

AN OPPORTUNE TIME

Now is the opportune time for those contemplating investment in Florida to act. Property values will never be any lower and before the winter travel sets in is the time to make your selection.

IF YOU HAVE PROPERTY FOR SALE

List it now. Indications point to a large influx of investors during the winter months. We are receiving many inquiries concerning various kinds of real estate.

LET US SERVE YOU

P. M. STIVENDER

BRICKELL BUILDING

Avon Park, Florida

Drink
Coca-Cola
IN BOTTLES

Sold Every where



In the great hotels or at the wayside store, at the turn on the golf course or at the baseball game, bottled Coca-Cola ever is relished.

At work or at play, it always is the favorite American drink. Demand the genuine by full name and you will get it in sterilized bottles—pure and wholesome, delicious and refreshing.

COCA-COLA BOTTLING COMPANY
Avon Park, Fla.

Buy by the Case

Florida Citrus Development Company

Washington, D. C.

Avon Park, Fla.



SMILES

Will broaden to a hearty laugh when you get into those games and hear the news first-hand of how your investments are growing.

FIRST ANNUAL OUTING

Rock Creek Park
WASHINGTON, D. C.

Grounds at Reservoir
Sixteenth and Kennedy Streets, N. W.

10 A. M.

SEPTEMBER 10, 1921

NOTE—Send in your reply card so that ample provision may be made for a BIG TIME Luncheon at 2 P. M.

AND THEN SOME

THE RAILROADS VS. FLORIDA

Addressing a letter to the Tampa Tribune Hon. W. A. McRae, commissioner of agriculture for Florida, touches upon the vital subject of "The Railroads vs. Florida." The subject is one which is of intense interest to every person in the peninsular State. Nothing affects the cost of living, the cost of manufactures, the cost of marketing and production so greatly as the question of transportation and excessive freight charges. Commissioner McRae closes his able article in this manner:

"It is a shame that modern transportation has so fallen down in efficiency that it is driving us back to primitive methods, and progress halts before the juggernaut of exorbitant rates."

His letter is as follows:

"No state in the Union has been more liberal in giving lands to railroads."

"No state in the Union has donated, first and last, so large an area of lands to railroads as has Florida."

"A few years ago the railroads operating in the state issued a map showing their lands when they were offering to sell and it looked like the whole state literally belonged to them."

"What other kind of business has ever received such manifest bounties as have the railroads?"

"What gratitude have the railroads shown for all this liberality?"

"On the other hand no state in the Union is so discriminated against by the railroads as is Florida."

"No other important shipping point in the state is so discriminated against as is Tampa."

"When a set of transportation corporations deliberately set out to make commercial warfare against a state, a section of a city, they should, under conviction, forfeit their charters and the officers responsible for it should be jailed."

"An attempt to circumvent the highway robberies of railroads by the use of waterways and truck transportation is commendable, but the shame is that there is no legal steel trap to prevent these land pirates from slitting the throat of the very public from which they have drawn their life blood."

"It is such conduct as this that arouses public opinion to a pitch of rebellion and feeds the fires of unrest and revolt."

"Drastic treatment awaits around the corner for any creature of legal enactment that so abuses its prerogatives and challenges public opinion to mortal combat."

"Who was guaranteed specific profits by the federal government during the war?"

"The railroads."

"Who has a federal labor board to settle differences between them and their employees—and ward off strikes?"

"The railroads."

"Who collects millions of profits on watered stock?"

"The railroads."

"The most important factor in our industrial and agricultural organization is transportation. In a land of such vast distances as the United States with its immense production and exchanges, the arterial system of the railroad lines comprises the most vital agency of existence. Any special interest controlling it is in position to dictate in large measure the policies of government and lay tribute on the people."

"The old idea that railroads were private property and, therefore, should not be interfered with by the public, seems to still linger in the minds of both owners and operators. Railroads get their charters from the state to perform a public function, and have long since been declared 'public carriers.' This as their legal status. Corporations performing public service should be conducted in the interest of the public and when they do violence to public interest the purpose of the franchise is violated."

"The railroad owners and their union employees seem bent on an anarchy of transportation which has resulted in a 'public-be-damned' policy."

"Who pays the bill for both?"

"The public."

"Who is the public?"

"Everybody—including the railroad owners and employees—but the owners and employees constitute a mere fraction of the public, so that their policies are based on the assumption that they are getting their rewards from the outside public."

"The question naturally arises, why do the railroads want to discriminate against a city that gives them a large business or against a state, like Florida, that furnishes them so much freight and express?"

"It is simply a question of 'squeezing' a town or state when you have the chance. Freight rates are seldom made on distance, but on competitive rates—rail competition, river and canal competition and ocean competition."

"The railroads announced that they would wipe out all water competitive rates to and from Tampa and put her on the inland straight mileage basis."

"To add insult to injury they also announced that they would collect an 'arbitrary' of 5 per cent on all shipments coming into the interior to offset the loss they expected to incur through business diverted to water."

"Under this ruling Jacksonville could ship material to South Florida cheaper than could Tampa, as Jacksonville is still to be a basing point for competitive rates."

"In other words, the railroads feel that they have Tampa by the throat and they will force her to 'stand and deliver.'"

"Tampa has no immediate recourse but to resort to water and truck transportation. If this proves futile then she is commercially an inland city."

"Railroads can always prove that their rates are justifiable until water competition forces them to lower them. Strange, passing strange, it is, that railroads that have water competition and, therefore, must meet the water rates, keep right on doing business at the same old stand the same as the railroads that have no water competition and go in for all the traf-

fic will bear. When a railroad commission attempts to call a halt on rates the railroads cry 'bankruptcy,' and yet the same companies will operate roads along water routes and meet water rates. If for any reason water rates were to be raised above railroad rates how long before the railroad rates would respond to the raise? It is all a game of 'He may take who has the power and he may keep who can.'"

"It is a shame that modern transportation has so fallen down in efficiency that it is driving us back to primitive methods and progress halts before the juggernaut of exorbitant rates."

W. R. McRAE,
"Commissioner of Agriculture."
Tallahassee, Aug. 15.

666 cure Malarial Fever.—Advertisement.

Well Driving and Pipe Fitting

"Cutler Gets
the Water"

ELECTRIC AND
GASOLINE MOTORS

Prompt Service
Satisfactory Work
Low Prices

ROSSELL CUTLER

Avon Park, Florida

Insurance

If you want

FIRE

INSURANCE

AUTOMOBILE

INSURANCE

LIFE

INSURANCE

HEALTH

INSURANCE

ACCIDENT

INSURANCE

or

SURETY BONDS

See me, as I am representing some of the best companies of the country, and am making a specialty of INSURANCE of all kinds.

Yours for business,

G. L. Crews

SAY! IF THAT-HOUSE NEEDS

PAINTING

OR YOU NEED ANYTHING IN

SIGNS

SEE

W. H. PRIOR

EVERYTHING IN PAINTING

Office Brickell Building

Avon Park, Fla.



Why Many Don't Save

Saving money, you will find, is not wholly a Dollars-and-Cents matter. This statement may sound strange, but it is true.

Saving money is, first of all, a Brain-and-Backbone matter. And this is just the reason why so many people who make money can't save any of it—they don't think and have little self-control.

Happily, however, there are very few who cannot learn the necessary lessons, if they will.

The time to start is today, and the place—this Bank. We'll help by adding 5 per cent interest, compounded semi-annually.

First National Bank

Avon Park, Fla.

J. V. CHAPMAN, Cashier



EAGLE "MIKADO"

Pencil No. 174

For Sale at your Dealer
ASK FOR THE YELLOW PENCIL WITH THE RED BAND
EAGLE MIKADO
EAGLE PENCIL COMPANY, NEW YORK



Camels are made for Men who Think for Themselves

Such folks know real quality—and DEMAND it.

They prefer Camels because Camels give them the smoothest, mellowest smoke they can buy—because they love the mild, rich flavor of choicest tobaccos, perfectly blended—and because Camels leave NO CIGARETTE AFTERTASTE.

Like every man who does his own thinking, you want fine tobacco in your cigarettes. You'll find it in Camels.

And, mind you, no flashy package just for show. No extra wrappers! No costly frills! These things don't improve the smoke any, more than premiums or coupons.

But QUALITY! Listen! That's CAMELS!



Camel

S. J. LITTON, Tampa, Fla.

LUMBER

ROUGH DRESSED

Delivered at a Price to Suit You

Windows, Doors, Roofing

Ready-Mixed Paints

PAINT THAT IS PAINT

Plate Glass Store Fronts
DIRECT FROM MANUFACTURER

See

Wm. H. Tompkins Company

Room 207

Brickell Building

QUITE A FEW

Empty Lard Cans

TO DISPOSE OF

50c and \$1.00

B. H. James' Grocery

FREE DELIVERY

YOUR CREDIT IS GOOD

Vacation Is Over

AND THE FIRST OF THE HOMESEEKERS FROM
THE NORTH ARE ARRIVING IN FLORIDAHOW MANY OF THEM WE CAN LOCATE IN AVON
PARK WILL DEPEND ON THEIR TREATMENT AND
THE PRICES OF OUR REAL ESTATE.UNFAIR VALUES DRIVE THE PURCHASER ELSE-
WHERE, WHILE FAIR VALUES MEANS MORE
SALES, INCREASED POPULATION AND HIGHER
VALUATION ON ALL OUR PROPERTY.What Have You for Sale
At a Fair Price

Norton T. Smith

Real Estate Office Masonic Temple

Avon Park, Fla.

Aquavitae Mineral SPRINGS

On the Dixie Highway between
Zolfo Springs and Peace RiverBIGGEST
and
BESTRESTAURANT
PICTURE SHOW
SKATING RINK
BATHING POOLThe latter serving Regular Meals, Drinks, Cream, Cigars
and Cigarettes at Reasonable Prices. EVERYTHING
NEW AND UP-TO-THE-MINUTE

Come and Bring the Kiddies

Dance Each Friday Night

SPECIAL ORCHESTRA

ADDITIONAL LOCAL

666 cure Dengue Fever.—Advertisement.

Real estate, that's all. Stiverder.—Advertisement.

L. G. Hockersmith of Sebring spent Saturday in Avon Park attending to business matters.

Mrs. Fairfax T. Haskins of Sebring was the charming guest of Mr. and Mrs. H. F. R. Beck last Friday.

Guavas for Sale.—Leave orders at James' store for guavas for jelly and canning. Roswell Cutler.—Advertisement.

Wanted.—Second-hand sawmill of 15 to 25 horsepower; in good condition and terms. C. E. Elenfeldt, Lakeland, Fla.

G. W. Hay of the Pilot mechanical force spent Sunday in Lake Wales with his mother, who is quite seriously ill there.

Among the throng of motorists visiting Avon Park Sunday afternoon, we noticed Dr. E. J. Molter, Sebring's affable druggist.

Mrs. Olive A. Williams left Tuesday morning for Jacksonville, Tennessee and Alabama. She will be gone three or four months.

D. A. Hazen and daughter Mildred, accompanied by his mother, Mrs. Mary E. Newman, spent a short while in Avon Park Sunday afternoon.

Farm Wanted.—Wanted to hear from owner of a farm or good land for sale, price reasonable. L. Jones, box 551, Olney, Ill.—Advertisement.

R. I. Harris drove to Fort Meade Sunday, where Mrs. Harris was spending the week-end with her parents. They returned Sunday evening.

Mr. and Mrs. R. E. Coates of South Verona avenue have had as their guest for several days Mrs. Coates' mother, Mrs. N. C. Herndon of Homestead.

Norton T. Smith has resigned as superintendent of the Masonic Temple building and the position will be filled by S. F. Tucker. Mr. and Mrs. Smith will vacate the building about Oct. 1.

For Sale.—On easy terms, new six-room bungalow; close in; would consider well-located tract of 10 or 20 acres of citrus land as first payment. Address HX, care Pilot.—Advertisement.

W. A. Snow of the Pilot force is enjoying a well-earned week's vacation at White Springs and other points in North Florida. Mr. Snow has been with the Pilot a number of months and has been "on the job" every day.

W. B. Mitchell of Arcadia spent Sunday morning here, the guest of his brother-in-law, Cyril Baldwin. Mr. Mitchell has been spending a few days in Sebring, where he has been negotiating an important business deal, and it is likely that he will soon become a permanent resident of that beautiful and growing little city.

Norton T. Smith has rented office room in the front of the store room in the First National Bank building, recently leased by the Smith-McGinnis-Stobbs Company. He will install a partition and equip his office nicely for the real estate business and will take possession of his new quarters about Oct. 1.



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
CompanyW. G. MCGIBONEY, Prop.
Avon Park, FloridaJOHN J.
JAMOUR

HOUSE

and

SIGN

PAINTER

Painting

IN ALL ITS
BRANCHES

Sargent Building

Are You Going to Build?

We are headquarters for WINDOW and DOOR FRAMES, SASH and DOORS, INSIDE TRIM and MILL WORK and CABINET WORK, BEAVER BOARD, COMPOSITION ROOFINGS, SHINGLES and LATH. A large and complete stock of YELLOW PINE and CYPRESS LUMBER. We make quick shipments. Try us once. We are on the job.

Townsend Lumber Company

Lake Wales,

Florida

LEGAL NOTICE

To Whom It May Concern:

You are hereby notified that on the first day of September, A. D. 1921, L. D. Roberts and Edna Roberts, his wife, will apply to the Honorable George W. Whitcomb, Judge of the Twelfth Judicial Circuit in and for Highlands County, Florida, at his office at Arcadia, Florida, or such other place as he may be found in said circuit on said date, for an order authorizing them to adopt Edna Booth Ward, said application to be made by presenting to said judge a petition in the form required by law.

L. D. ROBERTS,
EDNA ROBERTS,
PATTERSON & WILSON,
Attorneys for Petitioners,
July 29-Aug 5-12-19-26

Warm Weather Is Here

And housewives can save themselves lots of worry and discomfort by purchasing BAKERY GOODS

Don't Worry Over a Hot Stove
But Patronize

The Sanitary Bakery

Ask Your Merchant

A. EHL, Proprietor

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

Ford

THE UNIVERSAL CAR

ABOUT FORD CARS—SOLID LOGIC

THE Ford car has been fundamentally right from the beginning. That fact made it "The Universal Car." It has always lead in lowest first cost as well as in lowest cost to maintain and operate.

Runabout, Touring Car, Coupe, Sedan, Truck and Fordson Tractor—we have them all and will make reasonably prompt delivery.

Simplicity has ever marked the designing and building of Ford cars, trucks and tractors. Henry Ford and his engineers have always striven for simplicity with strength. The success of the Model "T" Ford car and a great part of the Ford Motor Co.'s success has come from an early understanding and appreciation of that principle in motor car construction. The fewer the parts in a car, fewer the parts to go wrong. When that simple truth is carried out in producing a car, as it is in Ford cars, trucks and tractors, the result is bound to be a simplicity of design and building that means simplicity, durability and economy of operation.

This simplicity of construction proves itself in the ease with which Ford cars, trucks and tractors are driven. Four million five hundred Ford cars in daily service proves every claim we make.

More than ever we are sure the Ford car is your necessity—let's have your order today.

Highlands Motor Company

Member A. A. A.

Avon Park, Florida

Florida Property Is Increasing in Value Every Day

Particularly is this true of property on the Scenic Highlands and in and adjacent to Avon Park. Our city is growing rapidly, new buildings being started nearly every day. Of course this adds to the value of all property, whether in the city or adjacent thereto.

"HILLCREST"

is close to the city limits of Avon Park. Its groves are increasing in value every day. The trees are growing nicely and show a healthy appearance, making an investment with the Scenic Highlands Development Company an attractive one. In fact, one has but to see the young groves, note the painstaking care being given the trees, consider the location and then ascertain what grove properties are selling for all around us, to become convinced that "HILLCREST" is a gilt-edge proposition.

WE COURT INVESTIGATION

Scenic Highlands Development Company

Avon Park, Florida

FLOW OF HOT WATER STRUCK AT PENNSACOLA NUMBER OF YEARS AGO

In sinking two new wells in Sebring recently the ice company there struck a flow of boiling hot water that for two weeks now has been pumping fifty gallons a minute of water that continues to come up boiling hot. And while he was not in a position

a long article on this subject the Highlands County Messenger says: "R. W. Irwin, engineer at the ice plant, who drove these wells, stated to the writer that the water, even when pumping the mud in the beginning, was of the same temperature as it is today; that he had made a practice of drinking a number of glasses of this hot water each day to say that the water possessed any

peculiar medicinal properties, he could notice a marked difference in his feeling after drinking a glass of the water and that he much preferred it to ice water, even when working in the heat where he perspires profusely. The outcome will be watched with interest and if these wells prove to be permanent hot water wells, the water will undoubtedly be utilized in such a manner as will result in untold bene-

fit to Sebring. A number of years ago in sinking a well in Pensacola in search of oil, an artesian flow of hot water was brought in, but those folks were after oil and kept boring, the drill finally dropping into a subterranean lake and the flow of hot water was lost.—Jacksonville Times-Union.

Road Building

The road between Fort Pierce and the Okeechobee line will be completed as soon as the other road building operations in the county will permit the county to undertake the work, and the state road department will assist in every way possible in carrying the work to a rapid conclusion. A camp of convicts will be furnished, heavy road building machinery supplied and the surveys approved by the state engineer at an early date. The survey to eliminate some of the turns and curves on the route, so as to shorten the distance and cheapen the cost of construction.—Okeechobee News.

Peanut Crop Below Normal

Sam T. Fleming, United States crop reporter for Florida, says that a special inquiry under date of July 1 shows the condition of the peanut crop of the state to be 62 per cent of normal. About a year ago, on Aug. 1, condition was 49 per cent of normal, and two years ago, 70 per cent. Indications are that the present year's peanut crop will exceed last year's very short crop by a considerable amount, but will not be up to 1919 production.

New Variety Avocado

A variety of avocado or alligator pear, the fruit of which attains a weight of 18 ounces and the trees of which will stand some frost, has been sent to the United States office of foreign seed and plant introduction, by Wilson Fopense, plant explorer in South America, and buds of it are now growing in the department greenhouses at Washington. This may make all of Florida a producer of a wonderful salad fruit.

Send The Pilot to a friend.—Advertisement.

Make the Fairs Successful

Agriculture in all phases is the one great fundamental industry of the country, that feeds and clothes not only the people of our own nation, but of a large part of the world. Our various fairs, large and small, should have for their principal object the exhibition of agriculture and related products, live stock, poultry, grains, vegetables and fruits. All fairs are, to greater or less degree, educational, but the educational features should be emphasized. Of course it is not that there should be no fun and amusement provided, but these must be of clean, wholesome character and made subordinate, always, to the educational side of the fair. Attractions and amusements are absolutely essential to the success of any fair, for exhibits alone will not draw the visitors.

Our Stock of Gold

The stock of gold in the United States, which reached its high mark of pre-war days of \$3,121,857,443 on May 1, 1917, was \$3,223,351,644 on July 1, 1921, or about \$100,000,000 higher than the pre-war record amount. The lowest point reached was on May 1, 1920, when we had \$2,648,615,336, representing a reduction of \$75,217,893 in three years. In the last fourteen months, however, we have gained \$776,735,284 of gold, and now hold about 40 per cent of the world's known stock of gold coin and bullion. The country has been acquiring gold from all parts of the world at the extraordinary rate of almost \$2,000,000 a day during the first half of 1921 and the inflow shows no sign of abatement.

The Death of a Town

A town's death is anything to do in a public way is on the way to the cemetery. Any citizen who hampers the town is helping to dig the grave. A man that "cusses" the town furnishes the coffin. The man who is so selfish as to have no time for his business to give affairs is making the shroud. The man who will not advertise is driving the hearse. The man who is always pulling back from any public enterprise throws bouquets on the grave. The man who is stingy and is howling hard times, preaches the funeral and sings the doxology. And thus the town lies buried from all sorrow and care.—Moore Haven Times.

Land Safest Investment

There is no safer investment than land, if bought with the least display of good judgment. There is plenty of good vacant land in Florida. One thing absolutely certain is that the original investment ought not to slip away from the owner. Increased value may come, fast or slow, as the case may be, but the original investment is sure with the steady increase in population. Florida town sites or farming land will become more in demand and it is with this demand profit is made.

Swindling the Producers

The court records of the large cities regularly show cases where irresponsible dealers constantly victimize country producers. If producers would not take risks with unknown persons who make offers above the market price for commodities, there would be fewer losses. Deal with old and well established houses.

Imports of Hides

The United States imported 798,000,000 pounds of different kinds of hides in 1920, from South America, Asia and Africa. The freight by ship is less from other continents to Atlantic ports than by rail from the Mississippi states and beyond.

Florida Has Best Climate

Florida has the best climate in America. The people here are not subjected to bills for heavy clothing and fuel for long winters. The sunnier heat never causes sunstrokes for man or beast and the winters never bring snow and ice-bound waters. If one is judicious in buying land where there is possibility of greater demand for that particular piece purchased, big profits can only be the result. It cannot be too strongly urged upon persons of a speculative turn of mind to take property most anywhere in Florida as a basis for their investments and keep clear of the bucket shop, with its hope of making large winnings.

Japanese Vegetable Oil Mills

The Japanese department of agriculture and commerce lists 21,004 vegetable oil mills in Japan, employing 28,663 persons. These figures, however, include the vast number of small handpower mills using primitive crushing methods and scattered through the country districts. They utilize the following seeds and nuts: Rapeseed, perilla, sesame, cotton seed, camellia seed, safflower seed, tea seed, wood nuts, kava nuts, mustard and sunflower seeds. The oils from these materials are chiefly consumed in Japan, though a small percentage enters into the export trade. The great bulk of the cake is consumed within the country as fertilizer.

Itab-My-Tiam kills infection.—Advertisement.

American Tea Imports

The total amount of tea exported to America last year from Japan was 22,721,000 pounds, which is a decrease of 4,900,000 pounds, as compared with 1919, and is one-half the average amount of several years past. The total amount of Japanese tea in America is estimated at 3,000,000 pounds. It is estimated that the exportation of tea to America in 1921 will be 15,000,000 pounds, which is less than one-half the normal annual export to the United States from Japan.

Cuban Sugar Awaiting Ships

Two Cuban ports, Fastel and Puerto Tarifa—are stocked to their capacity with sugar awaiting shipment. There were 1,371,627 bags of sugar exported from these ports during the six months ended June 30, 1921. The net weight was 445,339,727 pounds, and the value was \$20,716,779. During the corresponding period of 1920 the shipments to the United States totaled 1,653,395 bags, valued at \$55,697,201 and having a net weight of 537,947,209 pounds.

Coal Strike Affects Industries

The coal strike here has lasted so long that Great Britain is stripped practically bare of stocks of iron and steel. It is said that a new start of the metal industry cannot be made without large loss. Hundreds of thousands of men are idle and the government is much concerned.

Plan for Tree Planting

The tree planting season is approaching. Make arrangements to plant some fruit trees this coming winter. Plan now for this work.

Rub-My-Tiam kills pain.—Advertisement.

One Remedy

Cissie—Isn't there something I can put on to keep mosquitoes from biting me?
Dickie—Yes, dearie, clothes.—London Mail

606 cures Bilious Fever.—Advertisement.

NOTICE

AVON PARK, FLA., AUGUST 26, 1921.

WE, THE UNDERSIGNED BUSINESS MEN OF AVON PARK, HEREBY AGREE TO ADHERE TO OUR ORIGINAL AGREEMENT AND CLOSE OUR PLACES OF BUSINESS ON THURSDAY AFTERNOONS THROUGHOUT THE MONTH OF SEPTEMBER. WE ALSO REQUEST THE HIGHLANDS COUNTY PILOT TO CORRECT THE ANNOUNCEMENT MADE IN LAST WEEK'S PAPER REGARDING THIS MATTER:

WEST & LUXTON

WHITE DRY GOODS COMPANY

ROBERTS PRESSING CLUB

W. R. ENGLAND HARDWARE CO.

R. C. JARRETTE

J. W. ENGLISH & SON

KATZ BROS.

FIRST TRUST & SAVINGS CO.

THE FIRST NATIONAL BANK

B. F. WEST BANKING COMPANY

E. BARNHILL

A EBI

PARKER MUSIC COMPANY

H. Y. THOMPSON

ROBERTA BASS

CITY MARKET

SANITARY MARKET

F. S. JORDON

P. C. BONEY

Growth in markets for Florida citrus fruits due to Florida Citrus Exchange

In the early beginnings of the citrus industry in Florida the market for oranges lay largely in a few big centers on the eastern seaboard.

Even up to the time of the formation of the growers' own co-operative selling organization, some twelve years ago, the markets for Florida's citrus products had not been expanded greatly.

Today we find Florida oranges being sold in hundreds of smaller centers all over the South, the East, the Middle-West, the Southwest, even into the West beyond the Missouri river. Much of this territory not long since was conceded to be entirely in control of producers outside of Florida.

In addition, the larger centers, especially those of the eastern seaboard, which constituted the original and practical sole markets, today are absorbing larger and larger quantities of Florida oranges, due to greater appreciation of the food and health values by the general public as a result of educational work done by the Florida Citrus Exchange.

Florida grapefruit, which was practically unknown to the consuming public a few years ago, today is being successfully sold wherever Florida oranges are sold, and, in addition, Rocky Mountain territory and the Pacific Northwest clear to Puget Sound are providing markets for this Florida product, under the Sealsweet brand as a mark of identification.

The reason for the great growth in markets for Florida oranges and grapefruit is found in the operation of the growers' own marketing organization, the Florida Citrus Exchange. The members have been interested in providing for the constantly increasing production of Florida's citrus groves, in direct contrast to the activities of speculative agencies which are concerned only in purchasing fruit at lowest cost and effecting a quick sale at a profit for themselves, in whatever market may be the handiest.

Today thousands upon thousands of consumers over the entire continent have been educated to the points of superiority of Florida grown oranges and grapefruit and to the unusual food and health values these citrus fruits possess—solely through the activities fostered by the organized, co-operating growers. Figures from those markets where all sales are a matter of definite record show this work of making markets to be self-sustaining, because the higher prices for fruit sold under the Sealsweet trade mark as compared with fruit from all other Florida sources more than offset the expenditures for this important work.

Today the sales department of the Florida Citrus Exchange is taking care of the present and providing for the future by aiding the expansion of markets in every way. Representatives are being added in territories where a few years ago no one thought our fruit could be sold successfully; and they are making good. The development of markets for Florida's citrus fruits is keeping pace with the increase in Florida's production and the constant expansion of the growers' own marketing organization, the Florida Citrus Exchange. Growers who desire to take advantage of the work it is doing should become members at once.

Ask the manager of any local Association, or of any Sub-Exchange, or write to the business manager of the Florida Citrus Exchange, Tampa.



FLORIDA CITRUS EXCHANGE



Harmograph TALKING MACHINE

PLAYS ANY DISC RECORD MADE

In offering the Harmograph, we do so with the knowledge that, by actual comparison, it is the best talking machine on the market.

Harmograph cabinets are not nailed or screwed together—all tongued and grooved, glued and reinforced with glued blocks. This dispenses with the metallic sound found in other cabinets.

Call at our store and get a catalog containing specifications of the cabinet work, motor, fittings, etc., in order that the Harmograph may be intelligently compared with other machines of the highest grade.

A Small Payment Down and Monthly Thereafter

LET US PLACE ONE IN YOUR HOME ON TRIAL

Smith-McGinnis-Stebbins
Company

Brickell Building

Avon Park, Fla.

Poinsettia Photographic Studio

We have opened a photographic studio in the Park building on Lake Avenue and are prepared to care for your needs along this line.

Photographs Retouching Enlarging Printing
Expert Service at Reasonable Prices
A TRIAL WILL BE APPRECIATED
Phone 77 Studio Lake Avenue