

HIGHLANDS COUNTY TO HAVE BIG EXHIBIT AT SOUTH FLORIDA FAIR

RECK, AVON PARK COMMITTEEMAN, IS GETTING UP TOPNOTCH EXHIBIT

Highlands county is going to the South Florida Fair in Tampa in February with the best exhibit that has been sent to a fair from this section of the state. "Uncle Billy" King, chairman of the county commissioners, announcing at the Board of Commissioners the reading of an editorial that appeared in the Pilot of last week, that the county commissioners had decided to appropriate up to \$500 for the expense of an exhibit at the fair. He stated further that on an exhibit from DeSoto county—a large part of which was furnished from the Highlands section—several years ago \$5,000 in prizes were taken. That exhibit cost only \$200, he stated, and he believes that as good a one can be gotten together now, with the co-operation and \$500 or a little over.

Herbert F. R. Reck was selected as committeeman from Avon Park, to represent this community on a county-wide committee to have charge in conjunction with the commissioners of getting together a Highlands exhibit. Gilbert Freeman was selected to see, through publicity and other channels, the names of possible exhibitors and what they might be expected to contribute to the county's exhibit. D. F. Canfield, who is county tax collector, and who will meet scores of truckers and growers between now and fall time, his address to make his office at Sebring another center for the collection in advance of data on possible exhibits.

Mr. Reck and Secretary Charles H. Moffett were instructed to get in touch with B. L. Laird, whom it is understood, will represent Sebring on a county committee, and any others who have already been selected by any communities, and select at once the best space to be at this date at the fair. In event they can not get in touch with Mr. Laird right away, they are to go ahead and choose the best that can be secured.

It is expected that the committee of one from each community will call into its membership any other assistance it may need. The committee is to be expected to make an intensive campaign, beginning immediately, to line up exhibits of everything that is produced in the county.

J. A. Caldwell, manager of the Mutual Crates Company and the Avon

Manufacturing Company at Avon Park, the combination being the largest crate manufacturing plant in the state, offered to furnish boxes and crates for all exhibits and to contribute them to the cause. He will also assist in arranging the booth.

A space 50x25 feet, or its equivalent, is to be sought from the fair association, it was decided. Mr. King with his previous experience in fair exhibits—stating that he considered that size space sufficient and large enough to permit of a prize-winning exhibit.

The women will be asked to participate, the manner of taking this step being left to the county committee, the instructions to Committeeman Reck from the club merely being to be sure that the women were urged to join heartily with fancy work, art, sewing, canning and preserving.

The committees are to get to work immediately. With Sebring and Avon Park committeemen named, they are to ask DeSoto City, Basseger, Hicoria, Lake Stearns, Venus and other communities to select representatives on the committee, after which it will organize and continue the active campaign until February.

Some suggestions for exhibits were discussed and a couple of novelty ideas are to be worked out to attract attention in a striking way to the exhibit.

CROOKED LAKE GROWERS TO BUILD PACKING HOUSE

There seems to be more than a rumor that the growers of Crooked Lake district will soon construct a packing house. A large packing house, after consideration for quite a while, and it needs but a few get-together meetings to start the movement into an activity. The young groves of the sections have begun to produce quite heavily.

CONTRACT IS LET FOR A "BIG" CROOKED LAKE HOUSE

The Crooked Lake Citrus Growers Association has, Saturday, awarded the contract to John N. Nelson for making a large addition to their packing house on Broad street. This addition will be 20x50 feet and will enable the association to increase their output to a big extent. Work will commence at once.

LAKE ALFRED HOUSE IS TO COLOR PARSON BROWNS

The Lake Alfred packing house has during the past few days completed coloring the exterior of the building of three-carloads in the interior of the present building, which will enable the growers to ship their early oranges, "Parson Browns," through their own house this coming season.

PLANT IRISH POTATO CROP

Note here that Sept. 1 is the time to plant a fall crop of Irish potatoes, says Prof. W. L. Floyd of the Florida Agricultural College. For the seed use small potatoes of the spring crop, and it is better to sprout them before planting, which can be done by placing them on moist ground in a shaded place for two weeks. Plant only those that show sprouts putting out, because all potatoes will not germinate readily. This accounts for most poor stands of Irish potatoes.

The soil should be moist, well supplied with humus, broken deeply, and fertilized liberally with a fertilizer containing about 4 per cent ammonia, 16 per cent phosphoric acid and 6 per cent potash. The potatoes should be dropped further apart than spring potatoes as they require much moisture and October and November are often dry months.

Do not expect a large yield as in the spring. This will provide a good supply for the home, and the surplus usually finds ready sale on the local market.

TO PLAN SOME WAY TO GET RID OF PESTS IN POLK COUNTY GROVES

CONFERENCE CALLED FOR SEPT. 5 AT BARTOW TO CONSIDER

At a special meeting of the board of directors of the Bartow chamber of commerce held Monday night, a letter was drafted to be sent to every chamber of commerce or other commercial body within the confines of Polk county, asking that meetings be called and delegates elected to attend a conference to be held in the circuit court house of Bartow at 3 o'clock Tuesday afternoon, Sept. 5, for the purpose of discussing ways and means to rid Polk county of "saw bark" and other citrus pests.

Every public organization is asked to cooperate with the officers and directors of the commercial body of its city to the end that as many deleterious citrus pests as possible be interested in the welfare of Polk county as possible be sent to the Bartow meeting.

THE HEN CALLS FOR HELP

Finally the food producers have looked horns with a real opposition. They face the inexorable persistence of the great American hen and panic reigns.

Some years ago the American hen gave warning that she might prove a dangerous enemy and bring about fair prices for her shrewd producers, and when the hen laid in sufficient volume to feed the people of the United States, she was considered.

Instead of being distributed at the mercy of the market supply and demand, eggs were stored, kept from the people, and doled out at unreasonably high prices.

It appears, however, that the great American hen has been thinking.

The result is she has again come to the front with a production so bewildering that the cold storage plants cannot take care of it.

True, in spite of this, eggs in New York are selling from 60 to 75 cents a dozen.

But the bump is at hand. If the hen gets a little support from the public and a little tiny stir is started, the backbone of the price extortion will be broken.

It is all very easy to store eggs, but when it comes to erecting more and more great steel and concrete structures equipped with the expensive freezing plants to take care of them, then it may be thought better to sell the present stock at a fair price.

There are now 363,000,000 dozen eggs in storage—more than three dozen for every person in the United States.

And the great American hen is still on the job.

DEVELOPMENT BOARD TO MEET

A call has been issued for the regular quarterly meeting of directors of the Florida Development Board, to be held in their offices at Jacksonville on Sept. 5. Following are the names and addresses of the directors: President, Jules M. Burgieres, West Palm Beach; first vice-president, William L. Wilson, Panama City; treasurer, A. G. Cummer, Jacksonville; secretary, A. A. Conit, Jacksonville; F. C. Groover, Jacksonville; W. M. Jeon, East; Burdett Loomis, Jr., Pierce; D. M. Lowry, Tallahassee; R. E. L. McCaskill, Dunlaw Springs; E. G. Sewell, Miami; C. E. Stewart, Jr., Tampa, and C. S. Usher, Savannah, Ga.

TOURIST RATES OCT. 1

The Florida Development Board has been advised by W. H. Howard, chairman, Southeastern Passenger Association, that railroad officials expect to inaugurate sale of winter tourist rate tickets to Florida on Oct. 1, and if the connecting lines in other passenger associations will agree to arrangement, the actual return limit will be extended to June 15, 1923, which is fifteen days later than the limit has been in past years. The tickets will be on sale daily up to and including April 30, 1923.

Father: Gosh, man you run right square into the creek.
Injured Motorist: Yeah, I'm just learning to drive. I was going along fine until I saw that bridge coming up the road and I turned to the right to let it pass.

Uncle Alec: "Gosh! You must have bought a lot. You were in that store three hours."
Uncle George: "Nope. That's one of them department stores and I was just looking around to find out where to buy a collar."

666

Cures Malaria, Chills and Fever, Dengue or Bilious Fever. It kills the germs.

R. R. R.

Don't Say Roach Powder DEMAND

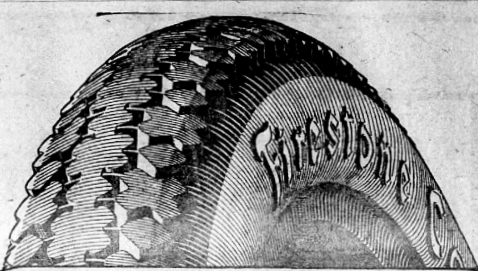
Ray's Roach Router

Not Poison

Guaranteed to Rid Your House of Roaches

See Your Grocer or Druggist 25 and 50 Cents a Box

Manufactured by E. D. Ray, 1015 Franklin St., Tampa.



A Triumph for Value

IN the past two months Firestone has built and marketed more tires than in any similar period in its history.

This steadily increasing public preference is proof of the recognition by car owners of the greater values offered by Firestone. It is a tribute to Firestone men—all stockholders in the company—all actuated by the operating principle of Most Miles per Dollar.

The high average performance of Firestone Cords is without equal in the annals of tire making and is reflected by the general tendency to specify Firestone for hard service. Taxicab and bus lines, buying tires by the mile,

are universally equipping with Firestone Cords.

There are many reasons for the high quality of Firestone tires but chief among the special manufacturing processes are double gum-dipping, thus eliminating internal friction by insulating each cord strand, and air-bag cure, insuring a well-balanced and perfectly shaped product.

Don't speculate in tires—you will find the right combination of price and quality in Firestone. Come in and let us tell you about the service these Cords are giving other car-owners whom you know.

Firestone

GUM-DIPPED CORDS

Sold by

BOWDEN MOTOR COMPANY

Sebring, Florida

STANDARD GARAGE

Avon Park, Florida

"111"

cigarettes



They are GOOD! 10¢

LOOK AT THE

Cut Prices for Spot Cash

AND DELIVERED AT YOUR DOOR

If you want to save money just take advantage of these prices:

24 lbs. Best Self-Rising Flour	\$1.28
12 lbs. Best Self-Rising Flour	.68c
6 lbs. Best Self-Rising Flour	.38c
15 lbs. Irish Potatoes	.55c
15 lbs. Sweet Potatoes	.55c
24 lbs. Pillsbury Flour	\$1.50
12 lbs. Pillsbury Flour	.75c
24 lbs. Gold Medal Flour	\$1.47
12 lbs. Gold Medal Flour	.73c

These prices are for SPOT CASH for the next few days.

COME AND SEE THE BARGAINS ON OTHER GOODS

A. B. Allen & Co.

PHONE 128

NOTHING CHARGED ON THE ABOVE CUT PRICES

DON'T WISH

YOUR HENS WERE LAYING

Feed 'Em

EGG MASH

And They Will

CITY GRAIN AND FEED COMPANY

Phone 23 PEE GEE GEARING Sebring, Fla.

JOB PRINTING

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A better Job at a better Price

Special Offer to Every Kid Everywhere

DEAR KIDS:

SCHOOL OPENS SOON AND AS USUAL YOU WILL BE IN NEED OF SOME SPENDING MONEY. OF COURSE, DAD AS ALWAYS CAN BE COUNTED UPON TO FURNISH SOME, BUT DON'T YOU THINK YOU WOULD ENJOY SPENDING IT ALL THE MORE IF YOU COULD REALLY AND TRUTHFULLY SAY THAT YOU HAD EARNED IT ALL YOURSELF? OF COURSE YOU WOULD. IT HASN'T BEEN SO VERY LONG SINCE WE WERE A KID OURSELF AND WE KNOW HOW YOU FEEL.

THE MESSENGER HAS DECIDED TO OFFER YOU AN OPPORTUNITY TO EARN JUST AS MUCH MONEY AS YOU WILL BETWEEN NOW AND SCHOOL TIME AND IT MAY BE THAT IF YOU WORK REAL HARD THE OFFER WILL BE EXTENDED TO INCLUDE THE ENTIRE SCHOOL TERM.

OUR OFFER IS THIS: FOR EVERY NEW SUBSCRIBER THAT YOU OBTAIN FOR THE MESSENGER, WE WILL ALLOW YOU ONE DOLLAR, AND FOR EVERY RENEWAL, FIFTY CENTS. ISN'T THAT FAIR ENOUGH? ALL YOU HAVE TO DO IS COLLECT THE PRICE OF THE SUBSCRIBER, WHICH IS TWO DOLLARS FROM A NEW SUBSCRIBER, AND BRING US HALF. WE WILL GIVE YOU A RECEIPT TO BE IN TURN PRESENTED TO THE SUBSCRIBER, GUARANTEEING THAT THE MESSENGER WILL BE DELIVERED TO HIS ADDRESS FOR A PERIOD OF ONE YEAR, OR IN THE CASE OF A RENEWAL YOU MAY KEEP FIFTY CENTS.

NOW DON'T PUT THIS OFF. GET RIGHT TO WORK IMMEDIATELY AND SEE HOW MANY DOLLARS YOU CAN MAKE BEFORE SCHOOL OPENS. COMMENCE WITH DAD AND THEN GO ACROSS TO YOUR NEAREST NEIGHBOR. BRING OR MAIL THE RESULTS OF YOUR WORK TO THE MESSENGER OFFICE AND GET PAID OFF RIGHT AWAY. REMEMBER THAT THE OFFER LASTS ONLY UNTIL SCHOOL TIME, BUT THAT IF YOU REALLY SHOW AN INCLINATION TO HUSTLE IT WILL BE EXTENDED FOR THE FULL SCHOOL TERM.

YOURS FOR MORE SPENDING MONEY,

Publisher Highlands County Messenger

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Entered as second-class matter August 6, 1921, at the postoffice at Sebring, Fla., under the act of March 3, 1879.

Post office change of addressment in suit from this office must be in our hands by noon Wednesday.

Oh, we, when a petty grudge outweighs the last liberal grain of common sense and decency.

Another carload of Ford's has arrived in Sebring, which means that we will have to dodge six more of the peaky things.

That much-talked-of and long-looked-for "grasshopper" has arrived at the plant of the Grass Fibre Pulp & Paper Co., at Lakeview. This state state anxiously awaits the news of its first hop.

What is the matter with the business men of Sebring? Haven't they enough pride in their city to meet together once every two weeks to discuss the things that are of vital interest to the community?

The good people of Avon Park have evidently put their feet down good and hard on the commission-manager form of city government. It may be all right for some towns, but we really doubt with them the advisability of its attempt in a burg like Avon Park.

An Avon Park man mentions Einstein's law of relativity—if you know anything about it, you don't—as a possible argument for Avon Park becoming the county seat. Florida is cursed, he explained, by a seat of government located in the northwest corner of the state, and why in blazes, he wonders, shouldn't Highlands find a suit with its governing seat located geographically in the same manner. This something to think about, isn't it? Like fun.

Did you ever see a snake during dog days, striking at everything the presence of which it seemed to sense without the aid of its eyes? Some people remind us of that, especially about this time of the year. They seem to think the whole world is against them for some fancied cause and at each imagined affront they shoot forth their venom, right and left, backward and forward, regardless of whether or not they are striking at friend or foe. We could make ourselves more explicit in fewer words, but we always like to generalize in as far as possible, whenever possible, don't you know?

While it is true that there are very few accidents in Lake Jackson and the danger of drowning is very small, due to the gradually sloping bottom and the absence of holes or an undergrowth, still there is always a chance. Every precaution should be taken against this chance. One of the greatest life-saving devices is a pulmotor and the city of Sebring should have one. If it saved one life it would more than worth its cost, and if it never was needed its presence in town would make all feel safer. No one wants to need the services of a doctor, but we like to know there is one around and a pulmotor might be able to save a life that a doctor could not.

LOOK OUT FOR THE REFORMERS

The appointment of Col. Jason S. Joy, former national executive secretary of the American Red Cross, as liaison officer between those who produce motion pictures and those who desire to see them play a better part in American life, may prove of benefit, but Mr. Hays should be careful to see that the motion picture pendulum does not swing the other way to the injury of the industry.

The world is filled with cranks, screwheads and rednecked people who live to reform everything in life but their own annoying characteristics.

Naturally, everyone would like to see the salacious stripped from the screen, and it will be.

At the same time it is easy to bend so far backwards that someone will fall down.

If the cranks have their way the film will be so emasculated that it will draw an audience only of molly-coddies, which fortunately are in the great minority.

It may be well to talk of measures that will safeguard the immature mind from undue screen influence, though even this has its dangers.

The drama has been kept safe and sane by the protection of public opinion and undoubtedly the screen will be safe if it is guarded by those who support it.

Colonel Joy, as an aide to Hays, has his work cut out for him, and it is not to provide a willing ear to every Pharisaical reformer. — Highlands County Pilot.

NOT TOO MUCH TIME

Highlands county is going to the South Florida fair in February. That much is decided.

We have just five months to decide what kind of an impression we make and how many prizes we take.

That is not too much time—hardly enough.

It means some intensive work. It means every citizen who can must put a shoulder to the wheel. We have got to have oranges, grapefruit and bananas and limes, which will be easy to get. But we also got to have some pineapples, pumpkins, strawberries, vegetables, hogs, cattle, chickens, potatoes, sugar cane, and a multitude of other products.

If all these things aren't being grown here now it is just the time for some farmer to put in a few strawberries sold at the fair last year by Plant City exhibitors brought in 75 cents per quart. There will be good profit in everything that is sent there.

Our good women must help. They can preserve and can as good as stay in the state and an exhibit of such class as they can put up will

help the county towards the grand prize. Their art-work and needlework should also bring individual prizes and credit to the county. We have a slaughter house at hand. We have some mighty fine looking meats coming from that slaughter house. Why not freeze some of this in big blocks of ice and take it to Tampa? The ice factory could help with this and we are sure it would contribute liberally. There would be no taxable disposition of the meat in Tampa and such an exhibit—similar has never been shown at a fair in Tampa before—would attract universal attention.

We could treat fish the same way, though this is not others in the same, but competition is good for us.

More ideas can be developed if the citizens respond to the plea of the county-wide committee for suggestions and support. Send your idea to the Pilot, make up your mind to grow something to help and send word what it will be. But do something now.—Highlands County Pilot.

REAL ESTATE TRANSFERS

Transfers of real estate in Highlands county, as reported by the Highlands Security, Abstract & Title Co., Sebring, since last publication:

A. M. Smith to William H. King: Lot 9, block D, Sec. 27, Price & Gorman's subdivision, Avon Park.

United States to George Williams: SE 1/4 of SW 1/4, Sec. 4, Twp. 34, R. 28, Edward Ley and George W. Whitehead, Virginia Harpers' Cloud: Lots 3, 4 and 5, block 38, Sec. 22, Avon Park.

Edwin M. Brickell and wife to Margaret M. Henshaw: Lots 1 to 6, King & Langston's subdivision, and lots 4 and 5, block 32, less 10 feet of lot 4, Sec. 22; lots 10, 11 and 12, block 48, Sec. 22 (except portion thereof), all in Avon Park.

Pittsburgh-Florida Fruit Growers Association to Guy F. Morris: Grove 63, Sec. 17.

Pittsburgh-Florida Fruit Growers Association to H. G. Duncan: Grove 90, Sec. 17.

Pittsburgh-Florida Fruit Growers Association to Gertrude Dale Jenkins: Grove 56, Sec. 17.

Pittsburgh-Florida Fruit Growers Association to G. A. Wallace: Grove 55, Sec. 17.

Pittsburgh-Florida Fruit Growers Association to Walter P. Smart: Grove 85, Sec. 17.

Pittsburgh-Florida Fruit Growers Association to Edwin M. Brickell: Grove 40, Sec. 17.

Pittsburgh-Florida Fruit Growers Association to Edwin M. Brickell: Grove 32, Sec. 17.

Abbie B. Hamlin to Cortland B. Horst: SE 1/4 and SW 1/4 of SE 1/4, Sec. 1, Twp. 35, R. 31.

Sebring Development Co. to Matilda R. Kilbourn: Lots 13 and 14, Dinger Lake subdivision.

Gussie Hatfield to Fannie I. Kinard: Lots 23, 24, 25 and 26, block 3, Hatfield's subdivision.

R. W. Swearingin to I. C. M. Ellenberger: E 1/2 lot 4 and W 1/2 lot 3, block 35, Sec. 22, Avon Park.

M. A. Jones to A. M. McAlulay: W 1/2 of NW 1/4 of NE 1/4 of NW 1/4, Sec. 21, Twp. 30, R. 25.

Pittsburgh-Florida Fruit Growers Association to J. E. Dermitt: Grove 20, Sec. 17, Twp. 35, R. 28; 5 acres.

C. I. Hollingsworth to V. D. Hamilton: 150 ft. wide off east side of S 1/2 of NE 1/4 of NW 1/4, Sec. 24, Twp. 36, R. 29.

J. W. Watson and L. L. Bean to V. D. Hamilton: N 1/2 of N 1/4 of SE 1/4 of NW 1/4, Sec. 24, Twp. 36, R. 29; 10 acres.

L. D. Roberts to J. V. Chapman: Undivided eighth interest in S 1/4 of SW 1/4 of NE 1/4, Sec. 9, Twp. 33, R. 29.

Ceylon Carlton to board of public instruction: Part SE 1/4 of SW 1/4 of NW 1/4, Sec. 17, Twp. 38, R. 20.

Elsa M. Lawton to Annie Butts: Lot 6, block 32, Sebring.

Lake Groves Co. to S. L. Holland: Lots 97 and 98, Lake Groves subdivision.

H. O. Sebring to Charles H. Moffett: Lot 2, Van Laven's subdivision, Avon Park.

DeSoto City Groves Co. to Ceram Timmerman: Tract 66, plat of DeSoto City, Sec. 22, Twp. 35, R. 29.

United States to Edwin J. Myers: W 1/2 of NE 1/4 and W 1/2 of SE 1/4, Sec. 33, Twp. 37, R. 20; 160 acres.

Real estate transfers in Highlands county, as reported by the Highlands Security, Abstract & Title Co., of Sebring:

Mississippi Valley Realty Co. to James V. Wilson, Robert T. Hughes and E. D. Treadwell: All of Sec. 1, 3, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 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S-O-C-I-E-T-Y

MRS. P. J. RIPPBERGER,
Editor
Telephone 76

LOCAL AND PERSONAL

A. I. Young and family drove to Tampa Thursday.

C. F. Saunders went to Orlando on business Wednesday.

Ira Rigdon spent Thursday in Verna on school business.

Miss Marjorie Shumacher has returned from a visit to Palmdale.

Mrs. Milt Baker and son Dick are ill at their home on Center avenue.

W. T. Crews went to Fort Meade Thursday. He will return Saturday.

Mrs. Josephine Harmon has returned from an extended trip in the north.

W. J. Bowden and Fred Alderman of Okaloosa City were in the city Wednesday.

Jennings Bowden of Okaloosa City visiting his brother, Basil Bowden, Sunday.

W. F. Poland and family drove to Avon Park Tuesday night to enjoy the band concert.

B. C. Maynard, an aviator from Carlstrom Field, was a Sebring visitor Monday night.

C. C. Cobb returned Friday night from White Springs where he had spent two weeks' vacation.

Miss Charlotte Varena will leave Sunday for Atlanta, where she will spend a two weeks' vacation.

B. O. Bowden of Inverness, sheriff of Citrus county, was the guest of his son, Basil Bowden, Sunday.

Mrs. A. P. Butts and little daughter Evelyn have returned from a two weeks' outing at Daytona Beach.

Miss Charlotte Varena will leave Sunday for Atlanta, Ga., where she will be the guest of relatives for two weeks.

Miss Myra E. Burdick left Wednesday night for Cleveland, her former home, where she will spend a month's vacation.

E. O. Douglas went to Tampa Friday night to receive treatment for eye trouble that has become quite serious. He returned Sunday.

Mr. and Mrs. J. H. Thornton of Tampa were Sebring visitors Monday and Tuesday. They were the guests of Mr. and Mrs. S. R. Hart.

Dan Andrews will return to Sebring Friday from an extended trip through the north and middle west, in the interests of Sebring real estate.

Mr. and Mrs. George Buehl and son Herman are touring the East Coast in their car. They will call at the points of interest before returning home.

Miss Ethel Singletary of Jacksonville, who has been the guest of Miss Leona Whitehouse for the past ten days, left today (Friday) for her home.

Col. A. E. Lawrence drove to Tampa Wednesday. Mr. and Mrs. George Cushman accompanied him. While there Mr. Cushman will consult a specialist.

Mr. and Mrs. S. B. Rogers, W. W. Rogers and Miss Walker of Jacksonville, who are motoring through South Florida, were Sebring visitors Wednesday.

Mrs. George Jaeger, who was operated at the Bayshore hospital in Tampa Monday, is in a critical condition and no hopes are given out for her recovery.

Alfred Varena returned Monday noon from Fort Barrancas, Pensacola. He spent a month in the training camp there and was much pleased with his experience.

Mrs. I. Rigdon returned Monday from Arcadia, where she was called on account of the illness of Mrs. Arthur Crews, but she returned there on Thursday and will stay for some time.

J. W. Griggs of Lakeland, W. K. Coleman of Winter Haven and M. R. Anderson of Lake Wales stopped in Sebring over night Tuesday. They were on their way to Lake Okaloosa for fishing.

Mrs. F. T. Hawkins returned to her home here Sunday after a week's visit with her father in Winter Haven. Her sister, Miss Catherine Lee, accompanied her and remained until Tuesday evening.

D. E. Williams of Williston, Fla., arrived in Sebring Monday noon, and immediately began his work as principal of the Sebring school. He is comfortably housed at the home of E. O. Douglas on Lakeview drive.

Spencer Jones has sold his home on Center avenue, giving possession the first of the month. Plans are in the hands of a local contractor for the erection of a bungalow on Lemon street, adjoining the high school.

Mr. and Mrs. W. O. Scott, Mrs. J. P. Harbaugh and Miss Katherine Harbaugh drove to Eagle Lake last Thursday for a picnic. A picnic given by the South Florida Eastern Stars, celebrating the birthday of Robert Morris.

Mrs. W. E. Dalgaty and Mrs. J. C. Barrows left Thursday on a motor trip. They will drive overland to Coahulla, Ariz., stopping at several places along the way to visit friends. They expect to spend some time in Atlanta, Ga., visiting friends and relatives, and will be gone a month.

W. B. Zachary returned Sunday from a month's auto trip through Georgia and North and South Carolina. Mrs. Zachary accompanied him on the trip north, but remained in Macon, Ga., for another month's outing. Mr. Zachary said that he never had a more delightful vacation but was glad to be back in Sebring.

Elder J. H. Gargt has returned from the district conference of the Church of the Brethren, held in North Carolina. By this meeting, he was made a member of the standing committee to represent North and South Carolina, Georgia and Florida at the international conference to be held next June in Canada. This position is one of considerable importance.

Dr. J. S. Coker of Limestone was the guest of Sheriff and Mrs. R. H. Hancock Thursday.

B. P. Poland and J. G. Joubert of Tampa were the guests of Mr. and Mrs. U. D. Kirk on Friday.

George Whitehouse will start for Miami tonight to carry Dr. Merrill's furniture by truck to his new home.

Art Clawson, Quinter Hollenberg and David Lane will accompany him.

J. J. Sanger, who accompanied Elder Garst to the North Carolina conference, went on from there to visit the old camping ground in West Virginia, where he lived more than twenty years ago. He will return next week.

Mr. and Mrs. George Holder and daughters, Ella May and Ruth, of Tampa are the house guests of Mayor and Mrs. E. W. Harshman. Mr. Holder was the proprietor of the first drug store in Sebring, and was active interested in its early days. They will return to Tampa on Saturday, accompanied by the Harshmans. Miss Ella May will stop off in Lakeland to visit friends.

Mr. and Mrs. G. V. Hudson drove to Haines City Wednesday afternoon. From there they will take the train to Augusta, Ga., where they will visit Mrs. Hudson's people. Mr. Hudson will return in two weeks, but Mrs. Hudson will remain for an extended visit. Miss Myra Burdick accompanied them as far as Jacksonville. From there she will go to her old home in Cleveland, O., where she will visit for a month.

ORGANIZE EASTERN STAR CLUB

The ladies of the Eastern Star were entertained last Tuesday afternoon by their worthy matron, Mrs. I. Rigdon, at her home on Ridgewood drive. A most pleasant social hour was enjoyed and the program prepared by the hostess was entertaining.

All Mrs. Tom Mitchell was the reader for the occasion and her amusing selections were most cleverly given.

Mrs. J. W. Geary and Mrs. A. C. Hancock sang a duet with Mrs. G. V. Hudson at the piano. Mrs. W. J. Scott made a short talk on some of the phases of Eastern Star work. It was unanimously decided to organize an Eastern Star club to be called the Winesap Club.

The purpose of the club is to work for the social, financial and cultural betterment of the Sebring chapter and all women members of the Eastern Star are eligible to membership. The following officers were elected to serve one year: President, Mrs. J. W. Geary; vice-president, Mrs. Edith Warner; secretary and treasurer, Mrs. E. G. Skiff. Meetings are to be held the second Wednesday afternoon of each month at 3 p. m., meeting with Mrs. Tom Mitchell in September.

At the close of the afternoon Mrs. Rigdon served orange sherbet with orange and devil's food cake. A beautiful roses on the plate was a pretty favor for each. The attractive little home was beautifully decorated with a profusion and variety of flowers and ferns, and nothing was lacking to make the afternoon a truly memorable one.

STORY HOUR

The last story hour of the summer was enjoyed by 33 children Wednesday from 9:30 until noon. Mrs. Tom Mitchell, the "story lady," invited all the children to a musical story hour at her home on North Ridgewood drive, and the hour lengthened into two and a half hours, packed full of enjoyment.

First they played the Bubble Book records on the victrola, and Mrs. Mitchell read the stories. A small toy theater with the toy actors representing the various well known comedians, "really acted" when the proper wires were pulled, was a source of much amusement.

Mrs. Mitchell told four of the popular stories, "Good King Arthur," "The Queen of Hearts," "Three Little Kittens," and "The Three Little Pigs." A moving picture show was the next attraction, contrived by Mr. Mitchell's electrical ingenuity. But even this diversion finally gave way to the allurement of a family of kittens who had reached the playful age.

Refreshments of limeade and cakes were served to the appreciative youngsters. From that time until noon the swings, see-saws and "jogging boards" in the large, shady yard were occupied continuously.

Mrs. Mitchell has done a wonderful work with the children this summer. Her charming personality, her real talent and her inexhaustible patience have made the story hour an indispensable institution, one of inestimable value to growing minds.

A NEW LINE OF Blue Serge Suits

AT

\$30 and \$32.50

We Invite Your Inspection

Hudson & Cobb

Phone 20 On the Circle

Paint 'Er Up

THE RAINY SEASON IS ABOUT OVER

NOW is the time to have that

AUTO Varnished or Painted

to look good for the fall and winter.

ESTIMATES CHEERFULLY GIVEN

Paul R. Price

OFFICE IN THE OLD EILAND GARAGE

Sebring, Fla.

OF COURSE You're Welcome Come Out to Our Field Meet LABOR DAY Highlands League Union

IT STARTS AT 8 A. M.

PLEASE ACCEPT THIS AS A PERSONAL INVITATION AND COME

OUT AND SEE THE FUN

A Business Motive Power

The time must come when all businesses will consider the advisability of adopting a new machine. One does not install a piece of labor-saving mechanism because it suits his fancy; but because the efficiency of the business requires it.

He expects the new machine to reduce his cost to operate—perhaps to make a better product—and thus aid him in meeting competition and making larger profits.

Advertising is exactly similar. The man who refuses to consider it as a possible expedient, simply shuts his eyes on one of the problems of his business. He might as well ignore the banks as sources of credit when he has need to borrow capital.

On the other hand, the man who looks to advertising to checkmate all weaknesses and shortcomings of his business and to carry it along to victory despite these, has a childlike faith in the miraculous. Advertising will not make his product or his service any better than they are; but will bring him the full benefits of their merits. It will not eliminate wastefulness in his factory or his store; but it will reduce his cost to operate. It will not make illogical selling methods successful; but it will assist good selling methods, and often point the way for improving them.

Advertising is the most inexpensive motive power that the manufacturer or merchant can buy today. It is a form of stimulus that brings excellent returns on the investment.

Published by The Pilot, in co-operation with The American Association of Advertising Agencies

WHERE WAS YOUR GIRL LAST NIGHT?

The following article is from Col. Billy Mayfield's Weekly, published in Houston:

"Isn't my child having a grand time," muses the proud mother, as she contemplates the popularity of her daughter. "She is so popular with the boys that she is out every night with some boy and doesn't get in until after midnight. It is wonderful!" Does her popularity cause the boys who call to stay at some in the parlor?

"No, they always take her out for a ride."

Poor old mother. Your daughter is having a "grand time." She is, but how?

Out every night on some lonesome road with the car parked?

Most of the popularity of these days is born of promiscuous love. The young libertines flock where the cheap love is easiest.

"My little girl is different," is what you say; that is what you all say; that is what they all think and feel. Let me tell you something. You are not raising your girl right when you permit her to go long auto rides into the night. You are not giving her the chance she deserves. Your little girl is made up of the same flesh as anybody else's little girl; your little girl has the same emotions and impulses as anybody else's little girl, and is no different from anybody else's little girl. Every girl that drops to shame and degradation was once just as sweet and innocent and as premeditated as your little girl, the difference being she wasn't given the protection she should have been given. She was permitted to run at will with any man she met in autos late at night. That's the difference between your good little girl and the bad little girl. They are all good to start with. They all want to do right, every one of them. The descent is always gradual and it always follows the long auto ride into the night.

IT IS INEVITABLE

I am going to break up the auto riding down darkened lanes.

I am going to present the truth to you mothers, with the full protective force of my naked honesty.

I tell you only the truth. The facts are worse than any fiction yet conceived by imaginative writers.

You may get mad with me, I don't care. If you don't want to know just what's going on, don't read this. I throw it away. I am writing for those

mothers who want to know exactly what is going on. Let me paint you a picture, a real picture, and you had best frame it and hang it on the wall of your memory. I am going to break up this night auto parking and you had better believe it.

The nice boy calls and sits in the parlor and kids you along a few minutes and then says to the girl he has come for, "Let's go." The nice boy and your girl depart into the night. This story refers to the habitual night rider.

It is as true as Holy Writ. They are always out of sight before his arm slips snugly around her waist and she pulls up close to him to make the hugging more convenient. He is doing this unless he is a "positive stick," or a "human pill." If he is a regular he proceeds to pull a lot of cuss words. No young man is an aut without he can sling 'em dirty. The greater his assortment of expletives the more he impresses the popular young thing with his worldliness.

If that isn't so, I'll quit right here. They howl around the city, maybe to a dance for a short while, maybe to a salacious picture show.

And then sail out into the night. He has a favorite spot where he generally does his parking. If your girl is accustomed to parking, there is no argument. If she is not, he will find some excuse for parking. His mind has been on nothing else since he sat in the parlor and conversed with you. He may have "engine trouble," or had to "look for a flat," or is "just simply tired of driving and we may as well sit here as in the parlor." Sounds reasonable, doesn't it?

Overhead the stars wink knowingly at each other, and the fence posts stand dully on in the night like giant sentinels.

Fragrant breezes toy with the curls that drape from her pretty forehead and the nice boy holds her closer in his arms. Why not? Not a soul is near and it is nice to be held tightly by the one you love. Why not? They are doing it in the pictures and no one thinks wrong of that. Why not?

The story looks are full of stories of girls in the arms of the ones they love. Why not? No one will ever know.

He vows of a love that is tender and enduring. He whispers sweet nothings into her ears. He presses a long ten-minute kiss to her lips. Her cheeks grow warm. There steals over her a strong feeling that comes to a maid when she is alone with a man and held in his arms. He kisses her again and again—those

hot warm kisses. Her head falls back into his arms—that is your little girl and the nice boy who just left your home.

This is as true a picture of the girl who habitually goes night riding down shady lanes as God Himself can draw it.

It isn't exaggerated one bit. One single bit, and every girl who has been out that way, if she were frank, would say it is as true as Holy Writ. I didn't go as far with my story as that couple will go if those rides are permitted to continue.

Where was your little girl last night?

"Why, my little girl was at a dance. Sure, she was there for awhile. My girl wouldn't do such a thing as that."

That is what they all say, but nightly thousands of cars are out there on the public roads, parked with the lights out. Somebody's little girl is out there, wrapped in somebody's arms. Where was your little girl?

Don't go to making alibis. Just ask yourself if you really know where she was.

Just reason with yourself a little while.

I am talking about the habitual night riders.

WHERE WAS YOUR GIRL LAST NIGHT?

Was she in the vast army of parked automobiles that flock the land after nightfall?

Every road leading out of every city is flecked with parked cars and in many of these cars some libertine is seeking the downfall of some innocent girl.

And they say the world is getting better.

Don't take my word. Go and see. The night is awaiting you any night on earth you see fit to go out and investigate.

Thousands of little girls are out there in those parked cars. Girls just as innocent as you.

WHERE WAS YOUR GIRL LAST NIGHT? Are you sure?

THURSDAY, AUGUST 17, 1922

LESSON DANGER OF DISEASE

Treat Your Seed Bed Before You Plant

Seed that are planted in the seedbed or in the field should be of the very best quality and free from disease. If you are not sure that your seeds are free from diseases, they should be treated with a disinfectant before planting, according to Dr. George F. Weber of the Florida experiment station.

There are a great many very serious diseases spread to surrounding plants from diseased seeds. Such diseases spreading from seed often completely destroy whole seedbeds and cause replanting.

Corrosive sublimate or bichloride of mercury is a standard disinfectant for vegetable seeds. It is made by dissolving one part corrosive sublimate in 1,000 parts of water, or one tablet dissolved in one pint of water.

The following seed should be soaked in the disinfectant according to the time limit indicated: Eggplant seeds should be soaked in the disinfectant for 10 minutes; pepper seed, 10 minutes; tomato seed, 5 minutes; watermelon seed, 15 minutes; cabbage seed, 15 minutes; cauliflower seed, 15 minutes; onion seed, 15 minutes.

After the required time, drain the disinfectant from the seed and wash them in running water for 15 minutes, or in five changes of water, taking five minutes in each change. Then spread them out to dry before planting. Small seeds may be easily handled if the first placed in a loose cheese cloth bag which can be securely closed.

The flats of corrosive sublimate can be purchased at any drug store. The tablets and the disinfecting solution are readily obtainable and should be handled with care.

WILL WARREN END AS BILL

Republicans in the national capital prominent in shaping the political destinies of those who are and those who hope to be, are causing some amusement among the standpatters by openly discussing in hotel corridors matters that heretofore have been whispered only behind closed doors.

The thought is expressed that there is no party loyalty permitting Republicans to wander in a fool's paradise, that the people ought to be advised of the situation so that their reaction may be felt in Washington and some rapid changes made that may prevent President Harding from following further in the footsteps of President Taft.

"The two administrations are practically alike," says one leader. "Taft and his Ballinger and Harding and his Daugherty."

"The refusal of the president to heed public protest in the matter of appointments, equals in every particular the calm smiling defiance of Taft," says another, pointing to the appointment and retention of E. Mont Relo as governor of Porto Rico as a striking example of political unwisdom.

The consensus of opinion among senate Republican leaders seems to be that the president moves along popular lines only when he is compelled to move. Irritation is felt because of his bitter fight against the farm bloc, reluctantly approved when there were no other courses left open.

Of these conditions might have gone by with passive objection on the part of Republican leaders were it not for the danger signals hoisted in Iowa, North Dakota, in Indiana and in Indiana's victory in Pennsylvania. These writings on the political walls, however, have spread alarm to a point where the presidential future and the party future are being placed in the scale for weighing purposes.

They have no desire to see Warren end as did William, the victim of a great progressive wave created out of administrative blunders, but alarm is felt, and it is being openly discussed with a frankness that is startling, but with the hope of saving the president from unconscious political injury.

Milk contains all the essential food elements in the most available form for digestion.

EVOLUTION OF TIME-MEASURING DEVICES

[The Pathfinder]

Surrounded as we are by clocks and watches it is hard for us to see how people got along in older times without them. Men began with the simplest, crudest kind of time-measuring devices and gradually worked out to better and more convenient ones. The process was altogether one of evolution, just as were the processes which gave us the modern ocean liner, railroads and railroad equipment, machinery for doing almost every conceivable kind of work, and the numerous other contrivances which have become indispensable.

The sun in its daily (apparent) march across the heavens from east to west afforded the means first used for measuring time. By noting the position of the sun or the length and direction of the shadow cast by a vertical pole primitive men were able to keep fairly accurate tab of the time.

Next came the use of the sun's shadow—during the day when the sun shone; at night and on cloudy days they could not tell but guess. At length someone hit on the plan of setting a pole or stick in the center of a circle traced on the ground and then marking off the circle into equal arcs.

To this day the simple peasants of Egypt use this device, marking their circle with sticks for permanency.

From this crude it was only a step to the sundial. An astronomer named Berosus is credited with inventing the first sundial, about the year 600 B. C.

His device was a hollow hemisphere set with its rim up and horizontal. The shadow of a "finger" or stick at the center fell on the inner surface of the bowl, passing around it as the sun moved across the sky.

A scale of dial was used for about 1,200 years. Then came dials on flat sheets of metal, stone and the same of them set horizontally and some inclined at an angle.

At Mt. Vernon, the home of Washington, stands a sundial which bears this inscription in Latin: "I record none but sunny hours."

True as it is, the sundial is necessarily true of all sundials; they are useless, so far as indicating time concerned, at night or on cloudy days. Moreover, the hours measured by these instruments vary in length from day to day, and the sundial is farther and farther north from the winter solstice until the summer solstice is reached. After that time the hour is the next half-year. Indeed, there are but four days of the year on which the sundial is correct.

Exactly with clock time; then, on April 15, June 15, Sept. 1 and Dec. 24, the sundial is correct.

There are a great many mathematical rules, specially to agree with its position and with the latitude in which it is used. The edge of the triangular finger or gnomon must parallel to the earth's axis and cause replanting.

That is, must point toward the pole star.

The Persians, Egyptians, Greeks and Romans centuries ago came to use an ancient globe of known capacity for measuring time independently of the sun. This was filled with water which gradually flowed out through little holes at the bottom, the loss of water being gauged by marks on the sides of the vessel and thus indicating the time day or night. This instrument was called a "clepsyma," from Greek words meaning "water" and "to steal"—the water literally stole away, just as time does.

An improved form of water clock subsequently developed had a dial divided into twenty-four areas, corresponding to the hours of the day. A hand or marker similar to those of modern clocks was used to read this dial by a chain running over a pulley attached to it. From one end of the chain was suspended a weight which slowly descended as water trickled from the brass cylinder in which it moved.

Then there was the hour-glass which was invented many hundreds of years ago. As most of us know this was essentially a pair of glass bulbs connected end to end by a tube of small bore. It contained a quantity of sand just sufficient to escape through the tube from one bulb to the other in an hour. When it had run out all that was necessary was to invert the glass. This device of course served to measure an hour quite accurately but it was of little practical use for indicating time throughout the day unless someone watched it and turned it regularly at the end of each hour.

Candles marked off in sections, each of which was sufficient to burn just an hour were much used at one time. King Alfred of England applied the idea in a rather complicated time lamp which he invented. This consisted of an oil font whose sides were marked to indicate hours as the oil was consumed by the burning. Galileo's discovery of the pendulum principle, and the application by his son of this principle to suitable mechanism marked the beginning of mechanical clocks.

SPRAYS CONTROL MEALY-BUG

The mealy-bug, a common pest in citrus groves, especially in dry warm weather, can be controlled satisfactorily by spraying with a good insecticide.

Merely washing these insects off the trees is so effective that spraying with clear water under strong pressure is often sufficient to control them. However, it is better to use some insecticide. The miscible oil commonly used for whitewash or white oil soap, 1 pound to 4 to 6 gallons of water, according to whether the water is soft or hard.

In spraying it is imperative to have good pressure in order to force the liquid into the corners and the crevices and to wash many of the insects from their support.

Kerosene emulsion is fairly effective. To make this dissolve 1 1/2 pounds of soap in three gallons of water, add 2 gallons of kerosene and mix by means of a pump; then add this water until there is 50 gallons.

Preparedness

Antoinette—Mrs. Black's called to see you, said she.

Mrs. White—Oh! Run to the drug store now and get me some aspirin, Antoinette.

Antoinette—Your 'ead, does it ache, then, madam?

Mrs. White—No. But it will when she has left—London Mail.

Maas Brothers



Spell Economy Every Friday

Good usable lengths of the most popular materials are on sale here every Friday at bargain prices. Hundreds of thrifty shoppers take advantage of the low prices on Remnant Day, because the saving is considerable. Remnants are saved all through the week for this one day.

With School Coming

You'll find many remnants especially suitable for school clothes and it is time now to begin to get ready for school.

Butterick Patterns

Are your guide to success, because you can't go wrong if you follow the simple, clear directions and your garments will have that "professional look" that is the envy of every needle woman.

Fordson



This Astounding Low Price is the final answer to the high cost of farming problems.

With a Fordson one man can do more work easier, and at less expense than two men can do with horses.

With a Fordson you can actually raise more crops with less work, lower costs and fewer hours of work.

With a Fordson you can save money, time and drudgery on every power job on the farm—the whole year around.

Let us give you the proofs of the great savings made by the Fordson. Call, write or phone today.

Bowden Motor Co.

Authorized Ford Dealers
SEBRING - - - - FLORIDA

BRING YOUR SUIT FOR CLEANING AND PRESSING TO

H. S. Jones

Successor to Horace Garner
HIGHLANDS TAILORING COMPANY

HAVE YOUR CLEANING AND PRESSING DONE AT

The Sebring Tailoring Co.

F. S. BEE, Manager

Sebring, Fla.

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)

If You Want to Save

Money

SEE US BEFORE YOU BUY

Furniture

Highlands Furniture Co.

J. GEARING & SON

Proper Zoning Plan Aids in Development "City Beautiful"

American Builder Tells How Reasonable Zoning Laws Prevent the Intrusion of Industries and Business in Residence Sections

Reasonable zoning laws are in favor because—
They stimulate more home building, because of the protection and security they afford the home owner.
Such laws have the waste of wrecking buildings in "blighted districts."

Smaller cities have availed themselves of rights to zone property to curtail the encroachments of garages rather than because of factory expansion.

Twenty states have empowered municipalities to pass zoning regulations and the state has partial enabling acts.
Zoning is simply the application of common sense and fairness to the public regulations governing the use of private real estate.

Zoning gives everyone who lives or does business in a community a chance for the reasonable enjoyment of his rights.

City beautification through the enactment and enforcement of adequate laws, is the subject of an illuminative article published in a recent issue of The American Builder. The article is reprinted here.

Someone has asked: "Does your city keep its gas range in the parlor and its piano in the kitchen?" That is the senseless practice of many American cities.

We know what to think of a house hold in which the undisciplined daughter makes fudge in the parlor, in which her sister sits in the kitchen in the bathtub, while father throws his muddy shoes on the davenport and little Johnny smashes his muddy pies on the front steps and jim, when he is home from college, strews cigarette butts all over the breakfast table.

Allowing stores to crowd in at random among dwellings, permitting factories to make dirty and noisy a home district and allowing smelly garages, with automobiles disturbingly arriving and leaving at all hours of the night—these destructive and annoying practices halt, pending and smother the home-loving instinct in far too many cities, large and small. They discourage the ideal house hold as surely as a careless family unsettles a home.

It is this stupid, wasteful jumble which zoning will prevent and gradually correct.
What is Zoning?
Just what is meant by zoning regulations? Zoning is the act of setting an area to uniform or similar use. It does not discriminate against factories, warehouses or homes. It states that the various types of buildings shall be confined each to its own area or district. So in the same city we have a residential district separate and apart from the industrial district, a business thoroughfare or thoroughfare free from housing—which is infinitely better for children and women folk, and the "business row" is apt to be in one stretch and so removed from homes that there is no element of disturbance because of the noise or odor which they necessarily create.

Zoning is the application of common sense and fairness to the public regulations governing the use of private real estate. It is a device, an honest effort to provide each district or neighborhood with such protection and such liberty as are sensible in that particular district. It gives everyone who lives or does business in a town or city a chance for the reasonable enjoyment of his rights. And it protects every citizen from unreasonable injury by neighbors who put private gain above general good.

Encourages Home Building
Just and fair regulations which eliminate future risks of property being greatly devalued in value by unanticipated encroachments are a guaranty of the future which encourages building. Homes can be built in such cities with full security that there will never be serious financial loss because the locality is made no longer fit for residential purposes.

Suppose you buy land in a neighborhood of houses and erect a cozy little castle of your own. There are some vacant lots just south of the home you are proud to call your own. If your town is zoned no one can put up a large apartment house on those lots, overshadowing your home, stealing your sunshine and spoiling the investment of twenty years' saving.

Nor is anyone permitted to erect a noisy, malodorous public garage to keep you awake at night or to sell out for half the sum you put into your home.
Does Not Halt Progress
And yet the zoned town does not stop on factories, garages, warehouses and public buildings. It provides ample and suitable spaces for all these other valuable and necessary activities. It does the business man a favor by keeping the business district compact, permitting the store to get consideration when it is in the down town shopping. It sends factories to the outlying districts where property values are less and enough land can be bought for the expansion of future years. Factories are grouped and can display their attractions to all persons who are amusement bound, thus permitting the ad and they thus combine the selling appeal they have and can arrange their facilities to better serve the public and with the knowledge that future regulations will not lessen their future financial loss.

"Live and let live" is a better motto for towns than the savage one of "dog eat dog."

Save Senseless Waste

Through zoning cities save the enormous waste caused by scrapping buildings in "blighted districts." Good buildings no longer desirable because of their surroundings are often wrecked, if the city or town has no zoning regulation. Court action to compel railroads or factories to abate nuisances are expensive and wasteful and these efforts and costs are saved to property owners where provisions have been made to protect every interest in the city.

Perhaps the most familiar instance of "blight" with its tearing down of good, substantial structures, is that in the residential districts in which have come sporadic stores, small factories, junk yards and similar destructions of the home atmosphere. Such inappropriate uses of the district may not have utterly spoiled it, but they cause people to lose confidence and a loss of confidence can start a "run on a bank" or an exodus from a locality that causes property values to totter and tumble. Hundreds hurry to unload their property and the market is seriously upset. Dwellings worth hundreds of thousands and fit to serve the purpose for which they were erected for many years are thrown onto the market and sell for a fraction of their real value, or may be torn down at much expense and loss of money.

The People Pay
In the agencies where losses are enormous. If all cities had but one yearly instance of premature abandonment of property the loss all over the nation is a tremendous total. This loss and risk are assumed by the people. People pay for security of homes which need less loss causes. The people pay the business man's expense of erecting his building from him and his real estate outlay, which may be excessive, are included in the price ticket. Public improvements such as water, gas and electric service may have to be entirely reinstalled because of a shifting of a residential district caused by encroachments which a sensible zoning provision would have prevented. And the users have to pay for the additional installations.

Proper zoning cuts these losses at their source. Just as proper building regulations and fire protection cut fire losses at their source. A home can not be built without a plan, neither can a city be well laid out without a plan. To spare the plan is to make sure future financial waste that is highly wasteful.

A General Problem
This matter of having prescribed areas for the various activities of towns and cities is not a problem peculiar to any particular locality or to any special class of cities. It is the same in all cities. The size of the town may multiply the number of instances in which zoning would be a wise measure. But all municipalities have conditions in which zoning would correct abuses.

Before the day of the public garage zoning was aimed chiefly to prevent industrial districts from making residential sections undesirable and was therefore a problem for the town large enough to have a considerable number of factories. But "the city beautiful" idea has become so universally approved, smaller places are growing so rapidly and the automobile has so affected our manner of living that towns of a few thousand inhabitants are well advised to seek to protect the interests of their citizens, conserve the future and encourage more home building by proper regulation and designation of districts in which various phases of the town's life may be carried on without disturbance or loss.

Twenty-five states have statutes enabling cities to pass zoning ordinances. Others permit such action under a general rule provision. In any other state, however, a city being agitated with such prospects of success that the day is probably not far off when the zoning laws of the city and city can prescribe the corrective of reasonable zoning. About 170 cities in the zoning laws in practical operation. This number is constantly growing. City, state and federal boards, notably the United States department of commerce, are investigating and encouraging zoning regulations because they are convinced that such measures stimulate home building. The United States government is lending its aid in spreading information and compiling facts on zoning because it's part of the government's duty to encourage and foster the home.

SUMNER SHOWS WISDOM

Sumner county commissioners have appropriated \$6,000 for a year's publicity for their county. Little by little the smaller counties of South Florida are growing wise! A year or two ago Sumner county would have laughed in derision at any man who suggested a "publicity fund" of \$6,000 for it. "Money thrown away," they would have said, or perhaps it would have said "throwed."

Today Sumner is building its own road and has some of the best looking school houses in the land, has wonderfully attractive county public buildings, and the county has paid county board of trade secretary.

One of the first things which Secretary Clarence Woods seems to have been instrumental in doing for Sumner county is getting it to appropriate \$6,000 to advertise itself to the world outside of its own county bonds. Six thousand dollars is a fine start, but Sumner county will find that it will pay an appropriate more next year, and still more the year following, and so on, because the more it spends judiciously the more it gets. It is getting the proper results of advertising, the greater results it will get.

And, too, Sumner county has shown

that it has not fallen for the specious, fallacious reasoning of some that "it is better for all to chip into a general publicity pot and let one man handle for the state at large." Miami, St. Petersburg, Orlando, Tampa, Clearwater, every successful tourist town, and every fast developing city and community of this state today owes its position and its fame to the fact that it took its own money and told about itself. Not one of these places is fighting any other place. All have something nice to say to each other; but when it comes to advertising for results, each one shows its true and attention, its money and its best ability, to telling the world the story of itself.—Tampa Tribune.

AUTO OWNERS PAY OVER

A MILLION AND HALF TAX

The automobile license receipts for this year will pass the \$1,500,000 mark. The total amount received up to July 1 is \$1,410,041.93, according to a statement given out by Comptroller Amos. The law provides that after deducting actual expense of the cost of tags, mailing, clerical and other expenses of the automobile department (which is less than 6 per cent of the net receipts) be divided, 75 per cent going to the state road department and 25 per cent to the several counties distributed in proportion to receipts from each county. The amount paid in 1921 was \$1,235,711. Dade, \$32,242; Hillsborough, \$35,889; Polk, \$23,711.

The only county paying less than \$1,000 is that of Dixie, which paid \$784. Four counties, Orange, \$78,882; Volusia, \$85,694; Putnam, \$26,745; Pinellas, \$20,385, pay amounts between \$50,000 and \$100,000.

The amount paid by Escambia is \$27,929.32 and will receive back \$8,929.29. The amount paid in by Leon county is \$13,269.85 and will receive back \$3,141.92.

BUY 'EM ALARM CLOCKS

Port Pierce News-Tribune wonders why his local police are not allowed to disturb the people of that city eight times a day.

They don't take up a public subscription to equip the half dozen city workmen with alarm clocks? "I suggest," says Port Pierce man, "they could hang these around their necks as they leave the plant in the morning, a city by at night and have them reset, and thus enabled to quit when 5 o'clock rolls around in the afternoon. This would spare the rest of the population four-times-a-day along while the city whistle raises the roof."—Port Pierce News-Tribune.

NOTICE FOR PUBLICATION

In the Circuit Court of the Twelfth Judicial Circuit in the State of Florida, in and for Highlands County.

Mary N. Cassels and H. G. Cassels, Plaintiffs, vs. J. A. Rooker, Defendant.

It appearing by affidavit filed in the above entitled cause, that J. A. Rooker, defendant named in the above cause, is a resident of the State of Florida, residing at Venus in said County and State; but that said defendant conceals himself so that service cannot be made upon him; that there is no person in the State of Florida service of process upon whom would bind said defendant and that said defendant is over the age of twenty-one years; it is therefore ordered that said defendant be and he is hereby ordered to appear to the declaration filed in said cause on or before Monday, the 6th day of November, A. D. 1922, otherwise said declaration will be taken as confessed by said defendant.

It is further ordered that this order be published once each week consecutively for two months in the Highlands County Messenger, a newspaper in said County and State.

This 6th day of August, 1922.

C. F. SAUNDERS, Clerk Circuit Court.

A. E. LAWRENCE, Attorney for Plaintiffs.

(A real copy. Attend.)

C. F. SAUNDERS, A11-18-25-S2-9-16-23-30-06 Clerk.

J. Lee Johnson

Real Estate and Insurance

FIRE

LIFE

ACCIDENT

All kinds of

CASUALTY INSURANCE

and

BONDING

Phone 37 Sebring, Fla.

666 cures Malaria, Chills and Fever, Bilious Fever, Colds and LaGrippe. It kills the parasite, relieves the headache and general that causes fever. It is a Tonic.

Protect Your Groves

Legal Trespass Signs

FOR

Citrus Groves

THE MESSENGER IS GETTING OUT POSTED AND TRESPASS SIGNS ON

Heavy Canvas Cloth

PUT IN YOUR ORDER NOW

POST YOUR GROVES

The law says you must put a sign every 330 feet to make your posting effective and protect your property. If your grove is not posted you must actually catch the thief in stealing the fruit.

IF HE BEATS YOU TO THE FENCE YOU ARE OUT OF LUCK

If your grove is legally posted, you can prosecute if you find a person in the grove.

SEND IN YOUR ORDER THIS WEEK

THE TIME IS SHORT

SOMETHING For Merchants to Think About

Name ten merchant princes who never advertised.

No?

Name nine, then.

Six? Two? One. Why, what is the meaning of this?

Your knowledge of history and current affairs is comprehensive; your memory is excellent. Why, then, can't you name the great leaders of commerce who built up their enterprises WITHOUT ADVERTISING?

It's no wonder, has it?

On the other hand, great commercial successes, since the dawn of history, have been erected largely by advertising, of one sort or another. And as the means of advertising improved, the number and extent of business enterprises increased correspondingly. Cause and Effect.

But this has to do with big city successes, you say?

Wrong again.

Read below.

Newspapers come first on the advertising budget of Fred P. Mann, Devils Lake, N. D., country merchant whose store does nearly a million dollar business a year. This much he told retail dealers who gathered at Boulder, Mont., last week for their annual convention.

He sends out grocery specials and personal letters.

My Mann, who is known the country over for his achievements in building a million dollar store business in a small community, started in business with a \$75 capital. Through a wholesale house he was given "time" on \$1,600 stock.

A newspaper friend urged him to tell the public about what he had to sell through newspaper columns. He did this when other merchants were satisfied to carry only a card in the paper.

The first year Mr. Mann did a business of \$23,000. He continued to use newspaper space judiciously and has kept at it ever since. Now the fixtures in his store alone are valued at \$40,000.

Mr. Mann said that after taking the presidency of the North Dakota association he sent out questionnaires from which he learned that 75 per cent of the merchants of that state did not advertise and that 10 per cent advertised only because they wanted to help out their local papers.

At the same time, he said, the mail order houses were sending 72 carloads of cutlery into the state and it was reported by wholesale houses that 72 per cent of the merchants were insolvent. He said he took up a campaign to induce the country merchants to go on a cash basis and to advertise, and he has since succeeded in bringing 200 of them around to his system.

Mr. Merchant, you don't have to do business in Dakota nor belong to Mr. Mann's association to do business under his system. Start now. Right here in your own town. TODAY.

Your publishing friend is trying to help you when he lays down his own money to furnish you with a big advertising service like THIS.

NATIVE WIT PLUS ENERGY WINS BUSINESS WORTH \$10,000 FOR THIS COUPLE

[By Nellie Van Begnum Horn]

Everyone admires success, and when that success is wrested from nothing by the foresight, energy, ambition and scrupulous care in all things by a man and his wife, it becomes more than admirable—it is laudable.

In these days of overdrawn bank accounts, over-livelihood, and faded pleasure seeking, it is refreshing to hear of people who by the strictest economy and perseverance have established with their hard hands a business that will give them a goodly competence for life.

On Dec. 17, 1918, Mr. and Mrs. Bert Field came to Sebring with two suitcases containing their personal belongings, and a determination to win. Mrs. Field was an expert photographer and kodak finisher, and this was their stock in trade. But photography, even the simplest, requires capital and toward this end they directed their energies.

Sebring, still new and raw, it lacked a shoemaker, and though Mr. Field's knowledge of shoes was mostly pedal, he undertook to supply that lack. He purchased some cheap tools and supplies and hung out his sign. With the remainder of the cash available, a simple kodak developing outfit was ordered, and the business was under way.

They fixed up a living apartment in the rear of the shop, with a bed, two chairs, a table, an oil stove, some cooking utensils, dishes, and a packing box dresser of the kind dear to all lovers of Lousia Alcott's books.

Shoes poured in, soleless, heelless, battered and torn, for the high, post-war prices made cobbling a necessity. Mr. Field regarded them with a mixed joy and alarm, but like the young lady in the nonsense rhyme, he "put his mind to it, determined to do it, and he did. When each pair of half-soles had been firmly nailed to the uppers, Mrs. Field, whose hands were smaller than her husband's, felt around to see if any tacks, failing to clinch, were standing in wait for the unwary occupants.

While the shoe business was thriving in front, the kodak developing went on in the rear, for even then Sebring was overrun with tourists who wanted to send snapshots of themselves, bedecking the landscape, to friends and relatives "back home."

When they had \$50 saved the bank loaned them \$50 more, for a banker cares less how much a man has than how he spends what he has. With this capital they increased their business, and it grew even beyond their expectations.

Kodak developing in quantities by hand was a tedious process, as exacting as the care of a bottle baby. All night long in the little rear room the light burned. At two-hour intervals the raucous call of the alarm clock warned Mrs. Field that it was time to do something else to the prints if they were to be a success. These circumstances together with the fact that they were forging ahead more rapidly than it seemed possible for

honest folk to do, aroused suspicions in more than one mind, and eventually two federal officers arrived, and kept them under surveillance until they were satisfied that it was neither by counterfeiting nor by distilling whiskey, but by tireless energy and a most meticulous attention to details, that they were succeeding.

Meanwhile they added an art stock to the kodak business to meet a crying demand. It soon became apparent that more room was needed, and the opportunity to buy a business property presented itself. Again the bank came to their assistance. The increased business which resulted from this change, required the entire time of both, and Mr. Field sold his shoe business.

For a year they used the rear rooms for living purposes. But this last winter it was evident that still more room was needed. A garage was erected in the rear of the lot to house the car, which had also become necessary. About this garage, store-room and workshop combined, a most charming and convenient four-room apartment has been built. Besides the four rooms, there is a beautifully equipped bathroom, a sleeping porch, and a living porch, comfortable with swings and chairs and gay with ferns and blooming plants. There are built-in cabinets, clothes closets and cupboards—a place for everything—all of Mrs. Field's planning and Mr. Field's handiwork.

The old living rooms in the store have been converted into a dark-room and developing room, equipped with an electric printing press and other modern time and labor-saving devices. New shelves and stock have been added and the whole place redecorated. Altogether it is a shop which would do credit to a city of 100,000. And it is paid for, lock, stock and barrel, in four years time by two people whose interests were one. Their slogan: "Results, not excuses," tells the story.

CLOTHING KITS AND CLUBS IN SEWING DEMONSTRATIONS

An unusual feature of the clothing kit in Sebring, carried on by extension workers during the past year, as reported to the United States department of agriculture, was the sending of sets of clothing kits to the girls' clubs in the various counties.

Each kit contained a sample patch, a sample darn, an iron holder, two aprons, a sewing bag, a laundry bag, a night-gown, an undershirt, a princess slip, a combination suit, a smock, a dresser scarf, a child's dress, rompers, charts showing appropriate school dresses, and books of samples illustrating appropriate materials to select for the different articles. The kits were sent to the county extension agents, who in turn were responsible for getting them to the clubs. Except for four clubs in three counties which received no kits, every club in the state had an opportunity to examine these articles, to learn patterns for the garments that appealed to them, and to gain better ideas on appropriate clothing for home and school use.

MINIATURE BRIDGE TO AID ENGINEERS SOLVE PROBLEMS

A model of a reinforced concrete arch bridge seven feet long has been constructed by the bureau of public roads, United States department of agriculture, to determine just how masonry arch bridges should be designed when built on a skew. A skew bridge is one in which the roadway is not perpendicular to the abutments, as when a bridge crosses a stream diagonally.

It has been found that the stresses in a skewed bridge are considerably different from those in a bridge of the same span built perpendicular to the abutments, and failures have occurred because this was not taken into account in the design.

The problem is so complicated that engineers of the bureau wish to check up their theoretical conclusions by making a faithful reproduction of a bridge, using similar materials and of such size that it can be tested in the laboratory.

Loads will be applied to the model, and the stresses at various places calculated from measurements of the lengthening and shortening of the concrete surface taken with very precise instruments as well as by other methods.

TREAT CABBAGE SEED TO PREVENT BLACK-ROT

Some of the worst diseases of the cabbage crop are carried from place to place by germs clinging to the outside of the seed, and for this reason it is only necessary to use a few sanitary precautions with the seed and seed-beds to prevent serious losses in the crop, according to the Florida experiment station.

Black-rot is one of the most serious diseases of cabbage that may be completely controlled by using a few preventive measures, such as sanitation in the seedbed, and clean seed which have been disinfected with a 1 to 1,000 solution of corrosive sublimate. This solution may be made by dissolving one tablet of corrosive sublimate in a pint of water.

For best results in disinfecting, the seed should be securely enclosed in a loose cheese cloth bag and thoroughly soaked in the solution for 30 minutes. During the time the seed are soaking, the bag should be constantly moved around in the solution so that all the air is excluded.

After the seed have soaked for 30 minutes remove them from the solution and place them in running water for 30 minutes, or wash them in five or six changes of fresh water. Then let them dry in the shade and they are ready to plant.

Black-rot, another serious disease of cabbage, cannot be controlled as well as black-rot by seed treatment, as the germs are carried internally as well as on the outside of the seed; however, such treatment as given above helps materially in reducing the loss when this disease occurs.

Watch the seedbed carefully and also the plants in the field for the appearance of diseased plants, and when such occur they should be removed at once and destroyed. The corrosive sublimate tablets and

the solution are poison and should be handled with care. The tablets can be purchased at any drug store. The solution should be made up in wooden containers only, as it corrodes metal vessels.

COUNTY EGG LAYING CONTEST

A mortality of less than 10 per cent for the year among hens entered in the egg laying contest of Sonoma county, California, last year is reported to the United States department of agriculture by local extension workers, who worked out the feeding formula used in the contest. The health record of the hens entered and their laying average of 176 eggs per hen for the 364 days have led many local poultrymen to adopt the management and feeding methods used in the contest. It is estimated that 50 per cent of the poultrymen of the county have changed their method of feeding during the last five years, due to extension work influence.

METHODIST CHURCH

Preaching by the pastor at 11 a. m. and 8 p. m., as usual. Men's Bible class meets in the hut at 9:30 and the main school in the church at 9:45. Epworth League at 7 p. m. in the hut. Everybody welcome at every service.

A Bank Note
"William Sharp, teller in the bank, is laid up with a bad cold."—Wahoo Herald.

Probably due to the fact that all bank drafts go through the teller's cage.

Subscribe for the Messenger.

The Sanitary Market

HENRY KRAUS, Proprietor

A TENDER STEAK

That Is What We Furnish You

We Also Carry

FLORIDA AND WESTERN MEATS

All bills due and payable on or before the 10th of every month

THE ANDERSON STEAM VULCANIZING SCHOOL

Tires Retreaded and Repaired

H. G. EASTWOOD, Proprietor

North Ridgewood Drive

Sebring, Fla.

Participation in Development

THE FIRST NATIONAL BANK OF SEBRING TAKES A VIGOROUS INTEREST IN THE GROWTH OF SEBRING AND PARTICIPATES IN THE DEVELOPMENT OF BUSINESS INDUSTRIES. WE BELIEVE OUR SERVICE IS A VALUABLE AID TO BUSINESS MEN WHOSE ACTIVITIES REQUIRE A STRONG, OBLIGING BANKING CONNECTION.

The First National Bank of Sebring

E. O. DOUGLAS, President. P. J. RIPPBERGER, Cashier.

GROCERIES Of Quality

WE MAKE A SPECIALTY OF CARRYING
ONLY THE BEST LINE OF GROCERIES AT
PRICES THAT SUIT. THE BEST IS CHEAP-
EST ALWAYS.

Baker-Fisher Company

Phone 25

SEBRING, FLA.

WE DELIVER FREE

A. P. BUTTS, Manager

To Real Estate Owners

This is a good time to list your properties for sale—more calls for big acreages now than last winter. As conditions are improving in a perceptible manner in the north the demand for Florida property increases. Be ready for the buyers now making inquiry and others soon to be by listing your holdings whether large or small.

To Real Estate Buyers

A very healthy inquiry for various kinds of Florida property is now the order of the day and this stimulation is bound to increase the prices. It is our firm opinion that the very best time to select your Florida investments is at hand right now. Prices are bound to be on the up-grade from now on. Let us convince you of this by quoting your actual facts involving transactions of recent weeks.

ALWAYS REMEMBER THAT REAL ESTATE, PROPERLY BOUGHT, IS A SAFE AND HIGHLY DESIRABLE INVESTMENT

SEE

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SEBRING, FLA.