

County Correspondence

HICORIA

It has rained every day for the past week.

The writer made a trip through three counties last week, Highlands, Polk and Hardee. He saw lots of developments in all lines and spent two days at Davenport, Polk county, with a friend. My friend "Bill" is a great nursery man. He has nearly all kinds of shrubbery and trees in his loving care. He has (I think he told me) 43 different kinds of grapes and all look good for the time they have been planted. Holly Hill Grove & Fruit Co. have several hundred acres in citrus fruit trees. All are making great plans for this coming year and they have good roads.

From Davenport I went to Winter Haven, Lake Alfred, Bartow, Homestead, Fort Meade and Eagle Lake. The last mentioned was quite a city of tents and barracks for the workers in the canning factory. Lots of girls are working at this wonderful job. I saw lots of fine groves and farms, some good crops in some sections, and with all this they have good roads.

We folks have just as good grove and farm lands as Polk county and as soon as we have roads will have as good a county as anybody. So we must co-operate and have a real county as others have.

From Fort Meade I went to Waukegan and before I got there knew must have come into Hardee county some of old DeSoto's offspring.

The roads were very rough so bad that I was "almost" to Avon Park.

Right here that this road to me and what Highlands county has, more developments, roads we must have.

Deputy Sheriff Ernest Moye of DeSoto county had good fishing luck here last week. He and his father, grove caretaker and instructor of the Baptist Orphanage, brought six of the

the Red Land Grove Company has shipped six cars of melons and are loading another car.

Dr. D. J. McSwain and Jake Wey were out last week. A bumper melon crop makes them take great interest in their holdings at Hicoria.

Henry Driggers and wife were here from Lake Stearns Sunday after some melons. He says they are the best he has seen this season.

B. F. Williams of Lake Stearns is in this burg this week, hauling.

C. R. Williams, one of our boys, made nodd last week with his tomatoes, selling ten around Arcadia in two days.

Bears seem to be very bold around here. One came to the station Saturday night and ate melon rinds. They will soon be fat and fine, as they have plenty of berries this year.

E. Coker and wife have returned from a visit around Lakeland, where Mr. Coker's folks live.

The Hopes were all in Sebring last week on business. They returned in high spirits over the future of the Ridge, they having some fine property here.

Dr. Rowells, one of our former neighbors and friends, is ill at his home in Live Oak.

—C. H. S.

CHILDS

We've lately had some very wet weather, which suits the froggies altogether. Before rain they croak, after rain they sing, and at night their din is deafening. Some sing baritone, others sing bass, and the tenors and the sopranos race but what it's about and why they shout, neither frogs nor opera stars ever let out.

Young Stalks, section foreman, has been transferred back to Hall City, near his home in Palmdale, and Mr. Harden has been transferred from Lakeland to Childs.

Deputy Sheriff Ernest Moye of DeSoto county had good fishing luck here last week. He and his father, grove caretaker and instructor of the Baptist Orphanage, brought six of the

orphan boys for an outing. They fished two days, sleeping in the West house. Orderly boys like these deserve family life advantages. The asylum orphans we have known were trained to be good workers (one 14-year-old boy doing as much as the hired men), so that childless people who adopt an orphan boy or girl for a trial of six months or permanently, will gain as much as the child will.

Albert Gilson visited his sister, Mrs. Collins, in Lakeland recently. He reports boom business and labor conditions there.

Osie Jones made a Sunday trip to Arcadia, bringing three young men friends back with him in the car on Monday.

Some hail fell in two of the rain storms, beating a lively tattoo on corrugated iron roofs. The frequency of the afternoon storms and the thunder and lightning seem to indicate an early beginning of the rainy season. The lakes fell very little during the dry season, remaining beachless, so a normal rainy season this year will mean overflow around our lakes and worse conditions than last year in lower districts.

Pioneer Hardships in Florida No. 7

Snow and ice in Cleveland, O., on May 9. How sad to think our poor pioneer kids have never seen sleet, snow, ice, frozen flesh, frozen water pipes, ruined horses, blocked traffic, chronic winter colds, crowded drug stores, doctors' offices and hospitals, overcoats, earflaps, six layers of clothing to protect the skin and all the other advantages of the cold half of the year up north. Only warmth all year has the poor pioneer.

Watch Your Laundry One of the easiest ways to get bed bugs in your home is in the laundry. Guard yourself against these terrible disease carriers. They carry cholera and typhoid fever germs. Wipe them out completely with Royal Guaranteed Bed Bug Liquid. 25c can. Sold and guaranteed by FLORIDA PHARMACY, Avon Park, Fla.

Woman's Club of Avon Park

Meets first and third Fridays of the month.

Music Department meets second Friday of the month.

HIGHLANDS SECURITY, ABSTRACT & TITLE CO. Highlands Bank & Trust Co. Building Sebring Fla.

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cigarettes
24 OF 15
THE AMERICAN TOBACCO CO.

FISK TIRES
For Sale by
WOLFF MOTOR CO.
Avon Park, Fla.

Sanitary Plumbing

Suburban Water Supply System for Home Use and Irrigating Purposes

ALL WORK GUARANTEED

Windmills, Tanks and Towers

Let Me Figure on Your Next Job

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Why Ball Bearings Are Essential

In the operation of a typewriter practically all of the wear and friction comes at three points—the typebar joints, the capital shift and the carriage runways.

In the L. C. Smith & Bros. typewriter the typebar joints are ball bearing, so that every time a key is struck the ball bearings make easy the type movement. The capital shift moves up and down on ball bearings and ball bearings roll in the runways on which the carriage moves back and forth.

Consequently, whether the operator is shifting the key, shifting for the capitals, or returning the carriage, every operation is ball bearing.

What you would expect from such mechanical perfection is what actually happens—long life and ease of operation.

Send for illustrated catalog.

L. C. Smith Bros. Typewriter Co.

120 West Adams Street, Jacksonville, Fla.



Florida Ice and Power Co.

Pure Crystal Ice
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Avon Park

Florida

Free Paint Book

Homes and How to Paint Them

Will be helpful to you and your painter.

Contains illustrations of attractively painted homes, shows floor plans, gives specifications how to select the right colors, also information for painting roofs, barns, buggies, wagons, implements, refitting woodwork and floors, decorating walls. This valuable free Paint Book tells how to get the finest results with

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Inasmuch as painting is an investment and not an expense you should use the best and most economical paint your money will buy. Pease Paints and Finishes will give you lasting satisfaction at lowest cost. They have stood the test for more than fifty years.

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HERBERT SEAVENS
Avon Park, Florida

Company

Florida

A LIMITED AMOUNT OF THE CAPITAL STOCK OF THE FIRST MORTGAGE AND GUARANTY COMPANY IS BEING OFFERED TO THE PEOPLE OF AVON PARK AND THOSE INTERESTED IN THE DEVELOPMENT OF THE HEART OF THE HIGHLANDS AT THE SAME PRICE PAID BY THOSE WHO ARE FOSTERING THE ORGANIZATION—\$100 PER SHARE, WHICH IS PAR. THERE HAS BEEN NO PROMOTION STOCK, AND WILL BE NONE. NO COMMISSIONS ARE PAID ON ANY STOCK SALES. ALL STOCK IS TO BE PAID FOR IN CASH, THOUGH ARRANGEMENTS HAVE BEEN MADE WITH BOTH LOCAL BANKS TO FINANCE THE PURCHASE OF STOCK, WHICH WILL ENABLE THE THRIFTY TO BUY AND PAY FOR IT AS THEY SAVE.

First Mortgage and Guaranty Company

[Incorporated Under Laws of Florida—Capital Stock \$250,000—8% Cumulative Preferred \$125,000—Common Stock \$125,000]

MR. INQUISITIVE: "How do people become wealthy?"

MR. KNOWLEDGE: "Through real work, saving money and by making safe investments, or, in other words, putting the money, which required work and saving, where it will work twenty-four hours every day."

MR. INQUISITIVE: "Do you think it difficult to make money?"

MR. KNOWLEDGE: "No, practically all of us can make money. It is dependent upon the price we pay in work."

MR. INQUISITIVE: "Is it hard to save money?"

MR. KNOWLEDGE: "At first, yes. After having commenced it is not only easy, but the creator of self-esteem and happiness."

MR. INQUISITIVE: "What should we do with the money we save?"

MR. KNOWLEDGE: "We should put it to work where it will not only be safe, but where it will produce full earning power for us."

MR. INQUISITIVE: "Can that be done?"

MR. KNOWLEDGE: "Yes, in an institution that is managed by conservative men of unquestioned integrity and ability and one operating in a proven field."

MR. INQUISITIVE: "Do you know of such an institution?"

MR. KNOWLEDGE: "Yes, a discount banking company in Washington, D. C., the National Mortgage and Investment Corporation."

MR. INQUISITIVE: "Bankers usually know good investments; how do they feel toward this corporation?"

MR. KNOWLEDGE: "The bankers regard for the National Mortgage and Investment Corporation is substantially evidenced by the fact that over one hundred officers or directors of fifty-five representative banks have invested their personal funds in it."

Offers the thrifty man who has been RENTING his money to the savings bank for 4 per cent an opportunity to put it to work for himself at its FULL EARNING POWER of 10 to 20 per cent

REAL ESTATE IS THE FOUNDATION OF THE FIRST MORTGAGE. GREATER SAFETY THAN MORTGAGE ON ADVANCING REAL ESTATE IS OFFERED BY NO INVESTMENT.

HUNDREDS OF CORPORATIONS ARE PROVING THE SOUNDNESS OF DEALING IN MORTGAGES AND THE FACT THAT FLORIDA HAS NONE OF THESE COMPANIES NOW, ENHANCES THE VALUE OF THE FIRST MORTGAGE AND BONDING COMPANIES THAT GET INTO THE FIELD FROM WITHIN THE STATE'S BORDERS.

THE ORGANIZATION OF THIS CORPORATION TO DEAL PRINCIPALLY IN ITS IMMEDIATE NEIGHBORHOOD, AFFORDS ADDITIONAL SAFEGUARDS THROUGH THE FAMILIARITY OF ITS OFFICERS AND DIRECTORS WITH ANY PROPOSITION THAT MAY BE BROUGHT TO IT FOR FINANCIAL ASSISTANCE.

THIS POLICY WILL ALSO ELIMINATE HUGE OVERHEAD EXPENSES FOR TRAVELING APPRAISERS AND INVESTIGATORS.

THERE IS NO CAPITAL TIED UP IN MATERIAL OR EQUIPMENT NOR ANY LARGE OVERHEAD FOR OFFICES AND ELABORATE OFFICE EQUIPMENT.

Our Market is Unlimited With Demand Ever Increasing for

\$ The Commodity We Will Sell--the Most Desired Commodity in the World--is Money \$

The demand for what we have to sell is incessant and insures a steady market. Our capable, experienced board and our base of operations in the fastest growing section of all Florida insures safety of investments, which will be based on real estate—the basis of all wealth.

Ridge lands—properties along the Scenic Highlands of Florida—have an added value, a potential value that is incalculable, that serves to make our operations safe—plus.

This country—just in its infancy in development—is demanding more money for its progress than our capital can possibly supply. The rapid strides of the Highlands with their demands, presages tremendous increases in values with each step.

The continuing growth of the Ridge in general and Highlands county and Avon Park in particular, with the demands that progress always makes—money, more money—insures a ready market for all the money we can secure. The demand greatly exceeds the supply, and will for years to come.

A constant turnover is certain—and it is the constant turnover which brings the huge profits that have made similar companies throughout the country stupendous financial successes. The elimination of organization expenses in this corporation, places your entire investment to work at once earning dividends. This gives us the right start—with no losses or commissions to "make up" before we show a profit.

The Bond and Mortgage Company of New York, operating in the midst of strenuous competition and in the midst of high expense necessities and heavy overhead, has paid \$6,000,000 in cash dividends and \$4,000,000 in stock dividends in twenty-one years of operation. The Lawyer's Mortgage Company, New York, has paid \$12,000 stock dividends and \$3,000 cash dividends on each \$1,000 invested with it in 1904.

Our competition will be slight, for Florida has not entered the mortgage company business yet and our expenses will be low, through elimination of extravagant offices and high rents—offering more earning power at less cost.

These Men, Sound Business Men, Feel Safe With Us. They Have Paid 100 Cents on the Dollar---All Pay the Same

H. G. CRAPO
ANNA B. ANDREWS
M. C. WHITEHURST
JOHN D. RAAB
W. A. MARSHALL
T. H. LANDER
A. V. ANDERSON
WM. J. HEIM
RUTH BASS
N. T. SMITH
C. E. LANIER

E. C. TODD
C. H. MOFFETT
T. J. MCGINNIS
W. C. TOUCHTON
C. P. ANDERSON
J. V. CHAPMAN
H. A. WINTER
CYRIL BALDWIN
C. S. DONALDSON
E. S. HIXSON
A. E. CONOLEY

WILLIAMS & ARLINE
W. M. RECK
H. F. R. RECK
GILBERT FREEMAN
JOHN HOOD
L. D. ROBERTS
C. A. SKIPPER
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WM. DART
J. E. BRICK

All Have Invested Heavily in the

First Mortgage and Guaranty Company

Home Office

National Bank Building

AVON PARK
FLORIDA

Strictly a Home Institution

MAIL THIS TODAY
FIRST MORTGAGE AND GUARANTY COMPANY,
First National Bank Building,
Avon Park, Fla.

Gentlemen: Please enter my subscription for _____ shares of Common, _____ shares Preferred, Capital Stock of the First Mortgage and Guaranty Company. I enclose check for \$ _____, and agree to pay balance on or before six months.

Date _____ 1923.
Signed _____
Street _____
City and State _____

Or if you desire more information before subscribing, circle these last two lines, leave subscription space blank and sign your name.

W. A. MARSHALL, President

C. E. LANIER, A. V. ANDERSON and JOHN D. RAAB, Vice-presidents

C. H. MOFFETT, Secretary-Treasurer

NO COMMISSIONS--NO BONUS STOCK

TEN REASONS WHY YOU SHOULD BECOME A STOCKHOLDER IN THE FIRST MORTGAGE AND GUARANTY COMPANY

1. The expert knowledge of banking, law, building, architecture and real estate is represented in the management, made up of men of recognized integrity and ability in these lines.
2. There is no promotion stock.
3. No commissions paid on stock sales. Every dollar goes into the company's treasury.
4. The officers and directors paid dollar for dollar for their holdings at the same price as the public offering.
5. The trusts which fulfill our requirements are safe and conservative investments.
6. Your money starts earning dividends immediately and is not held up—as in most companies—until all stock is sold, factory built, machinery installed, material bought, labor employed and products sold.
7. Dividends are free from normal federal income tax.
8. The First Mortgage and Guaranty Company, through its management, has made favoritism to any one or any group impossible and offers you its shares on identically the same basis as they can be purchased by any living man.
9. This corporation will be the means of bringing thousands of dollars of foreign capital into Avon Park for the building of homes and businesses.
10. We have an inexhaustible field for operation in the metropolis of the Scenic Highlands, where a steadily growing population and the influx of wealth demands the services of a financing corporation, such as this, and where rapidly increasing realty values guarantee every investment.

HIGHLANDS COUNTY PILOT

THE HIGHLANDS PILOT

GIBBERT FREEMAN, Editor

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

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Entered as second-class matter December 12, 1910, at the postoffice at Avon Park, Florida, under the act of March 3, 1879.

TELEPHONE 15

To insure change of advertisement in current issue copy must be in our hands by 5 o'clock p. m. Wednesday.

SAVE TIME FOR US FOLKS!

Saving time for all the folks who ride higher and thither may be a popular move if you try it. Messrs. County Commissioners, it is simple—simply easy.

In building the road between Avon Park and Sebring start at Avon Park and build all of the new road before you tear up a foot of the present road around Dinner Basket Lake. This will give people between Avon Park and Sebring the full width of the road the maximum length of time. Then, after we have got a perfect road—a sort of boulevard—at Dinner Basket Lake—and not before—begin work on that stretch. The available width of a fine road for more than half the distance will prevent the detours from Sebring to the north and south, north from Sebring at the same time you work south from Avon Park, there will be detours at Avon Park both for the entire time of road building.

Likewise do not touch the stretch north of Avon Park until the very last. By having the road in place possible we may not have to tear up that stretch until the new state road is ready and thus we can obviate another series of tiresome, troublesome, time-killing and back-breaking detours.

There probably are other sections of the road stretch on which similar caution in selecting the starting point might save the worst detours until there is some good road to make up for the detours.

We believe the people will appreciate the commission's attention to the possibilities of saving time and auto wear and tear by watching these details. We doubt if the contractors really care in which direction they work just so they can start somewhere and keep going. And it certainly will be a "life saver" to those who have to travel our roads, if they can have good roads at least half the way all the time.

USE CAUTION, BUT NOT TIMIDITY

Herbert Hoover, secretary of commerce, gives advice in summing up the manner in which we should hold on to prosperity. The most encouraging note in his message is contained in the fact that no astute economist should state without qualification that prosperity will be lost. It can be preserved, and that the existing business conditions are not in any sense comparable with the worst of boom conditions of 1920.

Secretary Hoover calls for caution, for confidence, for courage and for work. He emphasizes the difference between caution and timidity.

This is a warning that might well be taken to heart by every local merchant in the land. Caution means sound buying and courage demands a realization that goods can be marketed.

He points out that efficiency in production has increased from 10 to 15 per cent per capita since the period immediately preceding the war. Mathematically it means that America could supply each of the same amount of commodities consumed ten years ago and yet lay off 2,000,000 people from work. The answer is greater consumption, which in turn means that the selling agent must be brought to measure to the standard of increased productivity. The live, courageous and progressive merchant has sound prosperity before him.

LOSSES FROM SORREHEAD

NEEDLESS USE SULPHUR

Sorrehad is a disease of the chicken yard which means mystery to many owners, although its treatment, control and eradication have become about as simple as that of many other diseases that have succumbed to scientific investigation.

This disease causes the death of many chickens, the stunting of chicks that survive it, and a reduction in the number of eggs laid by pullets. Its treatment now is simple, although it may be hard to understand how the treatment is effective. Dr. N. W. Bamford, poultry specialist of the Florida College of Agriculture, speaks as follows regarding this trouble:

"Sorrehad losses have been reduced in the last few years by adding flowers of sulphur to the feed of growing stock. At the beginning of the season when sorrehad usually appears, add one pound of flowers of sulphur to every hundred pounds of mash. This will be helpful in several ways, one of which is by keeping the birds in condition to resist the sorrehad period more quickly and safely. The middle of May is the time to begin this treatment. Feed this medicated mash to all the poultry that have never had sorrehad. Chicks that had it last year will not be subject to it this or next year.

"If, in this flock to which you are giving sulphur, a case of sorrehad appears, add two pounds of sulphur to every hundred pounds of mash. Your flock should be given all summer, at least for 100 days after beginning in May.

"When sorrehad appears, apply carbolic acid to the warts or sores about the head. Talk with your county or home demonstration agent about it."

Danger of Plague in This Country! Dr. Victor G. Heister states, "There is a danger of bubonic plague in this country. If rats are allowed to increase. Rats are a deadly menace to your health. They must be wiped out everywhere NOW. Get a 25c or 50c handy tin of Royal Guaranteed Rat Paste. Sold and guaranteed by FLORIDA PHARMACY, Avon Park, Fla."

NEGRO KILLED BY ANOTHER BLACK IN SEBRING—ONE IN JAIL AND HUNTING ANOTHER

Willie Ladson, Sebring negro, is being sought on a charge of murder in connection with the slaying of J. S. Funderberg in the Sebring quarters Sunday, and his father is in jail at Sebring, charged with being an accomplice. Funderberg has a brother living in Avon Park.

Funderberg was shot in the head with a shotgun and shortly after the shooting, Sheriff Bob Hancock states Ladson was seen to come from Funderberg's home, go back into the house, level his gun, come out and then go back in and repeat the stunt. The sheriff also says he has evidence to indicate that Funderberg and Ladson quarreled several days previously and that when Ladson was target practicing with his pistol, Ladson reported it to the boss. It is stated by the sheriff that Ladson, when he heard of Funderberg's action, was told by his father that if he (the younger) didn't get Funderberg, the old man would himself.

CLARA DRAWDY AND WM. DAVIS AND THELMA McNEIL AND A. C. BARKNIGHT, DOUBLE WEDDING

Surprising a host of friends throughout the county, Miss Thelma McNeil, Sebring, and A. C. Barknight, Avon Park, and William Davis and Miss Clara Drawdy, both of Avon Park, slipped away Saturday night to Wausau, where with only Otis Whitehurst and an official witness were present at the ceremony.

The couples, who had kept their plans a complete secret, continued on to the East Coast, where they are enjoying a brief honeymoon.

Mrs. Barknight is a popular young Sebring woman, where she has lived several years, while Mrs. Davis is the daughter of Thomas Drawdy, now of Haines City, but who has been living here with her sister, Mrs. H. E. Masters.

Mr. Barknight is connected with the Wolff Motor Company and Mr. Davis with W. T. Connel, both being prominent in local business and social circles.

LAKE STEARNS SMOTHERS VENUS IN BATTING FRAY

Lake Stearns, May 23.—(Special)—Turning on the Cowpunchers from Venus with a vengeance that was not to be denied, the Lake Stearns Orangemen hit the apple, busted the pill, and smothered the Southenders at Venus Sunday afternoon under an 18 to 0 defeat.

It was a loosely played affair from the standpoint of the Cowpunchers, while the Orangemen played jam up baseball all the way, giving their hurler that brand of support that does not permit of defeat.

The feature of the game was the batting of Davis and Hood for Lake Stearns. Davis delivered two home runs, two three-baggers, a double and a single in seven trips to the rubber. Hood rapped out a triple, three doubles and three one-base blows in his eight opportunities before the hurling of Venus.

TURN OUT 6,615 FORDS IN ONE DAY—RECORD OUTPUT FOR SINGLE DAY IN AUTOS

Daily production of Ford cars and trucks went over the 6,600 mark on Wednesday, May 23, it is just announced through the Ford News.

The production on that day was 6,615, exceeding by 25 the last high record, Friday, May 4, when a record of 6,590 was established.

The 23 assembly plants of the Ford Motor Company throughout the country operate on an eight-hour day basis, and the turning out of 6,615 completed cars and trucks in a day means that they were run off the assembly lines at the rate of one every four seconds.

To make this enormous output possible, the tremendous manufacturing facilities of the company, embracing the great Highland Park and River Rouge plants and other factory units, are operating on a 24-hour day of three eight-hour working shifts, employing more than 100,000 men.

Ford high quality standards are consistently maintained in every operation entering into the construction of the popular cars.

BATTERY SHOP AMONG WOLFF MOTOR COMPANY EXTENSIVE OPERATIONS

Putting their battery repair department on the highest plane of efficiency possible, the Wolff Motor Company is now offering Ford and other automobile owners the highest possible grade of service and specializing in service to Ford owners.

"Old batteries made new," says Oscar Wolff, but he refused to add "new batteries made old."

CARD OF THANKS

We want to thank our many friends for their kindnesses in our bereavement in the loss of our loved one, especially the neighbors, for their ministrations in the hour of our grief.

MRS. M. T. LAIRD AND FAMILY.

THREE COMMISSIONERS RESIGN WHILE GRAND JURORS PROBE

(Continued on Page Four)

considered. B. L. Laird was said to already have the appointment—one rumor stating that the appointments had already been made and that Laird, M. A. Jones and Will Hendry had been named by the governor. This rumor was denied vehemently, though, later in the day.

George E. Sebring is said to be in the race also and it is understood friends have gone to Tallahassee to urge his name before the governor.

Actually Heard Them Rustling Over Floor!

Mrs. Jamieson writes, "The night we returned to our house, the roaches were so thick in our kitchen and pantry, we actually heard them rustling over the floor when we turned the light on. Thanks to Royal Guaranteed Roach Powder, we got rid of them quickly!" 10c and 25c. Sold and guaranteed by FLORIDA PHARMACY, Avon Park, Fla.

Don't Forget May 26 Jordan's Remarkable \$1.00 Jewelry Sale

A. B. WALLER PUBLIC ACCOUNTANT Income Tax Returns Systems Audits

Box 1235 Lakeland, Fla.

A. E. LAWRENCE J. M. LEE

LAWRENCE & LEE Attorneys-at-Law General Practitioners

Avon Park - - - - - Florida

Touchton's LIVER PILLS

"Work While You Rest" For Biliousness, Constipation, Torpid Liver, Headache, Dizziness and all Liver Troubles. Dose—One Pill at Bedtime

Price 25 Cents

Sold and guaranteed by AVON PARK DRUG CO., Avon Park, Fla.

TOUCHTON'S DRUG CO., Dade City, Fla.

Another Industry for Avon Park

WEST COAST PRESERVING COMPANY

Incorporated Under the Laws of Florida

CAPITAL STOCK \$1,000,000.00 COMMON STOCK \$500,000.00 PREFERRED STOCK \$500,000.00 PAR VALUE \$10

Offers a limited issue of 1,250 units of three shares 8% Cumulative Preferred Stock and one share of Common Stock at \$40 per unit; payable 25% cash and balance thirty, sixty and ninety days. The entire proceeds—\$50,000—to be used locally.

To Build a Factory in Avon Park

AND OPERATE THIS FACTORY IN THE MANUFACTURE OF 100% PURE CONCENTRATED ORANGE JUICE

THE BUSINESS—The manufacture of the only 100% pure orange juice on the market—under a patent process owned by the West Coast Preserving Company (United States Patent Application No. 537307).

THE BENEFITS—An added payroll for Avon Park and participation in the results from a national advertising campaign throughout the country this summer and in the future, and UTILIZING THE PRESENT WASTED LOW GRADE ORANGES AND DROPS and profits to stockholders, assured through operation of a BASIC MONOPOLY in an UNLIMITED MARKET.

LOCAL REPRESENTATION—Mr. A. V. Anderson, fruit grower, banker, crate manufacturer and business man, has become associated with us and has accepted a place on the Board of Directors.

The West Coast Preserving Company

IS DIRECTED BY A CAPABLE DIRECTORATE

E. B. WILLSON, Willson-Chase Co. Department Store, St. Petersburg, Fla., President.
H. D. WERKHEISER, Financier and Developer, St. Petersburg, Fla., Vice-President.
JAMES R. BUSSEY, Lane & Bussey, Attorneys, St. Petersburg, Fla., Secretary.
CHARLES R. CARTER, Foley & Carter, Real Estate and Insurance, St. Petersburg, Fla., Treasurer.
A. P. AVERY, President American Bank & Trust Co., St. Petersburg, Fla., Director.
J. S. McILLEN, President Pinellas County Bank, Largo, Fla., Director.
A. V. ANDERSON, President First Trust and Savings Co., Avon Park, Fla., Director.

THE STOCK OF THE WEST COAST PRESERVING COMPANY WILL BE SOLD IN UNITS OF THREE SHARES OF PREFERRED STOCK AND ONE SHARE OF COMMON STOCK FOR \$40 PER UNIT. THE PAR VALUE OF THE PREFERRED STOCK AND COMMON STOCK IS \$10 PER SHARE. THE PREFERRED STOCK IS 8% CUMULATIVE AND PARTICIPATING TO THE AMOUNT OF 4% AFTER 8% DIVIDEND HAS BEEN PAID ON THE COMMON STOCK. THE COMMON STOCK RECEIVES ALL ADDITIONAL DIVIDENDS WHICH MAY BE DECLARED AND THE PREFERRED STOCK IS RETIRABLE AT PAR, PLUS 10% BONUS AND ALL ACCUMULATED DIVIDENDS.