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THE SCENIC HIGHLANDS SUN

VOLUME XV—Number 4

AVON PARK, FLORIDA SATURDAY, DECEMBER 3, 1933

SINGLE COPY: FIVE CENTS

Marian Weaver Winner Legion Beauty Contest

Miss Marian Weaver was chosen "Miss Avon Park" at a beauty pageant and talent contest Tuesday night at the Park Theatre, presented by International Beauty Pageants, under the auspices of the American Legion. Second and third places were won by Miss Doris Reddick and Miss Louise Orles.

Little Miss Betty Jean Sandidge, daughter of Mr. and Mrs. J. P. Sandidge, was chosen the Junior Queen. A trio, composed of Misses Beattie Roberts, Lillian Best and Mildred Barnard, received the highest number of votes in the talent contest.

Miss Weaver will represent Avon Park in a statewide beauty show to be staged at Coral Gables country club the first of the year. She will have all expenses of the trip paid, in addition to being fed at a ball and other entertainments, and will have the opportunity of taking a screen test and radio audition. Miss Weaver was given an arm bouquet of pastel shaded gladioli, and Misses Reddick and Grice received shoulder corsages.

A diminutive "colored maid" presented the golden crown to little Miss Sandidge. The crown rested on a small pink satin pillow.

Specialty numbers introduced during the evening included one given by Malcolm Smith of Wauscha, who gave a dance number, his accompanist being Miss Mildred Tomlinson, also of Wauscha.

Miss Bessie Jewel Campbell, Avon Park, sang two blues numbers and Miss Faye Ratliffe, of Arcadia gave a specialty dance number. A feature of the evening was introduced when little Miss Nellie Schweigart, daughter of Mr. and Mrs. J. S. Schweigart of Wauscha, former Avon Park resident, appeared on the program in costume and delighted the audience with several dance numbers.

Mrs. W. H. Ratliffe was accompanist for her daughter and Miss Schweigart.

Jacaranda Window Drawing Crowds

How good are your eyes? Can you see double, or in other words, two things just alike? That's what all the crowd that you see in front of the Jacaranda drug store is trying to do. There are a number of objects in the window, several of which, there are two alike, but they must be absolutely identical. If you can select these articles that are alike, step in the door, confide your findings, and if you are correct, you will be given one of those "luscious" ice cream sodas, for which the Jacaranda is famous. The window is changed each day, new items added, and it keeps the crowds guessing. Try your luck! It is great fun, and you may win a soda.

District Court of Honor in Sebring Tuesday, Dec. 6

The Highlands District of Boy Scouts will hold their District Court of Honor in Sebring, Tuesday night, Dec. 6, at eight o'clock. All parents and individuals who are interested in Boy Scouts are cordially invited to attend this District Court of Honor. All boys who have won advancements will be advanced by this Court of Honor.

New Gas Station To Cut Price of Gas in Avon Park

It looks like Avon Park is going to have cheap gasoline, with the opening of the Community Service Station on the mall east of the city hall.

As an opening gun, the new station advertises four quarts of oil free with each five gallons of gasoline on opening day, Saturday, December 3.

W. E. Morgan, owner of the new station, stated that Sunday morning he would drop the price of gas to 19 cents, cutting four cents off the present retail price.

Morgan sells Cities Service gas, and has a string of retail outlets in this section, which he is operating on the lower price schedule.

Betts' Rotary Team Winner Turkey Dinner

Walter Betts' Rotary team won the attendance contest with a perfect attendance record from September 7 through November 23, and ate turkey at the pay-off dinner Wednesday. Dick Brown and Butch Carter, captained the next best, tying for second place, with only two absences for the period, and they were served chicken. Charlie Lanier, team leader, was absent during the contest, was treated like somebody's stepchild, and got a cold hamburger sandwich and a glass of water. And that was all.

Charlie and his persecuted friends carried off their ignominy in good spirits, however. When they failed to show up at the beginning of the luncheon, they received a "bawling out" by Walter Betts for their lack of sportsmanship, which brought out an argument from Doug Perry, and as a visitor commented, "it looked like the club was about to bust up." But it had all been planned and timed so that the defeated team strolled in from the kitchen, with variously accented Semitic make-ups, waving their arms and talking with their hands, and finally got seated.

The four teams put on skits for the program. Betts eulogized the winners as noble, patriotic, unselfish men, with high ideals and a keen sense of duty, quoted Patrick Henry and waved the flag. He got nothing but boos from the rest. Carter and Brown carried off some drollery, explaining how they lost, and Lanier went into his act with his Jewish friends. In the midst of the skit, he spied Mike Kahn over from Sebring, but nothing daunted, he called Mike to his table and made him an honor guest, or comrade in distress, so to speak. Mike responded seriously that he was an American citizen; that he had come here to escape persecution, and that he was grateful for the privileges and opportunities this country had afforded him. Lanier took up the serious trend of thought, and said Rotarians considered themselves among friends and as such could make fun of Irishmen, Englishmen, Americans or Jews without any hard feelings. At his suggestion, the club stood to pay respect to Mike Kahn, Rotarian and friend, and everything ended happily.

Charlie Lanier was thrust further in the limelight, the occasion being his birthday observance, with a biography by Doc McKnight. Lanier thanked him for not telling all.

Frostproof To Replay Forfeit Game Dec. 9th

The Avon Park-Frostproof Armistice Day football game which ended unhappily and was forfeited 1 to 0 in favor of Avon Park, will be replayed on Head Field next Friday night, at 8 o'clock.

A signed agreement between the Frostproof and Avon Park schools was received here yesterday by J. Paul Garber, appointed by the Avon Park Rotary Club, in charge of arrangements for patching up what threatened to be a breach of athletic relations between the two schools.

The game is sponsored by the Rotary clubs of Frostproof and Avon Park, and members from these clubs will handle ticket sales, and have charge of the game.

After actual expenses of the game have been deducted, the balance of the money will be divided equally between the two teams.

Officials of the game will be Alton Brown of Arcadia, Gooch brothers and Woolfolk of Lake Wales. One patrol of Boy Scouts from each town will have charge of the side lines the night of the game.

As is well known to local followers of football, the Armistice Day game was brought to an abrupt end in the final minutes of play, when a fight started between two players, and an overzealous fan pushed the other player, who was slugged a Frostproof player. From then on things began to happen and spectators surged on the field to add to the confusion and bedlam. Police quieted the crowd, but Coach Bill Baker called his team off the field and forfeited the game 1 to 0. Avon Park was leading 15 to 0 at the time, and coasting to an easy victory.

The affair was deeply deplored by Avon Park people, and the game is being replayed as a gesture toward re-establishing friendly relations between the two schools.

Oklahoma Is Invited Here

The University of Oklahoma football team was invited today by the Avon Park chamber of commerce to use Head Athletic Field for training quarters, preparatory to meeting Tennessee in Miami's Orange Bowl game January 2.

Schools Will Close Dec. 16 For The Christmas Holidays

The schools of Highlands County will close for the Christmas holidays on December 16, and the vacation will continue to January 2, according to announcement today by Dr. Stanley N. Reeves, supervising principal of the Avon Park schools.

WORTHY MATRON TO VISIT LEIGH CHAPTER

Mrs. Beatrice Brandon, of Bowling Green, Worthy Grand Matron of the Florida O. E. S., will pay her official visit to Leigh Chapter, No. 85, O. E. S. on Wednesday evening, Dec. 7, at 8 o'clock at the Masonic Temple. All visiting Eastern Stars are invited to attend the meeting.

Merchants Window Guessing Contest For Next Week End

A window guessing contest has been arranged for the merchants by the Avon Park Chamber of Commerce, and is open to all except the families of the owners of the stores. In a window of the stores in the contest there will be an error. All that is necessary to enter the contest is to get an entry blank from the drug stores, and then go from store to store looking for a window with a big red number. This is the window with the error. When it is found, write opposite the number that corresponds with the number of the window the name of the store, and after it the error that is found. Be sure to sign your name.

The contest runs Friday, December 9, from 7 to 10 p. m., and Saturday, December 10, until 10 p. m.

Completed lists are to be taken to the Chamber of Commerce office, where they will be checked, the first person presenting a correct list will receive \$5.00 cash, the second \$3.00 and the third \$2.00.

The prizes are being given by the Chamber of Commerce.

Six Months Left To Take Advantage of Murphy Tax Law

Property owners of the county are being reminded that they have less than six months in which to clear up all back taxes on their property under the Murphy Act by display advertisements published in all newspapers in the county this week by Clerk of Circuit Court W. Z. Carson.

In a statement to the press yesterday, Mr. Carson pointed out that a recent ruling of the circuit court in this county makes the advertising of tax certificates under the Murphy Act an attractive investment by others than the owners of the property since the court ruled that to redeem the property the owner must pay three per cent interest from the date of the certificate.

He also stated that those who delay taking advantage of the act may lose out because if a good majority waited until the last few weeks, it would be impossible to work up the tax statements and complete the advertisement, and file before the expiration of the act.

Mr. Carson also pointed out that nothing is to be gained by delaying, as property owners with certificates outstanding against their property that were two years old at the time of the passage of the act can also settle their 1933 taxes at any time after the 12th of December.

Cubs Enjoy Supper Thursday Evening

The Cubs enjoyed an outdoor supper on Thursday evening, given by their leader, W. R. Carter. The affair was held at the Hartt place, and "luscious" hamburgers were broiled over an open fire, and served with bun, and hot chocolate. Mr. Carter was assisted by Murray Wilson, Armon Morgan, and Junior McConnell. 33 boys were in attendance.

Mrs. A. E. Hollingsworth, Mrs. Arthur Johnson and Miss J. E. Coe spent Monday and Tuesday in Tampa.

Snively Offers Three Way Plan To Sell Citrus

TAMPA, Dec. 2.—John A. Snively, Winter Haven, in an article to be published in the December issue of the FLORIDA GROWER offers a solution to the present day marketing worries of Florida citrus growers by means of a proposed 75 per cent or three-way plan which he believes, by bringing together cash buyers, growers and grower-shippers, will result in an assurance to all branches of the industry of reasonably profitable returns on their investments.

One of the largest if not the largest individual citrus grower in the State, he offers to back the plan "with all my tonnage and energy" while pledging similar cooperation of those with whom he does business.

With his background in the Florida citrus industry, including the offices of vice-president and president of the Florida Citrus Exchange until his attempted retirement (which he claims became impossible through conditions brought on by growers themselves), John A. Snively is extremely well qualified to formulate the plan which, if approved and backed by 75 per cent of the State's citrus growers, should result in the enlistment of a sound and practical merchandising program to the aid of "Florida's biggest industry which is sick."

Many and varied are the diagnoses of the ailment advised by growers. "I have heard growers," he stated, "advance every conceivable reason as to the cause of today's marketing muddle. Some have blamed the chain stores, others the auction, green fruit, commission merchants, shipper-brokers, cash buyers, co-ops; others, probably influenced by competitive shippers, blame the Florida Citrus Exchange and advocate firing the manager and Board of Directors. So fantastic are these suggestions that I have heard one grower seriously claim that, if the Florida Citrus Exchange would fire C. C. Commissioner, fruit markets would advance a dollar a box the following day.

"The arguments border on the ridiculous," continued Snively. "The fact is the grower himself has failed to recognize and assume his full responsibility."

The unnatural, rapid growth of citrus production caused by high-pressure development programs, which has resulted in the present marketing crisis, is not the fault of the bona fide citrus grower. This same development is apparent in increased production in many other American producing sections. He suggests that we are producing volume way out of line with the development of consumer demand and using patched up, antiquated, outmoded, marketing machinery which results in faulty distribution and selling."

Pointing out that the Florida citrus yield is being marketed by over 300 so-called sales organizations competing with each other, he offers a plan which he is ready to back fully with a view to correcting the faults in the citrus sales picture.

"Here, then, is my suggestion," he said. "I believe in its soundness and practicability with all the thought and sincerity of which I am capable. If Florida citrus growers really want to put the industry on a profit-making basis, let every grower resolve to affiliate with others to bring a minimum of 75 per cent of their group (Continued on page eight)

THE SUN

Published every Saturday at Sun Court, Avon Park, Florida.

GILBERT FREEMAN
Publisher

W. M. HETHERINGTON,
Managing Editor

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One year outside County \$2.50

PRIZE WINNING EDITORIAL

The following editorial, written by Bob Sikes and published in the Okaloosa News-Journal was awarded FIRST prize in the recent Sugar Editorial contest.

GOVERNMENT AND SUGAR

The story of sugar production in Florida threatens to become a story of what might have been. That tragic story may be written on the eve of the greatest development of the Florida industry through slow extermination of governmental regulation.

Picture in your mind the thousands upon thousands of fertile acres which lie in the Florida everglades—acres of unsurpassed productivity—where sugar cane thrives as in no other part of the nation. And don't lose sight of the fact that the limits of sugar cane production are narrow in this nation; Florida produced sugar competes with sugar made outside the territorial limits of the United States. Picture again the working conditions prevalent in this nation, and in this state, the combination of the American living standard and Florida climate. Add to that picture the market created for American goods made by American workmen by the thousands employed in sugar production in Florida.

Now you begin to see that a magnificent enterprise has been in the making in Florida's everglades, an enterprise which merits the aid of every agency of government. But unfortunately we find another condition. Florida's sugar industry is being held back. Producers have been told to destroy cane which is in the making. The crop is to be limited within narrow bounds by governmental regulation.

Again the economy of scarcity has been invoked. It is an unhealthy economy. It causes workmen to lose their jobs. It frightens away capital. It causes consumers to pay more for their goods. It provides obstacles which a young expanding industry cannot overcome.

The Florida sugar bowl offers a field for matchless development with the great American market bidding for its products. But that development must come, not on theory, but on actual merit, as all lasting development has come in this nation. Florida's sugar industry can safely bear its own burdens and continue to grow; but no industry can continue to grow and indefinitely survive those imposed by government.

SHODDY ETHICS HURT

BUSINESS SAYS AUTHORS

When business ethics are the door, scruples too often fly out the window. That's the indictment Nina Wilcox Putnam levels against business relations in the current Rotarian Magazine. Drawing upon her own experience in commercial transactions, the widely known author, in presenting the woman's point of view, outlines a set of simple, practical rules for improving business relations. Here they are: "First, be sure you know what you want before you enter into any business transaction. Think the matter through clearly, and refuse to compromise on cheap substitutes, either material or ethical. "Never allow yourself to be rushed into a hasty decision either by overenthusiasm or by false pride. One of the most frequent causes of business failures is our natural unwillingness to admit to the other fellow that we may not be able to 'put it over.' "Never buy anything you can't pay for. Don't take a chance on something turning up later to cover

your indebtedness. That sounds like putting the brakes on a lot of creative enterprise, but genuinely creative enterprise is never a gamble.

"Be sure you give what you are being paid for. All business growth, be it in the selling of apples or the selling of ideas, is built on repeats.

"Never use your personal affairs as an alibi for nonperformance. The purchaser is interested in the goods he gets, not in your private problem.

"Never be 'smart alecky' or affected in your manner when a business deal is involved. Your approach will be anything but welcome. A direct, simple, and natural manner is your best introduction to any client or prospect.

"Never try to get something for nothing. The effort, always futile, is spotted immediately and brands you as a fake. People don't forget that sort of thing and they are not reluctant to spread the news.

"Never, never lose your temper no matter how wholly wrong your business contact of the moment may be. By losing your temper you put yourself at a disadvantage. Many a deal has been consummated satisfactorily to all parties because one of them kept cool.

"Do not waste your own vital energy by brooding over a bad business deal or a business injustice. Forget it and go ahead with something new.

"Always fulfill your contracts on time, or a little before time if possible. The upstage gesture of delay is an empty one no matter how important you are. He who can be depended upon is the one who gets results.

"The successes of dishonesty and chicanery are usually brief, believe it or not—just like the success of crime in a lesser degree. 'Getting away with it' is not business success; it is a slack-wire performance on a rusted wire.

"Above all, assume that the other fellow is as decent and honest as you are. Distrust engenders distrust. Faith often begets faith in the most surprising degree."

USE OF SEALS

An appeal for widespread use of the double-barred cross tuberculosis Seal is made this week by the local committee in an effort to secure cooperation to make a record for the community.

"Christmas Seals make a beautiful decoration. Teamed with millions of others they have made possible a life-saving campaign that has saved thousands of lives," said Mrs. George Voorhees, Chairman. "Use Christmas Seals and use them early."

The committee suggests the following ways of using the Seals:

- On all greeting cards
- On packages to foreign countries
- On Christmas cards mailed to any place in this country
- On bridge tables and place cards at parties this month
- On church calendars
- On bills and business letters
- On programs
- On correspondence cards and packages to carry messages

As Christmas tree decorations

As part of a stamp collection

For the convenience of those who have not purchased Seals or who want extra ones for use, see Mrs. Voorhees.

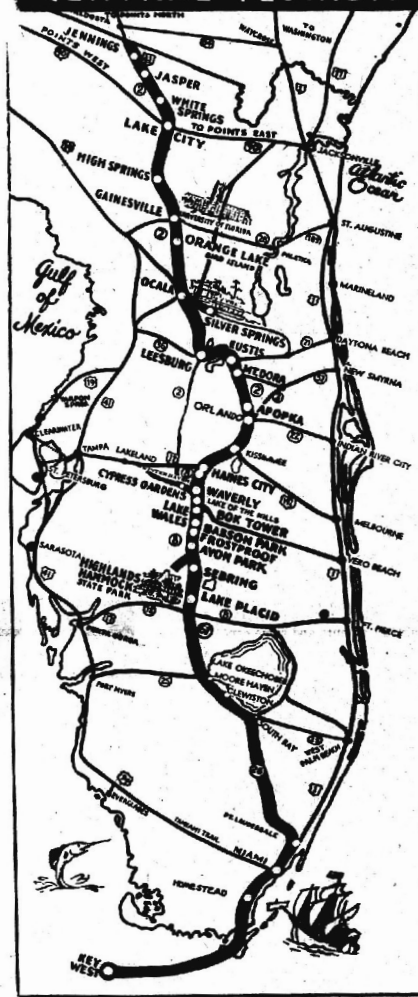
After purchasing Christmas Seals, people should not forget to use them," said Mrs. Voorhees.

"Their use immediately identifies buyers as being among those aiding in the fight against tuberculosis. The Christmas Seal is an opportunity to give health and happiness to others and to insure homes and families against this dread disease."

The largest crowd ever to gather in Bushnell attended the opening of the new State Farmers Market recently, to hear Nathan Mayo, commissioner of agriculture, and other dignitaries speak. More than 10,000 persons were present, according to conservative estimates. Senator Claude Pepper, Congressman Peterson, Hendricks and Green were among the main speakers.

NEW TRAIL MAP

ORANGE BLOSSOM TRAIL FLORIDA'S SCENIC ROUTE THRU CENTRAL FLORIDA



Highest Tower To Be Built at Orange Festival

WINTER HAVEN, Dec. 2—(FNS) The highest strictly observation tower in the state of Florida, and one of the highest structures in Florida, may be built here as an attraction for visitors to the Florida Orange Festival.

Homer Gibbs, local architect, has petitioned the city council to donate land to a proposed corporation to be known as "Observation Towers, Inc.", on which the corporation will erect a 225-foot all steel tower with a wide observation platform, from which visitors can view the countryside for miles about. There are only a few buildings, such as the Dade County courthouse, which are as high as the proposed tower would be, and there is nothing in central Florida to approximate its height, Gibbs said.

He predicted that if the tower were built—it would prove as much of a tourist attraction as the famed Singing Tower, for it would draw thousands who are interested

in obtaining a "bird's eye" view of the landscape and the citrus groves. Under the plan, the corporation would sell stock to Winter Haven residents and others throughout the state.

Special invitations are being sent to all "shuffleboard experts" of tourist clubs throughout the state, to send their best players to compete in the shuffleboard tournament to be held during the Orange Festival, Jan. 21-28.

PAGING THE SAND-LOT KIDS

NEW YORK—The "sand-lot kids" of America are to have their innings in the Academy of Sport at the New York World's Fair 1939, it is announced by Grover A. Whalen, President of the Fair. In a "school term" covering the period of Fair operation, there will be free instruction in baseball by such "professors" as Joe McCarthy, Lou Gehrig, Babe Ruth, Bill Terry, Johnny Van der Meer, Burleigh Grimes, "Dixie" Dean, Hank Greenberg, Jimmy Fox, Joe Di Maggio, Bob Feller, and Mel Ott. Classes are to be held in June, July, August and September of next year.

Orange Blossom Trail Has Big Ad Campaign

An extensive advertising campaign has been launched by the Orange Blossom Trail association, according to C. E. Crabtree, chairman of the advertising committee.

Crabtree said 100,000 booklets are being distributed throughout the north to influence tourist travel through the central part of the state. In addition, 100,000 maps are being printed for distribution, showing the Orange Blossom Trail and the numerous attractions along the Trail which will be of interest to tourists.

Outdoor advertising is also being widely used, the Trail association having contracted for 250 poster boards, 12x25, which have been posted in beautifully colored lithographed designs and signs. The boards are spotted in prominent places on all U. S. routes entering Florida, and cover as far north as Michigan and in the East to New York state.

A recent survey shows that 56 per cent of the traffic entering the state comes through Jacksonville, Crabtree stated. 33 per cent comes by way of Lake City and 10 per cent through the west. A large per cent of this traffic misses central Florida, and it is to increase travel through central Florida that the Trail association is spending its money.

The survey also shows, according to Crabtree, that 38.9 per cent of the people who come to Florida are brought here for business reasons; 35.6 per cent come for the scenery; 12.7 per cent to visit relatives or friends, and 14.8 per cent for fishing. "Based on these figures, 87.3 per cent of all traffic entering the state should travel the Orange Blossom Trail before returning to their native states," Crabtree said, "because we have business, scenery and fishing in abundance."

Retail Stores Start Campaign To Sell Fruit

LAKELAND, Dec. 2—(FNS)—

During the next ten day period more people than ever before will be told the story of the wonderful quality and value of Florida citrus fruit. At the request of growers in all producing areas, thousands of retail stores will be telling their customers to buy oranges, grapefruit and tangerines.

In commenting on some of the optimistic trends which the citrus industry can look forward to, Luther Chandler, newly reappointed member of the Citrus Commission, said:

"Our chief problem is moving the record crop in consumption. The highly efficient merchandising abilities of the food chains stores, as they have in the past two seasons, can do this best for the growers."

"In addition to the efforts being made by the group of more than 37,000 stores members of the National Association of Food Chains," said Chandler, "a word of mouth sales promotion for all citrus fruits is being conducted by additional thousands of other chain stores, who sell every type of retail merchandise."

Citrus Commission Meets Wednesday

LAKELAND, Dec. 2—(Special)

The next meeting of the Florida Citrus commission will be held on Wednesday, Dec. 7. Heretofore the regular meetings were scheduled for the second Wednesday in the month, but at the meeting earlier this week several members said the first Wednesday would be more convenient, and the change of date was made. In the event of emergency, the commission always is subject to call for a special meeting.



This was first letter have been We invite Park to ters and in to us, next week til Decem

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Dear S tractor a



"Dear Santa" Letters

This week we are publishing the first letters to Santa Claus, that have been received in this office. We invite all the children of Avon Park to write their Christmas letters and either bring or send them in to us. More letters will appear next week, and each week up until December 24.

Dear Santa, I want to thank you for what you gave me last time. I want a train, bicycle, and wagon. I want you to remember others. I wish you a nice trip and a Happy New Year. Your friend, Billy (G. W.) Langford, Grade 4.

Dear Santa, I hope you have a happy Christmas. I want a doll and a bicycle and a little map. I hope you have a nice time down in Avon Park, and remember all the other people.

Ethelle Harden.

Dearest Santa Claus, Please bring me the steel scooter that is in Sears and Roebuck's toy book, also I want a red wagon, large enough to ride my baby brother in who is almost two years old. Would like lots of fireworks and a sack full of nuts. But most of all, I want a bicycle, if you think I have been a good boy. But as you know it is awful hard for us little boys to stay PUT all the time. Lots of good wishes, Leslie Crews.

Dear Santa, Hope you are fine. I am. I tell you what I want for Christmas. A doll that will cry and go to sleep and a cowboy suit and a ball, and a whip that cracks and thank you. Love, Bernice Godwin.

Dear Santa, Please send me a bb gun a wagon and a train a set of wheels a bicycle a tractor a car a truck and trailer a train a scooter a slate and a wheelbarrow a typewriter a airplane a money bank a milk wagon a cowboy's suit a pistol a football a pair of skates a gas station a cannon and erectors set house blocks a set of tools. Please don't forget the little children who can't write. Your friend, Lee Ames.

Dear Santa, I want a doll that will wet her pance and says mamma and winks and goes to sleep. I want a Book Bag and a pair of shoes and a little Shetland pony and a Bridle and saddle. I want a hair ribbon and a hair clip. Yours truly, Agnes Idell Bana Hayes.

Dear Santa,—I thank you for the toys you brought me last Christmas. Will you please bring me a negro doll with kinky hair, a cowboy suit, a watch, a reindeer, a train, gloves, a goose, and some skates. Do you remember where I live. I want you to come this year so please don't forget I live on Palmetto Creek Farm.

I have a twin sister, another sister and two brothers all younger than I am. They hope you will remember them too. We will have the tree all fixed for you if you come, and we hope it will be prettier this year than it has ever been. Your little friend, Rose Marie Kopfo. 11 years old.

Dear Santa Clause: If you come to see me and which I hope you can for my daddy is down in bed and has been for two years, so if you come I would like so much to have a wagon and a foot ball and my little Bro. wants a Tricycle and a fire Truck. Hope all little girls girls and boys will have a nice Xmas and don't forget to come to see my Teacher. Donald Willis, 222 Walnut Street.

Dear Santa: Please bring me a tractor and truck.
Frank Lunsford.

Dear Santa, I am 7 years old. Please bring me a Pocket Knife Green truck apple candy nuts. Thanks, Jimmy Correll.

Dear Santa Claus, I want to thank you for the gifts you gave me last Christmas and to ask you to please remember me again this year. I want a tool chest with a saw hammer plain screw driver and all the things a fellow would need to build a house. I would like also some roller skates and Bee Bee gun. And please remember mother daddy sister and my teacher. Thank you, your friend, Joe Paschall.

Dear Santa: I would like a basketball, tinkler toy, socks, a Chinese checker game for Christmas. Thank you very much for my last year's toys.

Please be nice to all the poor children as I know they are in need, so I will not be selfish, wishing you a very merry Christmas and a happy New Year.

Yours truly,
Adam McGuinness.

Dear Santa, I thank you very much. I want a doll buggy and doll a drum a Greyhound Bus a 14 tea set and a Bank and a chair.

Yours truly,
Miss Virginia Lee B. Himes.

Dear Santa, I thank you for the nice things you gave me. I am thinking of other boys and girls, please.

I want an electric freight train and a track, a Pair of skates, and a wagon, and some Train books for Christmas, some puzzles and a stocking full of nuts and some candy and a bat and ball, a sweater and story books and some money. Your friend.

Billy Johnson.

Dear Santa, I want to thank you for what you brought me last year and I sure enjoyed playing with them. I want a shirley temple doll a bicycle a toy train that runs on a track a wagon a little stove that burns wood a set of dishes a tea kettle and that's all. I live on DeSoto Av. right road House 229. Remember others and give them nice toys. I wish you a nice trip and not to get to cold on the way. Love, Miss Joyce Fowler.

Dear Santa: Please bring me a doll, paperdolls, a piano, stove.
Marjorie Hetherington.

Dear Santa—Thank you for nice things you gave me last Christmas. I hope you will remember to come again this year. Will you please bring me a cowgirl suit, two guns with holsters, an airplane, a Shirley Temple doll, a pair of socks and shoes, a story book, and some candy. I am eleven years old and live on Granddaddies farm, the name is Palmetto Creek Farm. Please do not forget I have a sister and two brothers younger than I am. I have a twin sister too. We can hardly wait for Christmas. Your little friend, Frances Ann Kopta.

Dear Santa, I thank what you bring me for Christmas. Please bring me a gun—and a car and a pair of skates. Kenneth Shurley.

**MINERALIZED
FED
TURKEYS
HENS
FRYERS**
—SEE—
JOHNNY ROHR

Dear Santa, I want a wagon most of all. And a cow bow suit. And a soot. A singing top. A present for mama and daddy. Well don't let your sled brake down and be sure to give the others. You better look 'out' or they might be a fir in the fir place! I'll be "looking" for you at twelve O'clock, you will see a Christmas tree. mama send bring some nuts and candy, you better look out for there is a "picture" of a wolf on the make an a "picture" of santaclaus!" and his bag. They are four families hear so you put my name on what is mine and not what is there. One is susie grace the other is Jewel so be sure not to get them mixed. It's pretty "cold" down here so you better wear some good clothes. We may have a lamp burning but if we don't you better have a flash-light because its pretty dark hear. Bring my little kitty a box of salmon. Your little friend, Jimmie Barrington.

Dear Santa. I want to Thank you for what you brought me last Christmas I sure enjoyed them. I sure hope you have a nice trip. I hope you don't get to tired on the trip you are going to have, and I hope that you will bring the things that I want, and I hope you will always think of others to instead of the ones that you are going to bring to them. I want a bicycle and a sewing set, and a tea set, and a little doll that wets in his pants, and a looking glass a brush and a comb. I want a fingernail file, and I hope you a Merry Christmas, and a happy New Year. Thank you. Love, Opal Henderson. I live on Main Street.

Dear Santa Claus, I thank you very much for the nice things I got last Xmas hope everybody had a nice dinner and lots of new toys

to play with. I would like to have a Bb gun and a pair of skates, for I sure do like to skate and it's great fun. And bring two packs of firecrackers one pack of sparklers. And I live on State St. and I hope you have a nice trip down here and don't let the wind freeze your nose and your ears do not crash your sled I'll have my tree up I'll go to bed early, from your friend, Loyd Chandler Evers.

Dear Santa, I thank you for what you brought me last time. I want you to bring me a little car and A didi doll. I want a bicycle, too. Bring me a pretty dress. A heavy coat. I live on Florida avenue. I hope you remember others. I wish you a mery trip. Your friend, Mary Zona Cothran.

Dear Santa, I had a jolly time with the things I had last Christmas. I hope you have a jolly time. I hope you don't get cold on your way. Be sure to Remember others. I still want to thank you again for the things I had last Christmas. I want to remind you again of other boys and girls, please don't forget them. I wouldn't like for you to forget me. I am going to thank you one, more time for the things I had last Christmas, I want a pair of skates and a pair of shoes. Your love, Hazell Bud Hartzog.

Dear Santa: I am writing you a letter hoping you will come to see me again this Christmas I want to thank you for being so good to me last year you know that I am a motherless child so I cannot ask much of you but hope that you will be able to bring what I want and need. I want me a Doll, some doll close I would like to have some skates, a Tea Set, something to embroider some books to read, I need

some close and socks please bring the plenty of fruit, candies, and nuts. don't forget there is a little boy staying with me this year. please bring him lots of toys and some fruit and candies and nuts. Yours truly, Peggy Smith.

Dear Santa Clause I want to thank you for the nice toys you brought me last year. I live in Anoka St. I want a bicycle, a doll and nurse kit and a tea set. I hope you have a nice trip and I want to hope you have a merry Christmas and a happy New Year. Your friend, Jeannette Reeves.

Dear Santa, I am a little boy 8 years old, I wish you would bring me a big wagon. Good-by, Edgar Mincey.

Dear Santa Clause. I thank you for the toys that you brought me last year, And I hope that other children are proud of the toys that you brought them last year. And this year I want a bicycle, a be-be gun, a football seat. Your friend, Buri.

Dear Santa, I want a ball and a bat. I want a bicycle a streamliner bicycle. I want a electric train and remember the others I live on lake letter. And I wish you a nice trip down here. And I want a wagon and Christmas tree decorations. Good by. Carrol Willis.

Dear Santa Claus: I am writing to you to let you know what I want for Christmas I want a big wagon a bicycle baseball and bat some candy and good clothes I guess this is about all except I want a Drum to. I must stop wishing for all these presents. I remain, Carl Patterson.

FREE!!

Opening Day - Saturday Dec. 3

4 Qts. of Oil

— In One Quart Cans —

With 5 Gals. of Gas

YOU GET:

5 gals. Gas	\$1.15
4 qts. Oil	\$1.20
	\$2.35

ALL FOR \$1.15

**YOU CAN ALWAYS GET MORE FOR
YOUR MONEY HERE!**

Community Service Station

ON THE MALL, EAST OF THE CITY HALL

Clubs and Parties . . .

BY HETTIE H. HETHERINGTON, Social Editor—Phone 5a.

Miss Virginia Chandler Feted

Miss Virginia Chandler, attractive bride elect, who is being extensively entertained, was the honoree at a bridge party given Friday afternoon, with Mrs. Devon Reddick as the gracious hostess for the afternoon. The lovely affair was held in the gift shop on the mezzanine floor of the Jacaranda drug store.

The details of the party featured a yellow and white color motif, and guests kept their scores on tallies in a bridal design. Delicious refreshments of pumpkin pie topped with whipped cream, and served with coffee, were enjoyed late in the afternoon.

High score prize, a pair of miniature Dresden vases was given to Miss Elizabeth Chandler; while second high award and floating prize were both won by Mrs. Bill Schenmaier. Her prizes were a linen handkerchief, and a dainty pastel shaded clothes sash. Miss Chandler was presented an electric lamp, in early American glassware, in a modernistic flower design, by her hostess.

Those sharing this enjoyable occasion with Miss Chandler and Mrs. Reddick were, Mrs. C. R. Ginn, Jr., Miss Helen Pittman, Miss Millie Pearson, Mrs. Earl H. Ware, Mrs. J. B. Hart, Mrs. Floyd Johnson, Miss Sara Browning, Mrs. S. S. Thayer, Mrs. Lester Armstrong, Mrs. J. W. Allen, Mrs. Roland Drott, Mrs. Bill Schenmaier, Miss Elizabeth Chandler, and Mrs. Julius Blake of Sebring.

For roaring comedy see "POLISHING PAPA", Junior Class Play, December 15, 1938.

LOST

Large young pointer dog, white with dark brown spots.
REWARD.

STEWART'S STORE
Avon Park, Fla.

AN INTENSIVE DRIVE TO PLACE

Neighborhood Favorites

THE NEW P-T. A.

Cook Book

In Every Home in Avon Park
WILL BE CONDUCTED.

FRIDAY, December 9

By Members of P-T. A.

In the meantime Books may be bought at The SUN office or from Mrs. McFarland, Mrs. Ginn, Mrs. Longbottom or Mrs. Bennett.

PRICE 50c

Sans Souci Club Enjoys Party

A delightful party of Tuesday evening was given at the home of Mrs. Raymond Dilley on Lake Letta, when the members of the Sans Souci bridge club and a few additional friends. Tastefully arranged bouquets of chrysanthemums formed the attractive decorations in the party rooms.

High score prize, a box of dusting powder was won by Miss Betty Ellen Smith; second high, a novelty sugar and creamer was given to Mrs. Chas. Sherman, and the floating prize, a compact, was presented to Miss Elizabeth Jinks. The delicious refreshments served late in the evening consisted of mince meat pie and cheese and coffee.

Club members and guests enjoying Mrs. Dilley's hospitality on this occasion were Miss Millie Pearson, Miss Betty Ellen Smith, Miss Helen Pittman, Miss Mildred Myers, Mrs. Fred Padan, Mrs. Chas. Sherman, Miss Mary Key, Miss Sara Browning, Miss Elizabeth Jinks, Miss Janet Cook, Miss Iva Phillips, Miss Elizabeth Green, Mrs. Katherine Bristol, Mrs. Ruth Clowe, Mrs. Floyd Johnson and Mrs. C. A. Clark.

P-T. A. Will Meet Next Thursday

The P-T. A. will meet next Thursday afternoon at the high school auditorium at 3:30 o'clock. The Home Economics class, under the direction of their instructor, Miss Sara Browning, will give a Fashion Show, and will model garments that they have made in the department.

Legion Auxiliary Met Monday Night

The American Legion Auxiliary met Monday night at the Customer's room at the Florida Public Service Company. The regular business meeting was held, and plans were discussed for Christmas activities.

Hostesses for the meeting, Mrs. J. C. Ragdale and Mrs. W. H. McCarthy served delicious refreshments of cake and coffee during the social hour.

Ethelle Harden Has Birthday Party

Ethelle Harden, daughter of Mr. and Mrs. H. W. Harden, was hostess Tuesday afternoon at a delightful party, given in celebration of her ninth birthday anniversary, a yellow and white color scheme prevailed in the decorations.

A bowl of Duchesse roses formed the centerpiece for the dining table, and the beautiful birthday cake, topped with nine brightly burning candles was in the center of the buffet, flanked on either side by tall yellow tapers. The table was further decorated with small yellow baskets tied with yellow bows, and filled with candy and chocolate. The children marched around the table singing "A Tisket a Tasket" they were each given a basket, as a favor.

Birthday cake and fruit punch were served late in the afternoon, and the many lovely and useful gifts were opened and admired.

Those enjoying the party with Mr. and Mrs. A. McNicholas were, Mrs. R. R. Porterfield, Mr. and Mrs. E. G. Todd, Mr. and Mrs. Earl W. Hart, Mr. and Mrs. C. E. Lanier, Mr. and Mrs. Walter S. Betts, Mr. and Mrs. Raymond Dilley, Dr. and Mrs. W. G. Touchton, Dr. and Mrs. D. G. Perry, Mr. and Mrs. R. R. Brown, Mrs. Chas. Sherman.

Baptists Observe Week of Prayer

The W. M. S. of the First Baptist Church held their Week of Prayer starting Monday afternoon. Circle number one had charge of the program with Mrs. J. P. Dalton, chairman, in charge. The theme for the week was "Great is Our God—Go Ye Therefore!" Devotional was led by Mrs. J. P. Dalton on "Prayer". Monday's theme was "God's Greatness Revealed in Mexico, Chili, Argentina and Uruguay."

Those taking part were Mrs. David Stuckey, Mrs. J. D. Sherman, Mrs. Otto Skipper, Mrs. S. F. Longbottom, Mrs. R. E. Lawhorn, Mrs. C. Belin, Mrs. W. W. McFarland and Mrs. S. J. Pendleton.

On Tuesday, circle number two had charge of the program with Mrs. J. E. Croasby as leader. The theme was "God's Greatness Revealed in Brazil and Nigeria". The devotional "Promises" was led by Mrs. Frank Costine, and others taking part on the program were Mrs. S. J. Pendleton, Mrs. D. T. Lockett, Mrs. J. L. Collins, Mrs. E. C. Weaver, Mrs. J. P. Dalton, Mrs. J. D. Sherman and Mrs. David Stuckey.

The W. M. S. had charge of the program on Wednesday evening, with Mrs. S. F. Longbottom as leader. Members of the G. A.'s and the Sunbeams gave a most interesting program. Miss Tommie Lou Greene in leader of the G. A.'s and Mrs. C. W. Faber in charge of the Sunbeams.

The Week of Prayer closed Friday, and was observed with an all day meeting at the church with lunch served at noon. In the afternoon, the members attended an organization of a W. M. S. at the Southside Baptist Church.

GIRL SCOUTS WILL HOLD SALE

The Girl Scouts will hold a sale of their handicraft articles in the front of Stebbins' store on Saturday morning. The articles, which include what-not shelves in various shapes, waste paper baskets, door stops, and other novelties were made by the scouts under the direction of their leader, Mrs. Chester Yates, and are very attractive. Everyone is invited to attend the sale, view the goods, and make purchases, which are selected as ideal Christmas gifts.

Watch for "Polishing Papa"—Junior Class Play, Dec. 15, 1938.

Betty Louise Koch Birthday Honoree

Mrs. Edgar Koch was hostess Saturday afternoon at a delightful party, celebrating the eleventh birthday anniversary of her attractive daughter, Betty Louise. The rooms were decorated with lovely bouquets of roses and chrysanthemums.

Contests and games were enjoyed during the afternoon, and prizes were awarded to Betty Jo Wells and Barbara Lawhorn as winners. Dainty refreshments were served; the beautiful birthday cake, with its eleven lighted candles forming the centerpiece for the dining table.

Betty Louise was the recipient of a number of lovely gifts from her friends sharing the happy occasion with her who were, Virginia Adams, Betty Jo Wells, Barbara Lawhorn, Geraldine Witt, Tabby Brown, Jeanine Crues, Hilda Clark, Barbara Jean Bridges, Betty Lynn Helms, Helen Bradbury, Charlotte Orr, and Marie Basemore.

Thursday Club Has Enjoyable Evening

Autumn flowers, in a variety of lovely shades, adorned the home of Mr. and Mrs. T. A. McNicholas Thursday evening, when they entertained members of the Thursday bridge club.

High score prize, at the conclusion of several interesting progressions was given to Mr. and Mrs. R. R. Porterfield, and was an attractive box of stationery, and second high award, a modernistic vase filled with roses, was presented to Dr. and Mrs. D. G. Perry. Delicious gingerbread topped with whipped cream and served with hot coffee, composed the refreshment course.

Those enjoying the party with Mr. and Mrs. McNicholas, were Mr. and Mrs. R. R. Porterfield, Mr. and Mrs. E. G. Todd, Mr. and Mrs. Earl W. Hart, Mr. and Mrs. C. E. Lanier, Mr. and Mrs. Walter S. Betts, Mr. and Mrs. Raymond Dilley, Dr. and Mrs. W. G. Touchton, Dr. and Mrs. D. G. Perry, Mr. and Mrs. R. R. Brown, Mrs. Chas. Sherman.

Sport Mercer Is Married to New Jersey Girl

Coming as a complete surprise to friends is the announcement this week of the marriage of Emanuel Wesley (Sport) Mercer, son of Mr. and Mrs. J. W. Mercer of Avon Park, to Miss Dorothy Dietrich, daughter of Mr. and Mrs. Dietrich of Newfoundland, N. J. The wedding occurred Thanksgiving morning at 10 o'clock at the Saint Mark Methodist Church in Atlanta, the Rev. Lester Rumble, performing the ceremony.

Mr. Mercer graduated from a pharmacist school in Atlanta on November 10th and recently passed the board examination. He has accepted a position with Jacob's drug store in Atlanta, where the couple will reside. Mrs. Mercer and her parents resided in Avon Park about five years ago, and lived at the McCorkle bungalow on the corner of Verona and Canfield streets. The many friends of the couple will extend congratulations at the news of the marriage.

Johnsons Are Hosts Monday Evening

Mr. and Mrs. Floyd Johnson were hosts at a delightful turkey and quail supper at their home on Monday evening. The deliciously prepared supper was served buffet style and bridge was played during the evening. Mr. and Mrs. I. H. Ford received the high score award.

Those enjoying the supper and evening were, Mr. and Mrs. I. H. Ford, Mr. and Mrs. Briscoe Willie, Mr. and Mrs. John Hood, Mr. and Mrs. Raymond Dilley, Mr. and Mrs. Milford Dilley, Mr. and Mrs. C. A. Clark, Mrs. Katherine Bristol, Mr. and Mrs. Johnson and two sons, Bud and Bill.

Mrs. Green Hostess to Bridge Club

Mrs. Richey Green most delightfully entertained the members of her bridge club Monday evening. The rooms were colorfully decorated in a Christmas motif.

High score prize, a clock was awarded to Mrs. Francis Shockley; second high to Mrs. Richey Green, and the floating award to Mrs. Edgar Koch. Delicious refreshments of chicken salad, saltines, coffee and Christmas cake were served late in the evening. A miniature Christmas tree was placed on each refreshment plate as a favor.

Those enjoying the party were, Mrs. Tom Jones of Sebring, and Mrs. Bill Schenmaier, Mrs. Francis Shockley, Mrs. Roland Drott, Mrs. Edgar Koch, Miss Hazel Cameron and Mrs. Richey Green.

Art Club Will Meet Tuesday, Dec. 6

The regular December meeting of the Avon Park Art Club will be held Tuesday evening, Dec. 6, at 8 o'clock, at the Woman's Club house.

An interesting program with music appropriate to the Christmas season has been prepared. Comments upon the paper, "Early American Painters" prepared and read by Rev. Mabel Dexter at the November meeting, will be expected from each member. A continuation of this year's study subject, "Early American Art" will be pursued in a paper by E. N. Griffith.

UNION CONGREGATIONAL CHURCH

Dr. Alfred C. Elliott, Pastor December 4th: Sunday School, in charge of Superintendent J. P. Garber, at 9:45 a. m., with classes to suit all ages. Women's classes taught by Rev. Mabel Dexter and Miss Mabel Lee. Men's class taught by Dr. Elliott. Morning worship at 11:00, with sermon by the pastor, subject: "The Old Time Religion." Young People's Pilgrim Fellowship at 2:45 p. m. Leader John Lamb. Dorothy Weisner will introduce the topic.

The Ladies' Aid will hold a Show for the forth-coming bazaar on Tuesday, December 6th, at the home of Mr. and Mrs. J. P. Garber. The "Quiet Hour" service will be held on Wednesday at 7:30 p. m. Brief address by Dr. Elliott, inspiring singing, and helpful Christian fellowship. The public is cordially invited to attend these services, and the pastor and members of the Union Church assure all winter visitors of a hearty welcome. A friendly church for friendly people. One hour spent in spiritual communion on Sunday will give vision and uplift for the rest of the week.

EPISCOPAL CHURCH SERVICES

The Second Sunday in Advent has for years been designated as Bible Sunday. Services in the Episcopal Church on that day will be Sunday School at 9:30 a. m., and Morning Prayer and Sermon at 11:00 a. m. There will be no early service, and these services will be held in the parish house, as the church is closed for repairs.

Richard I. Brown, Rector.

ASSEMBLY OF GOD CHURCH

(West side of Lake Tulane)
Rev. and Mrs. Curtis W. Ringness, Pastor.

Sunday School at 10 a. m., with classes for all ages and competent teachers in charge. We are featuring a special "Through the Bible" course of studies in our Sunday School.

Morning Devotional at 11 a. m. Special Holy Communion Service.

Children's Church at 3 p. m. Christ Ambassadors at 6:30 p. m. A lively and intensely inspirational young people's service.

Evangelistic service at 7:30 p. m. We urge you to attend this service. Good music and singing a feature. Wednesday and Friday services at 7:45. A warm welcome awaits you here.

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Folks You Know . . .

C. A. Boxall spent the past week-end in Orlando.

Mrs. James Bond of Lakeland, spent Thanksgiving day with her parents, Mr. and Mrs. W. D. Cameron in Avon Park.

Mr. and Mrs. C. Parke Anderson and daughter, Arden, have moved to the Jacaranda hotel, where they will be located for the winter.

Miss Lila Martin of Stateson University, DeLand, spent the past week in Avon Park with her uncle and aunt, Dr. and Mrs. W. C. Touchton.

Mr. and Mrs. G. M. Gill of Orange, N. J., arrived in Avon Park last week-end and are again comfortably located at the C. Parke Anderson home on Lake Lotela.

Mr. and Mrs. W. W. Fisher and Miss Fay Fisher of Toledo, Ill., spent several days here this week, as guests at the T. J. Ward home.

Mrs. A. O. Kinsey left Wednesday for Miami, where she will visit her brother and sister-in-law, Dr. and Mrs. W. H. Clemons until Sunday.

Mr. and Mrs. L. H. Park and their guest, Mrs. Eva G. Nesbit of Philadelphia, spent the Thanksgiving holidays in Bradenton with Mr. and Mrs. Clyde Nanny and family.

Mr. and Mrs. Jas. B. Tolls of Manchester, N. H., have returned to Avon Park for the winter season, and are located at the Furish house on Highland Lakes. The Tolls are regular winter residents, and their many friends are pleased at their return.

Arrangements have been made for John W. Alford to enter Johns Hopkins Hospital in Baltimore for treatment of his legs. He has been suffering two years because of needed treatment, and he leaves Saturday night for ten or fifteen days.

Adolph Abramson returned last week from Tampa, where he has been a patient at a hospital, following a major operation several weeks ago. Mr. Abramson is the father of Miss Rose Abramson and the brother of Mrs. F. M. Wolf.

Miss Sara Browning is attending a state Home Economics Convention in Miami. She left Friday afternoon, and will return to Avon Park Sunday.

Mr. and Mrs. J. S. Francis and C. R. Ginn, Jr., were in Miami for several days the first of the week, where they attended a Bottlers' Convention. They returned home on Wednesday.

Mrs. H. C. Bigbie and Mrs. Ella Hargraves spent the past week-end in Miami. Mrs. Bigbie visited her daughter, Miss Oleta Bigbie, and Mrs. Hargraves was the guest of friends.

The many friends of Herman Bowman, son of Mr. and Mrs. D. H. Bowman will be pleased to learn that he is recuperating nicely in a Lakeland hospital, following a mastoid operation last Friday.

Dr. and Mrs. G. S. McKnight and daughter, Miss Marjorie McKnight had as their guests on Thanksgiving day, Mrs. McKnight's father and mother, Mr. and Mrs. T. J. Hopley of Haines City.

Mr. and Mrs. T. J. Ward and two interesting young sons, Teddy and Jack, and Mrs. Ward's sister, W. W. Hill, enjoyed a trip to Key West and Miami, on Thanksgiving day and the Friday following. In Key West, they called by to see Dr. and Mrs. A. M. Morgan and family, former Avon Park residents, and regretted not finding them at home.

Boy Scouts Attend State Convention

Herbert Todd, Jimmie Helm, and Sanford Hart, representing the Avon Park Boy Scouts, at a Two State Convention being held in Orlando, from Friday until Sunday noon. The states represented are Florida and Georgia. The three boys were selected by the local council. Mrs. E. G. Todd took the boys to Orlando Friday morning.

CHURCH SUPPER DEC. 6

The Ladies of St. Margaret's Guild will hold a chicken supper at the parish house on Tuesday evening, Dec. 6 at 8 o'clock. Everyone invited to attend.

Mayo Meets Miss Dixie Crystals



Commissioner Nathan Mayo, host to visiting agricultural commissioners, stops at the mill of the United States Sugar Corporation, Clewiston, where Miss "Dixie Crystals" (Bernice Guthrie), owned in name, invites him and his guests to inspect the products display set up by the Savannah Sugar Refining Company, refiners of all raw sugar produced in the Everglades. The charming little lady seated on the sack is Miss Eleanor Gervay, granddaughter of the Commissioner.

(FLORIDA NEWS SERVICE)

Florida Leads Nation in Tax Paid on Autos

JACKSONVILLE, Dec. 2.—(Special) Once again Florida leads the nation in the total annual average tax paid on each motor vehicle registered in the state. E. Screven Bond, manager of the Florida Division of the American Automobile Association, pointed out today.

"Special taxes on motor vehicles again hit a new high level in 1937 with the result that the modern automobile, during its normal life span of eight years, pays taxes equal to double its value," Mr. Bond stated, in connection with new survey by A. A. A. National Headquarters which gives detailed information regarding valuation and taxation of motor vehicle property in 1937.

"The inordinate level to which motor taxes have risen is clearly revealed in the report's figures for Florida," the local A. A. A. executive said. "The average automobile in our State cost its owner \$81.93 in special motor vehicle taxes during 1937—highest rate in the nation. Since the average car's life-value is \$201.87, the tax paid on it last year alone was equivalent to 50.6 per cent of its value."

"Thus the Florida motor vehicle owner was subjected, in 1937, to a tax ratio of 40.63 for each \$100 of value—an extremely high ratio judged by the standard."

Mr. Bond pointed out that in his opinion the only possible way in

which Florida taxes could be reduced to somewhere the national level of \$26.43 for each \$100 of value, would be for Florida motorists to insist that all motor vehicle revenues be used for road purposes exclusively.

In commenting on the necessity for stopping diversion of road funds, Mr. Bond said: "In the April 1938 issue of American Highways, the American Association of State Highway Officials estimated that nearly one-half of the so-called improved roads of Florida's state system are in need of immediate reconstruction because of traffic and safety conditions—involving an expenditure of \$140,225,000. Yet last year, of the \$27,597,743 collected from Florida motorists, only \$2,268,184 went for highway construction, maintenance and administration. Much of the remainder went to uses entirely unrelated to highways—contrary to the purpose for which it was originally intended."

Laugh and Enjoy Yourself, by seeing "POLISHING PAPA" Junior Class Play, December 15, '38.

WORLD'S FAIR A GREAT CITY
NEW YORK—The amount of electric current to be used by the New York World's Fair, 1939, during its operation will be equal to that required by a city of 350,000 population.

A horse radish tree will be planted in the patio of Florida's exhibit at the New York World's Fair. This tree produces the oil-of-Ben used by watchmakers. Its roots are used as a substitute for horse radish and its leaves for seasoning and in pickles.

For That
BETTER JOB OF

Shoe Repairing

Bring Them to Us

IT WILL COST NO MORE

STEWART'S

Men's Wear Expert Shoe Repairing

AVON PARK

WINDOW GUESSING CONTEST

Friday, December 9, from 7 to 10 P. M.
Saturday, December 10, until 10 P. M.

Ask for an entry blank at any Avon Park Drug Store, go from store to store, look for a big RED number on the window. In this window there is an error, find it. And on the entry blank using the same number write the name of the store and what you think is the error.

Take the answers to the Chamber of Commerce office. The first person bringing in a correct list will receive \$5.00, the second \$3.00 and the third \$2.00.

Be sure to remember this date
Saturday, December 17, First Annual
TURKEY DAY

Starting at one o'clock Saturday afternoon, and each hour on the hour a turkey or a chicken will be tossed from the roof of some building in AVON PARK, the person getting the bird has it for keeps. An easy way to get a Christmas dinner.
Fun all afternoon and evening.

Card Party Dance
8:30 to 10:30 P. M. 9:00 to 12 Mid-night

Phosphate Hearings Are Conducted at Roosevelt Request

LAKELAND, Dec. 2.—(FNS)—The joint congressional committee investigating the nation's phosphate resources has started its hearings on the Florida phosphate industry here, with Senator Pope, Idaho, acting as committee chairman. The hearings, of which this is the fourth and may be the final, are being held at the request of President Roosevelt, in an attempt to determine the extent of this nation's phosphate resources. Testimony of experts at the recently ended hearing at Knoxville, Tenn., indicated that the supply of all grades of phosphate rock in this nation would last 2100 years at the present rate of mining.

Florida is represented on the six-man committee by Senator Claude Pepper and Congressman J. Hardin Peterson. Other members are Congressman Leavy, Washington, and Case, South Dakota, and Senator Norris, Nebraska.

In Idaho, phosphate is being mined from a depth of 800 feet. Florida deposits, Congressman Peterson said, could, from present indications, be mined from a far greater depth than that.

The immediate effect of the hearings will probably be a decision as to whether or not restrictions should be put upon the export of the phosphate to other countries. The deposits of "low grade" ore are said to be almost limitless.

Attempts of the Federal government to reduce the tonnage mined in Florida as a conservation measure have been bitterly fought in recent meetings by Florida firms interested, who held that the cost of the phosphate to other countries should be held as reserve rather than the easily mined Florida deposits. It is hoped the attempts at restriction of Florida phosphate mining will cease if the hearings show enough phosphate rock to warrant unrestricted mining.

Clearinghouse for State Publicity Being Considered

TAMPA, Nov. 25.—(FNS) Establishment of a state clearinghouse through which Florida promotional material would be released will be considered by the executive committee of the Florida Association of Publicity Directors when the group meets November 27 in Jacksonville.

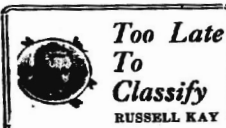
The recently organized association was founded for the purpose of co-ordinating efforts of publicity men throughout the state. Officials of the organization explain that since all sections of the state are primarily interested in bringing people to Florida, it is feasible to believe that if efforts were pooled, it would be comparatively easy to attract tourists from one section of the state to another.

A vigorous attack on "racketeering" or "pull" publications is expected to be one of the major objectives of the association. Each year Florida advertisers are extensively solicited by fly-by-night publishers. A committee will be appointed to investigate all propositions presented members of the association and co-operate with local chambers of commerce in abolishing the publications.

The executive committee will have an open meeting at the Roosevelt Hotel in Jacksonville from 10:15 A. M. to noon, Nov. 27.

CAKE WALK SATURDAY

The Woman's Club will hold a cake walk Saturday night, Dec. 3, at 7:30 o'clock at the band stand in the park. Every one invited to attend and "walk" for one of the many delicious home made cakes that will be donated for the occasion.



Pointing to improved business conditions the country over, Ban Wand, editor of the Southern Lumber Journal, admonishes us to "Quit groaning and start grunting."

Which is just another way of saying "Quit feeling sorry for yourself; get down to work." For quite a spell, we Americans have been going around with our hair down, crying on each other's shoulders.

With greater comfort, greater freedom, greater opportunity and more advantages than the people of any other nation on earth, we have discounted all our blessings to weep and wail over problems that our forefathers would have laughed off or grunted their way through.

Like small children, we have been listening to stories of ogres, giants and bugaboos until we have developed dangers and fears that are unwarranted. The knock that our forefathers recognized as "Opportunity's," we cringingly attribute to the "Wolf."

Political aspirants, sensing our changed mental attitude, have attempted to turn it to their advantage by amplifying those imaginary

dangers, painting word pictures of clouds so black that we've lost all thought of a possible silver lining.

Headline writers, playing on our emotions, scream at us through scareheads that leave us half paralyzed with fear. Over the radio, business leaders, labor leaders, political chiefs and ordinary run-of-the-mill calamity howlers, warn us of this or that terrible something that may happen to us.

On several occasions in the nation's history we have faced problems and difficulties far more serious and trying than anything we know today. Panics, unemployment, civil war, strikes and what-not—and in every case our courage, faith, common sense and industry have enabled us to overcome them and march on to greater victory.

In the hearts of millions of Americans these same winning qualities still exist. Only for a brief period have we allowed fear and mass hysteria to drive them into the background to slow the wheels of our progress and advancement.

This is a mighty good time for every American to stop and count his change. We today enjoy advantages and opportunities so great as to be beyond the comprehension of countless millions in other lands. We who burden ourselves with fear and self-pity, possess blessings that the rest of the world has long visioned with envy.

What have we to view with alarm, in comparison with the peoples of any other country? With whom would we consider changing

places? Have we any problems today that might justly be termed "beyond the solution of a sane, peaceful, determined, industrious people?"

True, we live in a troubled world; we face certain internal and international problems. But worrying, fretting, crying and groaning won't get us anywhere. Things are getting better, grey skies are turning blue. Business the country over is "perking up" and business men are looking forward confidently to better days.

Call it what you will—inflation, artificial prosperity or whatnot—it's a something that has greased the bearings of industry and is causing them to move faster. Workers are being re-employed, industrial production is approaching normal. Rents are getting higher, deals are going over, sellers are getting a better price, capital is beginning to earn a profit, pessimists are falling to the rear and optimists are beginning to crawl out of their holes.

If the nation has much to be thankful for and much to look forward to right now, Florida has MORE, for Florida enjoys blessings and advantages above those of her sister states, just as America holds an enviable position among nations.

The coming winter season should be the greatest in our history. Florida business and industry should prosper, even if the citrus outlook is not particularly bright at the moment. Let's not cry about it. Let's quit GROANING and

start GRUNTING, and see what happens.

Cone Commission Passes on Important Citrus Business

LAKELAND, Dec. 2—(FNS)—Under the critical eyes of the leaders of the industry and a full representation of Florida newspapers, the first full membership of the Florida Citrus Commission, appointed by Governor Fred P. Cone, got off to an auspicious start with the passage of important matters which will benefit the citrus growers.

The Commission voted to advance the date of the maturity requirements on all fruits to January 1, 1939. It also decided to continue prosecution of the Embossing and Labelling Act, passed by the 1937 legislature, by opposing the granting of an additional temporary injunction to the canners fighting the law. The present injunction secured last season will expire Dec. 2, today.

Burton H. Schoepf made an appeal to the Commission to promote the sale and consumption of citrus in the state by the use of Florida newspapers as advertising medium. His appeal was referred to the advertising committee, with promise of decision.

Representing the Florida Press Association in a request for advertising in weekly papers was Russell Kay, Secretary of the Association. Kay pointed out that the large number of tourists present in Florida during the tourist season offered one of the richest markets that could be developed. He said that newspapers would furnish the best medium for making the whole winter population "citrus conscious."

The Associated Dailies of Florida also presented plea through Orlando Sentinel's Carmage Walls. The canners group were present to approve the Arthur Kudner ad campaign planned for all fruit which goes to that source.

I SHOULD BELONG TO THE CHAMBER OF COMMERCE—Because, it helps create and express sound opinions on questions affecting the welfare of the city and community.

CHIROPRACTIC

—Makes sick people well—
I treat and guarantee to cure
Hernia (Rupture), and Hemorrhoids and other Rectal troubles.

Dr. EARLE RABB
Simmons Hotel Building
Wauchula, Florida

Mondays, Wednesdays, Fridays
7:30 A. M., to 2:30 P. M.

W. M. RECK
REGISTERED BROKER
REAL ESTATE IN ALL LINES
Rentals, Property Management
15 Jacaranda Arcade
Avon Park, Fla.

Keep the School Children Neat



by
RAGSDALE
The Cleaner
SATISFACTORY PRICES
"WE ALWAYS PLEASE"
Phone 52
Bunnie Brown

Find Why and How Folks Eat Citrus Fruit

LAKELAND, Dec. 2—(Special)—The best way to find out why people eat citrus fruit—and how—is to ask them.

That is exactly what has been done by the Florida citrus commission in a survey conducted by its advertising agency, Arthur Kudner, Inc., in the eastern and mid-western market areas. Six hundred housewives were interviewed, the canvasser picking an ordinary street in typical communities. What these interviewers learned has been very helpful in guiding the commission in the preparation of advertising copy, and several new angles were brought to light for the first time.

Florida's greatest potential market lies in further educating the public to the greater juice content of Florida oranges, the survey showed clearly. The use of oranges for juice purposes overwhelmed all other reasons, and 94 per cent of the women interviewed stated they bought oranges intending to squeeze them for juice. Of this 94 per cent, seven out of ten stated they served the juice daily or oftener, as compared with 1.7 per cent who said they used oranges for salad daily or oftener, 7.4 per cent peeled and 7.3 per cent halved.

Because of the predominating use of oranges for juice, the commission has based its advertising appeal largely on the superior juice-content of Florida oranges, and also has taken an active part in the development of an inexpensive but efficient juice extractor for the average home. "Floridas for juice" is the theme of the current advertising campaign, and this message will be continually carried to the consumer throughout the months to come.

Having determined how people use oranges, the survey then delved into another important angle—why they are bought.

Nine out of ten housewives buy oranges because they think they are healthful, the survey showed. The exact figure was 87.2 per cent of the 600 housewives interviewed. It is for this reason that the advertisements also carry reference to the healthfulness of oranges, as it is much easier to remind the public of something already believed, than to try to force a new opinion on it.

Nearly half of the 90 per cent giving healthfulness as the reason for their orange purchases used the simple phrase, "Oranges are good for the family." Vitamins and sunshine came in for a good share of comment also, and 20 per cent said they served oranges for their vitamin content and as a supplementary source of sunshine.

Other health reasons were many, but vitamins and sunshine took care of three-fifths of the answers. Some additional reasons were "good for teeth and strengthen gums," "good for children and baby needs it," "food value," "well-balanced diet," "doctor's advice," "bone-building and prevents rickets and scurvy," "alkaline effect and good for acidity," "disease cure, good for specific ailments," "source of calcium."

One curious thing revealed by the survey was the small extent to which housewives buy oranges specifically as a preventive or cure for colds, as only 1.3 per cent gave this as a reason.

Taste is an important factor accounting for use of oranges, the survey showed, but cannot compare with health as a motive. The figures show that 40 per cent of the housewives gave taste as a reason, but many of these mentioned taste along with healthfulness. Eleven per cent also gave reasons besides health and taste, some housewives mentioned three or four different things as instrument in their decision to serve oranges, with variety the biggest individual factor. Some purchased them through force of habit, rather than from any specific purpose.

NOTICE TO TAXPAYERS MURPHY LAW EXPIRES

Within less than six months your chance to settle your delinquent state and county taxes under the Murphy Act will be gone.

If you will file application now your settlement under this act will include 1939 taxes, provided there is a tax certificate outstanding against your property that was two years old as of June 9, 1937.

It will be impossible to prepare statements and advertise all the delinquent property in this county before the expiration of the Murphy Act. Those who wait until the last few weeks may be unable to get their tax settlement through.

The taxpayer can realize the full advantage of the law now and nothing can be gained by delaying your application another day.

The Circuit Court of Highlands County recently ruled that, tax certificates bear interest at rate of 3% per annum from date of issue. This means that should some other person advertise your property under the Murphy Act and the oldest certificate is 10 years old, you would have to pay 30% interest if you redeemed your property at time of sale.

If your property is eligible to be advertised and sold, under the Murphy Act I urge you to act at once.

W. Z. CARSON,
Clerk of Circuit Court Highlands County.

CITRUS
Ted H. er of the system, some exc in comes Bowl gar Year's Dr eral anno few Satur Orange E Columbia as import Rose Bow Florida J merce is ange Bow Florida promised port.
Press a to realise ture show missioner glass of F citrus com such a pic when A, A missioner, Florida or Mayo, Florida drank a co Mr. Mayo of the N Commission Directors Brock was The picture where the cing 30 stat ment, repru inspection o go thro
C. E. Bell ager for th to see the lined train, New York name which the citrus it is not to be ange Blossa exhibition i writes that inaugurate pose of sel train and hopes we ca as popular s Special" ha identify it v in Florida." gestion for train will a Jacksonville
The citru to underta way the se pound and action will the industry viability o weight, but involved, ac vantagous severe han sumer acca the retailer feet would, on the ind a few of th be clearly: eral campai it is a pow come doubt be inc long practi on. The of ever, in a the public's ed.
The adv canned citr in princip sion this w way early start slow mid-summe est. Conv will be str ments, as be the resa et numbe purchase c paign in t will be con son, and I chasing me the grapef Florida.
Continu

CITRUS NEWS

By N. F. LAVIGNE

Ted Husing, ace sports announcer of the Columbia broadcasting system, has been giving Florida some exceptional publicity recently in connection with the Orange Bowl game at Miami on New Year's Day. He has gotten in several announcements during the last few Saturday afternoons about the Orange Bowl contest, which the Columbia chain is seeking to make as important in the east as is the Rose Bowl game in the West. The Florida Junior Chamber of Commerce is taking the lead in the Orange Bowl festivities, and the Florida citrus commission has promised its wholehearted support.

Press associations were quick to realize the news value of a picture showing the California commissioner of agriculture drinking a glass of Florida orange juice. The citrus commission managed to get such a picture a short time ago when A. A. Brock, California commissioner, accepted a glass of Florida orange juice from Nathan Mayo, Florida's commissioner, and drank a congratulatory toast on Mr. Mayo's selection as president of the National Association of Commissioners, Secretaries and Directors of Agriculture. Mr. Brock was the retiring president. The picture was taken at Waverly, where the convention party, including 30 state agriculture department representatives, stopped for inspection of grove properties and to go through a packing house.

C. E. Bell, passenger traffic manager for the Seaboard, would like to see the new light-weight streamlined train, which will ply between New York and Florida, given a name which will identify it with the citrus industry. The new train is not to be confused with the Orange Blossom Special, recently on exhibition in Florida. Bell writes that "we are now about to inaugurate a contest for the purpose of selecting a name for the train and the writer earnestly hopes we can select one that will be as popular as the 'Orange Blossom Special' has been, and that will identify it with the citrus industry in Florida." Anyone having a suggestion for a name for the new train will send it to Mr. Bell at Jacksonville.

The citrus commission is going to undertake in an experimental way the selling of oranges by the pound and see just what the reaction will be. For several years, the industry has considered the advisability of selling oranges by weight, but there are many factors involved, some exceptionally advantageous and others admittedly severe handicaps. Will the consumer accept such a system? Will the retailer cooperate? What effect would general acceptance have on the industry? These are just a few of the questions which must be clearly answered before a general campaign can be started. Habit is a powerful force, and there is some doubt that the housewife could be induced to change her long practice of buying by the dozen. The effort will be made, however, in a few isolated spots and the public's reaction closely watched.

The advertising campaign on canned citrus fruit was approved in principle by the citrus commission this week, and will get underway early in the year. It will start slowly and reach its peak in mid-summer when sales are highest. Convenience of canned fruit will be stressed in the advertisements, as this has been shown to be the reason motivating the largest number of consumers in their purchase of canned fruit. A campaign in the United Kingdom also will be conducted for the third season, and England already is purchasing more than one-fourth of all the grapefruit sections canned in Florida.

Continuation of the maturity

FLORIDA HIGHLIGHTS

By KENNETH FRIEDMAN



**FLORIDA'S WAR GOVERNOR
KILLED HIMSELF RATHER THAN
SEE CONFEDERACY FAIL!**
OVERWHELMED BY THE
HOPELESS OUTLOOK OF A LOSING
CAUSE, GOVERNOR JOHN MILTON
HANGED HIMSELF IN A BARN
MAY 1, 1865

FREAK OF
NATURETRIPLE-NEEDED
PALM GROWING
FROM ONE
TRUNKDAYTONA
BEACH
FLORIDA

SUGGESTED BY W. R. JACOBS-TALLAHASSEE

tests for another month was voted by the citrus commission at its meeting this week. The law gives the commission the right to extend such tests until Jan. 1 if it feels that this action is necessary. There is plenty of ripe fruit available, and also some which is still immature, and the commission decided that the situation required continuation of the tests for another 30 days to insure shipment of good fruit. The recent cold spell will have a tendency to color oranges which might still be immature, it was pointed out. The commission's action was unanimous.

Late Bloom to
Play Important
Part in Market

TAMPA, Nov. 30.—Estimates of the present Florida citrus crop, made more accurate because of the maturing effects of the recent cold weather, indicate that late bloom fruit forms a far higher percentage of the total crop than originally estimated. This means, according to C. C. Commander, general manager of the Florida Citrus Exchange, that Florida's crop, while still large, will enjoy an extended marketing period and correspondingly has no more, if as much, fruit available for shipment during corresponding periods of the current season than it had last year.

In other words, the extension of the marketing period because of the heavy late bloom is the equivalent from a marketing standpoint of a shorter crop. Commander, basing his analysis on a consolidation of field reports made by district and association managers in an Exchange sales meeting in Orlando yesterday,

WALTER S. BETTS
REGISTERED
REAL ESTATE
BROKER
LISTINGS SOLICITED
Avon Park, Fla. Phone 9
Arthur Carritt

welcomed the cold weather as it gave the industry its first opportunity to check carefully the varying maturities of the blooms.

"Every fruit man knows," said Commander, "that cold weather increases the sugar content and color of citrus fruit. This fact makes possible an accurate estimate of regular and late bloom fruit on the trees. Regular bloom now is thoroughly mature and of the finest eating quality and appearance of any crop we have had. Late bloom fruit on the same trees is requiring a longer period to reach maturity."

"This in effect means that we will be shipping early and mid-season fruit far later than usual and Valencia probably will run well into the summer. An extra 30 to 45 days added to the marketing period for the industry means that, instead of a bumper crop, we have, if anything, not quite as much fruit available for shipment week by week as compared with last season. This extension of time, made possible by the heavy proportion of late bloom fruit, is as much a godsend to the Florida industry as an arbitrary increase of marketing territory. Instead of asking the nation to eat more cars of Florida fruit per week, we actually have less fruit per week to ship than we had last season, but we have many more weeks in which to ship them."

"For example, original estimates of early mid-season oranges were 15,500,000 this season against 13,700,000 boxes last season, or an increase of about 13

per cent, with comparable increases in other varieties. However, because of the late bloom, instead of having to market this crop during a 15 weeks' period, we will have about 20 weeks to do the job—a time increase of 33 per cent which is more than enough to offset the increased volume."

"Our field men have been active over the entire belt since the cold weather gave us this opportunity to determine these facts more accurately than has been possible heretofore. The information we have obtained has been so surprising that I have checked our results with other informed factors in the industry whose findings essentially confirm the conditions outlined."

"This fortunate situation, coupled with the fact that the fruit is of excellent quality going to markets which are steadily improving in buying power and business activity, takes away much of the gloom which has surrounded the marketing of Florida citrus so far this season. It is the first rift in the clouds and promises real hope for a far more satisfactory season than so far could be expected. I am considerably encouraged over the prospects as a whole."

Find Your Name
In The AdsFree Theatre
Tickets

If your name appears in one of the ads appearing in this issue of the Sun, you will receive a free ticket to the Park Theatre good for either Monday or Tuesday, December 5-6. Clip ad in which your name appears and take it to the box office.

George Brent
RACKET Busters
PARK THEATRE

Replicas DeSoto
Ship to be Seen
at Tampa Fair

TAMPA, Dec. 2.—(FNS) Visitors to the Pan-American Hernando DeSoto Exposition, to be held here Jan. 31 to Feb. 18, will see almost exact replicas of the old ships in which DeSoto transported his army from Spain to Cuba thence to Florida to debark in Old Tampa Bay.

The Cuban government has promised to reconstruct one or more ships of DeSoto's fleet and send them to Tampa, to be anchored in the Hillsborough River during the entire exposition, according to word received here by Carl Brorein, president of the Exposition.

Archibald Durland Nieto, Chief of Fairs and Expositions of the Cuban agricultural department, has been put in charge of the Cuban exhibits at the Fair. As first step in the Cuban participation, will be the re-enactment in Cuba of the embarkation of the army and its unloading in Florida.

In addition to the promised cooperation of many Latin American countries, various cities in the ten states traversed by DeSoto's army in the United States have written, pledging cooperation, and the holding of DeSoto celebrations in their cities just prior to the opening of the Exposition here, which will commemorate the 400th anniversary of the landing of DeSoto.

Five major automobile companies have already agreed to run articles on the exposition in their official magazines, and many business and tourist agencies have pledged cooperation in distribution of literature and advertising.

PLANET TABLETS

With the wonderful digestive, healing ingredient papain, overcomes the dangers of stomach ulcers and has completely relieved serious cases of stomach trouble attributed to ulcers. Comfortize with Planet Tablets sold by leading druggists.

NOTICE OF APPLICATION FOR

TAX DEED

SENATE BILL NO. 168

NOTICE IS HEREBY GIVEN, That

W. K. Cannon, Lake Placid, Fla.,

holder of 1/3 of Tax Certificate No.

1935, issued the 7th day of July A. D.

1936, has filed same in my office and

has made application for a tax deed

to be issued thereon. Said certificate

embraces the following described property

in the County of Highlands,

Lot 4 Block 5 Lake Sirena Add. No. 1

Lake 4, Twp. 37 South Range 30 East.

The assessment of the said property

under the said certificate was made

in the name of UNKNOWN.

Unless said certificate shall be re-

deemed according to law, the property

described therein will be sold to the

highest bidder at public sale on or

before the first Monday in the month of

January 1939, which is the 2nd day of

January, 1939.

Dated this 2nd day of December,

1938.

W. Z. CARSON,

Clerk Circuit Court of

Highlands County, Fla.

By F. E. McDONALD, D. C.

Dec. 3-10-17-24, 1938.

Is THEIR future
CERTAIN?

If not, make it certain.
Provide security for your-
self and family. See our
local agent or write



GULF LIFE
INSURANCE COMPANY

W. B. ARCHER, Representative

P. O. Box 227
B. T. Stewart

AVON PARK, FLORIDA

324 Pine Street

Snively Offers Three Way Plan To Sell Citrus

(Continued from Page One)
under the control of one organization or at most three organizations. And I believe three organizations would be accepted by the industry and could be operated successfully to obtain advantages sought.

"One of these three industry sales units should be one organized by the cash buyer group to handle all such fruit as a unit.

"A second sales unit should be supported by those bona fide growers operating cooperatively. Instead, however, of dividing their sales energies, let them form one of the three industry sales units by selling jointly through one sales office. Such an organization should include all present operating co-operatives and provide room for all growers who desire to handle their properties on a cooperative basis.

"The third general group in the industry can sell readily through a single organization designed and operated by them. This group would include the grower-shippers and all other tonnages now provided for by the two groups previously described.

"Three units handling all or nearly all of the State's citrus tonnage very easily could sit around the table as frequently as necessary, develop policies and coordinate their operations so that the selling job for the industry would be done properly and profitably for producers."

Rounding out the plan, Snively further suggested that a representative should be appointed by each group to sit in on operating board directing the tonnage of all these organizations. Also the industry should select a fourth to sit with these three in the capacity of umpire or arbiter whose decisions on all controversy between the three would be final and binding. Such a supreme command or czar of the industry would act much in the ca-

FOR SALE—Grapefruit, oranges, satsumas, guineas, lemons, limes, by the dozen, peck or bushel. Will pack bushel assorted to order and deliver to express office as low as \$1.00 per bushel. A. W. Forbes, 114 E. Bell street, Avon Park, Florida, 1 block south of the school house.

AVON GARDENS

H. R. CURRIE
Adjacent to Harris Tourist Camp
LANDSCAPING
ORNAMENTAL SHRUBS
ROSE BURNERS
COMPLETE OR SUPERVISORY
YARD SERVICE



TO enjoy work, a woman must feel well. Cardui aids in building up the whole system by helping women to get more energy from their food—and so increases resistance to the strain of functional periodic pain. Try it!

CARDUI

capacity of Judge Kenesaw Mountain Landis in his relationship in baseball. This man, he believes, should be of the jurist type.

Anticipating some opposition to his outlined plan, Snively contends that, if all growers will take the trouble and energy to think the thing through as he has, they must agree that some plan embracing the essentials outlined is needed and will accomplish the desired objectives "which apparently are the only thing we Florida citrus growers have in common."

He expects this opposition to materialize from outside grower ranks. These arguments will come from receivers, brokers, employees of various shipping organizations or the operators of various packing houses. Behind all their argument he believes the fear will exist that such a coordinated program would throw them out of their means of livelihood into which they have put long years and sincere effort. Not blaming this group for their opposition in looking out for their own interests, he feels blame is due them if they use their positions and influence to cloud the issue and prevent the adoption of the plan.

"There need be no loss of packing houses to their owners... nor should an operator suffer the loss of his individual customers or trade contracts which may have taken years to develop. No changes of that nature are necessary. All the growers would ask under this plan is that a positive coordination of sales, shipments and prices on like grades and sizes may be obtained. For example, such an operating board could not tell me I must not ship to a certain customer in a given market as long as I satisfy him. It could limit my volume, however, in line with other volumes going to that market and any price-cutting tactics of which I may be guilty."

Many receivers, distributors and handlers of Florida fruit are dissatisfied with present conditions and would prefer one price on fruit out of the State, he commented. They would prefer to buy a car of fruit without fear their competitor would be able to purchase one of similar quality the following day at 25c less and, instead of worrying over prices, could devote their energies to better advantage in merchandising fruit.

He sees a definite place in the picture for truck operators, pointing out that a flat price on fruit grades coordinated throughout the industry would remove the necessity of the operator shopping around the State several days to save a nickel.

"Nobody need fear a plan of this kind," he said. "Rather, everybody had better be concerned if we don't accept such policies. The industry cannot exist very long under present conditions and carry the freight loaded on it."

In the picture he has painted everybody having a place in the industry would stay at work but that work would be more productive for worker and grower owner and operation of the plan would require a personnel and ability which the industry is already supporting even in its present chaotic condition.

Calling on the growers to recognize their responsibility, he concludes, "Let's realize that our job no longer ends at the grove or packing house. Let's quit belly-aching, discard useless criticism and get behind such a 75 per cent program, as only by this type of cooperating set-up can we produce these consistent, reasonably profitable returns we all seek."

I SHOULD BELONG TO THE CHAMBER OF COMMERCE—Because, participation in its activities makes me a better business man and a better citizen.

HONOR ROLL

AVON PARK SCHOOLS

18th GRADE
James Bailey
Bud Bell
James Jordan
Charles Moffett
Odean Bishop
Edna Cannon
Galle Coen
Elizabeth Hetherington
Edna Williams
Hilda Reddick
Betty Sherman
Ruth Wild
Lucy Wolverton

11th GRADE
Nancy Betts
Dolly Brown
Jane Clements
Evelyn Gribble
Frances Porter
Harriet Sherbert
Eileen Williams
Charles Shepherd

10th GRADE
Malcolm Brown
Warren McFarland
Herbert Todd
Albert Garrett
Eloise Holloway
Louise Shumaker
Margaret Smith
Claire Vandervande

8th GRADE
Alta Friswell
Edna Williams
Louisa Bishop
Jack Hughes
Lillian Kelley
Peggy Mandia
Betty Thompson
Dorothy Welch

7th GRADE
Mildred Howard
Josephine Browne
Anna Catherine Carter
Thelma Harnage
Helen Jett
Winifred Hood

6th GRADE
Winifred Hood
Betty Moffett
Ruby McConnell
Evelyn Smith
Eloise Thomas
Arthur Crews
Jack Head
Robert Spear
Runtie Greenanmyra

5th GRADE
Highly Distinguished
WINIFRED DEMOREST
MADGE PILCHER
Billy Archer
Jack Earle Collins
Jack Foster
Jimmie Hetherington
Bobby Keller
Walter Martin
Dale McFarland
Wanda Gast
Dorothy Lawton
Ruth Hendleton
Lois Stainer
Katherine Thompson
Marie Brown

4th GRADE
Howard Sherman
Arthur Gregory
Coolidge Knowles
Lester Robinson
James Purdie
Thomas Thompson
Janet Barker
Winifred Archer
Marie Brown
Mary Elizabeth Hall
Lillian Kelley
Virginia Spencer
Pauline Thomas
Lillian Kelley
Gene Mettish
Lillian Kelley
Donald Moore
Margaret Harper

3rd GRADE
Rita Hawkins
Charles Welch
Iris Landres
Aletta Hubert
Stanley Crews
Charles Bennett
James Bishop
Ivan Brown
Leslie Collins
Harold Garrett
Roger Spangston
Marie Bascom
Barbara Jean Bridges
Barbara Lawton
Charlotte Orr

2nd GRADE
Chapp MacVittie
Doris McRae
Thelma Cannon
Ted Ward
Mary Bascom
Gertie Spencer
Jennette Johnson
Janetta Corbett
Vivian Crenshaw
Doris Gay

1st GRADE
Archie Johnson
John Delegal
Vivian Martin
Billy Bullock
Arlene Anderson
Allyr W. Collins
Ruth Elder
Gloria Grier
Jacqueline Hobby
Anne Pabst
Betty Sourlock
Marjorie Thompson

FREE! \$15,000 in cash and cars to customers of famous Watkins Products. \$10,000 in cash and cars as a special bonus award to dealers. Reliable man or woman needed at once as local distributor in Avon Park. Excellent opportunity to right party. Write J. R. Watkins Company, 100-90 W. Iowa Avenue, Memphis, Tenn. 4pD-17

P.-W. A. To Spend 150 Million In Southern States

JACKSONVILLE, Dec. 2 (FNS)—The Public Works Administration will spend \$150,000,000 on materials and payrolls in the next eighteen months in the Southwestern Region, composed of Florida, Alabama, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia, according to information disclosed in an interview with H. T. Cole of Atlanta, Regional Director of the P. W. A. by Jack Gaharte, State Director for the National Emergency Council, over radio station WJAX.

According to Mr. Cole, 2,635 separate projects will be included in the P. W. A. program of public improvements, including in Florida elementary schools and college buildings, water works and sewers, State, County and Municipal buildings, as well as an extensive highway and bridge construction program. The present program is the largest so far undertaken by the Public Works Administration. It equals in Florida approximately one-half as much as all previous programs combined, the total cost of the work previously done in the state being approximately twenty-eight million dollars.

Coming soon, Junior Class Play, "POLISHING PAPA", December 15, 1938.

Buildings Ready For St. Joe Affair

PORT ST. JOE, Dec. 2 (FNS)—Assurances have been given that the new \$75,000 Memorial building, which will stand on the spot where Florida's first state constitution was written, will except for a few details of interior finish, be completed in time for the four-day Centennial Celebration which starts here Dec. 7. The structure will contain an auditorium seating 1,000, with a large stage, and numerous exhibits and reading rooms. A second story portico overlooks St. Joseph's Bay. A one-mile race track with a football field inside the track has been built behind the building.

IT WORKS FAST
The quickest acting and most effective remedy for bodily aches, pains and lameness is Stover's Golden Oil. It gives immediate and complete relief by rubbing. As an inhalant, it gives quick relief for hay fever, asthma and summer cold. The most useful household remedy. 50 cents at all drug stores.

NOTICE:
Notice is hereby given that I, the undersigned married woman, Helen A. Reaber, intend to apply to the Judge of the Circuit Court of the Nineteenth Judicial Circuit in and for the County of Highlands, State of Florida, for a license to manage, take charge of, and control my property and to become a free dealer in every respect.
HELEN A. REABER.
Nov. 28, Dec. 3, 10, 17.

"SAFETY"

Is Insured by your local Druggists in the JACARANDA DRUG STORE

They carry out your Doctors orders as specified. And they fill ANY Doctors PRESCRIPTION.

PHARMACEUTISTS: S. S. THAYER G. P. THAYER

Are You a Close Observer?

Then try your skill on our window. If you can pick out two objects just alike, we will give you

FREE

A 15c
**Chocolate
Soda**

It's lots of fun — and you may get a FREE Chocolate Soda

**THAYER'S
Jacaranda
Drug Store**

PARK THEATRE

AVON PARK, FLORIDA
"Always a Good Show"
Children 10c Adults 25c

Friday - Saturday - Dec. 2-3

3 MUSQUITTOES in
Pals of the Saddle

—also—
SERIAL NO. 9 and Comedy

Sunday - Only - December 4
VIRGINIA BRUCE
HERBERT MARSHALL

—in—
**Woman Against
Woman**

—also—
COMEDY & CARTOON

Monday - Tuesday - Dec. 5-6

HUMPHREY BOGART
GEORGE BRENT

—in—
Racket Busters

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