

The Highlands Pilot

Published in the Interests of Its Owners, the Town of Avon Park, the Scenic Highlands and the Best State in the Union

VOLUME I. NO. 38

AVON PARK, FLORIDA, FRIDAY, AUGUST 13, 1920

\$2.00 A YEAR

LIGHT, WATER AND ICE PLANT OUT OF COMMISSION SEVERAL DAYS

Avon Park people suffered no little inconvenience Tuesday and Wednesday on account of the electric light plant being shut down while repairs to the boiler were being made. They were without water, light and power those two days and the only ice to be had was one shipment received Tuesday afternoon.

Some time ago we predicted such a condition of affairs and only last week reiterated that conviction. No blame is attached to the local management and the employees, for they have done the best they could and the wonder of it is that they were able to keep the plant going as long as they did.

The officials of the Florida Ice and Power Company, however, have known of the bad condition at this plant for many months and have done nothing to avoid a shut-down or to provide for water, light, power and ice. They have disregarded the rights of our citizens and have made no effort to give the service to which we are entitled. Because of poor service the town and its people have suffered—not only inconvenience, but in many instances financial loss.

We believe now that an effort is being made to run the line from Frostproof and give twenty-four hour service. We are informed that the poles have been set as far as Lakes Damon and Pythias, the wire has been received and that one of the transformers and part of the sub-station for Avon Park are here. Just how long it will take to complete setting the poles and stringing the wire is problematical. Wet weather is hindering the setting of poles at certain places along the right of way and we understand some of the material for the cross-arms has not been received.

The Florida Ice and Power Company should do everything possible to hasten the completion of this work, for this plant is likely to give out again at any moment and to such an extent repairs cannot be made as quickly as the time is passing. To the local management and the boilermaker sent here to make repairs much credit is due for the resumption of service in such a short time. They remained on the job day and night, in order that our people might not be inconvenienced a moment longer than was absolutely necessary.

If the company will but work one-half as faithfully as have their employees at this place, they will soon have service here from their main plant, thus lightening the load at this plant and enabling them to give Avon Park the service to which she is justly entitled.

Plant a Lawn

Many people are of the opinion they cannot have a nice lawn here. Such is not the case, as can readily be seen by taking a look at T. W. Lawton's lawn, which is as attractive as you can find anywhere. When asked how he succeeded in raising such a nice lawn Mr. Lawton said: "All it takes is a little nitrate of soda, plenty of water and some ambition." Bermuda grass will grow here if given half a chance. Get your grass, set it in rows about two feet apart and six inches apart in the rows, water it well and sprinkle it with a light application of nitrate of soda and water a couple of times and the trick is done.

Col. J. C. Carmody Dead
Word has been received here of the death of Col. J. C. Carmody at his home in Evansville, Ind. Colonel Carmody was well known and had many friends in Avon Park, having been a regular winter resident here for a number of years.

Auto Smashup

Wednesday afternoon the left front wheel of D. F. Canfield's Ford truck was smashed in front of the postoffice by being run into by a car driven by Mrs. Barnhill.

NEGRO ARRESTED FOR FORGING \$50 ORDER

Friday of last week James Manning, a negro, was arrested near Scrub lake by Deputy Sheriff A. D. Roberts and lodged in the county jail at Arcadia, charged with forgery.

Friday morning Manning presented an order to the Pittsburgh-Florida Fruit Growers Association, calling for \$50. The order was drawn, in favor of Moss Timm, a negro in the employ of the above company, and signed by Roy Maddox, foreman.

Shortly after the order was cashed Mr. Maddox came to the office and the order was mentioned, when it transpired that he had issued no such order. Investigation showed that the order had been forged, as had the indorsement to the check issued. Deputy Sheriff Roberts was immediately notified and started after the negro, who was captured, as stated above, near Scrub lake the same afternoon.

BOY SCOUTS MAKE LONG TRIP THROUGH WILDS OF FLORIDA

E. O. Gross, scout master of the Fort Myers Boy Scouts, and John Schooley and William Gez-zell, members of the troops, 12 and 13 years old, respectively, have just returned from a trip by canoe from that city to Kissimmee, the trip covering about 500 miles each way and requiring six weeks.

The three, in a small canoe, paddled up the Caloosahatchee to the entrance to the canal leading into Lake Hicpochee, across that lake through a second canal to Moore Haven, across Lake Okechochee to the Kissimmee river and Lake Kissimmee, through a third canal to Lake Hatchineha, by a fourth canal to Cypress lake, and by the fifth canal to Lake Tonalgalaga and ending the trip at Kissimmee.

During a storm on Lake Okechochee the three were marooned for three days on a shell bank, surrounded on three sides by sawgrass marshes, with the lake in front. The water was too rough to attempt a crossing in their frail craft; there was barely space on the bank to pitch their tent, and they were unable to make a fire of the few bits of driftwood available because their matches were water-soaked. Finally they utilized a burning glass carried by Scout Master Gross and made a feeble fire, sufficient to boil coffee.

The boys reported that wild life was abundant in the interior rivers and canals, especially in the upper stretches of the Kissimmee river, where they saw many alligators estimated to be from 12 to 18 feet in length. In addition the boys reported that a number of manatees (Concluded on Page 8)

The Real Builders

DeSoto county in ten years made a gain of 11,234 in population. There is a reason for this: There are several newspapers published in the county and they are sure to be read by the people they serve so efficiently. No county will progress if the business men refuse to lend their aid to the newspapers.—Apalachicola Times.

Conferred M. M. Degree

Highlands Chapter No. 42, Royal Arch Masons, held its regular convocation last Monday night, at which time the Mark Master degree was conferred upon Herbert F. Reck. The chapter is enjoying a splendid growth and has worked to do for several months to come.

Florida's Forest Trees

Florida has more than 200 varieties of forest trees, a greater number than has any other state. Florida has 74,000,000,000 feet of standing timber, enough to build homes for 22,000,000 people.

FLORIDA, THE RIVIERA OF THE UNITED STATES

(By F. W. Fletcher in the Florists' Exchange.)

Florida, in the minds of most northern florists, is a land of sand, swamps, mosquitoes, snakes and alligators. These ideas were taught in the text books used in our schools and by observations of chance travelers riding across the state in a Pullman car. Florida does have all the above, but her sand produces the finest oranges and grapefruit in the whole world. On her muck lands are grown every year many millions of dollars worth of winter vegetables, strawberries and sugar cane. Her production of corn, potatoes, cotton and tobacco is surpassed by other states but only because of a lack of people to produce these crops.

The live stock industry, since the introduction of improved breeds, is assuming large proportions. Armour & Co. have recently doubled the capacity of their packing houses and sheds at Jacksonville. The era of the razorback hog and measly little, tick-infested steer has passed.

With 1,000 miles of seacoast the products of her fisheries are worth millions, and the business is still in its infancy. Florida is the largest producer of phosphate rock in the world and exports large quantities of lumber, turpentine and kaolin from which is made the finest porcelain. The distance from Fernandina to Key West is greater than from Boston to Washington and across her northern border is about the same. It takes more than a 2x3 brain to grasp the possibilities of this great area when even half populated. At present the population of this whole state is about the same as that of Greater Boston.

However, it is not the above products that Exchange readers are particularly interested, but in those crops useful to the florist trade that can be grown here; the climate, transportation facilities. Of course I will write briefly and frankly as possible.

Climate
The temperatures vary according to latitude. The further south you go the warmer are the winters and the cooler the summers. This is because the distance from gulf to ocean becomes less and the sea breezes more pronounced. In extreme north Florida some of the northern deciduous fruits are grown that are a failure further south, on account of lack of frosts.

I have been asked where in Florida is the frost line, i. e., what part of the state is immune from freezing. To repeat a local joke: "The frost line in Florida is just three miles north of the property you are trying to sell." As a matter of fact not a square mile of continental United States is safe from an occasional frost. There have been frosts at Key West and at Havana, Cuba. Growing of crops here is a gamble, neither greater nor less than in all other parts of our country.

In central Florida, in summer, it is never as hot as is often recorded in the northern states. On very few days does the mercury climb above 90 degrees. In winter, several times during the past century the mercury reached a minimum below 20, entailing heavy losses to the farmers and citrus growers. These losses can be greatly lessened by covering small plants and by the use of smudge fires.

As an all-the-year place of residence Florida has a climate unsurpassed in America. I predict that within twenty years the beach resorts on the gulf and Atlantic shores of Florida will draw many summer visitors from the more northern states. Why? Because the visitors will find that the temperature there is actually cooler than at home, and because of her hundreds of miles of beaches as hard and level as a floor, the unsurpassed bathing, fishing, etc.

Soils

There are all kinds, from the whitest of sand to large areas of muck three to twelve feet deep. There are sections underlaid with limestone, others with phosphate rock, while the best citrus lands are the gray and yellow sandy loams, underlaid with clay. Hardly an acre of land in the state but will produce some useful crop, and nine-tenths of this land is as yet undeveloped. Florida, in development and settlement, is the oldest of the sisterhood of states, is the youngest in development.

Insects and Reptiles

Of insects we find plenty to keep us busy, but they are no worse than in New England. Some of our old enemies we do not find here at all, notably the Colorado potato beetle, the rose bug and many species of caterpillars. Briefly stated, I find the labor and expense of keeping my crops free from insects no greater here than in Massachusetts.

The stories of snakes and alligators have been greatly exaggerated, as Mark Twain said of the report of his death. Of venomous snakes we have the three most common in other states, rattlers, moccasins and copperheads. Briefly stated, I find one mile from the center of the city, in a location that should produce snakes, and crops grown would make ideal homes for them. In five years the only snakes seen on the place have been the useful ones, the common black snake, king snake, coach whip (all three enemies of the rattler) and the various small garden snakes of the north.

So far, I have never seen a live rattler, moccasin or copperhead. In wilder parts of the state, still thinly settled, I am told they are found, but are not nearly so common as in Arizona, New Mexico, Texas, and many of the older western states. Snakes are one of the least of our worries here. The alligators are now so scarce in Florida that legislation protecting them is probable soon. They have been practically exterminated for their hides. Every tourist wants to see a live alligator.

Transportation Facilities

I do not know whether our weight, express and mail service are better or worse than elsewhere, but I know that they are poor. In fact they are disgraceful. In our line of business we are more closely concerned with express and mail facilities. Three years ago we could send a shipment of perishables from Orlando to Philadelphia in three days or less. Now it takes from 96 to 128 hours. The actual running time of trains between these points is about 34 hours. To all other points the service is equally slow. We can get a little quicker time by parcel post usually, but find a larger per cent of packages never reach their destination. We can travel by train to Charleston, S. C., in about sixteen hours, while letters from that city are usually delivered here on the third day.

Possibly the mail service may some day regain its former efficiency, but whether the lack of discipline, carelessness and "public be damned" spirit so apparent in our express service will be curbed is another question.

Florida Crops

Within a comparatively brief period Florida has come to the front as a grower of florists' greens. The writer has been to considerable trouble to acquire information as to the amount of asparagus plumosus grown in this state for the northern markets. The data is still incomplete, but a conservative estimate would be at least 225 acres, or about 9,000,000 square feet of shade houses are devoted to its culture, with a cut valued probably at \$100,000.

(Concluded on Page 7)

AN EXCELLENT WAY TO SECURE MORE HOMES IN AVON PARK

FIRST NATIONAL BANK WILL BE REMODELED

The First National Bank has purchased fixtures and is receiving material for remodeling the front of its banking house. Solid marble fixtures will be installed and the interior of the bank remodeled to permit of the addition of a vault, safety deposit boxes, of which in the neighborhood of 200 will be installed. The new vault will be conveniently arranged so that customers can get to their safe deposit boxes without having to enter the present vault. When this work is completed the First National Bank will have one of the most convenient banking houses to be found anywhere in the state, even in towns much larger than Avon Park. The officers of this bank aim to furnish its patrons with the best service possible, and it is this fact, coupled with its personal attention given, to which the rapid growth of the First National Bank is attributed.

Land of Contentment

When the man from the north, east or west, who has come to Florida and by labor, perseverance and good business judgment acquired a grove, truck or stock farm, feels the call of his native land, he looks around on the live oak, orange and palm trees, sees fields and live stock just as good as are to be found in any land, knows the pastures and fields will be as good in December as in June, and remembers that winter never comes to this land, he is content to remain in this land of history and romance, with its sunshine, mocking birds and moonlight. That's about the way E. E. Goodno, the man who came to this section of Florida a few years ago with about a thousand dollars capital, which he has turned into a million, feels about it, anyhow.

Captured Copper Still

Monday Deputy Sheriff A. D. Roberts captured a copper still and copper works in the woods near a hayhead, about a mile and a half from Sebring. The still was of forty or fifty gallon capacity and had evidently just been placed where it was found. It was equipped to run with a pressure burner and was the most modern illicit stilling outfit the officers have captured in this territory.

Making Improvements

Improvements are being made at the Magnolia Theatre. It will be lengthened thirty feet, the walls plastered and new seats added. The expensive player piano, mentioned a couple of weeks ago, will be installed immediately. Manager Boston says he is going to not only provide first-class pictures, but first-class accommodations as well for his patrons.

Sunday School Picnic

Mrs. John Hood, assisted by Miss Martha Park, entertained her Sunday school class at a picnic spread on Lake Lotoka Monday afternoon. Those attending were Elizabeth Clark, Caroline Park, Vera Morris, Elsie Burch, Myrtle Conoley and Marjorie Lacey.

New Vulcanizing Plant

Harry Morris, who recently moved to Avon Park from Canada, has opened a vulcanizing plant in the old Sargent building on Forest avenue. He has installed a modern vulcanizing machine and is prepared to do all kinds of rubber and retreading of all kinds. Read his advertisement on page 5.

Working On Well

Workmen are now engaged in driving the new 12-inch well at the pumping station and will continue operations until an adequate supply of water is struck.

Yes, we print calling cards.

At various times we have urged through the columns of The Pilot the organization of a strong building and loan association in Avon Park. For months we have been unable to locate our workmen and many have been turned away because of no houses to rent. The urgent need of more houses is apparent to all and unless we wish to retard the growth of our little city some means must be provided for building them.

A good building and loan association appeals to us as the logical way to provide more houses. Many men have told us that if such an organization were perfected here they would be only too glad to become members and build homes.

At our neighboring city of Bartow a home-building plan has been adopted which has attracted a great deal of attention throughout the state. After reading over the plan carefully we are of the opinion it is a good one and can see no reason why such a plan could not be adopted here and in no wise interfere with the organization of a building and loan association later on, if deemed advisable. For the benefit of our readers we are reproducing the plan as published in the Bartow Record.

"After a year and a half of study and effort to develop some plan of financing the building of homes in Bartow we have developed what has come to be known as the 'Bartow plan.' "In working out this plan we have had the co-operation of one of the biggest industrial companies in the United States and the value of \$100,000 of the president of one of Chicago's biggest banks. As the plan is approved by both, it would seem that it is sound financially.

"Knowing that Bartow does not stand alone in its great need of more homes and that practically every live town in Florida finds that same need one of its greatest problems today, we are pressing along to you the fundamentals of our plan in the hope that we will be of service in the upbuilding of our great state.

The 'Bartow plan' is as follows:

"1. The name is the Bartow Home Building Corporation. "2. It is incorporated for \$50,000, divided into shares having par value of \$100 each. The stock was subscribed by 75 Bartow citizens in amounts ranging from \$2,500 down to \$100.

"3. This stock will be paid for by the subscribers in assessments of 20 per cent each on the call of the directors of the corporation, but no two assessments shall come within 30 days of each other.

"4. The Bartow Home Building Corporation will use this capital only for lending for the purpose of building homes in Bartow. It will require the borrower to have a building lot or a lot and money together amounting to 20 per cent of the value of the house and lot together will have when completed."

"5. The corporation will secure for the borrower a loan from other sources amounting to 50 per cent and if possible 60 per cent of the total value of the house and lot. This loan to be for a period of six years at 8 per cent and secured by first mortgage on the property.

"6. The corporation will loan the borrower the balance to complete his home and take a second mortgage as security for same. This means that the corporation will actually provide only 30 per cent of the total value of the property in the event the first mortgage is for a 50 per cent loan or 20 per cent if the first mortgage is for 60 per cent. Presuming the average house and lot value to be \$4,000, this would mean the borrower must have \$800 in cash or both; that the first (Concluded on Page 8)

BRICK**Lime and
Cement****Pee Gee
Paints****Beaver
Board****Fertilizer****H. Seaverns**

AVON PARK, FLA.

—The—

Sanitary Market

A GOOD MEAL

Depends upon the quality
of your
MEATWe specialize in quality and
serviceTry us and you will become
one of our regular
customers**The Sanitary Market**

Avon Park Florida

Groceries,**Feedstuffs**Fruits and Vegetables in
Season**General****Merchandise**We will make it an object
to share your patronage
with us. If we can't please
you, you can't be pleased.**Union Mercantile
Company**W. H. CLARKE, Manager
Avon Park, Florida**Well Driving
and Pipe Fitting**"Cutler Gets
the Water"**ELECTRIC AND
GASOLINE MOTORS**Prompt Service
Satisfactory Work
Low Prices**ROSSELL CUTLER**

Avon Park, Florida

**"Meat You
Can Eat"**EVERYTHING IN THE
LINE OF MEATSFancy and Staple
GroceriesPhone us your order and
get quick delivery

Phone 47

The City MarketE. & L. M. CO. Florida
Avon Park**W. C. TOUCHTON, M.D.**Office Hours:
9 to 11 a.m.; 2 to 4 p.m.Room 1, First National Bank
Building

Avon Park Florida

Poinciana Lodge No. 227,
F. & A. M.Stated Communication first and
third Fridays of each month at
7:30 p. m., in Masonic Temple.
Visitors welcome.A. W. SERGEANT, W. M.
D. F. CANFIELD, Secretary.**FLORIDA LEADS
IN GULF COAST
FISH PRODUCTION**The great value of the Gulf
states fisheries is demonstrated
in the latest statistical report
of the United States bureau of
fisheries, compiled from a canvass
of the industry in the Gulf. The
states made last year and just
now available.Florida (west coast) leads all,
with a production of 54,753,639
pounds, valued at \$3,420,353.
The total production of the Gulf
states was 130,923,583 pounds,
with a value of \$8,510,310.Louisiana is second
among the Gulf states in value
of product, with \$1,419,367 to
her credit. While the Texas
coast produced 25,014,760
pounds, as against 24,953,867
pounds for Louisiana—that is,
about thirty tons more—the
value of the Texas product was
but \$677,242, the Louisiana
fisheries yielding \$1,419,367, or
an excess over Texas of \$742,-
124.The following table shows
the production and value by
states:

State	Pounds	Value
Florida (west coast)	54,753,639	\$3,420,353
Louisiana	24,953,867	\$1,419,367
Texas	25,014,760	\$677,242
Alabama	5,699,210	\$28,967
Mississippi	20,962,909	\$75,774
Total	130,923,583	\$8,510,310

There were 14,888 persons in
these five states engaged in the
fishing industry at the time of
the survey last year.The various species of fish
taken in these waters and their
value, according to the bureau
of fisheries, was as follows:

Species	Pounds	Value
Black drum	2,011,248	\$ 40,160
Spot	483,765	40,672
Croaker	715,692	42,446
Groupers	5,938,825	285,406
Menhaden taken mostly in Texas	28,641,364	1,318,378
Red snapper	14,392,928	109,959
Boilfish or red drum	1,564,186	175,100
Red snapper	5,428,882	289,312
Spanish mackerel	2,494,845	251,197
Southern shiner or "sea bass"	4,969,738	414,500

There were 27,142,999 pounds
of green and dried shrimp put
on the market, valued at \$1,-
098,427, and 3,393,495 bushels
of oysters, having a value of
\$1,106,725. The output of
sponges amounted to 452,188
pounds, valued at \$725,155.Two previous surveys of the
Gulf coast fisheries were made
in 1902 and 1908. Compared
with the bureau's returns for
1902, there has been an increase
in the products of the fisheries
in these states of 17,226,613
pounds, or 15.15 per cent, in
quantity and of \$3,016,114, or
86.31 per cent in value. Com-
pared with the returns for 1908,
the increase amounts to 12,-
649,583 pounds, or 10.69 per
cent, in quantity and \$1,650,310,
or 33.95 per cent in value.**WHY NOT RAISE THE
LEMON IN FLORIDA?**Has Florida paid too much at-
tention to the orange and grape-
fruit and too little to the lemon?
We know of two lemon bushes
that are less than eight years
old. These bushes are in the
original location where the seeds
were planted, and have never
been cultivated or fertilized.
Last year one of these bushes
had forty-eight lemons on it, and
this year there will be probably
a box on the two trees.Oranges and grapefruit under
exactly the same conditions have
done absolutely nothing. From
this it appears that the lemon
will produce quicker, more
abundantly and make a good
crop of fruit with less cultiva-
tion and fertilizer than the
other citrus fruits.No doubt the lemon trees will
decay more quickly, but there
is always a good market for
lemons and we have never dis-
covered that they sell any more
cheaply than oranges, whatever
price the producer may receive.
The lime, too, is a staple fruit
on the market, and more atten-
tion should be paid to it. We
know of an island below Fort
Myers where limes are growing
wild, and they produce abund-
antly and a good quality of fruit.The outer surface of produc-
tion in Florida has only been
scratched, and it awaits some
man of money and ingenuity,
like Luther Burbank, the Cali-
fornia wizard, to bring out its
better points and show just what
a wonderful harvest of the ne-
cessities and luxuries of nature
it can produce.An acre grove of the lemon of
commerce may mean the differ-
ence between profit and loss
to the grove owner. To the man
who is putting out a new grove
we say, "Do not neglect the
lemon." Oranges and grapefruit
are good and the lemon is as
good or better, if our observa-
tion has not been at fault.—De-
Soto County News.**SENATOR FLETCHER HAS
TENDERED SERVICES TO
COX-ROOSEVELT LEAGUE**The Cox-Roosevelt League of
Jacksonville has received a let-
ter from Senator D. U. Fletcher,
in which he stated that he would
be glad to tender his services
to the league. He said that he
would speak anywhere the
league desired to send him, and
that he could be called on at any
time for his services if desired.
Senator Fletcher is the first
speaker of prominence to tender
his services to the league.The speaking program of the
league has not yet been complet-
ed. However, the speakers' bu-
reau and the campaign commit-
tee will work out a campaign
for the county at a later date,
and will accept Senator Fletch-
er's offer.He will speak in Jacksonville
a number of times during the
fall campaign.**You Guard Against Burglars,
But What About Rats?**Rats steal millions of dollars' worth
of grain, chickens, eggs,
etc. Destroy property and are
a menace to health. If you are
troubled with rats, try RAT-
SNAP. It will surely kill them—
prevent odors. Cats or dogs
won't touch it. Comes in cakes.
Three sizes, 35c, 65c, \$1.25. Sold
and guaranteed by F. C. Rice,
Park Mercantile Company, Avon
Park Drug Company.**National Debt Cut in July**The gross national debt was
reduced a total of \$76,404,453
during July, according to the
treasury statement. This leaves
the public debt at \$24,222,917,-
015. The reduction was accom-
plished through the retirement
of that amount of treasury cer-
tificates of indebtedness.For Sale—Set for Ford
wrenches. H. Stevenson. 371fNo bad effects from drinking
Avo-Cola.**PUBLIC STENOGRAPHER**

Miss Henrietta Farrington

Phone 44

The Hotel ...on

Avon Park,

Florida

DR. D. D. CREWS

Dentist

Office: First National Bank

Building

Avon Park, Florida

L. H. PARK

Architect

Twin Oaks

Avon Park, Florida

MODERN MACHINERY HELPS TO PRODUCE EFFICIENCY IN ORGANIZATION
AND REDUCES COSTOur system of cost keeping has been evolved from the ex-
perience of six years' practical work supervised by experts.Our complete organization will be used for the benefit of
our grove owners on a cost plus basis after the sixth year.**Pittsburgh-Florida Fruit Growers
Association**

PITTSBURGH, PA.

AVON PARK, FLA.

**Goodyear Tires and Tubes Carried in Stock at All
Times by the Ford Sales Company****Get Goodyear Value
In Tires for Small Cars**Don't be misled by very cheaply
priced tires, for tire economy is not a
matter of what tires cost originally but
of what tire service costs in the end.True Goodyear mileage and economy
are built into Goodyear Tires, of the
30 x 3-, 30 x 3½- and 31 x 4-inch sizes,
in the world's largest tire factory
devoted to these sizes.If you own a Ford, Chevrolet, Dort,
Maxwell or other car taking one of
these sizes, you can equip it with Good-
year Tires at your nearest Service
Station.Go there for the exceptional value in
these tires made possible by Goodyear's
resources, experience and demon-
strated expertness in tire manufacture.30 x 3½ Goodyear Double-Cure
Fabric, All-Weather Tread \$23.50
30 x 3½ Goodyear Single-Cure
Fabric, Anti-Skid Tread \$21.50Goodyear Heavy Tourist Tubes cost no more than the price
you are asked to pay for tubes of less merit—why risk costly
costs when such sure protection is available? \$4.50
30 x 3½ size in waterproof bag**GOODYEAR**

You Should Have a Bank Account Because

Your cancelled check gives you the best receipt for money paid out.

It is more convenient, safer and costs less to send money through the bank than in any other way.

A letter of introduction from your home banker, should you move to another community, establishes your credit immediately with the new bank.

Should you find it advisable to borrow funds at any time a bank account makes your credit good in the business world.

A balance in the bank may be the means of enabling you to establish a business of your own, when the opportunity presents itself.

The very fact that you have a bank account creates the impression that you understand business methods.

By managing a bank account you get the first principles of a practical business training.

It makes you a good citizen—and what better thing can be said of any man when he has lived his life?

First Trust and Savings Company
Avon Park, Florida

The Corporate Securities Company

Insurance

Offers protection against loss by fire and provides for your family in case of death. You cannot afford to risk the loss of your home or business by fire, when a small investment in Fire Insurance affords you absolute protection.

We represent the following companies:

Fire Insurance

Aetna Insurance Company
Hartford Insurance Company
Hanover Insurance Company
Liverpool and London and Globe Insurance Company
Northern Insurance Company
New York Underwriters

Life Insurance

Guardian Life Insurance Company

C. E. LANIER, SECRETARY
TREASURER

William L. Smith

GENERAL CONTRACTOR

Park Hotel, Whidden Building

Phone 59

Avon Park, Fla.

KNIGHTS OF KU KLUX KLAN ARE BEING ORGANIZED IN FLORIDA

Work of organizing branches of Knights of the Ku Klux Klan throughout Florida has been started and is progressing rapidly.

Organization work already has begun in Jacksonville, Palm Beach, Hastings, Daytona and several other points. It is said, while inquiries regarding preliminary organization have been received from Lakeland, Bartow, Palatka and other points in the state.

Representatives of the Klan are proceeding actively with the formation of the Klan in this state and it is announced that a branch of the Klan will be organized at an early date in every city and town.

The Knights of the Ku Klux Klan, which is but a reorganization of the order that ran the carpet-bagger and the scalawag from the south in the stirring days of the reconstruction period and restored to the white people of the south their rightful place in the nation and the management of their own affairs, was formed in Atlanta in November, 1915.

While conditions today are not the same as they were when the original Klan was organized, the need for an organization of this character is just as pressing now as it ever was, according to its founders.

Its announced purpose is to inculcate the sacred principles and noble ideals of chivalry, the development of character, the protection of the home and the chastity of womanhood, the exaltation of a pure patriotism, the preservation of American ideals and the maintenance of white supremacy.

Only native-born American citizens who believe in the tenets of the Christian religion and owe no allegiance to any degree or nature to any foreign government, political institution, sect, people or persons are eligible for membership.

"It Looked Like a Battlefield in Europe," said Mr. C. Dunster.

"Was staying at a hotel in a small Pennsylvania town. Early one morning I went to the stable to hire a rig and was shown a pile of dead rats killed with RAT-SNAP the night before. Looked like a battlefield in Europe. Three dozen, 35c, 65c, \$1.25. Sold and guaranteed by F. C. Rae, Park Mercantile Company, Avon Park Drug Company.

Underwood's deviled ham at James' Grocery.

Call for Avo-Cola.

COAST LINE OFFICIALS PROMISE MORE TRAINS

The following special correspondence from Moore Haven, appearing in Monday's Tampa Tribune, will be of no little interest to our readers:

"Supt. O. H. Page of Jacksonville of the transportation department, and District Supt. T. L. Dumas of Sanford, together with Acting Division Passenger Agent Bensley of Tampa, were guests of the citizens of Moore Haven for a day this week and heard of the wonderful growth of the town and the prospective increase in traffic for the future. Request was made for more trains each way every day. Sunday included there was general demand for such service, but the officials could not see their way at this time to promise added trains. It was left open, however, for consideration in the early fall, when more definite data will be available as to the winter travel. It is quite probable that Sunday trains carrying mail and express will be put on in the immediate future.

"The officials were very considerate of the interests of the people. Superintendent Page remarked: 'We are part of this community and feel as deep an interest in its progress as any one can. We came before many of you came and it cost us more to get here than it did you and took us much longer to make the trip. Moreover, we will be here next year whether you stay or not. Whatever, therefore, will serve to increase traffic, we are willing to do it. You may say to all the shippers for me that when the tonnage is here we will handle it at whatever cost. We are better prepared to handle the business of this section than ever and I have not heard any one say that we have not handled it to date, even with the exigencies of war and government control.

"We have twenty-five dandy new mogul engines that cost us \$72,000 each and sixty-five others that have been renovated by the Baldwin Locomotive Works at a cost of \$23,000 each, making them almost as good as new, which gives about eighty-five splendid engines to pull your freight and move trains. Added to this we have a better supply of rolling stock than we have ever had and can certainly take care of the traffic as it comes. If anybody asks you what railroad connections you have out of here, tell them that you are on 'The Pennsylvania of the South.' Our new yards and big icing plant at Haines City, now being constructed, will relieve the congestion there and give the relief that has so long been sought, and give you quick transit from Tampa and Jacksonville. You will have no more trouble about iced cars now. All you will have to do will be to give us notice in time to get them to you and you will have all you can load. If there is anything more to be desired by a rich agricultural country like this I do not know what it would be. If there is, let me know and we will try to get it for you. Your interests are ours and anything that we can do to aid you, it will be our pleasure."

GAME IS PLENTIFUL IN LEE COUNTY

Vince Turner, white, and F. M. King, negro, was arrested at Fort Myers for shooting curlew out of season. King was fined \$15 and costs on a plea of guilty, the case against Turner being dismissed.

Game gardens and the deputies in Lee county have inaugurated a campaign of vigorous enforcement of the game laws, and a number of arrests have been made recently, whites and negroes being equally divided among the law violators.

Quail and wild turkey are reported to be unusually abundant in all parts of the county this year, their numbers proving a strong temptation to persons inclined to take chances with game gardens. Flocks of turkeys numbering as high as 45 to 50 have been reported, while coveys of quail containing as many as 25 or 30 are to be seen within a mile of Fort Myers. Sportsmen are promised fine shooting in this section the coming fall.

Wanted—To borrow \$3,000 on city residential property; first mortgage and insurance given as collateral. Apply to M., care Pilot.

DON'T PUT IT OFF

Putting off until tomorrow what should have been done today has been the cause of many misfortunes. Few people realize how quickly the present fades into the past, nor with what amazing swiftness the future is upon us. Think of these things and then you may realize the folly of putting things off.

If you have not started a bank account, do it now; don't put it off. Carrying a bank account is one of the big things in life. It gives you a feeling of security and leads the way to unthought-of things.

Open an account with us today.

FIVE PER CENT PAID ON SAVINGS DEPOSITS

First National Bank

Flint Lumber Company

Manufacturers and Dealers

Yellow Pine Lumber

AVON PARK, FLORIDA

He was a poor actor but he got by!



THE OTHER day,
I WAS in a cigar store,
AND A man came in,
TO BUY cigarettes.
AND HE had a cold,
AND WAS so hoarse,
HE COULDN'T make,
THE CLERK understand.
JUST WHAT he wanted,
AND HE got madder,
EVERY TIME.
HE DREW a brand,
HE DIDN'T want,
HE POUNCED the case,
AND TRIED to talk.
BUT HE only wheezed,
AND HE made signs,
WITH HIS fingers,
BUT THEY didn't get over.

AND FINALLY,
HE THOUGHT he'd try,
TO ACT it out.
AND HE closed his eyes,
AND MADE his face,
SERENE AND calm.
AND SMILED and looked,
ABSOLUTELY CONTENTED.
AND THE clerk said,
"I GOT you, clever!"
AND HANDED him,
A PACKAGE of
THOSE CIGARETTES,
THAT SATISFY.

SATISFY! You said it! These fine Turkish and Domestic tobaccos and that can't-be-copied Chesterfield blend 8-1-1-5-f-y with every puff!
And the moisture-proof, glassine-wrapped special package keeps 'em the way you want 'em—fine, full-flavored, firm and fresh—always!

They Satisfy! **Chesterfield**
CIGARETTES
Signatures of the tobacco

Full Line of Doors and Windows Screen Doors and Wire

Let Us Serve You

F. C. RAE
Hardware
Avon Park, Florida

The Highlands Pilot

Geo. W. Adams, Editor

Published every Friday at Avon Park, Fla., by the Avon Park Publishing Company.

Subscription: \$2.00 a Year

Entered as second-class matter December 12, 1919, at the postoffice at Avon Park, Fla., under the act of October 3, 1917.

TELEPHONE No. 29

Yes, Avon Park has grown "some."

Cox—clean, courageous, competent. What more can you ask?

Might as well go back to the days of tallow dips and be done with all this worry.

Frostproof has organized a live board of trade—one of the first steps in the right direction when it comes to town building.

Rather significant, isn't it, that practically all the increase in Florida's population is in that section of the state we term "South" Florida?

The Florida Ice and Power Company may have an idea Avon Park has a curfew law which will not permit them to run after 11:30 p. m.

It is said paper suits will soon make their appearance in America. With paper at its present price, however, it would take a pretty wealthy man to own one.

We haven't seen a copy of Rubie Allen's new publication, "The Florida Fisherman," but are willing to wager he can out-kill Col. A. P. Jordan and not half try.

There must be a pretty good profit in making and selling "shine." We notice nearly all who are convicted have the iron men with which to pay their fines.

Punta Gorda is accredited with having more cats than any other town in South Florida. At that, Punta Gorda is probably thankful there is one cat she can't claim.

Senator Duncan U. Fletcher favors legislation that will relieve the print paper situation. Every Florida congressman should place himself on record favoring such legislation.

Headline in Tampa Tribune says "Harding's Feet Will Be Glued to the Porch Until October." In that event Harding is lucky not to be sitting down with his feet cocked up on the railing.

Even if passenger and Pullman fares are materially increased it will pay northerners to come to Florida for the winter. Coal will be higher and hard to get and the saving in doctor bills will leave a nice balance in their favor.

A sample of true American economy: Four torpedo boat destroyers patrolling American waters in front of Miami to prevent the Western Union people landing its cable there. A franked postcard would have answered the same purpose.

For his "unconditional" surrender Villa was given a huge estate and a personal guard of fifty men, whose services are paid for by the Mexican government. What he should have been given was a short shift to haps at the end of a hempen rope.

Armour & Co. have added \$190,000,000 to its capital stock, increasing it to \$400,000,000, explaining that it was done to increase the working capital. It would appear that this big packing concern had worked the people good and plenty with its \$210,000,000 capital.

According to published statements it takes one and one-half prohibition enforcement officers for every arrest made. From personal observation we should say half an officer could make several arrests, if he were possessed of a minimum quantity of brains and a little nerve.

Up in Bradford county man by name of Schwartz has six acres planted in grapes from which he has sold fruit in Florida markets for \$2,280, besides making a sufficient quantity of jelly from bunches which were not full to net him another \$250. Floridians are just awakening to the possibilities of Florida soil and when they really wake up and jump out of bed the products of our soil will be greater in value than those of any other state in the union.

Buy, build and boost.

The Bartow house-building plan looks good to us.

Don't buy property in Avon Park unless you want to make money.

For a town of less than 3,000 population Fort Lauderdale has a newspaper which is a marvel—The Fort Lauderdale Herald.

The Miami Metropolis says poker sets are not essential. The Met. is right; matches, beans or corn make good substitutes for chips.

We suggest that the Florida Ice and Power Company install a treadmill or hire a man to crank its engine at the electric light (?) plant.

In less than five months our winter residents and tourists will be coming back to Avon Park. How are we going to house the tourists?

The democrats of Missouri have repudiated Jim Reed and unless the prohib or forty-eighters will take him in he'll have to start a new party with a voting strength of one.

The appointment of Senator James E. Calkins of Ferdinand as counsel for the railroad commission was a wise one. Senator Calkins is one of the most able attorneys in the state.

There are said to be 16,000 illicit stills in Florida, counting "pot stills" and everything. If this is true of Florida, what a bunch of them there must be in Georgia, Tennessee, Kentucky and West Virginia, where so much moonshining was carried on before the country went dry.

Since the voters of DeSoto county declared so emphatically in favor of dividing the county into five units a wonderful amount of building and development work has been started. Smaller counties mean greater prosperity and old DeSoto can be made the most prosperous section of the entire state.

We have bought enough print paper to run us another year, so you need have no hesitancy in subscribing or renewing your subscription. Although this year may not be up better new now, while you can do so for \$2. We will have to raise the price Dec. 1, unless there is a decided change in the cost of production.

When Jimmy Cox is elected president of the United States we will have for a chief executive a man who is honest, just and possesses breadth of vision; a man who has a heart and brains and human understanding; a man who knows the world and the people in it; a man whom we can trust and one in whom we can believe.

In recognition of the sterling public service and manly character of the press, our government does everything in its power to discourage the profession. Exorbitant rates of postage, inefficient laws governing the paper situation and an antagonistic postmaster-general is the reward offered for a service which could have been rendered by no other agency.

DIVIDE STATE, SAYS HUFFAKER

"The more I think of the subject the more I am convinced that state division is the chief need of southern Florida—the southern Florida of well-nigh perfect highways and rapid agriculture and industrial development. Why should we be tied to a section that refuses to advance? Why not let Jacksonville, which put the customs house deal over on us during the Taft administration and the phosphate differential deal while I was away, become the capital of this section? Why should we be longer wedded to a section which, while refusing to build good roads, calls upon us to do it for them? Why should the political tail wag the political dog, as it were? When are we going to give some evidence of life other than snoring? "Once we properly advertise our section and prepare for the housing of winter visitors and homeseekers—once we get the habit of fighting for our rights and getting them—Tampa and all southern Florida will outstrip any other section of the country in population increase and general development. When are we going to get down to business—to harmonious work?"—Frank Huffaker in Tampa Tribune.

FLORIDA HOGS

But a few years ago Florida hogs of the four-footed variety were confined to but one species—the razorback. Today, thanks to an unstinted propaganda urging the importance of raising better hogs, no state in the union can boast of better or higher-pedigreed hogs than are to be found in some sections of Florida. This work has been assisted by the organization of boys' pig clubs, worth-while prizes being offered to the boy who each club raising the best specimen, including the largest.

So far as we know, however, no propaganda has been spread or prizes offered to the human family to see which of our men could make the biggest hog of himself. This is a fact, although one may board almost any passenger train or street car and be justified in believing it a misnomer.

The human hog is found everywhere, but more particularly is he noticeable in our public conveyances. Each seems to have been checked and carried in the baggage cars provided for that purpose, and if a passenger who has paid just as much for the privilege of a seat as has the hog, politely requests him to move his baggage or divide the seat, his bristles immediately occupy the position of those of the razorback, and with a grunt he may edge over a little and begrudgingly give his fellow passenger a little room.

The seat hog and the boarding house buzzard are two varieties of pests infesting every land. The former possesses the traits above mentioned and the latter an ambition to monopolize the best of everything at the table. He places both elbows on the table, eats his soup with a noise like a suction pump, sticks his dirty knife in the butter, taking at least a third more than he can possibly use, shovels his food from the plate to his mouth in huge chunks, grumbles because the peas roll off his knife, grabs his pie in his hand and wipes his fingers on the tablecloth. These two varieties are the prize winners of human pests and there is a bunch of them in south Florida who are entitled to blue ribbons.

MASS OF PEOPLE ARE FOR PROGRESS

At a recent special election held in DeSoto county the county voted by a majority of 700 to divide the present county into four counties; the largest of which surrounds Arcadia, the present county seat, one-third of Arcadia voting for this progressive movement. This, we believe, is the most important thing that has happened for the real advancement of Florida in years, as it will bring squarely to the legislature the question of reappointment of our progressive people. If any sentiment expressed by the Sentinel can be of any value to the progressive citizenship of DeSoto county in bringing about this division, we will only too gladly express that sentiment.

The reactionary forces are at work and will continue their efforts to prevent progress and keep out actual settlers but the masses of the people are for progress and their efforts will win in the end.—Fort Lauderdale Sentinel.

Royal Tailoring Line
Clothes Called for and
Delivered

Roberts
Pressing
Club

CLEANING AND
PRESSING

French Dry Cleaning a
Specialty

PHONE 14

Avon Park Florida

WHAT YOU CAN DO FOR YOUR HOME TOWN

Many very estimable people of this town are sincerely desirous of doing their bit to boost our home community.

"But what can I do?" they ask.

There is much they can do, and the best place to begin is at home.

They can keep their homes neatly painted and in repair. They can cut down dead trees and remove unsightly rubbish from their grounds.

They can plant shrubbery and grow flowers and add to the beauty of their neighborhood. They can clean up their back yards, and get rid of the unsightly rubbish and weeds in the alley.

They can keep their walks in repair and their trees properly pruned, and create a general appearance of cleanliness and thrift on every hand.

Then when a public meeting is called for the purpose of inaugurating civic improvements they can attend the meeting and raise their voices in behalf of that which is good for the town and against anything that is not good.

All of these things operate to make a clean and attractive town, and such a town advertises itself by its own appearance.

Every citizen can be a booster if he or she so desires.

But like charity, it should begin at home.—Lake Worth Herald.

Egg Salad

Boil 6 eggs 15 minutes, cool in cold water, cut in halves, mash the yolks, add one-quarter teaspoonful mustard, little pepper, same of salt, one teaspoonful vinegar, three of oil or melted butter. Stir all together, place the halves of whites on lettuce leaves, form the yolks into little balls and place in the whites.

Chinese Typewriters

Chinese typewriters are now being made by American manufacturers. The new Chinese language adopted in 1918 has greatly simplified Chinese lettering, making it possible to print with the typewriter.

Here's Your Chance to Get

A Dandy Bungalow on Lake Lotela

with about two acres of young trees and seventeen acres of excellent citrus land at a real bargain.

\$4,000 Cash

Don't let any moss grow under your feet for this place is sure to go this week.

Mark W. Lance

Room No. 12

National Bank Building

Announcement

Grove Owners, Farmers and General Contractors

On Saturday, Aug. 14, you will have an opportunity to see a real all-round demonstration of one of the Newest, Most Powerful and Economical Little Farm and Grove Tractors on the market today. It will do most anything that a horse or mule can do, EXCEPT to lay down and maybe die trying to do a real day's work for you during a real hot day.

We will also demonstrate Disc and Moulboard Plows, Disc, Acme and Tooth Harrows, Steel Field or Road Leveler, Ditcher, Road Grader and the Baker-Maney self-loading Wheel Scraper, used for all kinds of excavating or grading.

We are putting this show on for all who are interested in INCREASING PRODUCTION at a great deal less expense. It's worth seeing.

Everybody Come—You May See and Learn Something That Will Repay You Tenfold in the Very Near Future

Join the procession of the up-to-the-minute man. Remember the date please—Saturday, Aug. 14, 10 o'clock sharp, at Wauchula, Florida.

Six \$1,700 Oldsmobile Eight \$2,400

Comfort Ease Economy Service

These are only four of the many essential points embodied in this masterpiece of motor vehicle makers' skill. To fully realize Oldsmobile superiority, one must have a demonstration, which we are ready to give at any time. A demonstration is the most convincing argument possible in favor of the

OLDSMOBILE

While the

Economy Truck
TELLS ITS OWN STORY

Pleased buyers in this town can be consulted. Let us demonstrate

Sebring Garage & Machine Co.
Sebring, Florida

Park Vulcanizing Company

For Real Vulcanizing and the Doubling
of Your Tire Life Try the

Park Vulcanizing Company

All Work Guaranteed

Prices Reasonable

A Trial Solicited

We Have a Few Retreaded Tires for Sale at a
Real Saving

HARRY MORRIS

Avon Park, Florida



Florida Citrus Exchange and the Significance of Trade-Name "Sealdsweet"

"Sealdsweet" suggests inner goodness; applied to citrus fruits produced by members of the Florida Citrus Exchange it indicates a tree-ripened product, so sweet little or no sugar is needed.

Through the advertising and demonstration work of the co-operating growers who form the Florida Citrus Exchange the Sealdsweet trade-mark has become the grapefruit and orange buying guide of millions of households.

The Sealdsweet name and trademark constitute an asset of the Florida Citrus Exchange esteemed by experts as worth a large sum, yielding dividends every year to the grower members on fruits of known quality.

Membership in the Florida Citrus Exchange will give you a share in the benefits derived from the Sealdsweet trademark. Write the business manager at Tampa, or call on

DeSoto County Citrus Sub-Exchange
Arcadia Citrus Growers Association Packing
House
Arcadia, Florida

Eleven years of unqualified success.
Proven stability. Increasing advantages to members.

**FLORIDA
CITRUS EXCHANGE**

LOCAL AND PERSONAL

P. M. Stivender, real estate.

Avo-Cola is the peer of all bottled soft drinks.

Special Blend for iced tea, 60c a pound. James' Grocery.

L. E. Palmer and daughter Bensley spent Tuesday in Tampa.

Mr. and Mrs. S. P. Durrance made an auto trip to Fort Meade Sunday.

Jim Hill returned from Istapoga Monday, after having spent a week there.

Miss Florida Skipper has returned home from a two months' visit in Hot Springs, Ark.

School begins Monday, Aug. 30. Announcement as to teachers will be made next week.

Mr. and Mrs. R. J. Crews of Okeechobee spent a couple of days here this week with relatives.

G. W. Sellers and son, Capt. A. W. Sellers, of Tampa were transacting business here Wednesday.

Stephen Skipper and son Clinton were in from their country home Wednesday morning transacting business.

F. M. Smith and Charles Pabor spent Sunday in Tampa, the latter bringing back a Buick he had purchased there.

P. C. Boney, who had been located in Wauchula for about three years, has accepted a position in the J. M. Simmons barber shop.

W. A. Roberts made a business trip to Arcadia Tuesday over those delightful (?) roads about which we have heard so much lately.

Sim Williams, one of the prosperous citrus growers and farmers living between Avon Park and Wauchula, was transacting business here Monday.

J. L. Parrott, lumber inspector for the Southern Railway Company, with headquarters in Jacksonville, was here Wednesday and Thursday on official business.

The Rev. T. B. Thompson has sold his bungalow and grove property on Lake Verona to a purchaser who will greatly improve same and has made other investments here.

T. W. Lawton made a business trip to Lake Wales Monday to see what arrangements could be made toward repairing the boiler of the electric light (?), ice (?) and water (?) plant.

Mrs. H. E. Seitz of Paducah, Ky., sister of the Rev. T. B. Thompson, closed a deal last week for two acres of land adjoining R. L. Franklin's place, upon which she will build a home in the near future.

Mrs. B. B. Andrews has resigned her position as bookkeeper for the First National Bank and has accepted a position with the White Dry Goods Company. Miss Anna Ginn is filling the vacancy in the bank.

Heard a man say Monday that the road between Frostproof and Avon Park was the worst he ever traveled. Polk and DeSoto counties should get together and repair this road so it can be traveled without endangering the lives and property of automobilists.

Mr. and Mrs. Leo F. Burton of Tampa made an automobile trip to Avon Park Sunday and were dinner guests of Mr. and Mrs. G. W. Adams. Mr. Burton is connected with the Tampa Times. This was their second visit to Avon Park and they are so pleased with our little city and the Scenic Highlands in general that they would like to locate here. The only thing marring the pleasure of their trip was the abominable road between here and Frostproof.

"How I Cleared the Mill of Rats," By J. Tucker, R. I.

"As night watchman believe I have seen more rats than any man. Dogs wouldn't dare go near them. Got \$1 pkg. of RAT-SNAP, inside of 6 weeks cleared them all out. Killed them by the score every night. Guess the rest were scared away. I'll never be without RAT-SNAP." Three sizes, 35c, 65c, \$1.25. Sold and guaranteed by P. C. Roe, Park Mercantile Company, Avon Park Drug Company.

Send The Pilot to a friend.

Insist upon being served Avo-Cola.

Sakura crabs. James' Grocery.

A. D. Roberts made a business trip to Sebring Monday morning.

Miss Edna Parker of Moore Haven spent several hours here Tuesday.

D. G. Skipper made a business trip to Fort Myers Friday of last week.

M. M. Roberts was in town Wednesday morning transacting business.

Mr. and Mrs. B. H. Starkey were Fort Meade visitors Tuesday afternoon.

Mr. and Mrs. R. I. Harris enjoyed an automobile trip to Sebring Tuesday afternoon.

R. G. Walker and M. A. Wilson of Fort Meade were business visitors in Avon Park Monday.

For Sale—Good lot near ice plant; has eighteen trees on it. Price reasonable. See L. E. Wolff.

C. P. Anderson and S. P. Durrance made a business trip to Fort Myers Monday, returning Tuesday night.

Mr. and Mrs. H. B. Smith returned Wednesday morning from an automobile trip to Tampa, Orlando and other points.

Mr. Merchant, don't forget that we can supply you with your loose-leaf forms. We also make special forms to order.

Mr. and Mrs. N. H. Trent spent Monday in Tampa, Mr. Trent attending to business matters and Mrs. Trent shopping.

Mr. and Mrs. E. M. Brickell and A. V. and C. P. Anderson were entertained at dinner yesterday by Mr. and Mrs. S. P. Durrance.

Miss Ottie Eby of Hanover, Pa., who had been spending a couple of weeks here, the guest of Mrs. Wesley Yonce, departed for her home Friday of last week.

J. R. Bennett expects to leave for Monticello, Ga., next Monday, where he will spend a week. He will be accompanied home by his family, who have been visiting there.

C. P. Anderson arrived in Avon Park Thursday night of last week from Pittsburgh to spend a week looking after business matters. He will return today (Friday).

The Misses Eula Peden, Ethel Dickinson and Joy Parks went to Lemon Grove Tuesday to visit the Misses Elizabeth Andrews and Vera Crews, who are teaching school there.

Mr. and Mrs. L. A. Wolff, accompanied by M. D. Smith, returned Monday from a trip to Winter Haven, Bartow and other points in Polk county, where they had been visiting Mr. and Mrs. Wolff's children.

Mr. and Mrs. Ray Marsh and Lee Crews spent Sunday in Winter Haven. On their return home they were accompanied by Nona Mae Crews, who had been spending three weeks in Winter Haven with relatives and friends.

Mr. and Mrs. William Hoffman, son Charles G., daughter M. Lucetta, of Philadelphia arrived in Avon Park Sunday for a couple of weeks' visit with their daughter and sister, Miss Elsie Hoffman, the charming and efficient stenographer for the Flint Lumber Company.

R. L. Franklin, C. P. Turner and J. E. Swain and son Edwin of Adairville, Ga., arrived in Avon Park Tuesday night for a few days' stay. Mr. Turner is the gentleman who purchased the R. W. Swearingen residence property some weeks ago. He says Mrs. Turner will arrive in Avon Park some time during November or December and that by February they will be making this their permanent home. Messrs. Swain are here prospecting and Mr. Franklin is looking after his property interests.

Wood Wanted
We want to contract with some reliable person to furnish wood for the Florida Ice and Power Company's plant at Avon Park; some one who can keep us supplied at all times. For particulars see T. W. Lawton, local manager, Avon Park, Fla.

Call for Avo-Cola.

See Stivender if in the market for real estate.

Dink Skipper, the jovial cowman of Crewsville, was transacting business and greeting friends here Monday.

A. P. Godwin of Fort Meade made Avon Park a short visit Monday. He was on his way to the ranges near Arbuckle, where he has cattle interests.

W. H. Martin of Dooley county, Georgia, is the guest of his brother, B. F. Martin, out on Lake Anoka. He will remain here for several weeks.

IF YOU OWN A HOME IN FLORIDA

you feel you must have oranges, grapefruit, mangoes, avocado pears and other sub-tropical fruits and shrubs. You also want them safe from frost. You also want strawberry and garden land where you can pick strawberries all through the winter. If to this you can add a beautiful lake front on the most beautiful lake in the most beautiful township in Florida, you are in it right. I own just such lake fronts, one and one-half miles north of Avon Park. Low prices and easy terms.

E. D. PUTNEY

Let Your Money Work While You Sleep

Invest in Avon Park

Real Estate

That's All

Norton T. Smith

Avon Park, Florida

Curtis Langford GARAGE

Open Day and Night

Specializes in

Prompt and Durable **Repair Work**

On All Makes of Auto Cars

Only Skilled Mechanics
Employed

When others fail to make your car go, bring it here. We will fix any car and put it in first-class running condition.

If you go into a ditch or your car becomes stranded or disabled, notify Curtis Langford Garage and assistance will be dispatched you.

Phone horseshoeing orders and our specialist will be at your service—either town or country.

**Cars and Trucks
for Hire**

**Gillette Tires and Tubes for Sale.
Adjustments Made Here.**

Texaco Oil for Sale.

Free Air.

Phone 11 Avon Park

**Electric Washing Machines
Ranges, Cooking Devices, Motors**

On Short Notice

I. M. WADE

Lake Wales

Florida



Our sawmills are hard at work making the timber into finished lumber.

Rapid progress is being made in the clearing of this company's acreage by crews of experienced workmen under superior supervision.

Each day increases land valuations and brings the time near when investors will reap the reward of their patience and good judgment.

YOUR Guarantee
OUR Contract

FLORIDA CITRUS DEVELOPMENT CO.

Washington, D. C. Avon Park, Fla.

See

William King

Avon Park

For

Real Estate of All Kinds

Have some fine Lake Front Building Sites, just out of incorporation.

Owner's Price
Is My Price

B. H. JAMES

Phone 19

STAPLE AND FANCY GROCERIES

NEW GARDEN SEEDS
The D. M. Ferry Seeds just in.
Start your fall garden now.

Prompt Delivery

Avon Park

Request your attorney to place your legal advertising in The Highlands Pilot. It will be set according to requirements of law.

AVON PARK'S PIONEER DAYS

By SAMUEL D. LEE

THE RAILROAD

(Continued from last week)

In the earliest days Mr. Crosby began talking about a railroad and various items in his Homeseeker tended to show it materializing, first from Fort Meade, then from Zolfo, and again from Haines City. A number of railroad promoters came to the Park to view the situation, the most frothy of all being a man named Ryan, but as very little of what all of them lacked and wanted, which was cash, was in sight, they faded, one after the other, from the scene. Many of the people who came to Avon Park for the two or three winter months declared they preferred a railroad never would be built; that it would destroy the quietness of the place, and that the ride of twenty odd miles through the pine woods from Fort Meade was by far the pleasantest part of their journey. But the residents, and particularly the merchants, who were paying 40 and 50 cents a hundred pounds for hauling supplies from the railroad, and the growers of fruit, who wished to ship, were greatly handicapped. Finally a railroad project was really launched at a large and enthusiastic meeting in the parlor of the hotel on the evening of September 13, 1892. The optimistic and visionary Mr. Crosby made the speech of the occasion, in which he said it was proposed to incorporate with a capital stock of \$50,000, with the privilege of increasing it to a million, for the purpose of building a railroad from Haines City in a general southerly direction via Avon Park and Fort Myers to some deep-water point on the Gulf of Mexico, with branches to Bartow and Arcadia. The road shall at first be a standard-gauge motor road that shall pay a dividend from the start, and its running expenses shall be not greater than one-half its gross receipts." Surely Walker Hines, director general of all the railroads of the United States, may properly make a note of that dictum. But Mr. Crosby was very serious, and the Hotel Verona gathering absorbed his earnestness and partook of his enthusiasm and proceeded to elect incorporators, who should also be the directors for the first year, to-wit: O. M. Crosby, W. J. Hill, W. W. Davies of Midland, Harrison Jones of Haines City

and C. H. Smith of Jacksonville. Mr. Crosby was to be the president, of course, and Mr. Davies was named as secretary. The failure to name a treasurer seems a fatal oversight.

A second-hand logging locomotive, one of those broad-track machines driven by bevel gears at a speed of five or six miles an hour, was bought of second-hand dealer in Tennessee on the installment plan, with a small payment down, and brought through the woods from Zolfo on planks that were successively removed to the front as freed by the wheels behind. Mr. Burleigh superintended this transportation, while his new sawmill in section 13 was turning out the rails of three by eight inches hard pine in twenty-foot lengths. These were laid on cross pieces and "spiked" to the sand with an inch and a quarter pin, thirty inches long. The road was started in front of Burleigh's store, at the corner of Lakeview avenue and Waycross, where the locomotive was landed, with the name of O. M. Crosby in bright letters on its cab. There was a great gathering of people when the first "spike" was driven by Mr. Crosby, and Clark D. Knapp, the lawyer, delivered an oration that made the pine trees quiver and brought cheer upon cheer from the crowd. He predicted an early completion of the road and an immensely profitable business for it. The rails were laid to a point a little north of Lake Thompson by the end of June and on the Fourth of July there was a great picnic celebration at the end of the line, the people being carried on the two or three logging trucks that came with the locomotive and on which the ingenious Burleigh fixed platforms. There were speeches as well as feasting, and every one was happy. And that was the first, the last, and the only service rendered the people by the railroad. There was no money to buy more rails, and as pay for what his mill had already furnished and for his labor, Burleigh took over the equipment, used it to haul logs to his mill, which he cut anywhere, regardless of ownership—until the owners of the locomotive, who had not parted with the title, came and took it away, back through the forest to Zolfo, the way it came, but without the hope and enthusiasm that had accompanied its advent.

(To Be Continued)

PARAGRAPHS OF LOCAL AND PERSONAL INTEREST

Spanish mackerel at James'. Insist upon being served Avocado.

Boneless codfish at James' Grocery.

Stivender has some attractive real estate bargains to offer.

Will Austin of Bereah was transacting business here Monday.

Mr. and Mrs. W. F. Hodgkins of Dundee spent the week-end with friends in Avon Park.

Mr. and Mrs. Albert Zepp spent the week-end in Apopka, guests of Mr. Zepp's parents.

Some cleaning up was done on our streets last week, which greatly improved their appearance.

Miss Amy Parker of Fort Meade is the charming guest this week of Mr. and Mrs. A. D. Roberts.

Henry W. Schimpf of Crooked Lake was here Monday in the interests of his new publication, The Zephyr.

Miss Roberta Bass departed Monday morning for Atlanta, Ga., where she will spend a couple of months.

Mr. and Mrs. C. H. Shepherd have rented the A. W. Sargent cottage and are now comfortably domiciled therein.

Dr. E. J. Etheredge of DeSoto City spent a couple of hours here Monday transacting business and greeting friends.

Mrs. A. J. Frizzell returned Monday to her home in Tampa, after having spent three weeks here with her son, B. A. Frizzell.

Miss Beasley Palmer went to Lake Wales Monday. She has accepted a position there, secured through Contractor Charles Ryan.

A party of North Carolinians brought here by J. L. Yonce last week purchased the unsold portion of R. I. Harris' Oak Island property.

Mrs. A. J. Lewiston departed Monday morning for Los Angeles, Cal., where she has three sisters, whom she will visit for some time.

Mr. and Mrs. G. W. Patterson and little niece, Ursula Bishop of Haines City, spent the week-end here, guests of Mr. and Mrs. M. A. Woodward.

Norton T. Smith returned Friday afternoon from a business trip to Jacksonville. Norton says there is plenty of water up in that country.

A. E. West is in Piney Point, Md., where he will spend a couple of weeks enjoying surf bathing, fishing, sailing, etc. Since leaving Avon Park on his vacation trip he has been visiting friends in Washington.

In mention of a social event pulled off by the Blanco Athletic Club the Taunton (Mass.) Daily Gazette says of one of our winter residents: "The guest of the evening was E. O. Williams, veteran in the twist drill business, who was one of the leading spirits in an old-time Virginia reel."

"I Wouldn't Go Camping Without Rat-Snap." Says Ray White.

"While I spent our vacation camping last summer, smell of cooking brought rats. We went to town, got some RAT-SNAP, broke up cakes, put it outside our tent. We got the rats alright—big fellows. Farmers, storekeepers, housewives, should use RAT-SNAP." Three sizes, 35c, 65c, \$1.25. Sold and guaranteed by F. C. Rae, Park Mercantile Company, Avon Park Drug Company.

Terrors of the Tub

One of the strangest things in this world is why a twentieth-century boy thinks that bathing in a tub is a relic of medieval torture.—Dallas News.

BILL TO QUIET TITLE
In the Circuit Court, Twelfth Judicial Circuit of Florida, in and for DeSoto County, vs. Florida Land and Improvement Company, et al., Defendants. Heron, J. D. Collette, P. A. L. Durance, Clerk of Circuit Court.

It is further ordered that this Order of Publication be published in the "Highlands Pilot," a weekly newspaper of general circulation, for a period of six consecutive weeks preceding the 14th day of October, A. D. 1920. Given under my hand and seal at Arcadia, Florida, this 22nd day of July, A. D. 1920.

July 30-Aug. 6-13-20-27-Sept. 3-10-17-24-31

NOTICE OF APPLICATION FOR TAX DEED

Notice is hereby given that J. P. Poucher, purchaser of Tax Certificate No. 796 and No. 800, dated August 5, 1919, and September 4, 1919, has filed said certificates in my office, and has made application for tax deed to issue in accordance with law. Said certificates embrace the following described property situated in DeSoto County, Florida:

Certificate No. 796 embraces 1/2 of SE 1/4 of NW 1/4, Sec. 35, T. 34, S. 2, E. 2.

Certificate No. 800 embraces NW 1/4 of NW 1/4, Sec. 35, T. 34, S. 2, E. 2.

The said land being assessed at the date of the issuance of such certificates in the name of Unknown and B. F. Lewis. Unless certificates shall be redeemed according to law, tax deed will issue thereon the 1st day of August, A. D. 1920.

Witness my official signature and seal this 21st day of July, A. D. 1920.

Clerk Circuit Court of DeSoto County, Florida.

By J. A. HENDRY, D. C.

July 30-Aug. 6-13-20-27

NOTICE FOR PUBLICATION

Department of the Interior, U. S. Land Office at Gainesville, Fla., July 21, 1920.

NOTICE is hereby given that Joseph E. Grammer, of Avon Park, Fla., who, on April 22, 1919, made Homestead Entry No. 91520, for SW 1/4 of NW 1/4, Section 21, Township 34, S., Range 29, Tallahassee Meridian, filed notice of intention to make commutation proof, to establish claim to the land so entered, before Clerk Circuit Court, at Arcadia, Fla., on the 14th day of September, 1920.

Claimant names as witnesses:

E. J. Jones, of Avon Park, Florida.

Ellis H. West, of Avon Park, Florida.

Ellis H. Sturkey, of Avon Park, Florida.

G. L. Crow, of Avon Park, Florida.

August 13-20-27-Sept. 3-10-17-24-31

BILL FOR DIVORCE

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

To the defendant herein, Calvin H. Carlton.

It appearing by affidavit filed with the

Bill of Complaint herein by Complainant's Solicitor, that it is the belief of said Complainant that you are a non-resident of the State of Florida, that you, since the execution of said Bill of Complaint, have been residing in the State of Georgia; that you are over the age of twenty years, and that there is no person in the State of Florida who would bind you, and that relief is sought in the said Bill of Complaint.

It is the further belief of the Complainant that you are residing in the State of Georgia, and that you are over the age of twenty years, and that there is no person in the State of Florida who would bind you, and that relief is sought in the said Bill of Complaint.

It is further ordered that this Order of Publication be published in the "Highlands Pilot," a weekly newspaper of general circulation, for a period of six consecutive weeks next preceding the 14th day of September, A. D. 1920.

Given under my hand and seal at Arcadia, Florida, this 22nd day of July, A. D. 1920.

A. L. DURANCE,

Clerk of Circuit Court of DeSoto County, Florida.

BILL TO QUIET TITLE

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

Peace River Investment Company, Inc., vs. J. D. Collette, P. A. L. Durance, Clerk of Circuit Court.

To the Defendants herein, J. D. Collette, P. A. L. Durance, Clerk of Circuit Court.

It is further ordered that this Order of Publication be published in the "Highlands Pilot," a weekly newspaper of general circulation, for a period of six consecutive weeks next preceding the 14th day of September, A. D. 1920.

Given under my hand and seal at Arcadia, Florida, this 22nd day of July, A. D. 1920.

A. L. DURANCE,

Clerk of Circuit Court of DeSoto County, Florida.

July 30-Aug. 6-13-20-27-Sept. 3-10-17-24-31

NOTICE OF SALE OF SCHOOL BONDS

Notice is hereby given that the County Board of Public Instruction will receive sealed bids at the office of the State Superintendent of Education, at Tallahassee, Florida, for the purchase of the three remaining school bonds of the 1911 issue, the said bonds having been formerly disposed of, as follows:

Bonds Numbers 23, 24, 25, in One Thousand (\$1,000.00) Dollars denomination, dated February 1st, A. D. 1911, and bearing five per cent. per annum, payable semi-annually.

The principal and interest is payable at the county depository, Arcadia, Florida. These bonds have never been validated.

Board of the right to reject any and all bids. Each bidder is required to furnish certificate of good faith, check of successful bidder will be returned, while check of unsuccessful bidder will be forfeited in case he fails or refuses to take the bonds allotted him within specified time in bid.

Refer to order of the County Board of Instruction, DeSoto County, Florida, this 14th day of July, A. D. 1920.

F. G. SHAWNEE, H. A. WARE, Chairman.

County Superintendent and Secretary.

July 10-23-30-Aug. 6-13

R. I. HARRIS

Orange Groves —A— Specialty

Avon Park, Fla.

Five New Bungalows For Sale

Located on asphalt street. Five rooms, bath and sleeping porches. Provided with water and electric lights, but bath tubs not installed. Near beautiful lake. Reasonable prices and terms. Let me show you these desirable bungalows.

P. M. STIVENDER, Agent
Avon Park, Florida



After clearing the land, comes the plowing. Our tractors will be on the job soon preparing groves for spring planting.

"Watch Your Investment Grow"

Citrus Groves and By-Products Company

Pittsburgh, Pa.

Avon Park, Fla.

Florida Ice and Power Co.

PURE CRYSTAL ICE ELECTRICITY AND WATER

T. W. LAWTON, Local Manager

Avon Park

Florida

Tell Us Your Troubles

As a rule nobody wants to know your troubles, and the usual advice is, "tell them to a policeman." But if it's automobile troubles bothering you, tell them to us. It's no trouble for us to locate trouble and correct it when we find it. After we've overhauled your car your troubles are at an end, barring accident and natural wear and tear. Bring your car to us and let our expert mechanics locate and correct the trouble.

Tires, Tubes and Accessories
Gas and Oil
Free Air

The Standard Garage

WELCH BROS., Proprietors

Avon Park, Florida

Sanitary Plumbing

Suburban Water Supply System
for Home Use and Irrigat-
ing Purposes

All Work Guaranteed

Windmills, Tanks and Towers

Let me estimate on your next
job

M. H. Gribble

Phone 57

Avon Park, Florida

Light and Heavy Hauling

Lewis Moves You Quick

When you want satisfac-
tory hauling done promptly
at a reasonable price, get
the Green Truck

L. R. Lewis

Avon Park Florida

Orange groves, truck lands,
turpentine lands, timber lands,
improved and unimproved prop-
erties. P. M. Stivender.

Avo-Cola has no real competi-
tor.

GENERAL REGISTRATION BOOKS OPEN—YOU MUST REGISTER TO VOTE

Citizens who contemplate vot-
ing in the November general
election should make certain
that they are registered on the
general election registration
books. The primary and gen-
eral registrations are entirely
separate, and registration in the
primary election does not qual-
ify for voting at the general
election.

Only those are required to
register whose names are not
already on the general registra-
tion books—persons who may
have become of age since last
general registration, persons
who have changed residences and
persons not previously regis-
tered.

General election registration
books are now open at the office
of the county registrar in Ar-
cadia. They open in each pre-
cinct the first Monday in Sep-
tember. Registration closes Oc-
tober 9.

Avo-Cola, the finest cool
drink on the market.

RAISE IN RAILROAD TARIFFS GOES INTO EFFECT AUG. 25-26

New freight rates will be
made effective on Aug. 25 and
passenger fares on Aug. 26, rail-
road officials announced from
Washington last week. Passen-
ger fares are to be increased 20
per cent, Pullman fares 50 per
cent, while freight rate in-
creases vary according to terri-
tory—40 per cent in the east, 25
per cent in the south, 35 per
cent in the west from the Mis-
sissippi river to the Rocky
Mountains, and 25 per cent in
the Mountain-Pacific territory
from the east of the Rockies to
the Pacific coast, not including
Alaska.

This increase has been au-
thorized by the interstate com-
merce commission.

The increased revenues that
will accrue to the government
as a result of this advance is es-
timated by treasury officials at
\$100,000,000 annually. This will
be derived from increased trans-
portation taxes paid by the pub-
lic and through operation of the
income and excise provisions of
the revenue laws.

Preparing to Make Sugar
Many thousands of acres of
sugar cane are waving in the
sunshine and breezes in Florida
this summer, as a preliminary
to great sugar industry. Most
of the cane grown this year will
be used for seed to plant a quar-
ter of a million acres next year,
for the big sugar factories that
will be established here.—
Times-Union.

Advantage of Being a Horse
About the only advantage a
horse has is that he doesn't
have to take off his shoes when
he goes to bed.—Dallas News.

Avo-Cola is the peer of all
bottled soft drinks.

FLORIDA, THE RIVIERA OF THE UNITED STATES

(Continued from First Page)
ably at \$1,250,000 annually.
Quite a showing for an infant
industry! In addition, quite a
quantity of other greens are
grown for cutting.

Other florist crops grown
here in quantity are palms, mil-
lions of small plants of ferns,
Aspidistras, Pandanus, Alter-
nantheras and bulbs of fancy
Cyclamens, Nanthosoms, etc.,
Amaryllis, etc. Other prod-
ucts are preserved palm and
magnolia leaves. Taken as a
whole, there trade would sadly
miss the supplies furnished by
these pioneer growers of Flori-
da.

Organization Needed

The business has now grown
to such a volume that some or-
ganization of the growers is
greatly needed. All the argu-
ments advanced for organiza-
tion of growers in other sections
can be applied to our conditions
here and then we can add some
others. Our numbers are few;
we are scattered over a large
area and not in touch with each
other. We are at the mercy of
transportation systems which
give us slow service and declare
an embargo every time there is
a fog, a head wind or when one
of their employes takes a vaca-
tion. We are dependent on the
whims of the northern whole-
salers for the sale of our crops
and square treatment. One ship-
per might "kick" until dooms-
day. Collectively, our voice
would be heard. We surely need
a state branch of the national
growers' association.

Looking Forward

I can vision this business, now
in its infancy, assuming the pro-
portions of that of southern
France. This may not come in
my day, for I am no longer
young, except in spirit and opti-
mism, but it will surely come.
Then there will be regular flow-
er trains daily, running on ex-
press time and placing our prod-
ucts in the northern markets
in from 24 to 48 hours. Such
trains have been run for years
from the south of France to the
great flower markets of Europe.
Will any one maintain that what
has been done in Europe can-
not be done in America?

With the exception of carna-
tions, nearly all the flowers
grown in the original Riviera
can be grown in Florida, "The
American Riviera." The grow-
ing of these cheaper products
here would enable the northern
grower to use his high-priced
coal and labor in the growing of
crops of a value commensurate
with the expense, and which can
not be profitably grown and
shipped from here.

Real estate—that's all. P. M.
Stivender.

Short Orders and Meals

Served at all hours at the
Restaurant in the Walter
Whidden Building.

Your patronage solicited

T. J. Caruthers

HOME FOLK VISIT BLUE MOUNTAIN LAKE, N. Y.

Monday we received the fol-
lowing letter from our fellow-
townsman, M. Tyler Merwin,
which will be read with interest
by our Avon Park subscribers
and those who borrow The
Pilot:

"Towhloodah, N. Y.,
Aug. 6, 1920.

"My Dear Bro. Adams:
"Just a few words to say that
we were very agreeably surpris-
ed yesterday by a visit from a
few of our Avon Park friends—
Mrs. D. F. Canfield, Miss Tyrle
Jack, Miss Nellie Pakor and
Mrs. Lulu Blank, who came by
steamer from Dart's Lake, ac-
companied by Mr. Dart himself.

"We were very glad to see
them and they seemed to enjoy
their short stay. We tried to
have them stay over night, but
they said the bank at Avon
Park had to close when Miss
Jack left and she had to hurry
back. Wish you could have been
with them, but I suppose The
Pilot would have had to discon-
tinue if you left, and we could
not stand that.

"We did enjoy the greenness
of some who had never been out
of Florida before, as much as
you probably enjoy the fool
questions we sometimes ask
about Florida. But I will not
make them blush by repeating.
We sure did enjoy meeting them
and say, 'come again and bring
your friends; we can feed you
if we can't 'sleep you.'

"Are having the busiest sea-
son we ever had and hope to
make enough so we can come
down to Avon Park again in a
few weeks and pay our bills
there another winter.

"Yours sincerely,
"M. T. Merwin."

From the photos we have
seen of Mr. Merwin's resort at
Blue Mountain Lake, we would
enjoy nothing better than an
outing at that place and if we
could afford the trip we'd take
a chance on The Pilot suspending
during our absence.

Brother Men:

Can you pick a winner? We were fortunate enough
to pick several, and we are going to let you in on how it
was done. Of course, you read our letter to the ladies in
last week's issue, and while the response to the inaugura-
tion of our new Home Service was most gratifying on the
part of the ladies, showing that we have hit upon just
what they wanted, there were a couple of men, of whom
this story has to deal. They read between the lines and
ordered a case sent up to their homes on their own ini-
tiative, and by the smiles that they are wearing, they are
our winners. Now, we are not going to mention any
names, but just look around the streets, for you can pick
them out by the contented smiles they are wearing.

Personally, we have always admired Captain Rae's
advice about keeping your wife sweet, but remember the
box of candy and your courtship days. Try sending up
a little blue case of twenty-four assorted drinks—they're
simply delicious, and we'll wager that you'll join that
smiling pair. What's your weakness—a special pie, or
cake, or just some good old home-made bread? Try send-
ing up a case today. You'll get it.

Respectfully yours,

Avon Park Products Company
Maker of Avo-Cola

HILLCREST

We are often asked, "Will a five-acre grove assure me a living?" It
will, and ten acres a much better one. But to get this income year
after year with regularity, you must deal with men who are citrus
fruit men—who know the game from every angle, and the selling part
as well. That is HILLCREST organization for you. Your living is
assured.

YOU CASH THE ANNUAL CHECK—THAT'S ALL

THE SCENIC HIGHLANDS DEVELOPMENT COMPANY

Avon Park, Florida

