

ADVERTISING IS BEING PLACED IN NEWSPAPERS

[Kissimmee Valley Gazette]

The annual report for the fiscal year ending Aug. 31, as submitted by Business Manager C. E. Stewart, Jr., to the board of directors of the Florida Citrus Exchange, showed the year to have been the highest in the history of the co-operative organization, in point of number of boxes of fruit handled, number of local associations affiliating, number of individual members and the number of northern markets in which the fruit was sold.

The exchange handled 32 1/2 per cent of the crop of the state, and showed the organization to be growing considerably faster than the increase of the state's citrus crop.

In its effort constantly to widen the distribution of its fruit, sixteen new northern markets were opened and carload sales effected. Eleven new exchange packing houses are now under construction in various South Florida localities and the volume of fruit which the exchange will handle during the coming season, exclusive of the additional tonnage of the Standard Growers' Exchange, is estimated at a very large increase over the last season. When to this is added the large holdings which the co-operative organization will sell for the account of the Standard, it is anticipated the exchange total for next season will be imposing.

It was estimated that increased freight charges last season cost the exchange growers about some \$2,400,000 above the normal transportation costs. The cost of the exchange in fighting for reduced freight rates, together with the successful resistance it had against the extreme division restrictions and for retention of the bulk pack, was considerable. However, the traffic department of the exchange during the year collected in excess of \$180,000 in claims against carriers. The reduction of 36 cents per box on grapefruit, recently secured from northwestern lines to Montana, Oregon and Washington points, it is hoped, is only the beginning of a readjustment of freight to lower levels, for which the entire exchange organization has been lending every effort.

Exchange advertising in last year was reported as the most ambitious effort in its history, the larger volume of shipments and consequent larger funds, making it possible. The results were gratifying and met with the hearty approval of northern sales representatives. As previously the bulk of the money was spent in northern newspapers, some magazine space and color pages being used. It was pointed out that the exchange's advertising problem is quite different from that of its sister organization on the Pacific coast, and therefore must be handled differently. The latter is able to dispose of its product to some extent in every state except Florida, while the limitations upon the Florida organization confine it to a much smaller area. Therefore, it has been found best to do the bulk of the exchange advertising in places and at times when its fruit is available for consumption. This means the larger use of newspapers by the Florida body, and only relatively small use of magazines, the circulation of most of which largely would be waste, as falling in regions where no Florida fruit is sold.

Sixty thousand northern housewives wrote to the Tampa office last year for a copy of the recipe book, which the exchange mentions in its advertising, and which tells how to use oranges and grapefruit and why buyers should ask for the Sealdsweet kind.

DOUBLE MURDER AND SUICIDE AT ARCADIA

Arcadia was the scene of a double murder and suicide Saturday morning, when C. O. Clarke, a railroad man, shot and killed Attorney J. A. Timberlake and Mrs. Thelma Blount, his mother-in-law, and also attempted to kill his wife. A crowd immediately gathered and Clarke, seeing escape was impossible, turned the revolver on himself, blowing his own brains out. No cause is given for the tragedy, except that Mrs. Clarke was suing for a divorce and Mr. Timberlake was her attorney. Mrs. Clarke conducted the Magnolia hotel and was sitting in her room, when her husband entered, after killing Timberlake. She escaped by jumping through a window, but was wounded in the ankle by a bullet from Clarke's revolver.

OTTO SKIPPER

LIGHT AND HEAVY
HAULING

Prompt Service
Reasonable Rates

PHONE 8-M

Avon Park, Florida

The CITY CAFE

I have taken over the City Cafe and am prepared to serve the public in the best possible manner.

OUR MEALS

will be well cooked and properly served and our

PRICES
REASONABLE

E. BARNHILL, Manager

THE Pittsburgh-Florida Fruit Growers Association

Pittsburgh, Pa.

Washington, D. C.

AVON PARK, FLORIDA

CAPITAL, \$1,500,000.00

CONSOLIDATING THEREWITH

Florida Citrus Development Company

Of Washington, D. C.

.... AND THE

Citrus Groves and By-Products Company

Of Pittsburgh, Pa.

POLICY OF THE CONSOLIDATED COMPANY

GROVE OWNERS

The combined assets guard your interests and guarantee that all groves will be given the best of care—insuring maximum returns.

PLANS FOR THE FUTURE

The economic care of trees, marketing of fruit and manufacturing of By-products carefully considered in order that the most profitable returns be given you.

STOCKHOLDERS

A careful and economic management of company's interests.

No change in plans so thoroughly tried and tested.

The same policies that made each company so successful will be carried out.

Co-operation Between Grove Owner and Company

OFFICERS

C. P. ANDERSON - President
S. P. DURRANCE - Vice-President and General Supt.
H. P. McCURDY - Vice-President and Sales Manager
D. P. WOLHAUPTER - Vice-President and General Counsel
A. V. ANDERSON - Secretary and Treasurer
W. R. ENGLAND - Assistant Secretary and Treasurer
C. P. ANDERSON, JR. - Assistant Superintendent

DIRECTORS

D. P. WOLHAUPTER - H. P. McCURDY
FRANK B. SHEAFFER - W. R. ENGLAND
A. V. ANDERSON - S. P. DURRANCE
W. PATON THOMSON - C. P. ANDERSON

LEGAL DEPARTMENT

D. P. WOLHAUPTER - Washington, D. C.
BURTON & BARLOW - Avon Park, Fla.

Developing 4400 Acres Citrus Groves By Modern Methods

"Watch Your Investment Grow"

H. S. GARRETT, Northern Representative, Office 604 McLachlen Bldg. WASHINGTON, D. C.

You'll Feel at Home!

You'll feel at home when you visit this Bank, we can assure you.

One of our most ceaseless purposes is to so treat our customers that they will consider each visit to this Bank a pleasure.

Whatever the nature of your business, you can come to us with the assurance that you will be courteously and considerately dealt with.

Our aim is that this Bank shall always be regarded by those who deal with it as "The Bank With a Personality."

First National Bank

Avon Park, Fla.
J. V. CHAPMAN, Cashier

LICENSED MASTER PLUMBER, STATE OF FLORIDA

John W. Foley

Avon Park, Fla.

Plumbing and Steam Heating Contractor

ESTIMATES FURNISHED

Plumbing Fixtures, Repairs, Iron Pipe and Fittings, Sewer Pipe and Fittings, Conductor Pipe, Gutters, Conductors, Heads, Ventilators, Galvanized Sheets, Corrugated Iron, Tin Work, Hot Air Furnaces.

First Trust & Savings Company

General Banking

AND

ANYTHING THAT MIGHT BE CONNECTED WITH
BANKING, SUCH AS LAND TRANSFERS, ETC.

YOUR CHECKING ACCOUNTS,

SAVINGS ACCOUNTS AND COLLECTIONS

ARE SOLICITED

INQUIRE ABOUT OUR

Home Savings Banks

FOR YOUR CHILDREN

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

DAVID HENRY SKIPPER

Last week we mentioned the death of D. H. Skipper, but the announcement reached us too late to give any information concerning him.

David Henry Skipper was born in Orange county, this state, Dec. 3, 1850, and would have been 71 years of age had he lived until Dec. 3, next. He died Wednesday night, Sept. 28, at 10 o'clock, after an illness covering a period of nearly two years. His death occurred at the old home place, eight miles west of Avon Park, just a mile south of the Avon Park-Wauchula road, where he had lived for the last forty-five years.

Deceased had been twice married, his first wife being Florida A. Smith, daughter of the late Capt. William Smith of the New Hope settlement. To this union four children were born, the first dying in early infancy. The remaining children were Mrs. Walter Hart, deceased; Mrs. G. J. Carlton and J. W. Skipper of Wauchula.

Several years after the death of his first wife, Mr. Skipper was united in marriage to Miss Dollie Powell, daughter of Joseph Powell (deceased) of Volusia county. To this union seven children were born, the first dying at birth. The others were Mrs. E. A. Albritton of Tampa, Otto Skipper of Avon Park, Florida, Skipper living at the old home; D. G. Skipper, Avon Park; Shafter Skipper, living at the home place, and Mrs. Love McGiboney of Avon Park.

David Henry Skipper was a member of the Masonic lodge at Wauchula and had for many years been a consistent member of the Baptist church. He was well and favorably known all over South Florida and his word was always considered as good as his bond. He was one of the earliest settlers in this section of the state and his father, John Levi Skipper, was one of the first white men to penetrate the wilderness of Polk county, settling on what is now known as Skipper Branch, near Fort Meade.

The remains of "Uncle Dave," as he was familiarly known, were laid to rest in Hart cemetery, the family burial ground, the Rev. Sam Duran preaching the funeral service and the burial being conducted by the Masonic fraternity.

During his life in DeSoto county D. H. Skipper was successful, accumulating a considerable amount of property. His estate consists of farm lands, orange groves, pasture and timber lands, cattle and town property, and he was a stockholder and director in the Carlton National Bank of Wauchula.

The widow and bereaved children have the sympathy of hundreds of friends, who loved and respected D. H. Skipper for his many virtues, his unselfish nature and his sterling worth.

CALIFORNIA GROWERS WILL USE \$620,000 ADVERTISING

A minimum appropriation of \$620,000 was approved by Sunbelt advertising for 1922 by the board of directors of the California Fruit Growers' Exchange at a recent meeting.

An assessment of 3 1/2 cents a box on oranges and 6 cents on lemons was fixed as the maximum to be spent on advertising during the coming year. The minimum appropriation was fixed at \$420,000 for oranges and \$200,000 for lemons. This was fixed on an estimated crop basis of 12,000,000 boxes of oranges and 3,333,000 boxes of lemons. The rates per box are the same as for the current year and the appropriation is subject to revision in the event of crop failure.

The money appropriated by the exchange for Sunbelt advertising during the coming season of 1922 will be used in magazine advertising, billboards, elevated railway posters, street car cards, newspaper advertising in conjunction with the various Orange Week campaigns and in Dealer Service work among the retailers of the United States and Canada.—Sunbelt Courier.

Rub-My-Tism kills pain.—Advertisement.

KENTUCKY BANKER WRITES AN APPRECIATED LETTER

We are in receipt of the following letter, which will be appreciated by the people of Avon Park as much as it is by the editor of this paper:

"Greenville, Ky., Sept. 29, 1921.
"Mr. G. W. Adams, Avon Park, Fla.
"Dear Mr. Adams: Enclosed find check for renewal of my subscription to the Pilot. We could not keep house without it. My wife and I spent two winters in Avon Park and learned to love everybody and everything there. We read every line, advertisement and all, and my fondest dream is some day to be back at the Park.
"Yours very truly,
"H. C. LEWIS."

Many of our people will remember Mr. and Mrs. Lewis and would be glad, indeed, to welcome them as permanent residents of Avon Park. Mr. Lewis is cashier in the Farmers State Bank, Greenville, Ky.

666 cures Biltousness.—Advertisement.

HELPED ORGANIZE A GOOD ROADS LEAGUE

Thursday afternoon of last week George F. Kellogg and M. W. Lance drove to Okesechoe City, in company with a delegation consisting of Orvel Sebring, Dr. E. J. Etheridge and E. J. Farmer of Sebring, where Thursday night and Friday morning they assisted in organizing an enthusiastic Good Roads League in that city. The league will work in connection with the Gulf-Atlantic Good Roads League, which is bending its efforts to secure the building by the state of the Seaside Highway or state road No. 2, as it is designated by the state road department. Mr. Kellogg returned to Avon Park Friday, but Mr. Lance accompanied Mr. Sebring to Ritta, down on Lake Okesechoe, and returned home Saturday day.

Remind your friends and neighbors that The Pilot should be in every household in Avon Park. If they are not subscribers they should be.—Advertisement.



DIAMOND GRID BATTERIES

Guaranteed Two Years
BATTERIES RECHARGED

Repaired and Rented

ELECTRICAL WORK

Of All Kinds

Appliances

House Wiring

Let Us Estimate on Your Work

Home Electric Company

W. G. MCGIBONEY, Prop.
Avon Park, Florida

SINGER SEWING MACHINE COMPANY

SEWING MACHINES

MOTOKS PARTS

NEEDLES and OIL

Machines Cleaned and Repaired

R. E. COATES

SALESMAN and COLLECTOR
Avon Park, Fla.

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

M. H. Gribble

Phone 57
Avon Park, Florida

MITCHELL ELECTRIC COMPANY

Sebring, Fla.

ELECTRICAL CONTRACTOR

AND SUPPLIES

Let us give an estimate on your ELECTRICAL WORK

Phone 105 at Our Expense

No job too small or too large to merit earnest consideration

Well Driving and Pipe Fitting

"Cutler Gets the Water"

ELECTRIC and GASOLINE MOTORS

Prompt Service

Satisfactory Work

Low Prices

ROSWELL CUTLER

Avon Park, Florida

DESIRABLE

Real Estate

Groves

Citrus Lands

Town Property

INSURANCE

"That Insures"

Fire

Casualty

Automobile

Selected Citrus Trees from

BUCKEYE NURSERY

All Varieties for Sale

Mark W. Lance

Brickell Building

Avon Park

Everything in Hardware Line Can Be Found at Our Store

OIL STOVES WOOD STOVES
WINDOW SASH and DOORS
PAINTS, VARNISH and OILS

We have added a line of
SHOTGUNS and RIFLES

Come in and Get Prices

W. R. England Hardware Company

First National Bank Building

Avon Park



Building a Bungalow— or Are You Remodeling?

Then you'll want Beaver Board for the walls and ceilings to give the inside the same mark of coziness and originality as the outside.

The only thing for Summer Cottages because it stands up in all kinds of weather. Goes up without any fuss or muss and lasts as long as the house.

BEAVER BOARD

is an improved wall and ceiling material that is being used instead of lath and plaster in thousands of homes—large and small, old and new—in stores, offices and public buildings. It is painted, not papered—and lends itself to handsome decorative effects.

Read about the unique Beaver Boarded bungalow described in the Saturday Evening Post of February 19. Call or phone as we can tell you more about Beaver Board and show you samples.



For Sale by
HERBERT SEAVERN
Avon Park, Fla.

COME TO THE STANDARD GARAGE

and have a

Gladiator Timer

put on your Ford

These Timers are positively guaranteed to give
50,000 miles of service.

THE STANDARD GARAGE

AVON PARK,

WELCH BROS., Proprietors

FLORIDA

High-Grade

Fertilizers

Made from

Choicest Fertilizer Materials

Lowest Market Price

Geo. F. Kellogg

TELEPHONE No. 29

Extra copies of The Pilot are
cent each.—Advertisement.

Friday afternoon and night's rain were worth hundreds of thousands of dollars to our fruit growers.

666 cures Bilious Fever.—Advertisement.

project has not been carried out for the simple reason that the room in the building leased for this purpose was too small to hold the plant. The plant is purchased and is in Avondale Park ready for installation and the erection of the purposed new building.

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The
ron
the
ne

H. W. KELLERMAN, District Sales Agent
Citizens Exchange Building Phone
Tampa, Florida

