Adams' hot-shot editorials. Please George, save a couple of columns for yourself. Don't go on grabbing, you don't know what you know. All the good it does you is to add a few more dollars to your pocket. If we were able to publish a paper on every day, it would be a paper, but there's a payroll to be met every day, and you can't buy a machine to do it for you, and you can't buy the ads we fear we would not be able to meet these little side issues."

Judge H. B. Phillips of South Jacksonville, Fla., has been appointed by the state of the state road department and William F. Cooke of Richmond, Va., has been appointed as state highway engineer, to succeed Major Charles A. Browne, resigned. Mr. Cooke was born in England, and came to this country in 1915, until July 1919, when the title of the office was changed and he became the commissioner of the highway department. In the election of these officers we believe the action has been wisely taken.

California experienced a series of killing frosts last week by which, according to Associated Press dispatches, the orange crop was damaged from 20 to 30 per cent. While we sympathize with California in her financial straits, we must remember that Florida citrus growers on the higher prices they are bound to receive because of the shortage California will create. "It's an ill wind that blows nobody good."

Keep this one obligation forever in mind and act on it. It is the commandment: "I will not wrong my fellow man nor see him wronged." It is a duty to the world. With that obligation firmly sealed in the heart, there would be no need for the man to strive against a lot of other things imposed on the human race by reason of "man's inhumanity to man."—Tampa.

American Eagle: "We always thought the so-called dipping needle, advertised for locating gold, silver and diamonds, was a joke, but the Pathfinder asserts that it is a perfect success in finding gold and silver and extracting them from the pockets of the gullible buyer." This also applies to the needle when used to locate hot water wells and oil deposits, and a lot of other things imposed on the human race by reason of "man's inhumanity to man."—Tampa.

No. 2 of the Florida Bull, published at Haines City, has by price of the paper for the Sebring Highlands. Isaac Van Horn, has been received this week. This publication contains many clippings well worthy of careful perusal and thought. The subscription price of the Bull is a dollar a year. If you don't take, you ought to.

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THE LAND-OF-THE-ULLALUY CROON

When the twilight comes creeping
To play "peek-a-boo"
With the daylight that's hiding
Away
And the dear little shadows cry
"Peekie" to you,
Then they creep toward each other in
play,
And sing such a drift-away tune,
That it calls for a cuddle and such
a good-night croon.
In the land of the lullaby croon.

The land of the lullaby croon, it is far;
"This father away from the weenieest
And you can't get by "who-choo" nor
by "trolley car."
But you just drift away on a sweet
sleepy tune
To where all the fairies sing softly
and low.
And mother goes away along, too,
you know.
To hush-a-bye, dearie, and dreaming
we go
To the land of the lullaby croon.

Now when you are grown up I'll sure
you will miss
all these tunes of the years long
ago;
You will long for your mother's sweet
good nightie kiss,
And her arms round you, loving so,
So, hush-a-bye, dearie, and hush-a-bye,
dear.
These days will be gone all too soon,
and you will grow sadder and
sweeter each year.
From the land of the lullaby croon.
—George W. Gage.

ST. AUGUSTINE POSSESSES
OLDEST POSTOFFICE HOME
IN THE ENTIRE COUNTRY

St. Augustine is believed to possess the oldest postoffice building in the country. Postmaster Charles J. Hopkins, after a research extending over a period of two years, has discovered that the building was erected sometime between 1568 and 1604 by one Gonzalo Mendez, a Spaniard who purchased the building in 1604 as a residence for the Spanish governors of Florida and served as such until Florida was transferred to the United States in 1821.

The archives of Seville were found official letters and dispatches of the governors of Florida seen in count records from the years 1568 to 1610, and one referring to the purchase of a home for the governor in St. Augustine, indicating that housing situation in America more than 300 years ago was little better than it is today.

"For this reason, there being no better place to live here, Gonzalo Mendez decided to build one and this he did in a good location.
"It is proposed by the officials of your majesty here that your majesty purchase said house of Gonzalo Mendez as a dwelling for the governors. They have these dwellings everywhere but here."

The records show the petition was approved and the building was appraised at \$10,500 by officials named for the purpose. After some bargaining, however, Mendez agreed to take \$10,000 cash for the structure and it was purchased for that price.

Moving an Orange Grove
[Highlands County Pilot]

The rapid growth of the business building program recommended by the cutting down and removal of an orange grove, one of the old ones, and it is indeed interesting to see the process of removing these large orange trees to a grove near town. The trees have been cut back to the limbs and the trees are taken up, much care being taken with the root system, and being planted immediately in a grove prepared for them by the (Pittsburgh-Fruit Growers' Association). Each tree will be budded or grafted with grapefruit, tangerines, oranges and mandarin oranges, and before long these trees will be producing the different varieties of fruit on each tree. This can be done successfully and will make an attraction to visitors. In the near future a large business block will take the place of the old grove, thus showing the rapid progress being made in Avon Park.

TIMES-UNION SPEAKS OF
MRS. LEWIS AS CANDIDATE

In speaking of the proposed candidacy of Mrs. Edgar Lewis of Jacksonville for the state superintendent of public instruction, the Times-Union of last Thursday gave the following, which will be interesting news for her many admiring friends and acquaintances to read:

"If Mrs. Edgar Lewis does decide to enter the contest for state superintendent of public instruction, the campaign of 1924 will be a lively one. Mrs. Lewis is well qualified to hold that position and she is a forceful and interesting speaker."
There is no better known woman in the state of Florida than Mrs. Lewis and it is with much approval that her address is being the recently rumored news of her candidacy.

Lost—Little girl's black cloak. Information given to the Messenger by Mrs. J. H. Price, who was seen by Mrs. J. H. Price and two sons of New York, spent a few days in Sebring last week. Wednesday when she was seen by the day anniversary of 1922.

ECONOMY BUSINESS

BY GOOD PUBLICITY FOUND STIMULATING

In business in any line a "b. s. slow" Who fails is it the seller's or the buyer's?
People need goods every week—every day; but the cry of dull business does not act as a stimulant for buyers.

On the other hand it serves as a deterrent—the assertion that there is "nothing doing" causes the ordinary man or woman to tighten the purse strings, fearing that such conditions will grow worse instead of better. Hence a man of straw or weeds or leaves into an open-front poultry house where a dozen fowls are confined and might every particle of the soil is back under the roosting boards. Next morning fork the stool to the front again—and at night it will be back under the boards once more. Few always scratch towards the light.

Humans are much like the fowls. They want light in front of them. They are habitually against a walling in the dark corners. The light of publicity—of advertising—draws them. They put their backs to the dark—the non-advertiser; and face towards the places that seem lighted. Those which have lost the inducements and the cheer.

The man who doubtfully shakes his head and says: "Things look pretty punk! I wouldn't wonder if we were to go to bed with it," is dimming his bright lights and practically asking others to share his lugubrious views. His modesty is choked, and, rather than clean it out so his boiler can get action, he'll smother his first Sully like, isn't it?

It is within each man to do his share in making things better. It is an easy matter. People need things to eat and wear just as before. But the cries of "hard times" deters the purchasers which would of other purchases which would start the manufacturers which would put more men at work to buy more of the goods. If every merchant in Kalamazoo would make a point to advertise his conditions and would make an effort to stimulate through good publicity to encourage rather than discourage.

THE BEST

That's what we aim to give our customers in both service and

QUALITY GROCERIES

VEGETABLES OF ALL KINDS

FRESH AND DRIED FRUITS

FANCY CANNED GOODS

Everything to be found in a first-class Grocery Store

A. F. Spooner & Son

The Palms Tea House

West Side of Lake Jackson, on Lake Shore Drive

CHICKEN AND FISH DINNERS

BARBECUES

LIQUID REFRESHMENTS

BOAT LIVERY

FISHING TACKLE

GEO. P. BUTLER, Proprietor

Sebring, Florida

MEN OF BUSINESS ABILITY

THE EXECUTIVE OFFICERS of this bank are at your service at any time.

FEEL FREE to consult our President, J. H. Garst, our Vice-President, J. Catron, or our Cashier, Ira Rigdon, on any business problem. You will not "go away" if you advise with them.

BOSTING (NOT KNOCKING), is our motto. Let us all throw aside selfishness and boost for one another and help make Sebring and Highlands County a better and more contented place in which to live. "You can't saw wood with a hammer."

HIGHLANDS BANK & TRUST CO.

J. H. GARST, President.

IRA RIGDON, Cashier.

course, there would very quickly be an optimistic feeling which would touch everyone. It might be added that if all the sums of money sent to distant points for goods that are obtainable in Kalamazoo should be sent in this city the change would be beneficial for Kalamazoo. If all work in the line of printing which all conditions should be seen in Kalamazoo, was so sent it would create a still larger market for the Gazette—every dollar of which would be beneficial for Kalamazoo. It is up to all to create good times—no to create disaster. All the world sees the up and down of trade and finance at each state intervals. Right now the whirling of business is swaying betwixt success and failure: one good shoulder at the wheel and all enterprises will be bettered—and all Kalamazoo will smile.—Kalamazoo Valley Guardian.

The above applies to every town or city in the state of Florida and should be carefully read by a class of people.

Hotel Sebring, in the Bank of Sebring building. Every room with running water; clean and comfortable. Mrs. A. Auslund—Advertisement.

Whitehurst & Whitehurst
Attorneys at Law
Office: Room 10, First National Bank Building,
Avon Park, Florida

H. F. CLAWSON
Watchman, Jeweler and Engraver
Johnson Insurance and Realty Office
Sebring, Florida

A. E. LAWRENCE
ATTORNEY AT LAW
Office Sebring Real Estate Building

GUY A. ANDREWS
Attorney and Counselor at Law
Notary Public
Highlands Bank Bldg., Sebring, Fla.

YORK & CLAWSON
Sign Painting and Interior Decorating
FIRST-CLASS WORK
Sebring, Fla.

EFFIE J. AUSTIN
TYPIST
Second Floor Sebring Real Estate Building, Phone 82.

INSURANCE
Fire, Life, Health, Accident, Wind, Storm, Automobile, Burglary,
EVERETT S. RICE, Agent
Upstairs in Sebring Real Estate Building, Phone 84.

BAYARD TAYLOR
PLUMBING
All work and material first-class and guaranteed. Prices right.
Phone 83. Sebring, Fla.

no tax now
LUDE'S
menthol
cough drops
price 5¢ straight
GIVE QUICK RELIEF
Famous Yellow Pack
Sold Everywhere

For Sale
2,000 Valencia Orange on 4-Year
Rough Lemon Roots
Caliper three-quarters inch
For Prices Call or Write
Jones Brothers
Box 471 Sebring, Florida

CHLOE'S DENTAL
PASTES FOR THE TEETH
Sold Exclusively by
E. J. MOLTER, Druggist
See Our Ad in Another Place in This Issue Regarding
THRIFT COUPONS

The Rexall Store
E. J. MOLTER, Proprietor
Sebring, Fla.

111 one eleven cigarettes



Made to Suit Your Taste

We have for years catered to the cigarette smokers of America.

With this experience, we created One Eleven—"111"—"Made to Suit Your Taste" of the world's three greatest cigarette tobaccos—

- 1—TURKISH, for Arabs
- 1—VIRGINIA, for Mildness
- 1—BURLEY, for Mildness

We named them One Eleven—the address of our home office. We are proud of their success.

Have You Tried Them?

15¢ for 20



NEW PORCELAIN MATERIAL DEPOSITS IN THIS STATE

[Polk County Record]
"Chemical Age" carries a page devoted to "the mystery mineral" and titanium, two ores found in Florida in deposits large enough to be commercially valuable. Both ores are of high value commercially, and in the fact that they are seldom found in large enough deposits to make their mining profitable, the discovery in Florida becomes doubly important. The Age says:

Zirconium and titanium ores are very widely distributed, being found in many localities of the United States, but seldom in large deposits where they can be profitably worked. Scientists have very carefully calculated that one-twentieth of the earth's crust is composed of titanium. Zircon, the silicate of zirconium, is very often

an associate of this mineral. In the light of data concerning every known deposit, it is believed that Florida contains the largest commercial deposit of these minerals. This statement is based upon facts concerning present and future ore supplies, methods of mining, cost of production, transportation facilities, economical treatment of the ores, owing to their fineness and purity, and especially because of the fact that this deposit has been and is now being successfully worked on a large commercial scale. Furthermore, the associated minerals make feasible the successful operation, whereas other deposits not having such helpful revenues are at a disadvantage. The Florida deposit has no overburden, requires no crushing of the ores and one of the largest artesian wells in the world supplies more than 2,000 gallons of water per minute, making

possible such an enterprise.

This deposit is about twenty-seven miles from Jacksonville, in a south easterly direction, in St. Johns and Duval counties. It is accessible by motor car via the Atlantic brick paved boulevard from Jacksonville to the ocean, thence southward via the hard beach to four miles south of Pablo Beach. At the plant a city has sprung up and is now a listed post-office—Mineral City.

Mineral City, Fla., is composed of many attractive cottages for the white population. The large and far-spreading concentration plant covering several acres, is inland about four miles from the beach, connected with Pablo Beach by the operator's five-mile standard-gauge railroad, which makes a junction with the Florida East Coast railroad.

The deposit, many miles in extent, is owned by Backman & Pritchard, Inc., New York. Some idea can be gained as to the magnitude of the separating operations when it is realized that over 500 tons of ore are delivered daily to the mill for separation. New equipment is now being installed so as to double this capacity.

Ilmenite, a titanate of iron, furnished a new pure white paint pigment having twice the covering power of white lead, and some of its compounds are used for tanning leather and dyeing textiles.

Zircon, the silicate of zirconium, not quite so abundant, is even more important and from it wonderful refractories, bricks, crucibles, mufflers and refractory cements are being made. As a valuable material in the manufacture of electrical porcelain, spark plug porcelain, pyrometer tubes, laboratory ware, etc., its power incorporation into the clay mixture imparts increased mechanical strength, greater resistance to temperature shocks and immunity from attacks by acids and alkalis. Zircon is called "the mystery mineral." It neither ships nor swells under terrific heat and is not affected by acids and alkalis at any ordinary temperatures.

HEAVY SENTENCE IMPOSED FOR POSSESSING MOONSHINE

H. L. Jones was arrested Jan. 11 in front of the pool room in Avon Park by Deputies Hancock and Cash, charged with having in his possession a quart of intoxicating liquor, commonly known as moonshine. He was tried in Judge Rouse's court Tuesday of this week, found guilty and sentenced to pay a fine of \$250, court costs and sixty days at hard labor. It was further ordered by the court that if the fine imposed was not paid within sixty days an additional fine of \$250 would be added. Defendant filed an appeal bond and is contemplating taking the case to the circuit court. Judge Rouse's attitude in cases of this kind is such that within a very short time we may expect the county to be free from all traffic of this kind.

We buy right and we sell right. We discount all of our bills and give our customers the advantage of the discount.—A. B. Allen Grocery Company. Phone 128.—Adv.

1922 ADVERTISING

By William H. Rankin, President
W. H. Rankin Co., New York
and Chicago.

1922 will be a real advertising year! When you compare business conditions just now with those conditions that were with us and in front of us for 1921, we can say with a sigh of relief that we prefer the outlook for 1922.

One thing certain, 1921 proved the necessity of both salesmen and advertising. I believe these two factors combined intelligently will be far more important in the promotion of business in 1922 than in any one year during the last ten.

The manufacturer wants and must have the salesman who really sells—sells on such a basis that when he goes back he will get repeat orders. The same manufacturer wants and must have advertising that will educate the consumer to act for itself, instead of having the goods advertised.

Instead of advertising only for prestige—most manufacturers now look upon advertising for just what it is—namely, the most economical way to create a constant demand for the goods. Manufacturers now know that a fairly good sized campaign can be proceeded to use newspapers at a cost as low as 1-10 of a cent per reader reached; to use farm papers at 1-3 of a cent and to use magazines and weeklies at 1-4 of a cent per reader.

This morning as I write, there came into my office a man who represents a concern that has done business for sixty years without advertising. He told me that in 1922 they will let the consumer know about the merits of their product so they can own their own business—as without advertising they found during the last year that they do not own it.

This business—like that of the automobile, the tire, the packing house, the flashlight, the storage battery—has reached rock bottom so far as prices are concerned. Like all businesses that have readjusted their prices properly, this concern has had more through advertising its sales on the up grade during the last sixty days. And it looks for one of the best years of its business career in 1922, because it will add the force of advertising to back up its sales work to and for its customers.

The prime factors in selling in 1922 will be the salesman; advertising to the dealer; and last and most important, advertising to the consumer.

We must plan to help the dealer more through advertising the demand for products he handles, and also to teach him how to advertise and sell the goods he handles so that the consumer will get lower prices because of quicker turnover in sales of advertised products.

Advertising will help manufacturers to realize their fondest hopes in 1922.

Advertising can of course do its best work for concerns in healthy manufacturing and financial condition. There are thousands of manufacturers in healthy condition that are advertising to be used in a better and more effective way in 1922.

President Harding, Secretary of Labor Davis, Secretary of Commerce Hoover, Postmaster General Will H. Hays and Charles Henry Mackintosh, president of the Associated Advertising Clubs of the World, are doing their utmost to help business through every possible influence, including country-wide publicity. They have recognized the need for 1921; they will do even more in 1922. They deserve the united support of every man.

The disarmament conference in Washington has led the way toward better feeling between nations and more stable conditions at home and abroad. And because of that fact President Harding, Secretary of State Hughes and all our good men at Washington have given business men confidence to proceed.

"Go ahead!" means safer and safer use of advertising—better sales and business conditions resulting in 1922. Set the example and work ten, twelve or sixteen hours a day and in that way we can catch up for time lost in 1920.

Newspaper men, salesmen and advertising men can do much to improve business conditions as they always do—and as I believe they will do—in 1922.

One of the best ways to help is to encourage buying at readjustment prices. Every buying and selling transaction helps to bring back prosperity; helps the retailer clear his shelves; helps the manufacturer sell to the retailer; and—it helps the man who works for the manufacturer—so that man can buy from the retailer and his purchase can move again in the same beneficial circle.

Therefore, I say 1922 will be a real advertising year!

INCREASES IN PRICES IN ELEVEN CITIES SHOWS JACKSONVILLE TO BE 75.1

Figures on the cost of living in twenty-one cities, issued last week by the bureau of statistics of the department of labor, showed declines from June, 1920, to December, 1921, ranging from 12.5 per cent at Los Angeles to 21.6 per cent at Cincinnati, while declines from September, 1921, to December ranged from unchanged at Scranton to 2.9 per cent at St. Louis.

The percentage of decrease by cities from June, 1920, to September, 1921, respectively, to December, 1921, were announced as follows: Birmingham, 18.1 and 2.4; Jacksonville, 19.1 and 2; Memphis, 15.8; Norfolk, 19.4 and 2.6.

Increases in the prices in eleven cities on six groups of items, including food, clothing, housing, fuel and furniture and furnishings and miscellaneous, between December, 1921, and December, 1921, were listed as follows:

Jacksonville, 75.1; Norfolk, 79.2. Statistics on increases in the prices for the same groups of items in ten cities from December, 1917, to December, 1921, showed:

Birmingham, 12.5; Memphis, 22.2.

NOTICE

The Fearless Players under the auspices of the Sebring Military Band put on an entertainment at Tusculum Park Thursday, Friday and Saturday evenings of this week. Those who have not already gone should attend as it is first class in every respect.—Adv.

Subscribe for the Messenger.

NOTICE

The annual meeting of the stockholders of McClure-Laird Nurseries will be held Monday, Feb. 20, 1922, at 7:30 o'clock p. m., at the office of the company, Highlands Bank & Trust Company building, Sebring, Fla. B. L. LAIRD, Secretary. At Extra copies of the Messenger are on sale at the Retail Store.

Lumber

ROUGH DRESSED
Delivered at a Price to Suit You

Windows, Doors, Roofing
Ready-Mixed Paints
PAINT THAT IS PAINT

Lump Coal—Just received a c. road. Place your order before it is all sold.

See

William H. Tompkins Co.

Phone 207 Brickell Building Avon Park, Fla.

CITY GRAIN AND FEED COMPANY

BUY OUR FEED

and be satisfied. We have a full line in stock.

P. G. GEARING

PHONE 23

New Machine Shop

Don't send your money away from home, but come and get the same goods at the same cost to you.

One of the largest and best equipped machine shops in this section of the state has been installed at

Eiland's Garage

Sebring, Florida

Experienced machinist and expert mechanics to take care of this shop. No better workmen in this country.

Batteries Rebuilt and Recharged

Acetylene Welding

NO JOB TOO LARGE FOR US TO HANDLE

All Work Guaranteed

J. F. EILAND

Manager

PHONE 79

Sebring, Florida

The Sanitary Market

HENRY KRAUS, Proprietor
Sebring, Fla.

NATIVE AND WESTERN MEATS
BEEF, PORK, VEAL, LAMB, OYSTERS AND FISH

Everything First-Class and Sanitary

STAPLE AND FANCY GROCERIES

Fresh Goods Every Week

QUALITY AND SERVICE OUR MOTTO

Free Delivery

Phone 15

Sebring, Florida

Winter is Here--Let's Go!

Let's show you the prettiest hunk of town. Ready to move into tomorrow. Everything here you are likely to desire.

PRICE AND TERMS ARE RIGHT IF TAKEN AT ONCE.

Let's show you those Lake Fronts at \$400 and every price in between that and \$6,000.

Let's show you Town Lots from \$550 up to \$6,000.

LET'S SHOW YOU

Some Real Bargains in Citrus Lands and Groves

Let's show you some back country, where choicest muck lands can be purchased at a most attractive speculative price—from \$15 to \$30 an acre. Soon be worth \$50 to \$100.

Let's show you small poultry or dairy places. Two acres to ten. Close in and attractive.

Let's Look Around in General

And Select Some Investment in the Prettiest, Liveliest Town, With a Great Future

THAT'S SEBRING, FLORIDA

B. L. LAIRD

THE DESOTO CITY

METHODIST CHURCH

Sunday school at 10 o'clock every Sunday morning. Preaching service next Sunday at 11 a. m. Rev. O. C. Tomlinson will conduct the service and preach.

Next Sunday, Jan. 29, being the fifth Sunday, the offerings will be for the orphanage at Enterprise. We are taking care of about seventy fatherless and motherless little ones, and ask for your liberal support in doing so.

Come and hear the "Converted Jew" at the Methodist church, Avon Park, Sunday night, Jan. 29, at 7:30.

The pastor, Rev. C. E. Gutteridge, will conduct the service Sunday morning, Feb. 5, and regularly on the first and third Sunday evenings following. Remember the prayer meeting on Wednesday night at 7:30 o'clock.

SALVATION ARMY NOTES

Were you at the Salvation Army hall last Monday night? If not, you missed a great treat. Major and Mrs. Walter Mabree of Atlanta, Ga., were there. Major Mabree is a great singer and a mighty speaker. He was assisted by many visiting officers, including Mrs. Brigadier Edd of Albany, N. Y.; Major and Mrs. T. McGee of Washington, D. C.; Edgemoor Salterfield of Spartanburg, S. C.; Bandmaster T. Troutman of Cleveland, O.; Capt. Lula Whitehouse of Gastonia, N. C.; Capt. Gustav Stephen of Atlanta, Ga., and others; also many local people, including Col. and Mrs. William Evans.

Tomorrow (Sunday) you are invited to attend the Salvation Army. Come and see who is there.

Watch the papers for what is coming Tuesday, Feb. 16. Who is it? What is it?

First-Class Mechanics

are an absolute necessity if you would have satisfactory work on your car. We have two of the best mechanics in the state and

GUARANTEE ALL OUR WORK

We carry a full line of Accessories and Supplies and are in a position to save you money on all kinds of work you may desire in our line.

We Recharge, Rebuild and Repair Storage Batteries

ALL WORK PROMPTLY HANDLED

Love & King Garage

Phone 22

Sebring, Florida

TYPICAL SALVATION ARMY SERVICE SUNDAY

An interesting service was held in the Salvation Army hall last Sunday night, with Capt. Lula Whitehouse, assisted by the Whitehouse family, Capt. Gustav Stephen and many others, in charge. They first held a large open-air meeting on the Circle, then marched to the hall, which was filled to capacity. Capt. James Halliday said there was no need for introduction, as nearly everybody knew Captain Whitehouse. He then gave her full charge of the service. It was a typical Salvation Army meeting, full of music, song and snap, closing with the sweet, simple gospel message, "Salvation for all." Three people of the audience raised their hands for prayer.

Methodist Church

A treat awaits the worshippers at the Methodist church next Sunday (tomorrow) morning at 11 o'clock, when Bishop E. J. Richardson will preach. The bishop has charge of this Episcopal area and resides in Atlanta. He comes here today (Saturday) as the guest of H. O. Sebring. At 8 o'clock p. m., Dr. P. S. Merrill will preach on "What a Great Man's Sins Cost Him." Good music and a cordial welcome for all at every service. The men's Bible class in the hall at 9:30 a. m.; main Sunday school at 9:45; Epworth League at 6:45 p. m. (in the hall). All these are good places to spend a profitable hour.

Presbyterian Church

In connection with the preaching service at the Presbyterian church next Sunday at 11 o'clock, the sacrament of the Lord's Supper will be observed. Not only the members of the church, but all visiting Presbyterians

and Christians of all evangelical denominations are cordially invited to participate with us in this service. Preaching again by the pastor, Rev. R. E. Telford, at 7:30 in the evening. Sunday school at 8 o'clock in the afternoon.

BOY SCOUTS ENJOY ANOTHER WEEK-END HIKE

The Boy Scouts of Sebring had a very enjoyable week-end hike to Lake Istokpoga last week. Thirteen boys made the trip and the Mitchell Electric Company truck took the baggage to the camp site. The boys had many new experiences and were always ready for some new adventure. Several black bass were caught and the fresh fish added greatly to the provisions.

Scoutmaster H. G. Eastwood had charge of the hike and T. M. Mitchell and Robert Jodgen also camped with the boys.

The Scout laws are emphasized on these hikes and such rules as the following are impressed on the Scouts:

1. A good Scout can be trusted to keep his word.
2. He is loyal to those who are in authority, either in the troop or in national affairs.
3. To be helpful to any one who is in need of aid.
4. To be friendly to persons who need befriending.
5. To make life a game of being courteous.
6. To be kind to persons or animals.
7. To be obedient in home, church, school, troop and in public life.
8. If defeated, outclassed, corrected, hard pressed or not fully appreciated, to smile and be cheerful.
9. To prove by their earning, saving and giving that they are thrifty.
10. To stand for the hard right against the easy wrong—to be brave.
11. To have noble thoughts, manly speech, good habits—to be clean.
12. To respect the right of every other person; to seek out and worship God in his own way—to be reverent.

The troop meets Monday evening at the school house.

SCHOOL NOTES

The Rev. Zimmerman, a Russian Jew, gave an interesting talk on Russia Tuesday morning in chapel.

Wednesday morning Mrs. Mansfield, fifth grade teacher, had health crusade exercises by her pupils in chapel; also French solo, by Armina Peacock.

Tuesday morning the juniors had charge of the exercises in chapel. First was a dialogue by the entire class. Second a duet by Grace Nance and Essie Noland. Third, vocal solo by Eleanor Boyd.

Mary Eates, a senior in high school, was seriously ill last week with appendicitis, but is now considerable better.

Miss Taylor, one of the high school teachers, has been sick with bronchitis, necessitating her absence from school for a few days. We are glad to learn she was able to resume her work this week.

Subscribe for the Messenger.

JOB PRINTING

In All Its Branches

REMEMBER, WE ARE EQUIPPED TO EXECUTE JOB PRINTING—THE KIND THAT SATISFIES—IN ALL ITS BRANCHES. NO JOB TOO LARGE AND NO JOB TOO SMALL TO RECEIVE OUR BEST ATTENTION, MECHANICAL SKILL AND ABILITY TO SECURE THE BEST RESULTS FOR OUR PATRONS. A WELL-PRINTED JOB WITH THE PROPER DISPLAY AND BALANCE IS AS MUCH OF A TESTIMONIAL FOR THE CUSTOMER AS FOR OURSELVES. LET US GIVE YOU

A Better Job at a Better Price

Large Truck Farm FOR SALE

Sixty acres fine muck land, well located; well drained and irrigated; twenty acres under cultivation last year; side track for loading cars within twenty rods

Only fourteen miles from the Best Local Truck Market in the State

This is splendid muck soil, adaptable to growing celery, lettuce, potatoes, cukes and everything in the line of vegetables

FOR PRICE AND TERMS WRITE

J. F. Stebbins, Sebring, Fla.

At Hotel Sebring
Transients—C. M. Venter, Macon, Ga.; Thomas M. Elliott, Pittsburgh, Pa.; Walter, Pinellas Park; W. A. Dean, Sebring; Dalton, Pa.; Perkins, Waymont, Pa.; Mr. and Mrs. J. H. Atherton, Mrs. H. B. Cox, Harvey, Fla.; W. H. Jones, Memphis, Tenn.; Mrs. Jane Knabe, Mrs. Walter Scott, Pittsburgh, Pa.
Here for the winter—Regina Knapp, Daytona; P. H. Anthony, Delaware; J. B. Sprague, St. Petersburg; A. E. Ray, J. A. Lashbrook, Scranton, Pa.

Mrs. A. P. Butts Entertains
One of the most delightful social events of the season was an informal "at home" held by Mrs. A. P. Butts last Wednesday afternoon at her home on Magnolia avenue. Many of her friends attended and enjoyed the hospitality of her home and the meeting there of many of their other friends. Delicious refreshments were attractively served. Sandwiches, coffee, tea, olives and cake comprised the menu and the nuptials on each plate made everything look extraordinarily inviting.

Saturday Special

We are giving a very special price on all

Canned Fruits and Preserves

both glass and tin, on Saturday only. We invite you to come in and see the high-class fruits and preserves we are offering, and at a very low price—cut for Saturday only.

WE LEAD IN LOW PRICES.

Cash and Carry Grocery

WEST & LUXTON, Proprietors

Max Wild Building

Avon Park, Fla.

SEE US BEFORE YOU BUY

New Chairs, Rockers and Straight Backs, Window Shades, Hall Rugs, Bungalow Rugs. In fact, household furnishing is our business.

Highlands Furniture Co.

J. GEARING & SON

DeSoto City Groves Company

Offers you the best of citrus land in 5, 10 or 20-acre tracts, situated on Red Beach Lake

in the heart of the famous citrus growing belt

We also have for sale a number of

BEAUTIFUL RESIDENCE LOTS IN DE SOTO CITY ON THIS BEAUTIFUL LAKE

We invite you to come and look over this property and let us show you this rapidly developing section and give you our prices and

Terms

DeSoto City Groves Company

OFFICES DE SOTO CITY AND SEBRING
(Over New Postoffice, Sebring)

AVON PARK

Doc Blum was transacting business in Sebring Monday.

Ellis West, wife and daughter were at Zolfo Sunday evening.

Cyril Baldwin went to Venus Tuesday to receive tax returns in that place.

A. Skipper and C. E. Lanier made a business trip to Wauchula Tuesday.

Rev. J. A. Taylor of Sebring was in Avon Park Monday transacting business.

Mrs. D. T. Lockett is spending the week-end in Lakeland with her daughter, Mrs. C. S. English.

D. T. Lockett spent several days last week in Moore Haven looking after business interests.

C. E. Dunderberg of St. Petersburg has been in Avon Park this week attending to business matters.

Mr. and Mrs. J. C. Barrow of Sebring were out-of-town visitors in Avon Park last Friday afternoon.

Sebring visitors Thursday of last week were Mr. and Mrs. H. B. Smith and Mr. and Mrs. E. E. Thompson.

Leon Starkey came up from Arcadia Sunday and spent the day here with home folks, returning Sunday night.

Mr. and Mrs. A. D. Roberts mortored to Lake Stearns Sunday, where they were guests of Mr. and Mrs. McAuley.

H. E. Coy left for Tampa Monday to enter a hospital for treatment. He consulted a specialist and will probably undergo an operation.

Mrs. A. G. Caldwell entertained the members of the Philanthic class of the Baptist Sunday school at her home Wednesday of last week.

Howard Katz, whose home is at Kissimmee, where he and his brother operate an extensive dry goods house, is spending the week here looking after the business of Katz Bros. store.

D. T. Lockett has accepted a position with the Mountain Lake Groves Corporation of Lake Wales.

Mr. Lockett was for seventeen years superintendent of the McKeen estate in Lee county and is an experienced citrus grove man.

J. V. White, who has been in St. Louis for a week selecting groves for the White Dry Goods Company, returned home the first of the week.

Mr. White reports a successful purchasing trip and says he has selected a most attractive line of spring stock.

Mr. and Mrs. E. W. Looke, the latter a niece of E. O. Williams, arrived in Avon Park Monday for a short visit with Mr. Williams.

They are from Mr. Williams' old home in Taunton, Mass., but are spending the winter in Florida on their own property at New Port Richey and Orlando.

We would like to remind them that they could probably find some very desirable property in Avon Park and that our people would welcome them either as permanent or winter residents.

Mrs. V. E. Sapp, who has been seriously ill here at the home of her parents, Mr. and Mrs. E. L. Hoot, was taken to Jacksonville last Sunday for special treatment.

On the count of the advanced stages of her trouble the physicians were unable to give her any relief and she has returned to her home in Auburndale.

Hardee County Herald. Mr. and Mrs. Sapp were residents of Avon Park for a number of years and have many friends and acquaintances here who will regret to learn of the latter's condition.

Capt. W. W. Williams of Venus, county commissioner of that district, spent Monday night in Avon Park.

A guest of Mr. and Mrs. Cyril Baldwin. Captain Williams went to Sebring Tuesday to attend the mass meeting called for that day and remained to attend a special meeting of the commissioners Wednesday.

He is a great booster for Highlands county and particularly for the Lake Stearns and Lake Childs section, which he says would take on a surprising growth in case the county seat should go to Lake Stearns.

Avon Park was paid a visit Saturday by three chums who at one time lived at Lancaster, Pa., but who separated twenty-seven years ago, W. M. Carpenter going to Waverly, Va., S. R. Burkholder to Salina, Kas., and L. C. Wolf remaining at Lancaster.

These men had just returned from Cuba and are touring the "Sunshine State," making a reunion trip together.

About twenty-seven years ago Mr. Carpenter was a subscriber to the Homekeeper, published in Avon Park and his interest brought the

party here. They expressed themselves as delighted with their visit to the Highlands.

J. F. Baldwin and family of Brownsville spent Sunday here, guests of the family of Mr. Baldwin's brother, Cyril Baldwin.

C. E. Lanier was in Moore Haven Thursday of last week attending a meeting of the stockholders of the Everglades State Bank.

Mrs. F. B. Gonsaulis, sister of A. V. and C. P. Anderson, arrived in Avon Park last week for a two month visit at Lake Byrd Lodge.

E. D. Ellis, manager of the Florida Ice and Power Company, was down from Lake Wales Saturday looking after the business interests of his company in this place.

Mr. and Mrs. E. C. Dusenberry spent the past week with relatives and friends at Kissimmee, which city was their home prior to their coming to Avon Park several months ago.

Mr. Dusenberry is manager of Kani Bros. store.

W. A. Shaw, who for the last year had been with the Pilot in the mechanical department, left Sunday for Tampa, where he will remain until after the fair in February.

Mr. Shaw has many friends in Avon Park who will regret his departure.

L. G. Staton, a prominent banker and financier of Orlando, who is president of the Bank of Chambers, Fla., spent Thursday of last week in Avon Park.

Mr. Staton had heard so much favorable com-

ment concerning this city and the surrounding country that he decided to pay us a visit. He was greatly impressed with what he saw and stated that he would return in the near future.

W. A. Roberts drove to Zolfo Tuesday, where he was joined by his brother, S. E. Roberts, and went to LaBelle to spend several days on business.

Mr. and Mrs. B. A. Pearson, Mr. and Mrs. G. E. Penticost, Mr. and Mrs. Fred Stevens and Miss Nellie Parrier spent Sunday in Bartow and Lakeland.

Judge George W. Whitehurst of Arcadia spent a short while here Tuesday morning, making this office a pleasant and appreciated call.

Judge Whitehurst was en route to Sebring.

Mr. and Mrs. W. A. Juthe of Newton, Mass., arrived in Avon Park last Saturday and are guests of Mr. and Mrs. E. O. Williams. Mr. and Mrs. Juthe had been spending some time at Miami and made a trip to Cuba with the Miami Shrimers.

Mr. and Mrs. S. J. Triplett of Lake Wales spent Friday in Avon Park both hunting and looking over the city. They were shown around the city and taken on a drive to Sebring.

Both Mr. and Mrs. Triplett are of the opinion that the claims made for Avon Park have not been exaggerated and they were greatly impressed with the beauty of the city, as well as that of Sebring. They will become perma-

nent residents of Avon Park and Mr. Triplett will be connected with the Pilot.

Mr. and Mrs. C. S. Shannon of Pittsburgh, Pa., are enjoying the beauties of Lake Byrd Lodge for a few weeks. Mr. Shannon is a grove owner with the Pittsburgh-Florida Company and is delighted with the outlook of his investment.

Last Saturday afternoon Mrs. William King, Mrs. C. S. Donaldson and Miss Bertha Chinn attended a delightful party at the home of Mrs. H. Smith in Sebring. Five hundred was played and delicious refreshments were served in English style.

Miss Henrietta Farrington of Punta Gorda has arrived in Arcadia and will make her home here indefinitely. Miss Farrington is with the firm of High Jones, attorney-at-law. She has visited in Arcadia often and has many friends who are glad to know that she is to make Arcadia her home.

Arcadia Enterprise. The foregoing will be of interest to Miss Henrietta's many friends in Avon Park.

The secretary of the Avon Park Board of Trade desires that all tourists visiting our section to register and extends an invitation to all to come to his office and register.

Mrs. Walter Stack, after a visit of ten days with Mrs. D. T. Lockett, returned Monday to her home in Moore Haven. Mr. Stack brought a six baby, to place under the care of Dr. Touchton. The baby was much improved.

It' Only Human

You appreciate a little personal attention. Everybody does. No one likes to do business where he feels that he is not appreciated. We are all quite human.

That's why our bank tries to give personal attention to its customers, to look after every detail, no matter how small. We try to come in personal touch with our patrons, to be of real service, to extend every courtesy and above all, to safeguard all funds entrusted to our care. We will try to meet you more than half way. That's one of the best things that help to make our Bank the BEST bank for you.

The First National Bank of Sebring

P. J. RIPPBERGER, Cashier.

Only Two More Days Remain OF THE Ten Day Cash Sale ON FURNITURE

20 per cent Discount

On FURNITURE of All Kinds

Until Close of Business Saturday Night

Now is the time to get that new

Dining Room Suite

Living Room Suite

Bed Room Suite

Or fill in a few odd pieces you may need

AT A BIG SAVING

Smith-McGinnis-Stebbins Company

AVON PARK, FLORIDA

This is the Place to Eat Every Day in the Year

WHETHER YOU WANT A "SQUARE MEAL" OR A LUNCH, YOU'LL BE SATISFIED HERE

Try a Cup of Our Famous Coffee

Moyer's Cafe

HAINEZ BUILDING

RIDGEWOOD DRIVE

Sebring, Florida

SHOPPING SERVICE

If you are unable to attend this sale, mail us your orders and they will receive prompt and careful attention.

KATZ BROTHERS

INAUGURATING A

LUGGAGE, 20% REDUCTION

All trunks, bags and suit cases offered at 20 per cent less than their present 1932 prices.

JANUARY SALE

SILK HOSE AT \$3.00 A PAIR

Women's Keyzer Glove Silk and Novelty Lace Hose. These are fine quality and an exceptional value.

SILK HOSE AT \$1.00

Women's Pure Silk Hose in black, white and Russian tan, reinforced feet and garter tops, splendid values.

At Avon Park's Leading Store

FROM

Saturday, Jan. 28th, to Monday, Feb. 6th, Inclusive

Because the New Year finds us with large stocks of merchandise that must be sold before spring goods arrive, we have made very deep reductions in every department. Not all the merchandise on sale is mentioned in this limited space as our entire stock will be offered at reduced prices. It will save you many dollars to come to this sale. Nothing charged. No goods exchanged. Alterations where necessary at cost. Store closed Friday.

BLANKETS AND COMFORTERS AT ONE-THIRD OFF

This includes our entire stock of bed coverings, from the thinnest cotton blanket to the best wool-filled comforter. This unusually warm winter has left us over-stocked—hence this big cut to way below cost.

Clearing the Season in Ladies' Ready-to-Wear

Spring goods in these lines will arrive shortly and in order to make room for them in our shelves and on our racks, we are going to mark the goods now on hand at prices that are bound to move them. There will be some wonderful bargains in this department that you cannot afford to miss.

Store Will Be Closed All Day Friday

These Prices on Household Domestics are Exceptional

Prices on cotton goods have advanced considerably in recent months and we believe there will be no decline in the price of cotton goods this year, at least. We could not duplicate these offerings if we had to buy the merchandise at today's markets.

All Ladies' Suits and Coats

At a Reduction of One-fourth to One-half Off

This means that our entire stock of Women's Tailored Suits and coats is offered at one-fourth to one-half less than the retail prices. There is a splendid selection of styles, materials and colors.

Ladies' Dresses

At One-fourth to One-half Off
This includes Silk Dresses in beautiful crepes and satins, and Wool Dresses in tricot, twill and serges; among them models by the famous CO-ED DRESS MAKERS.

ROYAL SOCIETY PACKAGES

SPECIAL LOT
AT ONE-HALF PRICE

Ladies' Undermuslins

This sale of Under Muslins is the best we have ever had, because it includes large purchases of beautiful garments fresh from the mills. There is a reduction of at least 20% on all garments and some special lots at much less.

Remember all the merchandise in our stock is offered at reduced prices.

Muslin Gowns, 89c Each

One special lot of Muslin Gowns, fresh from the factory, on sale for 89c

Children's Dresses

in white voile, organdy and gingham at 25 to 50% reduction.

Ladies' White Voile Waists

One lot of these Waists, new goods, in a variety of styles, for 89c.

BLEACHED SEAMLESS SHEETS

Pepperell Sheets

Size 72x90 inches, sale price.....\$1.25

Pelzer Sheets

Size 81x90 inches, sale price.....\$1.00

Forrest Sheets

Size 81x90 inches, sale price.....\$1.25

Pepperell Sheets

Size 81x90 inches, sale price.....\$1.45

Pequot Sheets

Size 81x90 inches, sale price.....\$1.69

Value Pillow Cases

Size 42x36 inches, sale price, each 21c

Pepperell Pillow Cases

Size 42x36 inches, sale price, each 35c

Pequot Pillow Cases

Size 42x36 inches, sale price, each 40c

Sheeting, per yard, 49c

9-4 Pepperell Unbleached Sheetting
The standard of all

Sheeting, per yard, 54c

9-4 Pepperell Bleached Sheetting
A good quality, free from dressing

Unbleached Muslins

39-inch Unbleached Muslin, fine quality, sale price, yard.....12½c
36-inch Unbleached Muslin, sale price, yard.....10c

Bleached Muslins

26-inch Bleached Muslin, sale price per yard.....14c

BARKEE Muslin, 36 inches wide, sale price, per yard.....17c

HILL Muslin, 36 inches wide, sale price.....18c

ANDROSCOGGAN Muslin, 36 inches wide, sale price.....18c

GINGHAMS

27-inch Dress Gingham, yard.....10c

Amoskeag Apron Check, yard.....14c

Utility Dress Gingham, yard.....16c

500 yards of 27-inch Gingham, worth 25c per yard, sale price.....15c

Bates' 32-inch Gingham, yard.....25c

Long Cloth, 10 yards, \$1.35

A very good quality, soft finish Bleached Long Cloth in 10-yard pieces

Long Cloth, 10 yards, \$1.95

Splendid quality, English finished Long Cloth in 10-yard pieces.

Nainsook, 10 yards, \$2.50

A superior quality in white only, in boxes of 10 yards.

Nainsook, 10 yards, \$3.75

Famous Capitol Nainsook, fine quality, white only, in boxes of 10 yards.

Checks, 17½c per yard

Yard-wide Pajama Checks, a very good quality.

Huckaback Towels

Size 18x36, standard of the market, each.....12½c

Turkish Towels, 22½c Each

Size 20x40, strongly woven, hemmed ends.

Percale, 19c a Yard

A fast color, 36 inches wide, in a variety of patterns; both light and dark.

Table Damask, 69c a Yard

Fine quality Mercerized Damask, 72 inches wide, in pretty patterns.

Table Damask, 48c a Yard

Close women weave Mercerized Damask, 58 inches wide.

Table Damask, \$2.75 a Yard

All Pure Linen Damask, in handsome patterns, 72 inches wide.

Diaper Cloth, 10 yards, \$1.65

Red Star Diaper Cloth, 27 inches wide, in 10-yard sanitary packages.

Outings at 15c a Yard

27-inch Outing in white, solid colors and fancy patterns.

These are a few of the items offered in this great January Sale.

Men's Suits, \$24 and \$28

All-wool fabrics of guaranteed make and up-to-date models. This includes blue serges.

Boys' Suits for \$10

50 Boys' Two-pant Norfolk Suits in good, serviceable, all-wool materials.

Blue Work Shirts for 59c

A good, full cut, Blue Chambray Shirt in all sizes up to and including 17.

Men's Union Suits for \$1.29

Long sleeve and ankle length ribbed Union Suits in light and medium weights, well tailored.

Spool Cotton

J. & P. Coats' Spool Cotton, in black and white, 6 spools for.....25c

Regular Semi-Annual Sale of MANHATTAN SHIRTS

Regular price \$2.50, sale price.....\$1.65

Regular price \$3.00, sale price.....\$1.95

Regular price \$3.50, sale price.....\$2.35

Regular price \$4.00, sale price.....\$2.65

Regular price \$4.50, sale price.....\$2.95

Regular price \$5.00, sale price.....\$3.25

Regular price \$5.50, sale price.....\$3.55

Regular price \$7.00, sale price.....\$4.65

Regular price \$7.50, sale price.....\$4.95

Regular price \$8.50, sale price.....\$5.00

Men's Blue Denim Overalls

Per pair.....85c

Men's Black Socks

Per pair.....5c

Union Suits at 87c Each

Close woven, checks Nainsook, knee length, Union Suits, full size and well made, each.....87c

Store Closes Friday, Jan. 27 to Prepare for Sale, Opens Saturday, P. M.

Aluminum Ware 75c

Heavy weight and guaranteed for 20 years. Percolators, Collenders, Skillets, Sauce Pans, worth \$1.50 each, on sale for, each

75c

In Order to Reduce

our stocks of Winter Merchandise we have marked all prices down to rock bottom, and you are offered the best Quality Merchandise at a time when you can get full value out of it and at the same time save money.

Remarkable Reduction in Silks

TAFFETA, per yard.....1.50

Good quality, 36 inches wide, in black, navy and brown.....1.50

MESSALINE, per yard.....1.50

36 inches wide, in black and navy.....1.50

CHARMEUSE, per yard.....1.50

Good quality, 40 inches wide, in navy, plum and peach.....1.50

BARONETTE SATIN, per yard.....1.50

In black, corn, orchid and turquoise.....1.50

KATZ BROTHERS, Avon Park, Florida