

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. 36

AVON PARK, FLORIDA, FRIDAY, JULY 30, 1920

\$2.00 A YEAR

SOUTH FLORIDA PRESS ASSOCIATION AND FRANKLIN PRINTING CLUB MEET

The South Florida Press association and Franklin Printing club held an important two-day session at Bartow Friday and Saturday of last week. These meetings are held semi-annually for the purpose of discussing questions of importance to the publishers and printers of South Florida, as well as topics of interest to the entire population of this fertile section of Florida. Along with business matters pertaining to the craft, ways and means of best advancing the interests of south Florida are discussed, for the publishers realize that upon them, more than any other class, the growth, progress, development and prosperity of this wonderful country depends.

The meeting at Bartow was well attended by publishers from all parts of south Florida and a most interesting program was carried out. As the business of the association is of little interest to the general public, except the portion pertaining to development, we will pass that part of it and devote a little space to the entertainment provided by the good people of Bartow and under direction of the board of trade.

Friday at 12:30 an elaborate luncheon was provided at the Hotel Stewart, a hostelry enjoying an enviable reputation and one of Bartow's greatest assets. After partaking of the generous and tempting repast, the editors were extended a cordial welcome on behalf of the citizens by Mayor George W. Oliver. Although Mayor Oliver does not possess a "loud, fierce voice," he has the happy faculty of impressing an audience of his sincerity and earnestness and when he had completed his address of welcome there was not a person present who did not feel that he or she was indeed welcome to Bartow. (Gilbert D. Thompson, publisher of the Leesburg Commercial and president of the press association, responded in a few well chosen words, after which the "press gang" repaired to the city hall and spent the remainder of the afternoon discussing business.

At 7:30 automobiles were provided and the editors were taken to Egypt Springs, one of the beautiful wonder spots near Bartow, where a couple of hours were enjoyably spent. Then all gathered at The Oaks hotel, to attend a splendid reception and dance, tendered by the board of trade, assisted by the charming ladies of Bartow.

Saturday morning automobiles were provided and the visitors were taken to the Pierce phosphate mines and the Highland Oaks farms. The management of the phosphate mines placed a special train at the disposal of the guests and every part of this great mining institution was visited, the process of handling phosphate, from mining to shipping, being explained. This was a most interesting feature of the visit, for there were few of the editors who realized the real importance of this industry until after they were shown. One of the surprising facts in connection with this big mining venture is that the work of opening these great mines, erecting the immense buildings, laying a network of railroad tracks, providing homes for the workmen, installing the electric light and power plant, stocking and opening a great commissary and a hundred other details have been accomplished in a period of less than two years, a part of which time work in the phosphate mining region was paralyzed by a strike. From the Pierce mine the visitors were taken to Highland Oaks Farms, a brief description of which will be found in another column. At Highland Oaks Farms a splendid noon-day luncheon was provided, after which members of the association and others were called upon by Toastmaster J. E. Worthington of the Tampa

MASONS PLAN TRIP TO THE HOLY LAND

Initiative steps are being taken among members of the Masonic lodges of this country for a four or five months trip to the Holy Land next winter.

It is planned to charter one or more vessels to leave this country in time to reach the Holy Land about Christmas of this year and to remain in that vicinity until after Easter of 1921.

H. W. Tompkins of Worcester, Mass., is at the head of the northern bureau of arrangements, assisted by A. R. Edwards of Narragansett Pier, R. I. The southern bureau of arrangements will be in charge of John B. Kludjian of Daytona, Fla., and his assistant, H. R. Mitchell. Mr. Kludjian speaks seven languages and will have personal charge of the party.

The trip will be only for members of the Masonic order and deposit with their own lodge provided for at exactly cost price.

A membership of twenty-five Masons will form the nucleus for an organization to complete all arrangements, and it is stated by those in charge that any Eastern Star or Mason planning to accompany the party should deposit with their own lodge treasurer sufficient funds to cover the cost of the trip.

It is probable that the plans of the voyage to the Holy Land will soon be in the hands of the secretary of Masonic lodges all over the country and that thousands of applications for reservations will be handed in.

NEW PASS FROM THE GULF TO THE ATLANTIC

With the completion of locks No. 3 at Port Thompson the Caloosahatchee canal was thrown open and boats of draft not over three feet can now make the trip straight through from Lake Worth down the Palm Beach canal to Lake Okechobee, up the three mile to Moore Haven, through Lake Hicpochee into the Caloosahatchee canal, on to the Caloosahatchee river and down to Punta Rassa and the Gulf of Mexico. There is at least five feet of water clear to Moore Haven from Palm Beach. By staying on the right side, or west side of the Caloosahatchee canal, one can be assured of three feet of water and the dredge is now removing some sand bars that will give four feet of water all the way down.

The waterway will be in the best of shape by winter, it is thought, and it is expected that many yachts will take advantage of the beautiful trip through Florida. Moore Haven Times.

Daily Times for short addresses. The editors then returned to Bartow, where business was resumed, not the least important of which was a discussion of plans for entertaining the National Editorial association in 1921. The itinerary as mapped out, but which is subject to changes, did not include a visit to the Scenic Highlands south of Lake Wales, which met with a vigorous protest from G. W. Adams of The Highlands Pilot, who stated it would be manifestly unfair to the editors, the Scenic Highlands and all south Florida if the wonderful development of this splendid citrus section were not shown the editors from every section of the United States. A committee of 100 will be appointed to arrange for financing the entertainment of the editors from all parts of the United States and it is also eagerly likely Avon Park will have representation on this committee.

Other features of the meeting at Bartow will be found elsewhere in this issue.

ASSISTANCE ASKED FOR WORTHY CAUSE

At the meeting of the South Florida Press Association, held in Bartow last week, the question of raising funds for the purpose of endowing a printers' craft department at the Mont Verde Industrial school was brought up. At first thought this might be deemed a movement on the part of the publishers of the state to ask public aid in establishing something that would revert solely to the benefit of the printers and publishers. But if any of our readers could have been present and heard the objects outlined by Prof. Carpenter and Karl Lehning, representatives of the school, they would immediately have been disillusioned of this idea.

The Mont Verde Industrial school is one of the greatest institutions in the state of Florida having to do with the future of our boys and girls. It was established for the purpose of making useful, honorable and upright citizens of the boys and girls in attendance, fitting them to fill the higher positions in life and educating them in all that is noble and which makes for good citizenship. Its faculty is composed of men and women of the highest order of intelligence, who are not there working for the almighty dollar, but who have sacrificed opportunities to draw magnificent salaries for the purpose of devoting their lives to a cause which would benefit humanity—to assist in educating those boys and girls who honestly desire to make something of themselves, but who are unable, on account of financial circumstances, to secure the education they crave.

Already \$250,000 have been expended on this school and improvements, financed by donations from philanthropic people, are constantly being added. The idea of adding a printing crafts department was conceived by Arthur Greene, of the Virginia Paper Company, who has given the future of the printing business much thought. At the present rate of educating young men and women in the printing business, through apprentice system, it has been shown that in but a few years there will be no practical men and women to succeed those engaged in the business at this time. The press is conceded to be the greatest educator of the age and if a free and untrammeled press is to be maintained in this country any number of years, it will be necessary to educate young men and women in all departments of the business—from composing room to editorial desk. It is for this purpose the printing crafts department is to be endowed.

But the financing of such an undertaking is a matter requiring much thought. For the few newspapers of Florida to undertake it and raise the money in time to be of any use, is out of the question. The sum needed is too great, not less than \$75,000 being required. Therefore, if such an endowment is to be made outside help must be tendered the publishers. As the newspaper is to a greater or lesser degree a public institution, this question involves the interest of the general public, and we therefore suggest that our various women's clubs, boards of trade and other civic organizations take the matter in hand and see what can be done toward financing the school.

It is a most worthy cause, to which every one should contribute as liberally as his financial condition will allow. We rather admire the attitude of Governor Bickett of North Carolina when he says: "I am willing to take a cussing from the North Carolina folk. I am their servant and it is the honor of the constitution to every Tar Heel to cuss their public officials, a right which they exercise freely, and about which I make no complaint. But I absolutely refuse to take 'cussing' or criticism of my official conduct from any 'outsider'."

VISIT TO HIGHLAND OAKS STOCK FARMS

While attending the South Florida Press association and Franklin Printing club meeting at Bartow Friday and Saturday of last week we thoroughly enjoyed a visit to the Highland Oaks Farms, located at Pierce.

These model stock farms, owned and operated by the American Agricultural company, were a revelation to the visiting editors, in that they showed the possibilities for profitable stock farming in south Florida.

Northern people generally associate Florida cattle and hogs with the native range cattle and the razorback hog, which have been ridiculously portrayed to them by postcard and otherwise, until they are of the opinion nothing better than that was the way of stock can be raised in this state. A visit to such a farm as the Highland Oaks will dispel this illusion at once, for the Duroc Jersey breed of hogs can be a better grade of thoroughbred hogs and cattle be found.

The Highland Oaks Farms specialize in Duroc Jersey hogs and Ayrshire cattle, nothing but thoroughbred pedigree stock being raised. Owing to a deluge of rain we were not permitted to see many of the cattle, but those we did see were equal to any we have seen at stock shows in the north. The hogs, of which there are now about 300 head on the farm, could not possibly be improved upon for profit and is past the experimental stage. Within the last year more than \$30,000 worth of hogs have been sold at fancy prices, one man from Fort Myers purchasing fifty head at an average price of more than \$250 each, paying cash for same.

The Highland Oaks Farm is equipped with modern buildings, silos, pens and every appearance going to make up a model stock farm and under the efficient management of Burdett Loomis, Jr., is rapidly growing into a profitable institution which will do much toward showing our people and the outside world the possibilities of stock raising in Florida as a stock raising section. Mr. Loomis devoted a large amount of his valuable time to the guests, explaining in detail the various methods of raising and marketing stock and showing that from the Duroc Jersey breed of hogs a 200-pound porker could be placed on the market in eight months time.

This farm we enjoyed a noonday luncheon of sandwiches, pickles, hard-boiled eggs, doughnuts, coffee with genuine cream extracted from the creameries of these thoroughbred cows, real milk from the same source, lemonade and ice cream and cake. It was a delicious luncheon, gracefully served in generous portions and enjoyed to the utmost by the visitors. The real profitable part of the visit, though, was the practical demonstration of what can be done in south Florida in the way of profitable stock raising.

SEASON'S SHIPMENTS FRUITS-VEGETABLES

The following number of cars containing Florida fruits and vegetables have been forwarded from the state via all-rail route since September 15:

Grapefruit	13,316
Oranges	17,198
Strawberries	2,754
Lettuces	2,754
Vegetables	3,994
Potatoes	3,137
Tomatoes	3,869
Celery	5,366
Celery	8,073
Strawberries	203
Pineapples	222
Watermelons	6,014
Cantaloupes	23

Hitting a Lively Pace
The Associated Boards of Trade of the Scenic Highlands has every appearance of hitting on all six cylinders, and with the carburetor feeding fine.—Tampa Tribune.

ONLY FIVE VOTES CAST AGAINST RATIFYING CHARTER AMENDMENTS

SNAP SHOTS FROM BARTOW MEETING

"Jack" Worthington, managing editor of the Tampa Daily Times, was elected president of the South Florida Press association. It was a wise selection. "Jack" admits it.

Many of the editors envied the four-legged hogs at Highland Oaks Farms. They would like to have remained there permanently.

A meeting of that kind without Willis (Durham) Powell and Frank (Hungry) Whitman would be a failure. There's something doing all the time when these two live wires are around.

The "shimmy" and all the rest of it—new-fangled dances were out-classed by a good old square dance at The Oaks Friday night.

Some of the editors were treated to a bath in Egypt Springs. They needed it. That little trouble shooter, J. Forrest Caldwell, proved to be the right man in the right place. Appropriately tagged. They hung "The Ridge, First, Last and Always," on this scribble.

The Press association went on record as favoring a filibuster at the 1920 session of the legislature, for reappointment.

Every one present would have enjoyed a month at the Hotel Stewart. Cuisine, service and everything else just right.

Bartow is a delightful city, peopled by a delightful citizenship.

Adams didn't agree with anything unless the Ridge participated.

Until the deluge of rain came Saturday afternoon the boys were singing with a will "How Dry I Am."

Next meeting at Bradenton. Then Avon Park.

AVON PARK SHOWS GAIN IN POPULATION

The United States census bureau has finally announced the result of the census enumeration in DeSoto county. Arcadia is added to the list of towns gaining more than 100 per cent in population in ten years. Avon Park shows a gain of more than 115 per cent since the state census was taken in 1915, but were the census to be taken now we could show another 100 per cent gain. Our population is shown by the last enumeration as 890, while in 1915 it was but 418. Following are the figures given out by the bureau:

Arcadia	3,979
Avon Park	890
Bowling Green	692
Moore Haven	623
Punta Gorda	1,295
Sebring	812
Wauchula	2,081
Zolfo	286

LARGE FUND FOR PUBLICITY WORK

At a recent meeting of the board of governors of the Fort Myers board of trade it was decided to employ L. A. Whitney as secretary of the latter body at a salary of \$5,000 a year and to raise \$20,000 to be used by him in a publicity campaign during the coming year. Eight thousand of this fund was subscribed in a few minutes, one man giving \$2,000. Mr. Whitney is the secretary of the St. Petersburg board of trade and is credited with having "made" that city during the seven years he has been boosting it. He is also president of the Old Indian Trails association. He will assume his duties at Fort Myers during the early part of September, it is understood.

A man might do a great deal worse than "hurrah for Roosevelt" now.

As we had predicted, the election held Tuesday to vote upon the ratification or rejection of the amendments to the town charter caused almost unanimously in favor of their ratification.

When the votes were counted it was found that but five persons were against the ratification of these two important amendments, one of which will permit the town council to borrow money for the street improvements, as outlined by the planning committee, and the other will make the payment of taxes compulsory on the part of property owners.

One hundred and nine votes were cast, which was a good showing, considering that a number of our voters are out of town for the summer. That among the 109 voters there were even five who were against the amendments and the development of Avon Park was a surprise to us, but we are going to give these five men the benefit of a doubt and say their attitude was probably due to a misunderstanding.

The voters of Avon Park have acted wisely, for if there is an improvement needed here more than any other one thing, it is the improvement of our streets. The ratification of the amendments will permit the council to borrow money for the improvement of our streets for street improvements and it is proposed to hard-surface with clay about four miles of streets just as soon as the money is available. Clay, when properly laid and cared for, makes a street equally as good as asphalt and some motorists say they would prefer to ride over the clay roads.

When our streets have been clayed two important things will have been accomplished—the completion of a system of connected hard-surfaced streets and the laying of a foundation for brick or asphalt, should the property owners decide at some future time such streets should be built.

We congratulate the voters upon their good judgment and public-spiritedness.

BOARD OF TRADE MET LAST MONDAY NIGHT

The Board of Trade meeting at the skating rink Monday night was well attended by citizens interested in the improvement of our streets. The plan outlined by the planning committee and adopted by the town council was fully explained by Attorney D. V. Rouse, chairman of the committee, who satisfactorily answered all questions concerning the matter. It was manifest to all that the plans were made to benefit the town of Avon Park and no particular individual and it would be difficult to improve upon the plans as outlined. The sentiment expressed at the meeting Monday night indicated that the amendments to be voted upon the following day would be carried almost unanimously.

The matter of securing a visit from the members of the National Editorial association, which holds its annual meeting in Florida, probably in March, was brought up and G. W. Adams was recommended by the Board of Trade as a member of the committee to be appointed for the purpose of securing funds to pay the expenses of the nation's editors' visit and having a trip through the Scenic Highlands included in the itinerary.

Several new members were added to the membership roll.

FOR FLIES ON CATTLE

Take coal tar two parts and coal oil and grease one part each—mix with a small amount of carbolic acid; apply with cloth or brush, moistening the hair and horns with the liquid. It will surely drive away flies. Apply as often as necessary.

S. F. Tucker.

A new house is started nearly every day in Avon Park.

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 MarketE. & 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. BERGENT, W. M.
B. F. CAMPBELL, Secretary.**BUTTE ATTORNEY
WRITES OF FLORIDA**We are in receipt of a letter
from G. L. Tyler, one of Avon
Park's former residents, now
practicing law in Butte, Mont.,
which will prove of interest to
many of our readers. The let-
ter:"Butte, Mont., July 15, 1920.
"George W. Adams, Esq., Editor
The Highlands Pilot, Avon
Park Florida."My Dear Mr. Adams: Since
my short visit with you last
winter while visiting my moth-
er, I have often thought of the
good work you are doing in
what we used to call 'The Lake
Region' of Florida, now called
'Scenic Highlands.'""Believing that a few flowers
bestowed upon the living are
much more appreciated than
those placed upon the grave of a
friend, I cannot help but express
to you, a stranger almost to me,
how much I appreciate your
paper, The Highlands Pilot,
which I had good sense enough
to subscribe for before leaving
Avon Park. I take three daily
papers and several weeklies and,
in all sincerity, I assure you
that I watch for The Pilot and
read it with more pleasure than
I do any of my home papers.""While most of the personals
pertain to persons who are
strangers to me, you are to be
congratulated upon having one
of the best 'news getters' that
any weekly ever had, for your
personals and locals are most in-
teresting and are read by both
myself and wife with a great
deal of pleasure.""The policy of your paper to
come out 'flat-footed' and tell
the truth and then let the chips
fall where they may, is one that
is to be commended, for in this
day and age it does seem some-
times that every one (pardon
the slang) is trying to scratch
the other fellow's back.""I have just enjoyed a very
pleasant visit with one of your
townsmen, who was a resident
of Avon Park when I was a
barefooted youngster around
there. I refer to H. E. Coy, who
has just spent several days with
me as my guest, and I assure
you that if some of the oldtimers'
ears were not burning there
is nothing in that old adage.""Since arriving home (if I am
not ashamed to call this my
home) the middle of May we
have had nothing but strikes
and strife here in Butte, and I
am getting very much disgust-
ed with a locality where half of
the population is trying to
starve the other half, and along
this line of thought let me add
that the only trouble I could see
with the future advancement of
Avon Park was somewhat of a
tendency to petty jealousy and
apparent fear that some one
would be a little bigger toad in
the puddle than the other fel-
low. My advice is, sell your
hammer and buy a horn, and
every one get on the band
wagon and toot like a four-year-
old for a bigger and better Avon
Park and vicinity. You certainly
have something to toot about.""I have a longing for the smell
of the pines and the soft, warm
sunshine of the sunny south.
Only last evening Mr. Coy and I
were both forced to wear our
overcoats while taking a spin
around in the mountains just
before sundown.""If I can find some sucker to
buy my interests, or even a part
of them, you may have one more
booster.""I had not intended to make
this such a lengthy letter, but
my wife tells me when I get to
talking about Florida, I do not
know when to stop, and I guess
it is so, but I assure you it won't
hurt Florida. As my stenogra-
pher is on her summer vacation
and this big mining camp is as
dead as some people hope hades
will be when they get their
through ticket, my pecking on
the typewriter has just contin-
ued without interruption; but I am quits now.""With apologies and best
wishes for the continued success
of the best paper in the south,
Yours very truly,

"G. L. TYLER."

Explained
"Some malicious person start-
ed a report on the streets that
there was something the matter
with the mayor's head. We are
glad to announce that it is as
sound as ever and that there is
nothing in it."—Anderson Trib-
une.A new house is started nearly
every day in Avon Park.**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

L. H. PARK

Architect

Twin Oaks
Avon Park, Florida**DR. D. D. CREWS**

Dentist

Office: First National Bank
Building
Avon Park, Florida

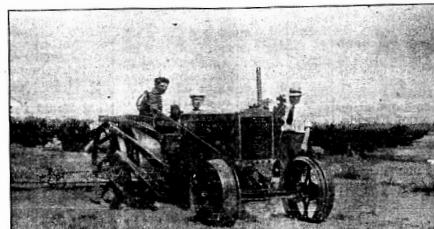

ITCH!
MONEY BACK
Without question if Hunt's Salve
fails in the treatment of Eczema,
Itch, Dermatitis, Ringworm, etc. Don't
become discouraged because other
creams and ointments fail. Hunt's Salve
has relieved hundreds of such
cases. You can't lose on our
Money Back Guarantee. Try
it at our risk TODAY. Price 25c.
For sale locally by

Sold by Avon Park Drug Company

Call for Avo-Cols.

**Short Orders
and Meals**Served at all hours at the
Restaurant in the Walter
Whidden Building.

Your patronage solicited

T. J. Caruthers**ONE-ACRE LOTS
TEN and TWENTY-ACRE
PLOTS**Overlooking Lake Byrd,
Lake Brentwood and Lakes
Damon and Pythias.**E. D. PUTNEY**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 Skill—as Represented
in Tires for Small Cars**The high relative value built into
Goodyear Tires, of the 30x3-, 30x3½-
and 31x4-inch sizes, results directly
from the extraordinary skill and care
applied to their manufacture.To make their quality available
widely, Goodyear operates 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
Goodyear Tires at our nearest Service
Station.Go there for the exceptional value in
these tires made possible by Good-
year's resources, experience and
demonstrated expertness in tire man-
ufacture.30x3½ Goodyear Double-Cure
Fabric, All-Weather Tread

\$23.50

30x3½ Goodyear Single-Cure
Fabric, Anti-Skid Tread

\$21.50

Goodyear Heavy Tourist Tubes cost no more than the price
you are asked to pay for tubes of less merit—why risk costly
casings 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

FLORIDA: WHERE COOL SALT BREEZES BLOW

Frank Whisman in The Florida Citizen

SEA GIRT and breeze-swept Florida rests in a gemmed setting of blue-green tropic waters. The curling foam of the gulf and the Atlantic twice daily lave its shores, leaving with the receding tides firm sand beaches that have become world renowned as playgrounds. More delightful than the intricate play of the waves is the salty breeze that whips the cheeks of those lucky enough to drive on the beaches at low tide. The picture presented by the foaming breakers, the tinted waters and the tropic vegetation is something that is not soon forgotten. Hordes of fish are nearly always visible, for their range in schools are indeed the thousand miles of Florida's shoreline. The wonder of it all is just why they appear at certain places at certain times and then are gone probably into some deep sea habitat until their time comes again to offer themselves as prey to man or larger fish.

Odes to the sea have been attempted by men of all ages, but there remains a mystery as yet untold and unsung. Florida's seas are in a class by themselves and none may look into the combers without being gripped by a fascination for the mysteries that lie beyond in the depths. The cool greens suggest something wholly delightful and beyond the scope of man to analyze. You want to be in it; to be a part of it; to enjoy the play of the breakers that laugh and gambol and reach in wild abandon at the gulls that scream above. You almost envy the fate of the men that have gone down in the ships whose beds are on the ocean's floor, 'midst deep-sea gardens and visions of strangely beautiful things that live so far down. The colors are indescribable on and in tropic waters. Florida has these beyond compare.

When "tropics" are suggested one always unconsciously associates the word with extreme heat. What the uninitiated does not take into consideration is the cool salt breeze that makes the shade a thing of real delight on warm days. Florida's sunlight is always tempered by these breezes that alternate between one body of salt water and the other. Windswept places are usually free from attacks by insect pests, also, which is a big item to be taken into consideration when figuring on a place to spend the summer vacation. Florida has 10,000 vacation spots and every one of them offers a variety of sports that the average northerner would travel a thousand miles to enjoy. What makes a vacation resort? Water, scenery, good roads, golf course, nice people to mingle with, of course. Florida has them all and lots to spare.

In Florida you will become a sun-worshipper—you must. Of a morning you will almost invariably throw off light covering all the summer through—and seek the morning sunlight. You will bathe in it and revel in the chummy warmth that sends a tingle through your physical being. You want to stretch out your arms to it, for therein lies life and that energy which causes the flower to bloom, puts the essence of life in every growing thing, and makes the soul of man rejoice. The sun is the world's power plant—without it we would be cold, lifeless. Just so sure as the sun causes and fosters life, just so sure will our Florida sunlight restore to a proper functioning the physical machinery of the ailing. What makes the babe grow? Air—pure air and sunlight! And how you love to play in it! At the beaches where you can romp in the sunlight, dash around in the surf that playfully tosses you about, and bathe in it by lying in the cool, soft sands. You love it by the roadside, where the swaying moss-draped trees make bewitching shadow tracery; on the lakes and streams where cool waters glint and laugh at you; in the fields where the hum of the bee is a demonstration of the sun's gifts to man—he sips the nectar that is drawn from the buds by the sun's rays, which is turned into honey that adds to man's luxury. And as the evening draws on a picture is painted on the western sky that daily baffles the skill of artist to paint or pen to describe. It is not hard to base a religion on the works of the Florida sun!

It is very hard to keep out of the realms of poetry in writing of Florida. As rhyming is as different from poetry as singing is from talking, I will endeavor to paint word pictures of the state as I find it. I want to depict the woodland path that leads down a flowered slope—the birds that salute your presence with lilting tunes; the whispering leaves that sing to you to the wind's gentle breath—and the insects' whirring songs. Yonder are gardens where orient and occident meet in sublime harmony; scented roses make your senses reel in sheer delight; floating butterflies paint the atmosphere in color tones; rustling palms bow and courtesy. There are the vineyards, resting on trellis and bowered way, with bursting buds that store the wine of the gods in purpling globes and clothing the landscape in softest tones of luxuriant hangings—blushing ever reddening in the Florida sun.

Here are the wooded lakes where heron and spreading lily pads make Japanese pictures, and the bass swirl in lunging leaps for the gaudy dragon fly; and the breezes ripple the waters into tiny wavelets and the fleecy clouds reflect in pools of softest blue. Above are the slopes where show orange groves, in bride's array and glossy green and perfume sweet and yellow gold; trees in rows precise and trim. An invitation to nectar grand for the hungering mouth of man. See the bee's mad flight and hear him hum as he fits from bud to bud. If you like these pictures, that is invitation enough. Far greater is the journey to Mecca is a trip to Florida. There is a distinction without a difference, for you gain in religion at either place.

If there is anything in the influence of environment, Florida should make a place of reincarnation. As one instinctively doffs the hat and speaks in whispered tones passing under the nave of a cathedral, so Florida scenery affects you on first acquaintance. It is impossible to tire of it, for the changes are kaleidoscopic. Nature has her storehouse of all the beautiful things of earth in the state and to man she gives and gives. Wild life is plentiful and the varieties of birds are a most interesting study. Florida is the world's greatest experiment station and success follows success with bewildering rapidity. There is no "indolence of the tropics" to be noted in Florida among those who are physically fit. There is to be noted the activity that comes only from a bounding vitality. You live as created to live—next to nature.

A conception of Florida under the big, round moon is as impossible to convey on mere paper as anything I can think of, but I am willing to go as far as I can. A last gleam from the lakes is like a goodnight kiss. The sky is a velvet ceiling as the first faint glitter of the stars peeps through. The moon comes at first with a glow of red that changes to a silver that paints the foliage with luminous color and causes shadows to become limned in sharp blacks. The magic of the night is here and fairies are not at all hard to imagine. Nature provides an orchestra, too, in the wind in the pines, the skirring of the insects, the flutlike note of the whippoorwill.

Swimming at the gulf beaches is admittedly one of the peers of Florida summer sports. Cleaner and more delightful waters cannot be found anywhere. The tides cause a shifting of the sands that covers everything unsightly and unpleasant. As the tides happen twice daily one could hardly expect to find a more enticing bathtub. The waters will average a temperature of about 65 to 75 degrees at all times and are buoyant—very. If you are one of those swimmers who love to get out a ways and float with the tide up or down the beach, you will have the best of it. It requires but very little exertion to perform this "stunt," and the surge of the mighty force that has you in charge is so gentle as to be almost a caress. Out there it will be just you and the fish and the gentle waves and fleecy clouds.

Every summer sport that is practiced outdoors has reached a stage of perfection in Florida. Golfing is carried on, and the fine courses just about cover the state. Baseball can be enjoyed in positively every section and a state league has been established which shows a quality of baseball as thrilling as the best. The fishing cannot be equaled anywhere, and those smashing big fish.

(Concluded on Page 7)

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

Florida Citrus Exchange Sells More Grapefruit as the Output Increases

During the past season, retail stores in a large number of northern cities, each sold from one-half to one carload of Sealdsweet grapefruit a week.

These splendid sales records on grapefruit were made under the stimulation of consumer demand created by the intensive advertising and the demonstrations conducted by the growers of the Florida Citrus Exchange.

Taking into consideration that the biggest of the stores serves only a few hundred families it can be readily figured that corresponding demand and sales all over the country will absorb a much larger quantity of grapefruit than Florida ever can produce.

You should join the Florida Citrus Exchange and profit by the work it has done for the popularization of grapefruit. 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 unequalled success. Proven stability. Increasing advantages to members.

FLORIDA CITRUS EXCHANGE

Keep Your Wife Sweet

By supplying her with those articles of household use that insure the greatest degree of comfort. In hot weather she needs a

Refrigerator

It's economy to have one, for a refrigerator saves food that would naturally spoil if you did not have one. Then, too, why make your wife toil and sweat over a wood stove when she can keep cool by doing the cooking on an

Oil Stove

Talk it over with your wife and then bring her into our store and talk it over with us.

F. C. RAE

Hardware

Avon Park, Florida

"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, 25c, 50c, \$1.00. Sold and guaranteed by F. C. Rae, Avon Park Drug Company, Park Mercantile Company.

Advertise in The Pilot.

FOR SALE

"The Finished Mystery"

The book for the publishing of which eight Bible students were imprisoned during the war. It treats on the prophecies of Ezekiel and the book of Revelation. The only complete book published treating on these important books of the Bible. It can be secured from

Mrs. Fred Gray
for the low sum of
20 Cents

This book should be in every home of our great country

Kellogg

Sells

FERTILIZER

See Him

Royal Tailoring Line
Clothes Called for and
Delivered

Roberts Pressing Club

CLEANING AND
PRESSING

French Dry Cleaning a
Specialty

PHONE 14

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

Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

Entered as second-class matter December
12, 1915, at the postoffice at Avon Park, Flor-
ida, under the act of March 3, 1879.

TELEPHONE No. 29

Clean up or clear out.

C stands for Cox and also for confidence.

If you can't get a horn, there's no reason you shouldn't hold the music.

We still are of opinion the Scenic Highlands should hold a big citrus fruit exhibit here next winter.

Passing Lake Verona a few days ago, we were led to believe the city's dumping grounds had been changed.

Dollars to doughnuts we can point to 200 new buildings erected here between November 1, 1919, and January 1, 1920.

The Florida Grower is requested to look a little more carefully at its exchange headings before giving credit for clippings.

Important real estate transfers are being made here daily except Sunday, and we surmise some of them are planned on the Lord's day.

Public improvements benefiting Avon Park as a whole benefit every citizen of the town, but a few men are not broad enough, not big enough, to understand this.

Jacksonville is contemplating air service between that city and Havana. Better put on a line of submarines, too; chances for the latter to dodge the "revenue" are much better than for the former.

DeSoto county gained nearly 80 per cent in population between the years 1910 and 1920. Probably the largest portion of that gain has been within the last four years. But watch all parts of old DeSoto grow from now on!

Six hundred million dollars have been added to the railroad men's pay roll, and now the railroad purpose to raise the rates on transporting passengers, freight and milk. Sort o' like takin' candy away from the kid, isn't it?

Always thought it strange why sympathy should be shown a brute who deliberately commits a cold-blooded murder. Yet there are people foolish enough to carry flowers to these devils and encourage others to follow in their footsteps.

We congratulate the overwhelming majority of our voters on the wisdom they displayed last Tuesday. Some men will be contented to remain in the primitive stage until doomsday, but thank Heaven, there are but few of this class to contend with in Avon Park.

Under a republican administration gigantic monopolies were born, fostered and reared. Yet there are those who condemn the democratic party for not having in eight years corrected the evils of forty, besides helping win the greatest war in the annals of history.

Low Seaman of Kissimmee has just finished marketing the crop from fifteen peach trees. He gathered and sold in the home market more than \$500 worth of fruit from these trees, which are from 12 to 15 years old. When you start a grove, set out some peach trees.

Those people having in charge matters of publicity pertaining to all Florida are warned it will not do to ignore the Scenic Highlands. More development work of a permanent nature is going on in these Highlands than in any other portion of the state and every resident thereof stands square-footed with a demand that we be accorded fair treatment.

Washington dispatches tell us government meats are to be sold at below pre-war prices, but go on to state they will be sold to the wholesalers and retailers. Why not sell them to the consuming public? After they have passed through the wholesalers' and retailers' hands the consumer will get the same end of the stick he has been handed for so, these many moons.

TOO MUCH CITRUS?

At the Highland Oaks Farms, in an after-dinner address, Willis B. Powell made the statement that "too much attention is being paid to the raising of citrus fruits and not enough attention to the raising of farm crops and live stock in Florida." We must take issue with our friend Willis about this line. While we agree with him in the statement that "not enough attention is being paid to raising farm crops and live stock in Florida," we contend that just as long as there are thousands and thousands of men, women and children, especially children, who do not know the taste of a luscious Florida orange and just as many thousands who would not know a grapefruit if they were to see one, too much attention is not being paid to citrus culture.

We would also call our friend Powell's attention to the fact that the production of citrus fruit in no wise hampers the production of general farm crops or the enlargement of the live stock industry. In no other state in the union do conditions differ as widely as in Florida. Portions of the state are admirably adapted to general farming, other portions to the raising of live stock and still other portions to the citrus industry. The latter does not conflict in any way with the development of either of the other branches of agriculture. Our citrus lands are not adaptable to general farming and where general farming cannot be profitably carried on neither can stock raising. General farming and stock raising go hand in hand. The soil must be adaptable to general farming if one would be successful in stock farming.

Take the golden sands of our Scenic Highlands, for instance. Would it be policy to curtail the production of citrus fruits here in order to attempt those branches of agriculture to which this soil is not adaptable? It would be the height of folly to make such an attempt. But just so long as any section of the United States and Canada, aye, and even some of the countries across the seas, are unsupplied with our delicious health-giving citrus fruits, just that long should we continue to plant citrus groves on land suitable for that purpose. But in the planting of these citrus groves we should be ever mindful of the importance of other branches of husbandry and encourage the extension of this work on lands suitable for the purpose.

A TIP TO MERCHANTS

Only a few days ago an Avon Park resident said: "I have got to buy a number of articles of wearing apparel and some other things within the next few days. I have looked over the advertisements in this week's paper and find that, while all our business houses are represented in its columns, not one of them is quoting prices. If a merchant is afraid to quote his prices I am afraid to patronize him."

We have always advocated price quoting as the most effective method of advertising. One does not necessarily have to cut prices to make advertising attractive, but with his regular prices staring the reader in the face he shows that reader he is not attempting to hold him up. Nearly all our readers read the ads, and when a merchant is a regular advertiser, changing his ads weekly, as he should do to make them effective, the subscribers turn to that ad to see what is being offered.

Some people are too timid to enter a store, price an article, and if the price doesn't suit, refuse to buy. They make that purchase and leave the store dissatisfied, whereas if the price had been quoted, had they considered the price too high or the article beyond their reach, they would have purchased something else.

We do not mean to imply that a merchant can quote prices each week on everything he carries in stock, but he can quote a few prices one week, following up the next week with other prices, and so on. If our merchants will adopt this plan, first being sure their prices cover only a reasonable profit, will venture to say they will find advertising the best investment they ever made and will increase their business in a large measure.

No need to complain of the dryness now—except internal.

Shoes at Greatly Reduced Prices

We still have five or six dozen pairs of those famous Craddock-Terry Shoes, which we are offering at prices fully 35 to 40 per cent below present-day prices for the same quality of footwear. These Shoes were purchased before the sharp advances in price and while they last, in order to make room for new stock, we will sell them at

35 to 40 Per Cent Reduction

from the old prices. This is an opportunity to purchase footwear at lower prices than you will have offered in many months. They are in blacks, whites and tans.

Our New Line of R. J. R. and the Famous Star Brand Shoes

has arrived and affords a splendid selection for our customers

Palm Olive Toilet Articles

Come in and look over this splendid line of articles for the toilet. You know the Palm Olive goods.

Michelin Casings

We have received a new supply of the guaranteed casings. All sizes, from 30x3 to 35x4 1-2. Remember, they are guaranteed for 6,000 miles. We don't know how much more you can get out of them.

Park Mercantile Co.

T. J. McGINNIS, Manager

AVON PARK

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



at fountains

ON your arrival the thoughtful hostess welcomes you with icy-cold, refreshing Ward's Lemon-Crush—company drink to Orange-Crunch Cooling as you breeze.

or in bottles

tempting lemon tang
Ward's
LEMON-CRUSH

Prepared by Orange-Crunch Co., Chicago

Sent for free book, "The Story of Orange-Crunch and Lemon-Crush"
Bottled in Avon Park by
COCA-COLA BOTTLING COMPANY
Avon Park, Florida

The Coca-Cola Bottling Co.

Exclusive Bottlers of
**Ward's Orange
AND
Lemon Crush**
Avon Park, Fla.

**BUBONIC PLAQUE
IS CARRIED BY RATS
KILL THE RATS**



**TO-DAY
By Using
STEARNS' PASTE**

International exterminator for Rats, Mice, Cockroaches and Waterbugs. It cures a rat in three days to run from the building for water and fresh air, dying outside in a few moments. Two dimes, 5c and 10c, should be enough to kill from one to six rats. MONEY FOR YOU. BONES FROM MEAT.

**A BARGAIN A WEEK
While They Last**

Ten acres of good citrus fruit land about four miles east of Avon Park for

\$500. Cash

Get busy; here's your chance to get good land in a section of the township that is rapidly coming to its own.

Mark W. Lance

Room No. 12

National Bank Building

A new production—Avon-Cola.

See Stivender if in the market for real estate.

Contractor Charles Ryan is driving a new American roadster.

You are missing something good if you are not drinking Avon-Cola.

J. V. Verity and R. W. Scott spent the week-end with friends in Tampa.

Mrs. Katherine West is here from Kissimmee visiting her nephew, T. H. Lander.

Attention is called to the new advertisement of the Dixie Music company of Tampa.

Wanted—To buy second-hand stoves and furniture. W. T. Andrews, dealer in hardware, Avon Park.

Closing out more than 300 pairs ladies' oxfords and pumps at 20 per cent discount. Hudson & Cobb, Sebring.

The Rev. J. L. Yonce of Cameron, S. C., is spending the week here, looking after his business interests in Avon Park.

"The Miracle Man" is a Paramount-Artcraft special picture you should see. At the Magnolia next Monday night.

Harry Wilkinson returned to Avon Park this week, after having spent some time in St. Petersburg visiting friends.

T. R. Johnson was called to Topeka, Kan., Thursday last week by a telegram announcing the serious illness of his daughter.

Mr. and Mrs. N. H. Trent were shopping in Wauchula Saturday. We are indebted to them for a "lift" to Avon Park Saturday night.

The Rev. D. T. Cox departed last Friday for his home in Eastman, Ga., after having spent a few days here the guest of M. D. Holt.

Mrs. J. F. Weaver, who had been here for several weeks, the guest of her father, M. D. Holt, departed for her home in Kathleen Thursday last week.

Mr. and Mrs. J. H. Hood and W. P. Myers and daughter Sadie spent Saturday in Arcadia, where Mr. Myers was making final proof of his homestead entry.

Prof. I. C. M. Ellenberger and Dr. D. D. Crews have purchased lots on Lake Tulane near W. Swearingen and expect to begin the erection of homes in the near future.

Miss Henrietta Farrington, who until July 1 had been employed as stenographer for the Pittsburgh-Florida Fruit Growers association, has opened an office in the Hotel Avon and will hereafter do public stenographic work. Note her card in this issue.

Gilbert Stebbins of Tampa, who is now associated with the Consolidated Grocery company, will associate himself with the new hardware and furniture store to be opened in the Brickell block and known as the McGinnis & Smith Hardware company.

Stivender has some attractive real estate bargains to offer.

W. W. Gaylard spent a part of last week in Suwannee county.

George F. Smith made a business trip to Plant City Tuesday.

S. P. Durrance is driving a new Oakland roadster, purchased last week.

S. P. Durrance was in attendance upon the commissioners' meeting in Arcadia Saturday.

Miss Esther Stivender of Tampa is the guest of her father, P. M. Stivender, for the week.

Mr. and Mrs. L. O. Feagin and children expect to return to their home in Okeechobee City today.

Miss Pearl Meek of Tampa was the charming guest of Miss Carrie Skipper, at her country home last week.

Dr. R. P. Crawford and two little daughters of Fort Meade were guests of Mr. and Mrs. C. N. Ott Saturday.

Mrs. J. V. Chapman and charming little daughter Madge spent Tuesday and Wednesday in Winter Haven.

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

Joe Clark, Floyd and Mary Johnson and Thelma Clark enjoyed an automobile trip to Sebring Sunday afternoon.

Mr. and Mrs. F. S. Prior, Mr. and Mrs. W. H. Prior, Joe Clark and Floyd Johnson made an auto trip to Tampa Monday.

Bargains in men's dress pants: Khaki pants, \$2.50; pin checks, \$2.25; blue work shirts, \$1.50. Hudson & Cobb, Sebring.

Mrs. George Duncan and infant child returned Saturday from an extended trip through northern Florida and southern Georgia.

Mrs. Myrtle Cope of St. Cloud was a Saturday morning visitor in Avon Park. She was enroute to Kissimmee, where she will teach school.

Asa Lewis of Fort Meade was a business visitor in Avon Park Tuesday. While here he purchased D. C. Skipper's young grove at Lake Anoka.

Mr. and Mrs. F. M. Smith and little son Nelson and Mrs. E. Bass and Master Roscoe left Tuesday for St. Petersburg, where they will spend a week.

The editor made a business trip to Tampa Wednesday. He was accompanied home by L. Hardenbrook, who has accepted a position with The Pilot as linotype operator.

Mrs. D. F. Canfield and Miss Myrtle Jack departed Sunday for New York City, where they will spend several days, after which they will go to Buffalo for a short stay.

Mr. and Mrs. R. W. Swearingen departed Monday* for Asheville, N. C., where they will enjoy a couple of months' vacation. Their many friends here will wish for them a pleasant time.

We understand Avon Park is to have another resident physician, Dr. J. L. Cloud of Alachua coming here to locate permanently. Dr. Cloud has had eighteen years' experience practicing medicine and comes to Avon Park highly recommended.

E. N. Dickinson will commence operating a bus line to Haines City Sunday, leaving Avon Park at 8 o'clock a. m. Returning will leave Haines City 10:45 a. m., arriving Avon Park about 2 p. m. If the venture proves self-sustaining, Mr. Dickinson will increase his facilities for handling passengers and baggage and make it a permanent business.

W. Shayne, representing the Dixie Music company of Tampa, was transacting business here Tuesday. Mr. Shayne made arrangements with E. D. Boston of the Magnolia theater to install an American photo-player machine in the theater. This is a high-class machine, costing \$2,500, and of a type seldom found in places the size of Avon Park, but Manager Boston says it is his intention to give his patrons the best to be had. He hopes to have the machine installed within the next week or two.

Send The Pilot to a friend.

The peer of all cool drinks—Avon-Cola.

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

Mrs. O. A. Williams returned Saturday night from a month's visit in Adrian, Mich.

Mrs. B. H. Hagan went to Palatka Wednesday to visit relatives for a couple of days.

Reuben Childers of Fort Meade was one of Avon Park's business visitors Thursday.

Attend the ten-day bargain sale, beginning Saturday, July 31, at Hudson & Cobb's, Sebring.

The Rev. H. C. Peelman of Jacksonville is the guest of his daughter, Mrs. D. D. Crews, this week.

Mr. and Mrs. A. W. Sargent went to Kissimmee Saturday, returning Sunday via the Ford route.

Albert Raulerson returned Wednesday from Okeechobee, where he had been spending several weeks.

E. R. Shackelford, one of the prosperous farmers from the Zolfo section, was transacting business here Monday.

J. G. McClary and B. L. Laird, prominent citizens of Sebring, were business visitors in Avon Park Wednesday afternoon.

Mrs. Curtis Langford and children returned last Saturday from Tampa, where they had been spending several weeks.

For Sale—1916 Ford touring car in good condition. For particulars address postoffice box 203, Avon Park. 33tf

The Rev. and Mrs. T. B. Thompson and Elizabeth Andrews were dinner guests Sunday of Mr. and Mrs. J. O. Parks.

News was received here several days ago of the marriage in Tampa of Miss Vivian Shockley to Roscoe Parsley of that city.

Miss Vera Crews returned to her home near Wauchula Saturday, after having spent a pleasant week here with relatives and friends.

L. J. Adams of Tampa spent the week-end here, returning home Tuesday accompanied by little Birdie Bacon, who will visit here sister there.

"The Miracle Man" at the Magnolia theater Monday night. "The Miracle Man" is a better picture than either "Daddy Long Legs" or "Down on the Farm."

J. W. Sample of Haines City and C. J. Walker of Bartow were in attendance at a meeting of the directors of the Avon Manufacturing company, held Wednesday.

The Modern Woodmen of America will meet in the skating rink next Tuesday evening at 8 o'clock. All members are urged to be present.

E. Barchell, Clerk.

Mr. and Mrs. J. T. Tillman, who had been residents of Avon Park for some weeks, left Tuesday morning for Richland, Pasco county, where they will make their future home.

Mrs. M. R. Kilburn of Connecticut, who had been spending several weeks here, left Saturday for Orlando. Before leaving she sold her property on the east side of Lake Verona to E. M. Brickell.

J. W. Earnest and J. E. Mitchell of Wauchula came over to the "Ridge" Tuesday for the purpose of enjoying a day's sport enticing the finny denizens of our fresh-water lakes to accept the lure of their bony bait. As to their success deponent sayeth not.

Little Wilma Adams entertained a few of her friends Tuesday afternoon in honor of her seventh birthday anniversary. Refreshments of candy, pop corn, ice cream and cake were served. The guests were Margaret Peterson, Marjorie, Phil and Bill Lacey, Ivor Farrell, Inez Yonce, Rue Overby and Irvin and Mary Adams.

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. 7tf

Ford
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)

WAUCHULA ZOLFO AVON PARK

**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

**William L. Smith
GENERAL CONTRACTOR**

Park Hotel, Whidden Building
Phone 59 Avon Park, Fla.

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

On Short Notice

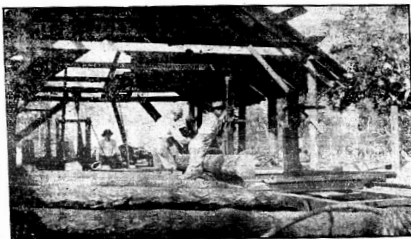
I. M. WADE

Lake Wales

Florida

AVON PARK'S PIONEER

By SAMUEL D. LEE



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

You will eventually want The Pilot. Why not subscribe now?

(Continued from last week)

THE TWO OLDER CHURCHES

The first religious services in Avon Park were held in the old school house on the hill, not far from where the Rev. Stock now lives, on Sunday, August 31, 1890, according to the form of the Protestant Episcopal church, conducted by the Rev. J. N. Lee, D.D., of Christ church, Fort Meade, using as his text for the morning service Acts VIII, 35—"And he preached unto him Jesus." In the evening the text was Ecclesiastics XII, 1—"Remember now thy Creator in the days of thy youth." The day was an absolutely perfect one, both services were well attended, and the responses hearty. The minister had a cordial reception at the hotel, where he was entertained. In the November number of the Homeseeker, that same year, were published the plans formulated by a committee for the erection of a building under the name of the Union Evangelical church. The building was soon begun and finished, with F. N. Nettleton as architect and carpenter. That was only the front part of the present structure, the western extension being added two years later. The church was not adopted until May 25, 1893, and was formally approved by Judge Phillips of the circuit court August 21, 1893. The first pastor was the Rev. Francis Dwight Rood, who began preaching on Sunday, October 1, 1893, and he continued as pastor until August 7, 1898, when he and Mrs. Rood moved to Montreat, N. C. Soon after coming to Avon Park, Mr. Rood bought five acres of land on the south side of the Midway, now Main street, adjoining the Bestor place on the east, and built upon it the dwelling now owned and occupied winters by Charles Burke and his wife. Perhaps it is as well to say here, as in any other place, that the Midway was so named because it was along the east and west half-section line. The second pastor of the church was the Rev. Stephen J. Townsend, who occupied the pulpit from January 29, 1899, to September, 1906, preaching one and sometimes two sermons a month at Frost-proof. This was through the trying years following the freeze, when churches and pastors, and everybody else in middle and south Florida had hard from Avon Park to Interlachen, Fla. Then there was an interval of two years that the church was without a regular pastor, but services were held when visiting ministers were here and consented to officiate. In 1908 there came to the pulpit Samuel V. Dilley, D.D., who remained just two years, when he re-

turned to Mexico, where he resided before going to California. Mr. Dilley died in Mexico, and his widow and children now are in California. The Rev. Charles Wesley Meyers was the immediate successor to Dilley, officiating from October 1, 1910, to April 20, 1912, when he resigned to accept a call to Marietta, Ohio, and was succeeded by the Rev. Benjamin Stock, who has since been the pastor.

There were in Avon Park then a number of persons who were communicants of the Church of England, and who for the time being associated themselves with the Union church; but in 1894 these people resolved to build for themselves, being encouraged and promised assistance by the Episcopal authorities of the diocese of Florida. One of the desirable locations was on the corner where the Church of the Redeemer now stands. The two lots had been bought by John C. Davies of Brouygader, Detzely, Wales, when he was here in November, 1889, and to him William King wrote asking his price and saying it was wanted for a church. The answer came promptly from Wales in the shape of a warranty deed—\$1. The building was at once erected, but not finished inside for several years. But services began with the beginning of the year 1895, John F. Porter, a veteran of the northern army, then a deacon in the Episcopal communion, but subsequently a reverend, officiating. Mr. Porter was a prisoner in Libby prison for more than a year, where his health was undermined beyond recovery, and he first came to Avon Park in 1891. Mr. Porter remained as rector for about two years, when he went to a church in Tampa, and then to one in Georgia, where he died. He was succeeded here by the Rev. Edwin R. Richardson, who had come from Missouri, but who had spent a large part of his life in Iowa, and who remained a citizen of Avon Park and the rector of the church until his death, December 2, 1915. In the following January the Rev. Richard Belton was sent to the congregation and officiated until June 17, 1917. There was an interum of eight months when the services of J. T. Murrish, Ph.D., D.D., were secured, beginning his ministrations October 7, 1917, and still is the rector.

There have recently been added to the churches of Avon Park, one by the Baptists, on the corner of Lakeview avenue and Church street, and the Christian denomination bought the former school house at the head of School street for a church home. At the moment the Methodists are talking of building.

(To Be Continued)

PARAGRAPHS OF LOCAL AND PERSONAL INTEREST

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

B. R. Cooley of Bartow was a business visitor here Saturday.

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

R. I. Harris and the Rev. W. A. Fischer made a business trip to Arcadia Wednesday.

Ivey E. Futch of Jacksonville was a guest of the Avon a couple of days this week.

Mr. and Mrs. A. C. West and A. E. West made an auto trip to Tampa Monday, returning Tuesday.

Mark Bowen of Lake Childs, who has grove interests here, was one of our Saturday business visitors.

L. D. Roberts will immediately begin the construction of a handsome bungalow on the lot just north of D. T. Lockett's home.

Mayor and Mrs. M. A. Wilson of Fort Meade and Mr. and Mrs. M. H. Booth of Plant City spent Wednesday in Avon Park, guests of Mr. and Mrs. L. D. Roberts. Mrs. Booth remained for several days.

Mrs. J. Y. Harris and children, who had been spending several weeks in Rockmart, Ga., returned to Avon Park Monday and will occupy the Spink cottage on Butler avenue, recently purchased by K. I. Harris and remodeled.

Owing to machine trouble we are a day late this week.

Fred Burton of Winter Haven was greeting friends here Friday of last week.

Miss Sadie Myers is spending the week in Lakeland visiting relatives and friends.

Mr. and Mrs. W. F. Sweed and L. Waller of Lakeland were visitors in Avon Park Tuesday afternoon.

William Smith and son, prosperous farmers of the Arbuckle lake section, were transacting business here Wednesday.

Mrs. Grover Langford and little daughter of Arcadia spent several days here this week with the husband and father, Grover Langford.

Mr. and Mrs. William Mont-deca of Lake Childs were here Wednesday looking for a location and purchased the L. D. Roberts home on Verona Circle. They expect to move here about Sept. 1.

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, 25c, 50c, \$1.00. Sold and guaranteed by F. C. Rae, Avon Park Drug Company, Park Mercantile Company.

K. I. HARRIS

Orange Groves —A— Specialty

Avon Park, Fla.

For
Quick Lunch
Try
**Village Inn
Lunch**

**\$5.60 Ticket for
\$5.00**

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

You will eventually want The Pilot. Why not subscribe now?



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

Spray! Spray! Spray!

Spraying Done on
Short Notice

See

E. G. TODD

AVON PARK

FLORIDA

HEAD OF HOUSE MAY KEEP AUTHORITY BY CHASTISING WIFE

In passing on a local case, Judge Robbins of West Palm Beach declared that a man may legally chastise his wife, and freed a prisoner, although the prisoner had slapped his wife.

Now, we claim that this is about the most far-reaching of all the recent rulings in this country, and will likely be heard with varying degrees of mirth, joy and positive glee all over the realm of husbanddom. For the good old days are back again; the suffrage hope is but a dream, and the idea of a woman having any say-so over a mere husband has been relegated to the discard pile.

It seems that the men of Florida have simply overlooked their hand, for one of our local attorneys (we withhold his name for fear of domestic complications) says that Blackstone calmly holds that a man may whip his wife with a whip no larger than his thumb.

Now just think of the meek husbands of Florida putting up with all they have had to put up with, when they had the law, Blackstone, the constitution of the United States, the army, navy and the husband's own right arm to give them their rights!

But it's all right now. A West Palm Beach judge has issued the emancipation proclamation and all will be lovely—until the good wives read this and become acquainted with the decision, and then it's all off, forever more!

If we were that judge, we would start tonight! — Fort Pierce News-Tribune.

Don't Be a Jellyfish

Consider the jellyfish. When the tide is going out the jellyfish drifts out. When the tide comes in, the jellyfish drifts in. It is a slimy, spineless thing ever floating about, despised by all creatures.

Behold the salmon. It travels the mountain streams for thousands of miles. It drives against the current, shooting clear of the water to leap a cat-act. It is a thing of life and vigor—a game fish that tests the mettle of a man.

The difference is that the jellyfish is spineless and inactive; while the salmon has a backbone and uses it. Just so with folks. They divide themselves into two great classes—those who act and those who drift.

Don't be a jellyfish. Get action! Even if you make mistakes it is much better for you to try and fail than not to try at all.—Credit Lost.

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

"As night watchman, believe I have seen more rats than any man. Dogs wouldn't dare go near them. Got \$1 package of RAT-SNAP; inside of six 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." Sold and guaranteed by F. C. Rae, Avon Park Drug Company, Park Mercantile Company.

Boquet From Gann

The writer had the pleasure of enjoying an auto trip to Avon Park and Sebring last week through the courtesy of Miss Host George Swanke and P. N. Cornwell of the Mammoth Grove corporation. These are two beautiful little cities, kept spotlessly clean and garbage and refuse are conspicuous by their absence. It is easy to keep a town clean if the citizens will all do their part, and those who are not inclined to do this should be shown "the light." There is still considerable cleaning up to do in the business section of Lake Wales. We do not wish to be continually harping on this matter, but this town must be kept in at least a presentable condition, else the people at home are going to be kept posted on the situation. Lake Wales can be kept just as clean as Avon Park and without a particle more effort.—Lake Wales Highlander.

"I Wouldn't Go Camping Without Rat-Snap," Says Ray White
"Wife and 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 all right—big fellows." Farmers, storekeepers, housewives should use RAT-SNAP. Three sizes, 25c, 50c, \$1.00. Sold and guaranteed by F. C. Rae, Avon Park Drug Company, Park Mercantile Company.

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 inauguration 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 initiative, 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 find that smiling pair. What's your weakness—a special pie, or cake, or just some good old home-made bread? Try sending up a case today. You'll get it.

Respectfully yours,

Avon Park Products Company
Maker of Avo-Cola

We Buy, Sell, Exchange and Repair

Pianos Players Organs
and Talking Machines

Dixie Music Company
Tampa, Florida

The Safest Investment

a man can make is in real estate, provided the real estate he invests in is well located. It should be in or near a growing town, where values are increasing. Then your investment grows while you sleep. You awake every morning feeling that you are a little better off in this world's goods than you were the day previous. I have a number of splendid properties for sale

In Avon Park

and vicinity. They are properties I can recommend. If they were not, I would not handle them. They consist of Improved and Unimproved Town Properties, Citrus Groves and Grove Lands, Large and Small Tracts. If you are in the market for a safe investment

Consult

Norton T. Smith

REAL ESTATE AGENT

Masonic Temple

Avon Park, 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

