

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. 39

AVON PARK, FLORIDA, FRIDAY, AUGUST 20, 1920

\$2.00 A YEAR

SOUTH ON THRESHOLD OF GREAT ACHIEVEMENT SAYS DR. HORTON

For some years the American Steel & Wire Co. has carried on a very broad campaign looking to the development of the agricultural interests of the whole country, being brought in close touch with the farmers of America by reason of its business operations. Dr. H. E. Horton is the agricultural commissioner of the company, and he has been one of the most far-seeing of the agricultural authorities of this country in pointing out during the last few years the seriousness of our food situation.

For some time Dr. Horton has been making a very careful study of southern agricultural conditions, and has furnished the following article. In sending this to the Manufacturers' Record he wrote:

"I began a careful and systematic study of southern agricultural conditions in the south the year of the armistice, 1918. I feel like writing a book on what I have learned about the great possibilities of the south." Dr. Horton's views, based on this study of southern conditions from the standpoint of a trained, scientific agricultural expert, are presented in the following article:

The south is on the threshold of a great achievement. After two generations following the civil war those qualities that made the south the leader for 86 years in our early national life are again being asserted. The time has come when the land must be discovered by the rest of the country.

The man seeing the great south from the windows of the swiftly moving train, bound from Washington to Tampa, usually in the winter time knows next to nothing of the land, but curiously, he is ever willing to talk authoritatively on all southern topics.

Some hyperchondriac visits Florida and, overcome by bile, writes in the tone of the grave of the beautiful festoons of Spanish moss hanging from the trees. The dark-colored water in the rivers (dark because of the coloring matter extracted from the trees bordering the stream) gives him a fit, and he never sees the firm, sandy bottom of the stream.

Some news agent sells him a postcard depicting an alligator, and he is ever expecting this reptile to pounce on him from the park shrubbery. Someone has told him of millions of snakes seeking to strike the unwary foot and hand, and in every root he sees a snake. Millions of mosquitoes are seeking to sting him.

He sees the light-colored soil and immediately thinks of sand. He knows the terrific summer heat in New York, in the temperate zone, and he multiplies the reading of the thermometer there by the difference in latitude between New York and Mobile to arrive at the temperature of Mobile.

He goes south and wants to find, and expects to find, and insists on finding, the customs and habits on housing of the southern city, and is uncomfortable because he does not find them. And he would be very uncomfortable if he did find them.

And he knows men have no pop or lose pop in the tropics. He never gives a thought to the latitude of the great countries of Europe and Asia which have produced world famous philosophers, famous generals, painters, sculptors, poets.

Everything he sees and much of what he thinks is distorted and far from the truth. Some Discoveries in a Much-Visited State.

Northern Florida is not tropical. It has distinct changes of seasons. Leaves fall from the trees, grass dies down, nature rests in the winter.

In many instances the rail-

TO BUILD HANDSOME RUSTIC BUNGALOW

Last week we announced that the Rev. T. B. Thompson had sold his home place, but for good reasons failed to state whom was the purchaser. We are now at liberty to make this known and are pleased to state that in addition to acquiring the Thompson property on Lake Verona, M. E. Covington of Valdosta, Ga., has also purchased what is known as the Hollingsworth place.

Mr. Covington expects to begin the erection of a handsome rustic bungalow on his Lake Verona property just as soon as material and workmen can be secured and when the new home is completed will come here to reside. He is more than pleased with the outlook for the future of Avon Park and expects to be pronounced an intelligent and town's interest and future development.

We join with our citizens in extending the hand of welcome and can assure Mr. and Mrs. Covington that we will do no mistake when they decided to cast their lot in this progressive town.

CARLSTROM FLIERS WRECKED IN KENTUCKY

A special dispatch from Hickman, Ky., to the Times-Union, under date of Aug. 15, says: "With their plane a complete wreck in Dead Cypress bottom, ten miles below this place, on the Missouri shore of the Mississippi river, Capt. F. M. Bartlett and Lieut. G. C. Chauncey arrived in Hickman late today. According to the story related by the aviators, who said they were flying from Carlstrom Field, Arcadia, Fla., to Chicago, their plane became unmanageable at a height they estimated at 16,000 feet late Saturday when they encountered a snow and sleet storm and the motor shut circuit as a result." "After regaining control of the machine the two volplaned 3,000 feet to the ground, wrecking their machine against trees in effecting a landing, but escaping injury. They were forced to remain in the swamp all night during a hard rainstorm, but later made their way to the river, where they obtained a boat today and came to Hickman."

BUILDING ADDITION TO PACKING HOUSE

The Avon Park Citrus Sub-Exchange is building an addition to its packing house here. It will be two stories in height, the second story covering the original building. In size the new addition will be 36x30 feet, while the second floor will be 72x30 feet. Chutes will be installed for carrying the boxes from the box makers to the packers. The box makers will be located on the second floor, which will save considerable space on the first floor for the storing of the packed fruit.

The Exchange business here is increasing every year and this coming season Manager Stodden is of the opinion that not less than 45,000 boxes of fruit will be packed in this packing house. He says that oranges are a normal crop and in fine condition, but that the grapefruit crop will be considerably less than last year. The latter crop in the Avon Park territory is better on the average than the crop further north.

Sugar Coming Down
Merchants in Tampa are advertising sugar at five pounds for 95 cents, five pounds to the customer.

Good Guava Crop
There is a splendid crop of guavas this year and they are selling in Avon Park at \$1.50 a bushel.

AVON PARKITES SPEND DAY AT CLEARWATER

A party spending the weekend at Clearwater and enjoying a day's grouper fishing on the Gulf. The party was composed of D. F. Canfield, H. R. Stodden, F. Elmore Wray, Ed Welch, Ned McGuire, Clare Mann and G. W. Adams, who drove to that popular resort on the West Coast Saturday afternoon, returning Sunday night.

Several hundred pounds of salt water fish, mostly grouper and Key West grunt, were caught, honors being divided about evenly among the members of the party. Grouper were the only kind brought home, but there were enough of them, ranging in weight from two to seven or eight pounds each, to supply all members of the party and many of their friends with a liberal "mess" of fish for Monday's eating.

The trip to Clearwater is a beautiful one and the roads, excepting between Avon Park and Frostproof, are splendid. Clearwater has a well-earned reputation as a resort city, a fine beach, beautiful bathing, a fine beach and a hospitable people making it a place to which one desires to return after having once visited it.

To add to the pleasure of the party the weather was all that one could desire, the Gulf smooth and the fish hungry. A number of the party caught several small sharks, D. F. Canfield taking the honors for catching the largest number of these pests, while G. W. Adams caught the most grunt, which were used for bait, a hundred or more pounds being left with the boatman to take the party out.

At Clearwater there is no attempt by boatmen or hotel men to "hold up" visitors and every effort is made to make them feel at home and want to return at some future date, which we feel sure every member of the party spending Sunday there would like to do.

AVON PARK SHOWS INCREASE OF 394.4 PER CENT IN POPULATION

Population figures of 76 Florida towns and cities have been given out by the census bureau and Avon Park ranks third in increased population since the 1910 census was taken, having grown 394.4 per cent, in ten years. Miami took with 440.1 per cent increase, while Palm Beach is second, with 396.8 per cent. Sebring shows an increase of 104 per cent since the 1910 state census was taken.

Avon Park can well feel proud of this splendid increase, for it shows that our town and the surrounding country are becoming known to the outside world and that the advantages to be found here are being recognized. During the last year our growth has been retarded on account of lack of housing facilities, many people coming here with the intention of remaining, but being compelled to leave because there were no vacant houses.

DR. SANBORN DISCUSSED THE POULTRY INDUSTRY

Dr. N. W. Sanborn of the University of Florida discussed the problems of poultry raising in Florida in the chamber of commerce at Jacksonville recently. He spoke under the auspices of the Jacksonville Poultry Association. Dr. Sanborn said there were two kinds of people who raised chickens in Florida, the fancier and the utility man. The former goes in for fancy birds, and the latter for the money that is in it.

In discussing the problems to be met with here, he said there was little printed matter dealing with the conditions in the state, but the three bulletins, which were available, could be had by sending for them to the (Concluded on Page 7)

AVON PARK SCHOOLS START AUGUST 30

The Avon Park schools will start Monday, Aug. 30. At this writing (Wednesday) all the teachers had not been secured, the school board experiencing difficulty in finding teachers for some of the grades. The teachers employed are: Prof. L. C. M. Ellenberger, Mrs. Ethel Jenks, Miss Myra Alderman, Mrs. H. J. Mummam, Miss Josie Hull (Arcadia), Miss Abbie Connor, Miss Alice Dutton, Miss Lisa-beth Archer.

No teachers have been secured for domestic science or expression and whether these branches will be taught is problematical, it being so difficult to secure teachers.

The principal and most of the grade teachers were with us last year and are known to be highly competent, while the new teachers come to us with splendid recommendations.

To some of the teachers much credit is to be given because of the fact they have been offered higher wages to teach elsewhere than they were paid by our board. They had given their word, however, that they would teach here and the fact that they could secure much higher wages elsewhere did not tempt them to violate their agreement.

We trust that the day is not far distant when Avon Park can pay her teachers fully as much as they can obtain elsewhere. Teachers, as a rule, can obtain higher wages in other lines of endeavor, consequently many have abandoned the work to take up other lines.

Bill Ashley Fined \$500

Bill Ashley, who was arrested south of Sebring several weeks ago by deputy sheriffs, and lodged in the county jail charged with transporting and selling intoxicating liquors, was fined \$500 and costs in county court this week. The case against his son, who was arrested at the same time, was not prosessed.

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If we could get the houses built, it is safe to predict that within six or eight months we will have a population of 3,000 and that within five years we will have a population of from 5,000 to 10,000. We have the industries and developments here to warrant this prediction.

POPULAR YOUNG LADY WEDS JAXVILLE MAN

A pretty home wedding was solemnized at the home of the bride's parents, Mr. and Mrs. D. T. Lockett, Monday morning, when Miss Irene Lockett and Curtis English were united in marriage by the Rev. Ed. S. Barnes, the only guests present being members of the family. The bride is one of our most charming and popular young ladies, while the groom is a rising young citizen of Jacksonville. After the ceremony they went on a wedding trip to Key West, after which they will go to Jacksonville, where they will make their home.

Although loath to lose her friends, the bride's friends extend congratulations and best wishes.

AVON PARK'S ASSESSED VALUATION PASSES MILLION AND QUARTER MARK

FLORIDA HAS NEW BIRD RESERVATION

All the unincorporated mangrove islands in the Caloosahatchee river about five miles above Fort Myers have been designated as a new government bird reservation, the announcement being contained in a copy of an executive order recently issued.

The islands, eight in number, are scattered on both sides of the channel of the Caloosahatchee just above Beautiful island, at which point the Atlantic Coast Line crosses the river. The combined area of the eight islands, designated in the executive order as the "Caloosahatchee Bird Reservation," is estimated to be between 300 and 400 acres. The order, signed by President Wilson on July 1, but only announced recently, states that the islands are "reserved and set apart for the use of the department of agriculture as preserves and breeding grounds for native birds."

"It is unlawful," the executive order continues, "for any person to hunt, trap, capture, kill, fully disturb, or kill any bird of any kind whatever, or take the eggs of such birds within the limits of this reservation, except under such rules and regulations as may be prescribed by the secretary of agriculture."

PILOT OFFICE RECEIVES SHIPMENT NEW JOB TYPE

We have just received and laid a large shipment of new job type—the latest faces cut by the type foundry. It is our policy to get our patron the best to be obtained and this new job type will enable us to turn out better and more classy work than we have been able to execute heretofore. Bring in your orders for printing. We are now in a position to handle the work promptly and give you something you cannot obtain in many printing establishments. Remember, we do color work if desired.

Revival at the Rink

Beginning Monday, Aug. 23, an old-time Holiness revival will be conducted at the rink by Mr. and Mrs. John L. Stephens of Tampa, assisted by Pastor Perry W. Haddock and others. A warm welcome extended to all.

POPULAR YOUNG COUPLE MARRIED AT SEBRING

A quiet but beautiful wedding in which Avon Park people will be interested occurred last Sunday at the home of Mr. and Mrs. Ira Rigdon, Sebring, when Mrs. Rigdon's cousin, Miss Florence H. Meliza, was united in marriage to C. Arthur Crews of Zolfo, by the Rev. S. F. Durranee of Wauchula. The ceremony was short, but impressive, the couple being unstuffed. Mr. and Mrs. R. S. McBride, uncle and aunt of the bride, were the only out-of-town guests present.

Immediately after the ceremony an elaborate five-course dinner was served in the handsomely decorated dining room by Mrs. I. Dottery, the color scheme of the decorations being white and yellow. Following the dinner the newlyweds left for a short tour of the state, during which the principal places of interest will be visited, when they will return to Arcadia, where they will take up their residence and be at home to their friends after Sept. 1.

The bride is well known throughout this section of Florida as the only woman in the state holding the position of bank cashier, she having served in that capacity with the State Bank of Zolfo and at the time of her marriage was cashier of the Highlands Bank and Trust Company, Sebring. She had also held a temporary position here as cashier for the First Trust (Concluded on Page 8)

The town council met in adjourned session last Monday night, with Councilmen Kellogg, Anderson and Lanier present.

Tax Assessor Peterson reported progress being made on the assessment roll and in this connection there are some important items to bring to the attention of our taxpayers.

In the first place, Assessor Peterson has been working indefatigably to make a real assessment, placing property upon the assessment roll at something near its real value. His figures have been based on actual cash sales recently made and the values arrived at are more nearly correct than those of any assessment ever made in our town. And the beauty of it is, that these assessments are made as nearly equal as it is possible to make them. For instance, a certain lot had been recently sold at a conservative price. That piece of property was taken as the basis for assessing all other properties in the same block, reducing value to a certain percentage until the next corner was reached, when the assessment was increased for the corner property. Land values were taken into consideration more than improvements, as it is not the intention of the town officials to penalize the man who desires to build a home, business block or otherwise improve his property.

While the assessment roll was not completed Monday night, it was far enough along to determine the fact that Avon Park possesses property values amounting to more than a million and a quarter dollars.

What does this mean to her citizens? It means that while the assessment is more than four times as large as the millage will be reduced accordingly and the actual taxes will be no higher, but in many cases lower than heretofore.

It also means that the credit of the town will be placed on a higher plane and if in future years it becomes necessary to bond for some public improvement, we have the necessary valuation upon which to base a bond issue.

It must be taken into consideration that as the town grows the operating expenses must necessarily be increased, but we believe the council in making up its budget, intends to give the matter the utmost publicity, taking the taxpayers into its confidence, showing them just what money are needed and for what purposes.

While it is altogether likely the millage will be reduced to about 7 or 8 mills, it will be necessary to add to this, in our (Continued on Page 8)

BUILDING ADDITION TO FREIGHT DEPOT

A fifty-foot addition is being built to the Avon Park freight depot, to help take care of the increasing volume of freight arriving here daily. An addition was built to this depot last December, but the business of this station has increased to such an extent that another addition was required and even this will not be sufficient to take care of the large volume of business. What Avon Park really needs is a freight depot separate from the passenger station and a commodious passenger depot built on the east side of the tracks.

Board of Governors to Meet

The board of governors of the board of trade will meet in the council room next Wednesday night, Aug. 25, at 8 o'clock. The planning committee is invited to meet with the governors and every member is requested to be present.

Better Every Year

The Florida state fair will be the objective ahead for many people in the state from now on. It promises to eclipse all that have gone before, this year.

BRICK**Lime and
Cement****Pee Gee
Paints****Beaver
Board****Fertilizer****H. Seaverns
AVON PARK, FLA.**

—The—

Sanitary MarketA GOOD MEAL
Depends upon the quality
of your
MEATWe specialize in quality and
service
Try 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 MEATS
Fancy and Staple
GroceriesPhone us your order and
get quick delivery
Phone 47**The City Market**E. & L. M. CO.
Avon Park Florida

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. SARGENT, W. M.
D. F. CANNFIELD, Secretary.**SOUTH ON THRESHOLD
OF GREAT ACHIEVEMENT—
SAYS DR. HORTON**(Continued from Page 1)
roads have been built through
the river bottoms, lowlands,
swamps and from the train win-
dows it is not possible to see the
rich agricultural lands. This
state possesses some of the finest
general-purpose farming
lands in the world. Herds of
five cattle roam the hills, for
there are hills, and rolling coun-
try.When Florida is mentioned
people think of citrus fruit and
never of the staple farm crops
corn, Irish potatoes, sweet po-
tatoes and hay, all of which are
produced to perfection. More-
over, on the same field three
crops and a "crop" of meat are
produced in the same season.For example, the Irish potato
may start the season, to be fol-
lowed with corn in which velvet
beans are seeded at the last cul-
tivation and the corn and velvet
beans hogged down. The po-
tato and the corn clean the field
and the velvet bean cleans (by
shading) and enriches the soil.The three principal parts of
a crop rotation, the ideal way
to produce food, are money crop,
cleaning crop and enriching
crop, and in the Irish potato,
corn and velvet beans are all
these.Florida is not beginning to
go into live stock raising—it is
already in the business and for all
it is worth. On the prairie lands
of the southern part of the state
are scattered herds of cattle
drawn from the west where na-
ture has been unfriendly. Great
herds of cattle roam the prairie
and remind one of Texas or
Wyoming.**Hogs**A man from Micropoly, Fla.,
won the 1919 prize for the prize
Poland China sow in the inter-
national at Chicago. A man
from Barnesville, Ga., had the
grand champion Hampshire boar
at Chicago in 1918. Hog ex-
hibits of southern-bred hogs at
county and state fairs vie in
quality with the best in western
hogdom.The hog is produced today in
the south for less than half the
cost for what it is produced in
the north. The best blood
strains of Ohio, Iowa and Mas-
sachusetts, to mention a few
states, are to be found on south-
ern farms.**Sheep**Indisputable English author-
ity—and there is no better au-
thority on sheep—insists that
in northern counties of Florida
is to be found the best country
in the world for sheep raising.(Someone bobs up who has read
a state in Darwin's "Origin of
Species" that sheep grown in
warm countries cease to produce
wool and produce hair, and
therefore Florida is no place for
sheep growing!)Our own Dr. Dalrymple, di-
rector of the Louisiana agricul-
tural experiment station, claims
no section of our land offers the
inducement for sheep growing
that is offered by the south.The raising of goats is already
an assured branch of live stock
industry. Walkill Farms, on the
St. Johns river, has 4,000
head of angoras. On farms
everywhere the common goat is
now kept.**The Scrub**No longer is the scrub animal
prominent. The undersized
scrub bull is a curiosity, and to
get one for exhibition purposes
it is necessary to go to the back-
woods.A year ago I met with great
difficulty in securing the photo-
graph of the old-fashioned razor-
back hog. In his place are
droves of swine with the best
blood strains of Kentucky, Ohio,
Illinois, Indiana.**Man Back of the Live Stock
Holdings**People of the north would
give the impression that the
live stock grower in the south
has no end to learn concerning
breeding and feeding. In fact,
a recent government document
voiced this sentiment.Contact with the men of both
sections will convince one that
the breeder in the south is in
no way inferior to the breeder
in the north, and he is quicker
mentally.**No Use to Produce What Can-
not Be**Ideal marketing conditions,
first of all, make the south
market, in firm hands, and first
class transportation from the
farm to the market.Roads for motor trucking
north and south, east and west,
coupled with unrivaled rail-
road facilities, solve the transporta-tion problem, and county bond
issues for new roads will open
up all the country.Swift & Co. is at Moultrie,
Ga.; Armour Co., at Jackson-
ville, Fla., and Tifton, Ga., and
no one could ask for anything
better. Macon, Ga., Chipley,
Fla., Wilmington, N. C., all have
going meat-producing plants.**The Business Men**A great change has taken
place in the business atmos-
phere and there is pep, business
acumen and aggressiveness on
every side. The banks are alive
to their duties and opportuni-
ties and are doing their share
in the agricultural development
in a way to shame northern com-
munities.In the southeastern Atlantic
seaboard states the owners of
large tracts of land have asso-
ciated themselves in a landhold-
ers' association to further the
interests of their home country,
and today these associations are
doing splendid service in build-
ing up great sections of the
south.The progress of a section in
agriculture is quickest and best
seen in its county and state
fairs. At the fairs the organiz-
ed work puts forward its best
foot. The competing pens of
swine and cattle, with the ad-
joining judging ring, show the
actual conditions.**Cattle Tick**Given a cattle-tick-free coun-
try, with forage crops for all
the year and the south will be-
come the great meat and dairy
section of the country.Public sentiment is for the
tick-free country. Of course,
there is the small number of
men who are "agin" every in-
novation, who are holding out
against dipping, but these men
will be won over in one way or
another.The day the tick is overcome
will see untold millions added to
the land values of the south.**The Agricultural College and
Experiment Station**In the north these great in-
stitutions have not always been
quickly sensitive to the best in-
terests of the farmer. Their con-servation has been too great
and they have held themselves
so upright they have often fal-
len over backwards.The men conducting the work
of these great benefactions in
the south are not puffed up;
they are very human and they
have their ears to the ground
and are translating the wishes
of the farmer into action.The personnel of the county
agent body in the south is like-
able. It is aggressive, alert and
well prepared technically. It is
doing a splendid service.**Marketing**The great question before the
American people today is that
of marketing.In the work accomplished by
the Florida Citrus Fruit Ex-
change the farmer in the south
is seeing the advantages of col-
lective marketing, and he has
not been backward to take ad-
vantage of what he has learned.The farmer has never believ-
ed the system of marketing cot-
ton a fair one and at this time
he is translating his belief into
action and is bound to get the
just rewards of his labor. The
movement is under full head-
way "to bring about the neces-
sary reforms in the handling of
cotton, stabilizing its price, in
destroying manipulators and
making their further work im-
possible in allowing the law of
supply and demand to operate,
in destroying combines formed
to destroy competition and drive
down prices." This is surely an
ambitious program, but one al-
ready under way.The economic information
gained by the sons of the south
in the markets of trade, at the feet
of the great teachers of econ-
omics in the universities, is
about to bear fruit.Collective purchasing is the
step now being taken and the
south has the money and brains
to put over this important sub-
ject.The social sense is develop-
ing rapidly. Good roads, good
schools, improved sanitary con-
ditions, house comforts. And
with all this the unmistakable
signs of the rare American cul-ture that is fast becoming only
a memory in the great centers
of population in the north. Here
life has perspective.The south once drank a deeper
and bitterer cup than was
held to the lips of Belgium. To-
day it is rapidly emerging from
the grinding poverty imposed
by a great war and no task
seems too great for its spirit.
Once more will it breed states-
men, great merchants and
scholars and there is no reason
to believe it cannot produce
great manufacturers. The great-
est farmers this country has
produced were southerners.**Be a "Pep-to-Mist"**A pessimist closes an eye,
wrinkles his face, draws up the
corner of his mouth and says,
"It can't be done."An optimist has a face full of
sunshine. He beams on you and
says, "It can be done!"—and
then lets Joe do it.But a "pep-to-mist" takes off
his coat, rolls up his sleeves,
goes to it and does it.—Selected.**Short Orders
and Meals**Served at all hours at the
Restaurant in the Walter
Whidden Building.
Your patronage solicited**T. J. Caruthers****We Stake Our Reputation on the
Service We Render**WE wonder if you know how
well we really try to serve
you.
Take your tires for instance:
We sell you the best tires we
know of—**GOODYEAR'S**

Of Course

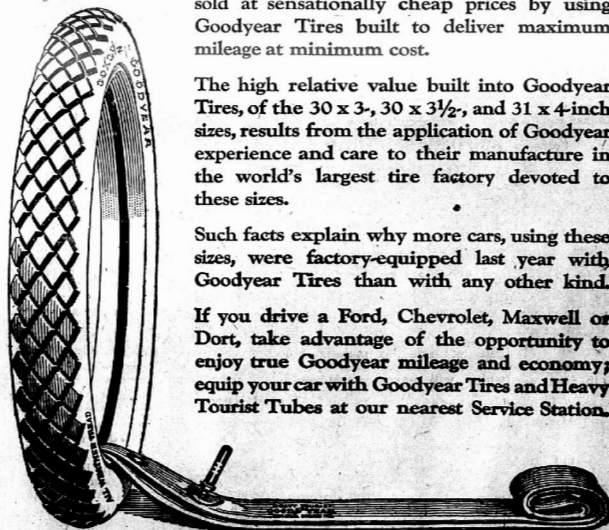
Then we show you, by advice and
actual assistance, just how to take
care of your tires, so they will yield
to you the last mile built into them.
We render this valuable and expert
Service because we know it will
bring us both the most satisfaction
in the end.Come in and inspect our line of
Goodyear Clincher Tires—Sizes
30x3—30x3½—31x4.

The Price and Quality will suit you.

FORD SALES COMPANY

Avon Park, Fla.

Goodyear Heavy Tourist Tubes—Preferred by the Majority

**Save Money—Put Goodyear
Tires on Your Small Car**Avoid disappointment with tires made to be
sold at sensationally cheap prices by using
Goodyear Tires built to deliver maximum
mileage at minimum cost.The high relative value built into Goodyear
Tires, of the 30 x 3, 30 x 3½, and 31 x 4-inch
sizes, results from the application of Goodyear
experience and care to their manufacture in
the world's largest tire factory devoted to
these sizes.Such facts explain why more cars, using these
sizes, were factory-equipped last year with
Goodyear Tires than with any other kind.If you drive a Ford, Chevrolet, Maxwell or
Dort, take advantage of the opportunity to
enjoy true Goodyear mileage and economy;
equip your car with Goodyear Tires and Heavy
Tourist Tubes at our nearest Service Station.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 low merit—why risk costly
excesses 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.

AVON PARK'S PIONEER DAYS

By SAMUEL D. LEE

(Continued from last week)

The railroad question then lay dormant until 1901, when the equally visionary James H. McCortney, of Rochester, N. Y., who had bought the hotel property, proposed first a steam road across the state, under a charter owned by Capt. Alonzo E. Cordery of Fort Meade, which, as both men wanted to be the biggest one in the company, fell through, and the versatile McCortney then turned his attention to an electric road to Zolfo, the electricity to be generated by the "Florida Highlands Fruit and Power company," a corporation actually organized by him to develop several hundred horse power from the outlet of Lake Letta. Besides running the cars, it was to furnish electricity to light Avon Park, Zolfo, Wauchula, Fort Meade and Bartow; to operate a paper mill utilizing saw palmetto foliage; to put out a thousand acres in fruit trees. This project never got beyond the printing of a promising prospectus and a few reams of handsome stock certificates, which are still held as souvenirs by a few of Dr. McCortney's friends. And the com-

pany owned 320 acres of land on and in Big Bonnet lake.

Again there was despair of a railroad until at last, in 1906, the great Atlantic Coast Line began to build its branch from Haines City south. There was much delay from one cause or another, and seven years elapsed before the thirty miles miles to Avon Park were finished, and five more before work was resumed and the extension to Moore Haven put into operation. At this writing the iron bridge over the Caloosahatchee river, seven miles above Labelle, has been erected and rails laid three or four miles beyond, where work ceased on account of labor problems. There is not much question that the Coast Line's original intention was to reach that 2,000,000,000 feet of cypress which it secured when it obtained control of the Louisville & Nashville railroad, as well as to strike Ponce de Leon bay, where there is plenty of deep water and an excellent harbor, thus making the most direct and shortest line from Jacksonville to Cuba. Surely, so good an intention will not be abandoned.

(To Be Continued)

PARAGRAPHS OF LOCAL AND PERSONAL INTEREST

Consult Stivender if you want to buy or sell real estate.

A. D. Roberts purchased a new Ford car last week.

E. N. Dickinson made a prospecting trip to the West Coast Tuesday.

Ernest Boston returned Monday from Alachua, where he had been visiting his father.

Orange groves, truck lands, turpentine lands, timber lands, improved and unimproved properties. P. M. Stivender.

The Misses Eula Peden and Joy Park went to Popash Sunday, where they will teach school. Freed Peden took them over.

C. B. Dean, who had been at Lake Hamilton for a couple of weeks, where he was employed on the new bank building being erected there, returned to Avon Park Monday.

C. A. Skipper and Stephen Skipper left Wednesday of last week for New York City and other eastern points, where they expect to remain about six weeks, combining business with pleasure.

Yes, we print calling cards.

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

Will Fertic spent a couple of days this week in Kissimmee.

Joe Johnson of Kissimmee spent a couple of days here last week.

Mrs. C. A. Skipper, Carlos Skipper and Harvey Wiggins spent the week-end at Bartow.

For Sale—A tent, 12x16 feet, 3-foot walls; \$12. S. S. Williams. 2tf

Walter Hart returned to Tampa Monday, after having spent the week-end here with his family.

Melville Bass returned to Tampa Tuesday morning, after having spent the week-end with homefolk here.

Wanted—To borrow \$3,000 on city residential property; first mortgage and insurance given as collateral. Apply to M., care Pilot. 37-tf

E. N. Dickinson has sold his residence property on Butler avenue to Mrs. Agnes Swinney and will give possession some time early in September.

Mr. and Mrs. T. W. Lawton and little daughter left Tuesday for Sanibel and Pine Islands, where they enjoyed a delightful outing of two or three days.

The Ladies' Aid met at the home of Mrs. L. H. Park last Friday afternoon, where a silver tea was held. A cafeteria supper was served on the porch and the ladies realized a snug little sum of money with which to carry on their work here.

C. L. Gaines, vice-president of the Consolidated Land Company and president of the Kissimmee Island Cattle Company, with headquarters in Jacksonville, was a business visitor in Avon Park Friday of last week, coming down from Kissimmee in his auto.

A party of prominent Avon Park people who spent yesterday in Tampa, going on to Clearwater last night for the week-end, was made up of D. F. Canfield, F. Elmore Wray, Ed Welch, Clare Mann and George Adams. Mr. Adams is editor of Avon Park's progressive newspaper, and all of the gentlemen in the party are important factors in the upbuilding of this, one of DeSoto county's most progressive towns.—Tampa Tribune. They were later joined in Tampa by Harry Stodden and Ned McGuire, who made the delightful trip to Clearwater with them.

"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 sizes, 35c, 65c, \$1.25. Sold and guaranteed by F. C. Rae, Park Mercantile Company, Avon Park Drug Company.

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 thought-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

"Aunt Sally—she knew how all right"



WHEN I was small,
I USED to watch
AUNT SALLY,
PUT UP fruit
AND VEGETABLES,
FOR THE winter.
I REMEMBER how,
SHE PACKED it all
IN CLEAN glass jars,
AND SEALED the tops,
WITH PARAFFIN,
TO KEEP out
ALL THE air and keep
THE JUICY flavor in.
AND all the winter,
THANKS to her,
WE HAD the fruits
OF SUMMER on our table.

SO WHEN I happened,
ON SOME cigarettes,
WRAPPED NEATLY up,
IN A glassine jacket,
I DIDN'T think
IT WAS just for looks,
BUT RATHER that,
THE EXTRA wrapper,
KEPT AIR and dampness,
ALL OUTSIDE.
AND GOODNESS IN,
SO THAT'S another
BLAME GOOD reason why
"THEY SATISFY."

QUITE right, that neat glassine jacket isn't just for looks. It protects your Chesterfields from the weather—seals in the flavor of those wonderful Turkish and Domestic tobaccos—keeps them in prime shape for smoking! Rain or shine, winter or summer, Chesterfields always "satisfy!"

Chesterfield
CIGARETTES
They Satisfy

Lightly and gently smoked

Full Line of Doors and Windows Screen Doors and Wire

Let Us Serve You

F. C. RAE
Hardware
Avon Park, Florida

The Highlands Pilot

Published every Friday at Avon Park, Fla. by the Avon Park Publishing Company.
Subscription \$2.00 a Year
Entered as Second-Class Matter, Postoffice at Avon Park, Florida, under the act of March 3, 1879.
TELEPHONE NO. 29

PUBLICITY TAX

The commissioners of Lake county have unanimously voted to continue the 1-mill tax for publicity purposes, which will furnish the publicity fund of that county with \$8,000. Lake county's commissioners are wise and as a result of their wisdom that excellent county has been taking on a wonderful growth.

Buy, build and boost.
Avon Park, the million-dollar town.

The high cost of living doesn't seem to discourage the stork.

A good restaurant man could make a barrel of money here.

No, there's nothing dead around town. That odor comes from ripe guavas.

We'd rather throw a bouquet at our neighboring towns than a brickbat any time.

With the growth of the town property values are increasing. The wise man will buy now.

Plenty of guavas, but sugar too darn high to permit making much of that delicious guava jelly.

People contemplating spending the winter or a part of it here would do well to make hotel reservations now.

There are many good reasons why a Master Mason should take the Royal Arch degree. "A word to the wise," etc.

Employees of the express companies have been granted a big raise in pay and "Jones," as usual, "pays the freight."

We repeat it—"Avon Park has grown some." Statistics show it to be the third city in Florida in increased population.

City council is advertising for the loan of \$25,000 in sums of \$1,000 up. Here's a mighty good chance for a gilt-edge investment.

The merchant of today ought to make the poker player of tomorrow. It takes a man with a "poker face" to tell you the price of anything now.

We don't know how much of a fund it will take to finance entertaining the nation's editors when they visit the Scenic Highlands, but we do know it will be easy to raise the money.

Don't forget that in pricing job printing we use the Franklin Price List, thus competing with the city offices in price. Our work is as good as you can get anywhere and better than you'll get from some offices.

Next season's orange and grapefruit crop may not be up to the average, but the price will make up what is lacking in quantity. The quality is always there. Some sales have already been made at \$2 a box for oranges on the trees.

The Tampa Tribune and the Jacksonville Times-Union are doing a good work in helping build up all parts of Florida. They quote liberally from the state press and their comment on interesting topics gives the smaller communities much valuable publicity; they would not otherwise get.

Woman's suffrage has been ratified in 35 states, defeated in 8 and not acted upon in 5. This means that 26,000,866 women have been made eligible to vote in all elections. With such figures as these staring one in the face how is it possible to make an intelligent prediction on the result of the November election?

The county commissioners will, with the permission of Comptroller Ernest, transfer a thousand dollars for each of the commissioners' districts from the fine and forfeiture fund. A thousand dollars won't go very far, though, toward patching up a thousand miles of bad road. Another advantage in having large counties.

The Knight & Wall Company of Tampa is conducting an advertising campaign in which the advantages of various towns and cities are being exploited. The public-spiritedness of this company is commendable and the fact that all of South Florida has contributed toward building up that great hardware business is appreciated, will make this advertising campaign a profitable one for the men behind the gun. All Florida would grow more rapidly if there were more firms like Knight & Wall.

Avon Park is growing by leaps and bounds, without any publicity other than that furnished by the local press, which is quite widely quoted by the state press and the advertising given it by those who come, see and are conquered. But if we would build Avon Park into a real city, with a proper location and surrounding country would warrant, we must give her some real publicity and that cannot be done without money.

We believe one of the wisest actions the town council could possibly take would be including in next year's budget a small millage for publicity purposes. It would cost each one of our taxpayers a very small sum, which would be repaid many fold if the money thus secured is used judiciously.

Advertising is good for the merchant, who properly uses it and it is just as good for a town or city. Every city in the state has been built through advertising. Not advertising by the city itself so much as by the advertising men connected with the city, which have spent thousands and thousands of dollars in telling the people of the north, east and west of the superior advantages possessed by that particular section of the state in which they operate.

Boards of trade have also spent large sums of money in advertising, with the result that those localities in which these live commercial bodies are located have enjoyed a wonderful growth and increased prosperity. The Fort Myers chamber of commerce will spend \$25,000 in advertising the advantages of that beautiful city. It will be money well spent, for beyond a doubt many people will not only spend their winters there, but will invest in winter and permanent homes and engage in various business enterprises. Property values will increase rapidly and those who have contributed to the advertising fund will be repaid many times.

Avon Park is geographically located so that it is the logical distributing point for a large area of territory. That territory is enjoying a growth not equaled by any other section of Florida.

By putting on the right kind of a publicity campaign this growth can be quickened and in a few years every foot of our wild land be under cultivation.

Every grove set, every tract of land improved, every home built here in the neighborhood, all of these things enhance the value of our property and the way to get more homes built, more groves set and more land improved is to tell the outside world in a convincing manner what we have to offer.

A small millage for publicity purposes should be included in the next budget, by all means.

A million dollar assessed valuation would sound good to us. Every town of any size should own its water works and electric light plant.

Will the council include a small millage in the budget for publicity purposes?

If Frostproof carries out its street paving plan it will take a wonderful growth.

With a three-billion-bushel corn crop in sight, we'll bet the price of corn liquor (shine) will not be decreasing.

Get busy on a plan for building more houses. They were completed every day from now until the first of the year there would not be enough to supply the demand.

"Charlie Chaplin is accused of cruelty to his wife," says the Tampa Times. "The judge will probably rule that to get custody of the child is an exasperating, but not cruel." Depends upon what part of the face you get it in, whether or not it is given "exasperating."

P. M. Stivender, real estate.

UNWARRANTED AND UNCOOUTH

Under a scare head in the Sebring White Way of Aug. 6 we find the following: "We ain't got no big crate mills at Sebring. Neither can we put our hands on 200 houses built between Nov. 1 and Dec. 31, 1919, but we have got a town here that is just growing like she ought to."

The above was intended for Sebring, which is as unwarranted and uncouth as is the language uncouth. This paper and all the people of Avon Park realize that Sebring is enjoying a substantial growth and that "the men behind the gun" are big, broad-minded citizens and entitled to an unlimited amount of praise for the work they have accomplished in converting a wilderness into a thriving, beautiful little city, pulsating with life and business activity—a city populated, in the main, by an intelligent, loyal and public-spirited citizenry.

No claim has been made by this paper or by any of our citizens that "200 houses" were built here "between Nov. 1 and Dec. 31, 1919." We did make the statement, however, that between Nov. 1, 1919, and Dec. 31, 1920 (a period of thirteen months), 200 new buildings would have been erected or under course of construction, and that claim can be substantiated.

It is not our intention or policy to "knock" any town on the Ridge. They are all enjoying substantial growth and all are deserving of much praise. We are not jealous of our neighbors and rejoice with them in their prosperity. Only narrow-minded persons, whose vision extends but to the confines of their own back yard, are guilty of such procedure.

Avon Park Publicity
Florida banking concerns have prospered with the general prosperity of the state and in several places the bankers have planned to make their offices and patrons more comfortable by additions and improvements in the banking houses. The Avon Park Pilot tells that existing places the improvements and improvements in the banking houses. The Avon Park Pilot tells that existing places the improvements and improvements in the banking houses. The Avon Park Pilot tells that existing places the improvements and improvements in the banking houses.

Warrant for One Cent
The smallest warrant ever known to have been issued by the state of Florida was paid Tuesday by the state treasurer. It bears the number 25350 and date of Aug. 13, 1920, and is for the large sum of one cent. It is drawn against the Smith-Hughes agricultural fund (federal) in favor of the Smith-Hughes fund administration (state appropriation), and like all warrants on the state treasurer, bears the signatures of the comptroller and of the governor.

B. & L. for Fort Myers
After nearly two years in which little or no new residence building was done there, Fort Myers has set about organizing a building and loan association, for the purpose of affording help to persons desiring to build homes, but who have not sufficient ready capital.

Nickels and Dimes Barred
Though luxury taxes call for small coins the Yukon Development league has rejected a proposal to introduce dimes and nickels into local circulation. Dawson never has had any smaller coin than the 25-cent piece and will adhere to it.

Harding an Imitator
Benjamin Harrison, in his contest for the presidency in 1888, was the originator of the so-called "front porch" campaign.

New Citrus Inspector
A. B. Carter of Tampa has been appointed citrus inspector for the state at large, his term to begin Sept. 1.

A. M. McAuley of Lake Stearns were here last Friday greeting friends and transacting business.

Mr. and Mrs. Mark Smith spent Sunday at New Hope, where they attended church.

J. E. Brick is having an addition built to his bungalow on Verona Circle.

Yes, we print calling cards.

NOTICE OF INCORPORATION OF Highlands Transportation Company, Avon Park, DeSoto County, Florida

Notice is hereby given, in conformity with Section 2463, General Statutes of Florida, that we, the undersigned, intend to apply to the State of Florida, at Tallahassee, Florida, on the 15th day of September, A. D. 1920, for Letters Patent to be issued to HIGHLANDS TRANSPORTATION COMPANY, of which the following shall be the Articles of Incorporation:

J. A. CALDWELL,
L. F. DORSEYNAVE,
C. H. WALKER,
C. E. LANTIER.

ARTICLES OF INCORPORATION OF HIGHLANDS TRANSPORTATION COMPANY.
The name of this corporation shall be HIGHLANDS TRANSPORTATION COMPANY, and its principal office and place of business shall be in Avon Park, DeSoto County, Florida. It shall have such branch offices, and in such places, as it may be established by the Board of Directors from time to time in the State of Florida, or other states of the United States.

ARTICLE I.
The general nature of the business or business to be conducted by this corporation shall be as follows: To construct, build, own, lease, operate and manage for the purpose of planning mills, veneering mills and dry kilns, for the purpose of manufacturing and distributing of and dealing in lumber and its products; to build, buy, lease and operate sawmills, planing mills, veneering mills and dry kilns, for the purpose of manufacturing and distributing of and dealing in lumber and its products; to buy, lease, own and hold mortgaged and otherwise held in standing or fallen (tree, timber or logs, and to manufacture the same into lumber and its products; to engage in, carry on and conduct general mercantile business for the manufacture of turpentine, resin and naval stores, products of all character; to buy, own, sell and otherwise dispose of lumber and its products, of all character; to construct, build, own, lease, operate, manage, operate, construct, build, own, sell and otherwise dispose of and dealing in lumber and its products; 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For guavas see Byrum Shockley.

See Stivender in the market for real estate.

L. C. Hunt and family spent a couple of days in Tampa this week.

W. M. Montsdeoca of Lake Childs was transacting business here Wednesday.

Royal Tailoring Line
Clothes Called for and
Delivered

Roberts Pressing Club

CLEANING AND
PRESSING

French Dry Cleaning a
Specialty

PHONE 14

Avon Park Florida

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



at fountains

ICY-COLD and sparkling
Orange-Crush
refreshes and delights
You'll find it in its beautiful
deliciousness! Pure as it
is fragrant!

Its fine flavor is due to the Ward
process of concentrating the fruit
essence of oranges from the
off-center of the fruit and
with pure water from the
the natural seed of orange fruit.

or in bottles



like
oranges?
drink
ORANGE
-CRUSH



Prepared by Orange-Crush Co., Chicago.

Sold for free both, "The Story of Orange-Crush
and Lemon-Crush"

Bottled in Avon Park by
COCA-COLA BOTTLING COMPANY
Avon Park, Florida

LOCAL AND PERSONAL

Mr. and Mrs. J. S. Glass spent Tuesday in Mulberry.

Fred Smith has sold his Overland car to Lamont Wolf.

L. A. Wolf is driving a Maxwell, having exchanged his Paige.

J. L. Montsdeoca of Kiceo was among our business visitors Wednesday.

C. R. Lanier and L. H. Park made a business trip to Punta Gorda.

Deputy Sheriff Roberts was transacting business at the county capital Monday.

B. H. Hagan left Tuesday morning for points in Georgia, where he will visit relatives.

Miss Beasley Palmer is employed temporarily as assistant bookkeeper for the Park Mercantile Company.

Mrs. Sarah Merritt, who had been the guest of her sister, Mrs. L. E. Wolff, returned to her home in Bartow Tuesday.

Mrs. Kate West, who had been the guest of her nephew, T. H. Lander, returned to her home in Kissimmee Tuesday.

A. V. Anderson and J. A. Caldwell attended a meeting of the directors of the Growers Loan and Guaranty Company, held at Bartow Tuesday.

Mrs. S. P. Durrance and children and John Luke went to Tampa Wednesday for the purpose of having little Rodney Durrance's tonsils removed.

"Ever Woman," through an error in the booking, was advertised to be shown at the Magnolia last Monday night. This intensely interesting picture will positively be shown at the Magnolia next Monday night.

The Sewing Club met at the home of Miss Sadie Myers Tuesday afternoon, Mrs. L. H. Park, Martha Park, Mary Welch, Mrs. John Hood and Ethel Dickinson being present. Refreshments of iced tea, cake and jello were served.

Mr. and Mrs. William Hoffman, son Charles G., and daughter M. Lucetta, departed for their home in Philadelphia last Wednesday, after having spent a pleasant ten days here at the Avon visiting their daughter and sister, Miss Elsie Hoffman.

Mrs. Fannie Reeves is in Minneapolis, Minn., attending a national convention of the Postmasters' Association. She having been elected as a delegate from this district. Mrs. Reeves left last Friday, visiting Washington, Chicago and other cities en route.

Mrs. T. H. Lander returned Monday night from a month's visit with relatives and friends in Adrian and Thomaston, Ga. She was accompanied home by her mother, Mrs. Susie Stubbs, who will make her home in Avon Park, and Mrs. Hall of Dublin, Ga., who will visit Mr. and Mrs. Lander for a short while.

The Ford Sales Company, through its manager, J. O. Bethea, has been distributing among its friends and patrons two useful advertising souvenirs. One is a wall chart, printed in colors, giving information as to presidential elections and the other a fine key ring attached to a leather fold, which prevents the keys from rusting.

Dr. W. J. Hood of Tampa returned home yesterday, after having spent a few days here with his son, John H. Hood. This was Dr. Hood's first visit to Avon Park and he was most agreeably surprised at what he saw here. He was loud in his praises of our town and the surrounding country and thinks we have a wonderful future before us. Dr. Hood is a retired physician and we would suggest that this would make an excellent place for him to take up his residence.

Prominent visitors to Avon Park Wednesday were H. B. Rainey and C. L. Richardson of Wauchula, and Lindsey Heimberger, B. S. in AGR., M. S., of Tampa. Mr. Rainey is president and Mr. Richardson sales manager of the Wauchula Development Company and Mr. Heimberger is associate editor of the Florida Grower and has charge of its land inspection department. Mr. Rainey owns land just north of town, adjoining the Pittsburg-Florida fruit grove, which he came over to inspect and get an expert's opinion of same. Mr. Heimberger praised our citrus lands highly and thinks we have a wonderful future before us.

Stivender has some attractive real estate bargains to offer.

W. H. Lewis of Fort Meade is the guest of R. I. Harris this week.

Attorney and Mrs. D. V. Rouse spent the week-end in Tampa.

Hattie Shockley of Tampa is the guest of Mrs. Curtis Langford this week.

A. J. Whidden made a business trip to Kissimmee Monday, returning Tuesday.

Be sure and see "Every Woman" at the Magnolia theatre next Monday night.

Harold and Frank Woodall of Kissimmee are spending the week in Avon Park.

Mrs. Harry Dilley and two sons and Charles Pabor spent Wednesday in Tampa.

Mrs. S. H. Benton of Zolfo was the week-end guest of Mr. and Mrs. D. B. Berts.

Mrs. Annie Gibbons of Kenansville is here visiting her sister, Mrs. W. A. Drawdy.

Mrs. Josephine Cummings returned Monday from a two months' visit in Dade City.

Mrs. H. E. Willis and son of Bradentown are guests of Mr. and Mrs. L. M. Marsh this week.

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

Jim Wilkinson of St. Petersburg, brother of Mrs. D. V. Rouse, is here, the guest of Col. and Mrs. Rouse for the week.

Mrs. W. E. Wentworth and Mrs. J. H. Wentworth of Perry spent several days here last week with Mrs. J. P. Wentworth.

Mrs. W. C. Touchton and children left Wednesday morning for Fairburn, Ga., where they will visit relatives and friends for a few weeks.

Mark Lance and mother, Mrs. Henry Stevenson, left Monday for Asheville, N. C., where they will spend four or five months enjoying the mountain breezes of "The Land of the Sky." They drove through in Mark's Lexington.

Joe Overby and family, who had been here several months, left Wednesday for their home in Murray, Ky. Mr. Overby is well pleased with Avon Park and says if he can sell his property in Kentucky he intends to return here and make this their permanent home.

Pete Boney, for years a popular barber for Gibbs & Sams in Wauchula, left Monday morning for Avon Park, having bought a half interest in the shop with Jim Simmons, another Wauchula barber. Pete has many friends who regret to see him leave and one who really shed tears.—Wauchula Advocate.

Attention is called to the Park Mercantile Company's ad in this issue. This company has been receiving new lines of goods, the latest the markets afford, which are priced as reasonably as you will find them in the larger cities. Before buying examine these new goods and help Avon Park grow by keeping your money at home.

W. P. Brooks of Macon, Ga., arrived in Avon Park Friday night to spend a few days looking after his grove and property interests here. He informs us that he expects to bring his wife to Avon Park some time in November or December, when they will become permanent residents. They belong to a class of people we are glad to welcome as citizens.

Miss Ruth Bass, who has been with The Pilot as local reporter ever since we started, has resigned her position and will be succeeded by Miss Henrietta Farrington. Miss Bass has been a faithful and valued employee whom we regret to lose, but her own affairs required so much of her attention that she requested us to secure some one to fill her place. Miss Farrington is one of our best-known and most popular young ladies, who will appreciate all the news items you are able to hand her.

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

"As night watchman believe I have seen rats in the man. Dogs wouldn't dare go near them. Got 151 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 F. C. Rae, Park Mercantile Company, Avon Park Drug Company.

We Are Displaying NEW GOODS

that will interest the men, women and children of Avon Park and this entire section. Quality and price are both here, while the assortment is equal to that found in stores located in the larger cities. It is advisable to make your purchases early while you have an unbroken line to select from.

Men's and Boys' Fall Suits

Serges and Flannels. A splendid line to select from

Men's Suits are priced from \$35 to \$50 Boys' Suits from \$8.50 to \$18

Purchase your boy's School Suit now

A new line of Men's Dress Pants, priced from \$7 to \$13.25

Ladies' Fall Sport Hats

The latest creations and in good assortment, priced from \$2.25 to \$5

Ladies' Silk and Wool Dresses

New line, in splendid assortment, priced from \$11 to \$21

Middy Blouses \$2.25 to \$3

Middy Blouse Suits \$5 to \$9

Fancy Voiles at a Decided Bargain

A few more patterns in Fancy Voiles, formerly sold for \$1.35 to \$1.60 the yard, priced now to close them out at \$1 a yard

A Full Line of Fall Shoes

For ladies, gents and children, \$4.25 to \$12 the pair

School Begins Monday, August 30

And we want to remind you that we are carrying a full line of

School Supplies

Books, Tablets, Pens, Pencils, Ink, Examination Blanks—in fact everything your children will need during the coming school term

Lowe Brothers Paints and Varnishes

None Better. See Our Window Display

Michelin Casings and Tubes

Auto Owners Know Them. We Sell Them

The Park Mercantile Company

"Your Dollars Do Double Duty Here"

T. J. McGINNIS, Manager

Avon Park, Fla.



MODERN MACHINERY HELPS TO PRODUCE EFFICIENCY IN ORGANIZATION AND REDUCES COST

Our system of cost keeping has been evolved from the experience of six years' practical work supervised by experts.

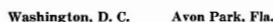
Our complete organization will be used for the benefit of our grove owners on a cost basis after the sixth year.

Pittsburgh-Florida Fruit Growers Association

PITTSBURGH, PA.

AVON PARK, FLA.

From The Garden Magazine



Advertise in The Pilot.



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 Irrigating Purposes

All Work Guaranteed

Windmills, Tanks and Towers

Let me estimate on your next job

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Avon Park, Florida

SOME STRIKING POINTS FROM COX'S ADDRESS

Feeling confident that many have not read the speech of Governor Cox in accepting the nomination, the Fort Pierce News-Tribune prints some of the striking sentences of the governor.

"In short, America refusing to enter the league of nations (now already established by twenty-nine nations) and bearing and deserving the contempt of the world, would submit an entirely new project. This act would either be regarded as arrogant madness or attempted international terrorism.

"The house of civilization is to be put in order.

"Senator Harding, as the republican candidate for the presidency, proposes in plain words that we remain out of it. As the democratic candidate, I favor going in.

"One of the first things to be done is the repeal of war taxes. The trade of profiteers has simply multiplied under the favoring circumstances of war. If I am called to service as president means will be found, if they do not already exist, for compelling these exceptions, to the great mass of square-dealing American business men, to use the same yardstick of honesty that governs most of us in our dealings with our fellow-men, or in language that they may understand, to suffer the penalty of criminal law.

"A forbearing policy is not the proper one for the deliberate enemy of our institutions.

"Capital develops into large units without violence to public sentiment or injury to public interest — the same principle should not be denied to labor.

"Any attempt to discredit the federal operation of railroads during the years of grave emergency is unfair.

"The discourtesy to the president is an affair of political intrigue. History will make it odious. As well might it be directed at a wounded soldier of the war. One fell in the trench; the strength of the other was broken by the enormous labors of his office.

"The women of America, in emotion and constructive service, measured up during the war to every requirement, therefore they are entitled to the privilege of voting as a matter of right and because they will be helpful in maintaining wholesome and patriotic policy.

"The latter is the conception of the president held by Washington, John Adams and Thomas Jefferson in initiating our great experiment in political and personal freedom under the constitution. It is the conception held by Lincoln and Roosevelt, by Cleveland and Wilson, and all other presidents of the past to whom history has assigned a significant place in the normal growth of our free institutions. It is the conception of the presidency to which, in case of success of the democratic party in the coming election, my own best efforts shall be dedicated, with a solemn sense of responsibility to the power above, to the people of the United States as a whole, and to the sacred oath

of allegiance to the constitution and the laws.

"There will be no attempt in this campaign to compete by dollars with our opposition.

"We want a change from the old industrial world where the man who assured 'a full dinner pail' as his only lot and portion.

"My vision does not turn backward to the 'normal' desired by the senatorial oligarchy, but to a future in which all shall have a normal opportunity to cultivate a higher stature amidst better environment than that of the past. Our view is toward the sunrise of tomorrow with its progress and its eternal promise of better things. The opposition stands in the skyline of the setting sun, looking backward, to the old days of reaction."

QUARANTINE INSPECTORS PREVENT ENTRANCE OF BLACK FLY FROM CUBA

On two occasions during the month of July inspectors of the quarantine department of the state plant board, stationed at Key West, intercepted and prevented introduction into this state from Cuba of the dangerous insect known as the black fly. This pest is firmly established in Cuba, the Bahama Islands and other parts of the American tropics. It is a close relation to the common citrus whitefly which is such a source of worry, trouble and expense to the Florida growers. The black fly, however, attacks more plants than does our common whitefly and its effects are much more serious. The Cuban government has for several years been attempting to eradicate the pest but so far its efforts have been unsuccessful. The best it has been able to accomplish is in some measure to reduce the damage due to the pest in the infested areas and to retard its spreading somewhat.

"Ain't It the Truth?"

If prices keep rising men will have to spend so much on luxuries that they will have nothing with which to buy the necessities of life.

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. Rae, Park Mercantile Company, Avon Park Drug Company.

Electric Washing Machines Ranges, Cooking Devices, Motors

On Short Notice

I. M. WADE

Lake Wales

Florida

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

THIS IS WHAT YOU GET FOR \$38.50

A Hart Schaffner & Marx fine two or three-piece suit—all wool—guaranteed
—good for now and later—you save a great deal

\$18.75

Choice of any Palm Beach or Mohair suit unsold

Wolf Brothers

Clothes Satisfaction for Men and Boys

808 Franklin Street

TAMPA

Presidential Timber Fletcher is being mentioned for secretary of commerce in Washington. By the time a next presidential nomination rolls around they'll be mentioning him for president. — Pensacola Journal.

Poor Excuse for Not Advertising We met one man who said he didn't advertise because everybody knows where his store is. Everybody knows where the cemetery is, too, but they don't all go there. — Carnegie (Pa.) Signal-Item.

AVON PARK'S VALUATION PASSES MILLION AND QUARTER MARK

(Continued from Page 1)

opinion, 2 or 2½ mills to take care of the interest and sinking fund for the \$25,000 to be borrowed for hard-surfacing our streets. A small millage should also be added to provide for the removal of garbage, etc., and we would suggest a small publicity millage.

A meeting of the council will be held next Monday night to receive the assessment roll and make up the budget and we would suggest that representative citizens be present to talk the matter over with the members of the council, who have no idea of keeping the public in the dark concerning public matters. The first Monday night in September a meeting will be held, at which time complaints will be heard, if any are to be made, but from what we have seen of the assessment we believe there will be no grounds for complaint, as Assessor Petersen has done a thorough job and assessed values as nearly equal as can be done.

If we can get the assessment roll in time we will publish same, in order that the tax payers may see how various properties have been assessed. The council also canvassed the vote of the special election, finding that on the first proposition (streets) the amendment to the town charter had been ratified by a vote of 103 to 5 and on the second (taxes) by a vote of 95 to 5.

POPULAR YOUNG COUPLE MARRIED AT SEBRING

(Continued from Page 1)

and Savings Company and had many friends in Avon Park. The groom is the son of Mr. and Mrs. W. H. Crews of Zolfo. He has lived the greater part of his life in DeSoto county and his popularity in all parts of the county was testified to by the handsome vote he received at the last primary election, when he defeated Capt. Jack Whidden in the race for the nomination for the office of county tax assessor. He is a young man of unusual clerical and business ability and is a splendid representative of Florida's best and most progressive citizenry. Mr. Crews is at present acting as county assessor, due to the illness of Assessor H. G. Murphy.

Dental Exhibit at Jax

The Dental Manufacturers' Club of the United States, an organization composed of the leading manufacturers of dental supplies and equipment, will stage an exhibit of their products in the dining room of the Windsor hotel, Jacksonville, Oct. 26. This exhibit is said to be an exposition of everything new in dentistry and the public can get some idea of its magnitude when it is known that this exhibit travels in a special train with a personnel of seventy expert demonstrators and clinicians, the exhibits themselves filling three cars.

Premium List Out

We are in receipt of a copy of the premium list of the Florida State Fair and Exposition, which opens in Jacksonville Nov. 18 and closes Nov. 27. The fair management promises the best fair ever held in Jacksonville and we presume it will be, for the resources of Florida are growing every year, the products becoming more varied, live stock and poultry improving and the people realizing more and more the importance of these annual exhibits.

PERSONAL PARAGRAPHS

P. M. Stivender, real estate.

"Every Woman" at the Magnolia next Monday night.

The Episcopal Guild meets today with Mrs. Harry Woodruff.

The Misses Sadie and Mildred Myers spent the week-end in Tampa visiting friends.

Mrs. George Huscroft and daughter of near Bereah were Saturday visitors in Avon Park.

Miss Amy Parker of Fort Meade has been the guest this week of the family of her uncle, A. D. Roberts.

J. R. Gaines was down from Jacksonville Thursday afternoon of last week looking after business interests here.

Mr. and Mrs. John Hood spent the week-end in Tampa. They were accompanied home by Dr. Hood, who spent the week here.

Prof. and Mrs. I. C. M. Ellenberger went to Tampa Tuesday to spend the week with Mrs. Ellenberger's two sisters, who live in that city.

Ed Ley, D. W. McLeod, Lovick Holtzendorff and J. W. Mitchell were prominent Arcadians visiting Avon Park Thursday of last week.

Mrs. M. A. Crichton and daughters, who had been guests of Mr. and Mrs. Oscar Wolff, returned to their home in Winter Haven Saturday.

Henry Stevenson is having his residence at Lilydale Farm painted, which will greatly enhance the appearance of this already attractive country home.

Mrs. L. E. Bass is having her residence on Lake Lotela painted and otherwise brightened up. There are some lovely places on Lake Lotela and that of Mrs. Bass is one of them.

Capt. Frank C. Rae and Mrs. Norton Smith left Tuesday Cleveland, O., having been called there by a message announcing the serious illness of their mother, Mrs. Rae. They were driven to Lakeland, where they caught a midnight train, by Norton Smith and accompanied by Henry Stevenson.

Elliott Park, who has been spending the last two months here, will leave tomorrow (Saturday) for Greenville, Pa., where he had been attending the Theil College. With twenty-five other young men Elliott will spend five weeks on one of the farms near Greenville, where he will take football training, before entering college again. He will finish his college course this year, taking the four-year course in three years.

Mrs. Charles D. Sherman entertained Friday evening in honor of her sister, Miss Eleanor Oliver of Winter Garden. Social conversation and games were enjoyed. Miss Lucetta Hoffman winning the prize at the dinner. The house was tastefully decorated with ferns and poinsettias and a delicious luncheon of fruit salad, wafers, iced tea and olives were served. Besides the guest of honor there were present W. O. Spear, Harvey Wiggins, Carlos Skipper, Mark Lance, Ned McGuire, Charles Hoffman, Elliott Park, Mr. and Mrs. John Hood and the Misses Martha Park, Alice Dutton, Elsie and Lucetta Hoffman, Eva Holton and Sadie and Mildred Myers.

MRS. HENRY FARRINGTON

Mrs. Henry Farrington of Gardiner, Me., passed away last Friday, after an illness of a few months. Deceased was the grandmother of Helen, Henrietta and Henry Farrington of this place, their father, John H. Farrington, being the only son of Mrs. Farrington. Deceased was a woman of wonderful character and greatly loved by a host of friends. Miss Helen Farrington left last Monday afternoon for Gardiner, to spend a few weeks with her grandfather.

"I Wouldn't Go Camping Without Rat-Snap," Says Ray White "We and I spent our vacation camping last summer, small 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.

Prune Salad
Cover a pound of large prunes in cold water, boil until tender, remove seeds, fill with a mixture of cream cheese and English walnuts, chopped fine. Serve on chilled lettuce leaves with mayonnaise.

No. 28 Trust
TREASURY DEPARTMENT
State of Florida, Office of Comptroller, Tallahassee.
Whereas, by satisfactory evidence presented to the undersigned it has been made to appear that a banking association under the name of First Trust and Savings Company, located at Avon Park, Florida, and organized under the laws of Florida, has complied with all the provisions required to be complied with by the banking laws of the State of Florida before an association shall be authorized to commence the business of banking. Now, therefore, I, Ernest Amor, comptroller of the State of Florida, by virtue of the authority vested in me by Section Eight (8),

Chapter 6125, Laws of the State of Florida, certify that the First Trust and Savings Company of Avon Park, in the County of DuSoto, and the State of Florida, is authorized to commence the business of banking under the name above given, with a capital stock of Fifty Thousand Dollars (\$50,000.00). Given under my hand and seal of office this fourth (4th) day of December, A. D. one thousand nine hundred nineteen (1919).
ERNEST AMOR,
(Seal)
Comptroller State of Florida.
Aug. 15-20-27-Sep. 3-10-17-24-Oct. 1-8.

NOTICE TO CONTRACTORS
Notice is hereby given that bids will be received by the town council of the town of Avon Park, Florida, up until 3 o'clock p. m., Monday, Sept. 6, 1920, for the hard surfacing with clay of four (4) miles of streets within the corporate limits of the town of Avon Park, Florida; said contracts may be let as a whole or in certain specified units, as the town council of the town of Avon Park, Florida, may elect. For specifications see George L. Crews, town clerk of the town of Avon Park, Florida. The right is reserved to accept or reject any or all bids.
GEORGE L. CREWS,
President Town Council,
Town of Avon Park, Fla.
Aug. 15-20-Sept. 5.

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Groceries and Provisions

don't forget the old reliable house of

B. F. West & Son

Established 1895

Fresh, Clean Stock and Good Service

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THE UNIVERSAL CAR

Expert Repair Work

That's what Ford owners get when they bring their cars to us. We are specialists on Ford cars. We know them from radiator cap to rear and a conscientious application of this knowledge is what we give our customers.

After our mechanics have overhauled your car and made the necessary repairs and adjustments, you need have no hesitancy in starting on a long trip. You start with the comforting knowledge that unless some accident happens you are going to reach your journey's end without difficulty.

Genuine Ford Parts

always on hand. No delay, no waiting until they are ordered when you buy here.

IF YOU DON'T KNOW US, GET ACQUAINTED

GOODYEAR TIRES AND TUBES, ALL SIZES
GOODYEAR COLD PATCHES

Gas and Oil

Ford Sales Company

(Incorporated)

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Avon Park, Florida