

FLORIDA CANS ONE-HALF GRAPEFRUIT CANNED IN WORLD—JUST STARTING

Reports on grapefruit canning operations show the past season's world production to have totaled approximately 500,000 cases, says C. E. Stewart, business manager of the Florida Citrus Exchange, in his monthly review on the citrus industry. "Of this amount," he says, "Florida produced about 250,000 cases, Porto Rico about 200,000 cases and California about 50,000 cases."

"Little difficulty was experienced in marketing the product until the past month, when production was materially increased by several plants, due to the difficulty in marketing some of the fresh fruit. It is expected that the accumulated stock will be distributed during the next few weeks for summer consumption."

"With the exception of the Eagle Lake plant of the Florida Citrus Exchange, practically all Florida grapefruit canneries have closed for the season. The Eagle Lake plant will probably continue operations until about July 15."

"New canneries to be operated next season are planned by organizations affiliated with the Florida Citrus Exchange. They will be located in different sections of the citrus belt and operated on the co-operative plan to bring the highest returns to the grower. Anticipating a need for greater sales effort in marketing the increased output of canned grapefruit, the Exchange has now in preparation an advertising campaign to develop a demand for its Seal-Sweet brand, in the same manner it created demand for its Seal-Sweet brand of fresh grapefruit and oranges."

Next season's citrus crop, Mr. Stewart declares, will be a heavy one. "Heavy rains during the past month have put the groves in a very good condition and they are showing vigorous growth. June bloom, principally grapefruit, is reported from many localities, the orange in some sections showing a better bloom than grapefruit."

"With considerable new acreage coming into bearing and with a heavier production by young trees, it is not at all improbable, if conditions continue favorable, that next season's crop will be a heavy one."

"There is no reason to fear a general over-production of citrus fruits at any time. A greatly increased production in a situation which the Florida Citrus Exchange has anticipated since its beginning and it is fully prepared to meet new marketing emergencies. Large extensions have been made in its sales organization, which now covers every important marketing center in the United States and Canada. The advertising effort increased consumption and proper distribution of Seal-Sweet fruit will be continued next year."

Florida's citrus movement thus far this season has shown an increase of 10,234 cars over the previous season, according to Mr. Stewart's review.

FOURTEEN STANDARD

FLORIDA FERTILIZERS

All crop needs for added plant food are met by the fourteen standard fertilizer mixtures being recommended by the Florida experiment station through R. W. Ruprecht, chemist, according to a study of the needs of various crops of the state.

In discussing standard fertilizers, Dr. Ruprecht says that every farmer should insist upon these formulas in ordering and must purchase them by analysis rather than by

UNDER NEW LAW ALL AUTOMOBILE OWNERS MUST PROVE THE TITLE

Laws designed to minimize the theft of automobiles and to collect license fees for "dealers" tags became effective July 1. The motor vehicle title act, however, will hardly be enforced for several weeks. It provides that the owner of every automobile in the state must prove his ownership to the comptroller, secure a certificate of ownership upon payment of one dollar, and thereafter the certificate must accompany the car wherever it goes, that whenever it changes ownership, another one dollar fee must be paid for a transfer of certificate. Effective Jan. 1 every second-hand dealer must pay a license of \$5. The measure provides misdemeanor penalties for those not securing the title certificate, but indications are that it will be several weeks before the comptroller is able to supply all the cars in the state. Approximately 50,000 application blanks have been sent through the state by the comptroller's office to the various banks, principal automobile dealers and motor clubs, and several applications have been returned by motor vehicle owners. No certificates of title, however, have yet been sent out owing to the fact that the prescribed forms have not been received from the printer.

The second automobile act relates to the dealers and provides that in the future they may have metal tags instead of the usual card-board reading "dealers' tag." These tags will cost \$13.50 per annum or half that for the first year, beginning July 1. Their use is restricted solely to unsold passenger cars. Comptroller Ames asserts that there is some misunderstanding of the operation of this law.

brand name. He expresses the opinion that if the farmers of the state would do these things, the prices of fertilizers would be reduced. The various formulas are mentioned below according to the various crops for which generally recommended:

For general field crops, such as corn, cotton and peanuts, use the 1-2-3. (The first figure stands for the percentage of ammonia in the mixture, the second for available phosphoric acid, and the third for potash.) For sweet potatoes, use the 4-3-4. For general truck crops, particularly watermelons, cantaloupes and Irish potatoes, use either the 5-7-5 or the 5-8-5.

Celery, lettuce and cabbage would take the 5-5-5.

Peas, beans, young pecan trees, citrus nursery stock would take 4-8-3, also young grove trees for their sprouting season.

For sweet potatoes, Irish potatoes, tomatoes, sugar cane, bearing pecan, peach and home vegetable garden, use the 4-8-4.

For general truck crops or cabbage on lay soils, the 5-7-3 should be found suitable.

If the land is poor, use the 6-4-4 on general truck crops and cabbage.

If the soil is high in organic matter, use the 5-5-5 for tomatoes, also for summer and fall citrus applications.

On average land bearing citrus call for either the 3-8-8 or the 3-8-10 for fall and winter applications.

If the land is rich hammock, bearing citrus needs the 2-8-10.

The 4-8-3 is all right for citrus in the spring. It is also a good tomato fertilizer.

LET NATURE HELP YOU FIGHT THE WHITEFLY

"Let nature do your fighting for you," seems to be the idea of the state plant board of Florida when it comes to controlling the whitefly of citrus with cultures of fungus. Place the fungus on the trees and let it do the work, says E. W. Berger, entomologist.

In discussing this matter further, Dr. Berger says: "Among the natural enemies of the common and cloud-winged whitefly of citrus none are equal in effectiveness to the fungus parasites of these pests. During the last five or six years the state plant board, at Gainesville, has been growing pure culture of red ascheronia (red whitefly fungus) and yellow ascheronia (yellow whitefly fungus) for distribution to growers for 75 cents a culture, or for actual cost."

"The red ascheronia is useful in the control of both the common and the cloud-winged whitefly, while the yellow will thrive only on the cloud-winged."

"The period of summer rains is here, and no grower will be making a mistake by applying fungus at this time, as these fungi thrive best during wet, warm weather."

"In using these cultures grown by the plant board, the grower eliminates the chance of introducing new insects and diseases into his grove. This precaution should be particularly observed, since uniform and rapid distribution of the fungus is made by the use of cultures; more so than where natural methods are dependent upon, as most of the fungus of one season is lost during the dry periods of winter and spring."

"A culture, the amount that can be grown in a wide-mouthed pint bottle, is sufficient to treat an acre of grove. Directions for applying it are furnished with each order. The price is 75 cents a culture, cash with order, including postage, or express collect."

"In ordering cultures, the grower should send from 25 to 30 leaves selected at random from the worst infested trees for examination, so that it may be determined what fungus should be sent."

"All remittances should be made to the state plant board of Florida, and correspondence addressed to the entomologist department. Orders from one to four cultures will be sent by parcel post. Orders for five or more cultures will be forwarded by express, collect."

"Shipping weights are: One culture, 2 pounds; 2 cultures, 4 pounds; 3 cultures, 5 pounds; 4 cultures, 6 pounds. When remittances are not accompanied by order, shipment will be c.o.d."

THE BLISTER BEETLE IS A PESTIFEROUS PEST; REMEDY, LEAD ARSENATE

A pestiferous pest of such crops as beets, tomatoes and potatoes is the blister beetle, an insect which gets its name from the fact that its bites are caused by crushing it against the skin. Its attacks often result in much destruction, unless the plants are sprayed with lead arsenate or the beetles are driven out of the field by means of a brush.

In speaking of this insect to a gathering of farmers, Prof. J. R. Watson, entomologist of the Florida experiment station, recently said: "These long, slender beetles are known in parts of Florida as 'Yankee bugs,' perhaps from the bluish color of certain species. It is also called 'Spanish fly,' certain species being the source of the drug by that name. Of the many species some are striped and some are not."

"In their larval stages they feed on the eggs of grasshoppers, therefore, doing much good. Hence, it is not advisable to exterminate these adults if they can be dealt with in any other way. They usually can be driven out of the patch by means of a brush or whip made of twigs, as they are timid and take to flight readily. If driven some distance, they usually will not return."

"If, however, it becomes necessary to poison the beetles because of their injury to some cultivated plant, as potatoes or tomatoes, this can be done by using lead arsenate. It is necessary, however, to cover the entire plant well, as the beetles are cunning and avoid the poisoned part and feed upon that which may have escaped the spray. They, of course, can be collected in a pan with a layer of water covered with a thin layer of kerosene."

"In using lead arsenate use not less than three pounds of the paste, or a pound and a half of powder to 50 gallons of water. Paris green can be applied on plants that are not easily burned, using a pound to 50 gallons of water, and putting in an equal quantity of quick lime."

Stopped Him

Staying over in a small town awaiting the next 24-hour train out of the place, a Smart Alex traveling man went out to the baseball game and all through the contest rooted town team. He centered his attack on the home-town pitcher, finally yelling: "My, oh my! how wild he is—why, he couldn't hit a barn door."

"Never mind, brother," said the pitcher, "you're not too good yourself. You missed a train yesterday."

Did It Ever Occur to You

that a poorly lighted street is a liability and that a well lighted one is a big asset. A well lighted and ventilated business house is much more attractive than the one which is not so equipped. Just stroll through the town during the evening and see which streets and business houses are the more attractive and popular.

Our business is to help make your town and business attractive and prosperous

FLORIDA ICE & POWER COMPANY

Buy the Famous Road and Race Tested OLD FIELD QUALITY TIRES

from established dealers equipped to give you real tire service at these unusual prices

30x3	"999" Fabric	\$ 7.40
30x3 1-2	"999" Fabric	9.85
30x3 1-2	Cord	11.25
31x4	Cord	19.95
32x4	Cord	20.80
33x4	Cord	21.95
34x4	Cord	22.80
33x4 1-2	Cord	28.30
34x4 1-2	Cord	29.90
36x4 1-2	Cord	30.65
33x5	Cord	34.90
35x5	Cord	35.80
37x5	Cord	37.70
36x6	Cord	60.25
38x7	Cord	85.75
40x8	Cord	110.50

Oldfield Tires hold all the track records for the last three years and are the only American tires to win the French Grand Prix Road Race—the classic of Europe.

Standard Garage

HOME SWEET HOME

Occur Bathers in Safety First

Terry Gilkison



VENUS

Guavas are getting ripe, as everybody can tell by the odor in the air. Making will soon be the order of the day with the busy housewives. Mr. and Mrs. J. J. Whidden and Mrs. Sam Shepherd spent the last week-end in Arcadia. They went in a Ford truck and report the roads in a fearful condition.

B. S. Johnson and family came home for Sunday, looking after the

house here. Mr. Johnson is staying at Florida for a short while, holding the new school house at that place.

There was an ice cream social at the school house Saturday night for the benefit of the baseball boys. Quite a nice run was realized. A cake was put up for the prettiest girl, which netted over forty dollars. Both girls are pretty, so we will not use any names, then outsiders will not know which one lost out.

The survivors have run out the route for the hard road and as we have tried to convince people that it

would come through Old Venus they should now take a look and see that the stakes are shining right down the Ridge.

H. C. Rimes, one of the King and Parker right hand men, is home again for a "rest up," after several weeks spent in camp rounding up cattle.

Miss Marie Smith of Lakewood left for home yesterday, after a week pleasantly spent at Venus, the guest of Miss Clarice Langford. Miss Smith was formerly a Venus girl before moving to Lakewood and we are all ways glad to have her back with us.

J. J. Whidden is starting to build a new dwelling for his own use. He sold his old home place to Prof. T. M. Johns in the spring, but reserved his grove and is now building a new home at his grove.—M. C.

SEBRING

Mr. and Mrs. H. J. Mummam, teachers in the Avon Park high school, spent Monday in Sebring.

Mr. and Mrs. Neil Cash and children left by motor Friday for Moultrie, Ga., where Mrs. Cash and the children will spend the summer. Mrs. Walter Zachary accompanied them, and will be the guest of friends and relatives for an extended visit.

Mr. and Mrs. Walter Scott returned Monday from a visit with relatives in the Carolinas. They spent some time with Mr. and Mrs. John Harbaugh at Hartsville, S. C. The Harbaughs are former residents of Sebring. Mrs. Scott and Mrs. Harbaugh being sisters.

Mr. and Mrs. G. A. Stephens, who have been the guests of Mrs. Stephens' parents, Mr. and Mrs. Thomas Whitehouse, returned to their home in Atlanta, Ga., Saturday, making the trip by motor.

Mr. and Mrs. S. R. Hart and family and Mr. and Mrs. P. J. Rippberger and child returned Monday from week-end visit at Lake Stearns, where they were the guests of J. L. Vevy.

Robert Horn returned Saturday from a two weeks' visit with Edward Simpson at "Rosemary Ridge," Glenwood Terrace.

Willie Williams of Fort Bassenger was a Sebring visitor Monday. Miss Etta Jannes Baker of Murray, Ky., arrived Monday to be the guest of her sister, Mrs. Sidney MacDonald of Isotokpoga. Miss Baker has been visiting another sister, Mrs. G. G. Walton in Live Oak.

Mrs. B. A. Cope and daughter, Florence Jane, left last week for the north, where they will spend the summer with Mrs. Cope's mother, Mrs. Eva Norris, in Akron, O.

FLORIDA SANITARIUM AND HOSPITAL, ORLANDO, FLA.

Medical, surgical, maternity. Capacity 100 patients. Equipment modern. Rest, diet, physiological therapy. Unexcelled in the south-east. 5-17td

HERBERT SEAVERN'S

BUILDING MATERIALS

Common and Face Brick

Lime, Cement and Plaster

Galvanized Iron

For All Purposes

Wall Board

Roofing

All Grades and Designs

Plastic Paints

That Will Wear

Oil, Turpentine and

Varnishes

Agent for the Largest Georgia

Marble Company

MONUMENTS

Marble for Counters, Store

Front and All Uses

E. O. Painter Reliable

Fertilizers

POULTRY SUPPLIES

CHILDS

As the editor said several weeks ago, "What about the fair?" The South Florida Fair at Tampa begins Feb. 1, about six months from now. Plans for exhibits must be made now. Start your best growing plants, fruits, flowers and novelties, so they will be ready to send to the Sebring collecting office then. Feb. 15 the fair will be moved to New York City by John Ringling of Sarasota and fresh prizes must be shipped direct for that showing from Sebring. A little planning and work may bring you enough medals and ribbons to make a king turn green.

M. M. Glisson, father of the Glisson brothers, who have stuck with the big grove since it started, has been visiting them the past week. The boys prefer Childs to their Georgia farm. That's to be expected.

Rev. Thomas of Arcadia and an auto party had a little outing at Lake Grassy Friday.

A stranger reading the road location debate in the Pilot lately might get the impression that Venus resembles Venice and that Glenwood Terrace is a chunk of the Sahara desert. The truth is that Glenwood Terrace has a mile of high citrus land and a lake that made Lake Stearns a citrus center. It also produces prize pineapples. Besides some citrus land, has real truck growing soil, producing tomatoes and strawberries with little fertilizer.

It is nagging for those children to indicate that Highlands county is not the pink of perfection, the cream of the cream, the meringue on the Florida pie, the only pebble on the beach, and a few other things.

We have cause to admit, though, that there is room for improvement in the educational system. Families have moved away from Childs because no school or transportation to the school, five miles away, was provided. And Parker Island children are ten miles from school and glad of it, no doubt. Neither they nor the county school board show any interest in education for children in this section. A deplorable situation.

The new road stands the rains pretty well. Work starts soon on the cross-state highway near Parker Island.

Pioneer Hardships in Florida No. 10.—The Porus, Sandy Soil. How dear to southern hearts are the mud puddles of their childhood (also adulthood and old age), as every little show to them to view. And how dear is the plight of the poor pioneer, who never sees puddles except on some paved avenue. Rubbers, goshaws, mud pies, splashed clothes, foot troubles, etc., are some of the things Florida pioneers are deprived of.—H. G. P.

Don't Blame Your Wife

No one can stop roaches from getting in your home, but it is a duty to kill them off immediately for health's sake! Thousands of people know of the wonderful work being done by Royal Guaranteed Roach Powder. It absolutely kills EVERY roach! None can escape it. Get a box today. 10c and 25c. Sold and guaranteed by FLORIDA PHARMACY, 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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Avon Park, Florida

Decimal Tabulator is a Part of All Models



The decimal tabulator is an inbuilt part of all L. C. Smiths and is furnished at no additional expense.

The decimal tabulator saves time and insures accuracy. As many columns can be written on the sheet as are desired. The keys are located in the keyboard, easily accessible and requiring no change of the regular operating position of the hands.

It is invaluable in billing and tabulating.

Send for free illustrated catalog.

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Avon Hardware & Furniture Co.



CANNING SUPPLIES

"Many cookings of jam have been spoiled by the pan"—a waste incusable.

The thrifty housewife equips herself with the proper pots, pans, kettles, measures and ladles when the canning season arrives.

Our kitchenware stocks are now complete and await your selections.

Porcelain Kettles (all sizes)
Aluminum Kettles (all sizes)
Porcelain Pans (in nests of 3 or separate)
Canning Spoons (extra large)
Paring Knives (all sizes)
Ladles

Wooden Bowls (all sizes)
Little Gem Food Choppers
Hand Choppers
Funnels (tin or copper)
Cans (dozen)
Glass Jars (dozen)

ANYTHING WORTH DOING IS WORTH DOING RIGHT—PARTICULARLY CANNING

How the American People have been taught to eat Florida Grapefruit



Ten years ago it was reliably estimated that less than five per cent of the people of the United States knew anything about Florida grapefruit.

Grapefruit from Florida are now more or less regularly eaten in about twenty-five per cent of American homes, according to recent investigations.

Millions of housewives buy Florida grapefruit for their families and insist that dealers supply them with grapefruit bearing the Sealdsweet trade mark.

The introduction of Florida grapefruit to such a greatly increased number of people has been accomplished by the educational advertising we have done as members of the Florida Citrus Exchange.

We, the growers who cooperate in that organization, realized ten years ago that to absorb the future production of Florida grapefruit would require an immensely greater consumer demand than existed.

Consequently, at that time we decided to systematically develop such demand by telling the public about Sealdsweet grapefruit and educating the housewives as to the food and health values they possess.

This work we were forced to do by ourselves unaided by growers outside of the Florida Citrus Exchange and under the very serious handicap of ruinous competition from the fruit of our fellow growers who market through non-cooperative and speculative channels.

We have succeeded mightily well, the results of our work making the grapefruit industry a substantial one, with a future of promise. There yet remains the task of convincing the other three-fourths of the American people that they should also eat grapefruit.

Why not cooperate instead of competing? Why not join us for mutual benefit and profit?

If you want your grapefruit and oranges to attract the consumer, you should the production without offering prices to an unprofitable level. Then, sell the Sealdsweet Citrus Grapefruit and Oranges under the Sealdsweet trademark, by and for Florida. Contact the members of the citrus association, or send Sealdsweet to write the business manager at Tampa, Florida.

The FLORIDA CITRUS EXCHANGE

Sixty Acres

OF

LAKE

FRONT

LAKE

PROTECTED

CITRUS LAND

Half Mile from Corporation

Limits

For

\$6,000

Terms can be arranged

Norton T. Smith
REALTOR
Avon Park, Florida

HIGHLANDS COUNTY PILOT

THE HIGHLANDS PILOT

GILBERT FREEMAN, Editor

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

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TELEPHONE 23

To insure change of advertisement in our issue, please send in your copy by 10 o'clock a. m., Wednesday.



GET THE TRUTH—By the truth, and self-education—Proverbs 23:23.

The cheapest lot for the jail. Highlands county cattle will soon be feeding the state.

It seems that the rain gods are taking pity on the "wets."

Now they are dying from the heat in Texas. Only Florida is immune.

We saw a Bass with two heads in front of the Avon fountain Tuesday night.

The office seeks paradise—Collier county—where they have a political job for every resident.

A white way along both sides of Main street will be a sight to behold during the coming winter.

If Jess Willard thought angels always turned the other cheek, he found that this one named Firpo didn't.

Pastor who kissed a bride on the cheek got his cheeks red. Moral: If you want to save your teeth, don't kiss her lips.

First thing you know somebody down in Collier county will be starting a reform to clean out the Ten Thousand Islands.

If those bond buyers are still trying to print the money for the state, we suggest that they at least hire the printer and tell us about it.

Perhaps the railroads are raising the rate on fruit so as to justify their charging 40 cents each for grapefruit in their dining cars.

If the contractors can't build roads any faster than they are now, the commissioners had better kick them off the job and put somebody on who can.

Guess the railroads brought up this rate hoist on citrus fruit to stop us from wondering why they don't do something for the state in the way of "rates."

No time to lose on State Road No. 8 now. The state is asking bids to complete the link between Ocala and Osteen City. We've got to keep up.

Children under the list as a fruit shipping point this year. It'll be shipping a lot of other fruit when they finish that Lake Annie road and drain that country.

We wonder if the president's selection of Alaska for a trip was accentuated by a desire to be acclimated when the promised cold reception is held a year from November.

One reason Polk county stays united is because the county seat isn't trying to hog everything and plays fair with the rest of the county. We're coming to profit well by the example.

We've read in Polk about her and of the Frostdrop road. And heaven knows she deserves it—still does, too. But we can't say anything now until we get the Highlands and a little smoother. It ought to be done.

Our old friend McLeod, formerly of the Messenger and the White Way at Sebring, is again with the Tribune, where he "broke it" several years ago. He'll make 'em a good man.

Our idea of a hot political battle is that between Perry Wall and Charlie Brown for mayor of Sebring. Perry is talking at Winter Haven and elsewhere while the honorable Charlie is doing his talking in New York.

Ed Lambright thinks the G. O. P. machine is in need of new humor, headlights and shock absorbers. It needs heavy guard rails along the road too, if it's going to have two men at the wheel very much longer.

Here's the newest—and though the office boy could hardly get away with it—our cook did. Just about the time the visiting negro ball team was de-training, we were advised that her "parson was ill" and could we let her off for the afternoon to call on him. Yes, and Avon Park got walked.

The Times and the Tribune in their struggle against the gasoline tax seem to forget that Tampa salaried men and Tampa trucks run with Tampa bought gas do about as much wear and tear to nearby country roads as the "home folks" do. That's one reason some of the tax collected in Tampa will go to the "home folks."

The main reason though, is because these papers howled like all fury for "a cent for the county" and in some later papers howled like all fury for "a cent for the county" and in some later papers howled like all fury for "a cent for the county."

The department asked for two cents for state roads. Incidentally if these salaried men and Tampa trucks run with Tampa bought gas do about as much wear and tear to nearby country roads as the "home folks" do.

If not already on our mailing list and receiving catalog and name and address for our interesting and instructive new fall catalog, write to KILGORE SEED CO.

Plant City Fla. 719-A80 LOST—Ford rim and tire, found where between Avon Park and about four miles on Fort Meade road. Please leave at Wolf Motor Co., and receive reward. E. O. Donahoe. 1tp

DICKERING IN REAL ESTATE

There are those who claim that the purchase of a site for a court house now will be a good investment. For that reason they feel we should buy the site now. "The site will never be donated," said one Sebring man, "and it will cost more ten years from now than now."

Perhaps he is right, on his first statement, but we doubt it. And therefore it is doubtful if the site will cost as much as \$10,000 if it is donated.

But admitting this man is right—dead right, admitting that property values double in ten years. We never felt that city, county or state was licensed as a real estate dealer. We don't believe that the functions of the county include dickering in real estate in the hope of making a few dollars. And we dare say this individual, when he gets down to a calm analysis of it, will agree that dickering in business is poor business for even Highlands county.

But admitting for the sake of pleasing some people that the county should double in real estate. That it should levy taxes now and go out and buy up bargains in real estate, a market to double on them in the next ten years—

The county could double its money and never "make" a cent.

If the county has to pay \$20,000 for that court house site ten years from now, it will be cheaper to the taxpayer than \$10,000 today. Money is valuable only as it is scarce. Ten years from now we will be a rich, prosperous and an expanding county now \$20,000 will look no bigger than \$1,000 today, while \$10,000 right now looks as big as a house.

Ten years from now a half a mill will buy a court house site at \$20,000, while today it will cost us five mills.

Ten years from now hundreds of grove owners in the south end of the county will be reaping a harvest from their wonderful groves and an added few mills on their groves and site will not be noticed.

While today we are all digging, digging—all going out and noting corners and sites and making money today is a burden. And five mills is a load too heavy to consider.

Ten years from now we will have made money and will be making money. Therefore we will have money. Today we are all spending money.

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dollar from those bonds in the bank. We can use every minute of the bond buyers' delay to our own advantage.

We can have everything ready for actual construction, if we use our time wisely.

There is no need to wait five more weeks for the bond money and then wait five or ten more weeks for engineering, public sentiment and other preparations.

Get ready now.

WHAT ADVERTISING MEANS TO YOU

Every now and then we like to talk to our merchants about advertising and we like to do it in this way because the subject is of equal interest to the public. Frankly, the interest of the public, the interest of the merchant and the interest of the local newspaper publisher are inseparably linked.

The public always is best served by buying advertised goods. Goods that are advertised are goods that are more extensively manufactured and consequently cheaper because of increased production. Moreover advertising today is a guarantee of merit. No one need be afraid of the honesty of the price or the quality of advertised goods. Competition compels honesty even if there should be a will to avoid it.

There is another benefit, too, in local newspaper advertising. When advertising is thoughtfully employed it means the building of trade for our local merchants and this reacts in increase in real estate values generally.

A prosperous business section means added population and increased convenience of manufacture and consequently cheaper because of increased production.

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THE FORUM

REBUTTAL

Editor Pilot: Please give me a small space in your Forum for a "rebuttal," that is, this subject is closed with me, as I do not care to make your good paper a "battleground."

We have never before and never thought enough of it to put it on the map. Thanks to "E. S." for calling people's attention to it.

As to the reference by "E. S." to the produce shipped from the A. C. I. station being from Tasmania or the farms east of Old Venus, we really had to smile out loud. Old Venus shipped a thousand boxes of oranges and grapefruit alone. I am not trying to belittle any place or person. I hope "E. S." will make as big a fortune as he has in his mind. I defy "E. S." or any one else to prove any my statements to be false.

We consider turpentine and lumber a good wholesome asset to a community, and the "low Venus" ridge has enough timber to last for each purpose for years and years.

As to being the "whole cheese and the hole there," perhaps that is the best it is in cheese of the American cream variety, which is preferable to being a mere slice of Limburger.

Whenever we organize the "Amalgamated Ananias Club" I want to nominate the president—M. C.

Depression Boom
1907-1914 1914-1921
1890-1900 1900-1907
1870-1880 1880-1890
1850-1870 1870-1880
1830-1850 1850-1860
1810-1830 1830-1840

Between 1914 and 1921 the business world had its worst four boom.

Between the panic of 1907 and the beginning of the World War in 1914 business was very dull and unemployment greatly distressed Presidents Taft and Wilson.

Between 1900 and the panic of 1907 the prosperous terms of McKinley and Roosevelt saw the formation of a boom of huge trusts. The steel trust, smelting trust, ship trust, telephone trust and many others were launched in that boom period.

Between the panic of 1893 and 1900 the government had money troubles which Bryan sought to cure with his silver panacea. Wages and working conditions were terrible in that period.

I am not familiar with business conditions in the seven-year period of 1888-93, which should have been good according to the theory, nor with

1879-86, which should have been poor. But the period, 1872-79, saw recovery from the post Civil War depression with frantic building of great railroad systems throughout the west and elsewhere.

The post-war period, 1870-72, was miserably poor and struggling, with high prices and little income. Every long, exhausting war is followed by such a depression.

The war period, 1861-65, saw every one busy at work or fighting, and the usual war time profiteering. The three years prior to the war, 1858-61, were good enough to fit the theory.

The 1851-58 period was below normal, according to the theory, but I haven't looked it up.

In the period 1844-51 great caravans of covered wagons carried thousands of people to homesteads and developed the wild west. In it also occurred the Mexican War activities and the great gold mining rush to California. That was an extraordinary boom period and it fits into the theory perfectly.

And so it goes back through the years—history and statistics show alternating seven-year stretches of lean times and fat times.

From this we can forecast the future. 1921-23 is classed as a lean period and so it has been in 1921 and 1922. In 1923 certain lines of business, such as construction, steel making and automobiles are booming, but the country-wide average for all lines is only 1 per cent above normal and the world average is below normal, due to bad conditions in Europe.

The world's business will take several years to reach normal. This country's present boom is a temporary spurt ahead of the world procession and it will settle back a little into line with the average.

According to the theory, according to Roger Babson's forecast and judging by the present severe stock market decline and depression which always precede a business slump by six months or so.

The slump will not be severe, the 1921 slump shook down business too thoroughly for that, but the climb of world business toward the next boom period, beginning in 1928, will meet other bumps and come back.

Life is a bumpy affair.

Perhaps this theory is the sought for law of business cycles that will absorb some of the shocks from life's bumpy highway. At least the proof has been given is sufficient to cause any sagacious business man to keep the theory in mind, comparing it with conditions each year and remembering that booms and depressions are world-wide and not confined to single countries even though temporary conditions such as the present in this country may make a dispute that.

HARLAN G. PRINCE.

Where High Society Went

At the old Hotel Knickerbocker in New York, where high society often stayed, one day a young man found several rooms hundreds of bed bugs. They used Royal Guaranteed Bed Bug Liquid and in a short time all exterminated! You can get it. Price 50c. Sold and guaranteed by FLORETT'S PHARMACY, Avon Park, Fla.

SHOP IN TAMPA

Tampa's leading stores carry complete stocks of everything required in the home—the latest clothes and jewelry, and all conveniences of modern life.

When there is something you need—AND YOUR COMMUNITY MERCHANTS CAN NOT SUPPLY IT—you do have to send long distances, nor wait a long time, to get it. You can ride over to Tampa, your nearest big city, in a short time, and be assured of finding what you want.

WE'LL PAY YOUR FARE

The Metropolis of South Florida not only offers you unequalled values in every line of dependable merchandise, but the members of the Retail Merchants' Transportation Association will refund your transportation—your railroad, boat or automobile fare, both ways—on the following basis when cash purchases are made:

On \$30 purchases, maximum mileage refund, 20 miles and return.

On \$60 purchases, maximum mileage refund, 40 miles and return.

On \$120 purchases, maximum mileage refund, 80 miles and return.

On \$240 purchases, maximum mileage refund, 160 miles and return, etc.

Twenty of Tampa's leading retail stores back this offer. When you come to Tampa to make your purchases, communicate with any one of them and the details of this proposition will be completely explained.

Trade at These Stores

ADAMS JEWELRY CO. Fine Watches and Diamonds 611 Franklin St.

BAILEY, THE CLOTHIER Men's Furnishings 514 Franklin St.

BECKWITH-RANGE JEWELRY CO. Diamonds, Watches, Jewelry 410 Franklin St.

DANIEL CRACOWANER Department Store Franklin and Polk Sts.

DAVIS SHOE CO. "Shoes—Nothing But Shoes" 315 Twigg St.

O. FALK DEPARTMENT STORE Department Store Goods 712-16 Franklin St.

DAN GALVIN Eyes Examined—Glasses Fitted 611 Zack St.

HENRY GIDDENS CLOTHING CO. Ladysuits and Franklin

GLENN SROE AND TOGGERY CO. Men's Furnishings 507 Franklin St.

HARRIS CLOTHING CO. Shoes and Ladies' Ready-to-Wear 705 Franklin St.

HODGE & SHERMAN Complete House Furnishings 802-S Florida Ave.

LOUGH & MORTON, Inc. Opticians 707 Franklin St.

MAAS BROTHERS Department Store Franklin, Zack and Tampa

MAAS, CLOTHIER AND HATTERMAN Men's and Boys' Furnishings Franklin and Zack

STEINBERG & CO. Department Store 1011 Seventh Ave. (Tbor City)

TAMPA FURNITURE CO., Inc. Complete House Furnishings 707-09 Florida Ave.

TARR FURNITURE CO. Everything for the Home Tampa and Twigg

TRICE-ORNLIN FURNITURE CO. Complete House Furnishings 1011-13 Franklin St.

H. F. VATTERLIN Shoes for the Whole Family 809 Franklin St.

WOLF BROTHERS Men's and Boys' Furnishings 306 Franklin St.

Retail Merchants' Transportation Association TAMPA, FLORIDA

AT JAMES GROCERY

SATURDAY ONLY—JULY 21

Fox River Butter

43c Per Pound

Bryan Keefe Company is making this price for one day only to create a stronger demand for the WHITE LABEL goods. Watch for the special for every Saturday.

PHONE 19 PROMPT DELIVERY

Let us get everything ready for the letting of the contest, even to the actual drawing up of the advertisement for bids and the specifications. There is four or five weeks ahead of us—even if we had every

Now we can prepare, too. Let us have a tentative program mapped out and name and address for our interesting and instructive new fall catalog, write to KILGORE SEED CO.

Plant City Fla. 719-A80 LOST—Ford rim and tire, found where between Avon Park and about four miles on Fort Meade road. Please leave at Wolf Motor Co., and receive reward. E. O. Donahoe. 1tp

Experience

means much in any business.



Eat
More
Wheat

is the climax of ten generations of milling experience. Its quality is carefully guarded by America's First Mill. Grocers handle it.

Blish Milling Co.
SEYMOUR, INDIANA

H. HAROLD HUME, Pres. WM. F. SIMMONS, Vice-Pres. D. A. MORRISON, Jr., Sec'y-Treas.
Best Fertilizers - Insecticides - Sprayers - Poultry Supplies
Phone Guide
ASK YOUR NEIGHBOR—HE KNOWS
E. O. PAINTER FERTILIZER CO., Jacksonville, Fla.
GET NEW FALL PRICES LIST BEFORE BUYING
HERBERT SEAVERN, Agent, Avon Park, Florida

Builders of Homes

RAAB & WINTER

GENERAL CONTRACTORS AND BUILDERS
BUILDING SUPPLIES

Specializing in Planning and Building Homes
Modern Construction Machinery Insures

ECONOMY PERMANENCY ACCURACY

Tasteful Frames

BRING OUT THE ART LIGHTS IN A PICTURE

J. J. JAMOUR

IS NOW PREPARED TO FRAME PICTURES
Sign Painting and Auto Painting, Etc.

LICENSED MASTER PLUMBER, STATE OF FLORIDA

John W. Foley

PHONE 86 Avon Park, Fla.

Plumbing and Steam Heating Contractor
ESTIMATES FURNISHED

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

WIDE DISTRIBUTION OF FLORIDA FRUIT IN THE SEASON JUST CLOSED

The shipping season just closing accomplished the widest distribution of Florida citrus fruits in the history of the industry here, according to Mr. I. Skelly, manager of the American Fruit Growers, Inc., Orlando, in connection with the tabulation of results of the season for that organization. Mr. Skelly showed carload sales have been made during the past season in a great many smaller cities in the United States and in Canada, where previously Florida citrus fruits had never been sold in carload lots.

Included also were carload sales to the Philippine Islands and to Cape Breton Island, off Nova Scotia. Numerous less than carload shipments at frequent intervals to France and to the British Isles were cited as indicative of a possibly widening field abroad at some future time when foreign exchange is better adjusted, though being relatively unimportant at present. In addition to the known performance of their own organization, Mr. Skelly credited other sales organizations handling Florida citrus fruits also with a considerably enlarged distribution this season, the total resulting, in his opinion, in by far the widest distribution of Florida oranges and grapefruit yet known.

Analyzing the production of grapefruit particularly in Florida, Mr. Skelly refuses to be exercised concerning any possible over-production of fruit, which is now at approximately 20,000 carloads a year, he extends his figures to show this means less than four individual grapefruit yearly per capita for the population of the continental United States.

That the production and consumption of oranges at present is vastly greater than of grapefruit is shown by the sale of approximately 80,000 carloads of oranges in this country in a year. This volume, together with the much greater number of fruit in each box, means the consumption of approximately 40 oranges yearly for each person in the continental United States. Yet the continued increase in the production of oranges, in Mr. Skelly's opinion, is not a cause for alarm as indicating any early over-production of good fruit. He expressed the hope that before long transportation interests may be disposed to grant some reduction in the carrying charges for Florida citrus fruits, which are now at 50 per cent above the pre-war level. In that event he believes the lower prices thus made possible to northern consumers will greatly expand the consumption of such fruits by making them available to a great many who would use them freely, but who cannot afford to at the present level of prices.

Shipments from Florida by the American Fruit Growers, Inc., showed a substantial increase in volume as compared to the previous season's business, and a very large increase as against two years ago. The growth of the organization in Florida since it began business here four years ago has been very rapid. The outlook for further and larger increases next season was stated to be excellent. The statement was made that in proportion to the number of owned and affiliated packing houses in actual operation the American Fruit Growers, Inc., had done practically a capacity business this season.

It was announced that several new packing houses will be opened in Florida for the next shipping season, but as locations for the sites of some of these are still in process of negotiation no specific locations were given. It was said that next season's advertising in the north for Florida citrus fruits by the American Fruit Growers, Inc., will be considerably amplified and extended in order to keep pace with the increasing volume of business, and to prepare for the still greater increases anticipated. As heretofore, chief reliance will be placed in the liberal use of newspaper space in newspapers published in the consuming centers. Elevated railroad and subway advertising in the very largest cities will be used to some extent, but only as auxiliary to the main effort in the newspapers, which it is felt are the most effective and economical agents in selling consumers on the value of fruits in the diet, the particular value of fruits sold under the Blue Goose trade-mark, and the

easy method of distinguishing such fruits by that very distinctive trade-mark which is clearly branded upon each individual fruit. The APG trade-mark, which appears on fruit of good eating quality, but of insufficient appearance to warrant being designated by the Blue Goose trade-mark, will be similarly exploited. It is felt that the same advertising policies and style of advertising copy which have been so tremendously successful in putting the Blue Goose trade-mark in the front ranks of trade-marked goods for the home deserve to be continued without any marked modification.

SERVICE DEPARTMENT HEAD TO AID BOARDS OF TRADE

The Florida Development Board's organization service department is now in active operation under management of J. E. Coad, who has had extensive experience in that line of work, and he will be glad to assist any chamber of commerce in solving their local problems of increasing membership and stimulating civic interest. He was employed upon the recommendation of a committee appointed to secure the best talent possible, the

members of that committee being: Chairman, L. P. Dickey, secretary Tampa Board of Trade; H. A. Dann, former president St. Petersburg Chamber of Commerce; Karl Lehmann, secretary Orange County Chamber of Commerce; A. V. Snell, manager Jacksonville Chamber of Commerce, and Burdett Leomis of Pierce.

Mr. Coad began his Florida activities at Dade City June 11, where at request of the chamber of commerce officials he addressed a mass meeting of their citizens on civic loyalty. The following day he met with the members of the Pasco County Chamber of Commerce at Port Richey and encouraged them to greater efforts toward county-wide co-operation. That night he conferred with directors of the Tarpon Springs Board of Trade.

VERIFIED VALUES

Watchword of the



COOLING

For warm summer days there is need for

NOURISHMENT

without OVERLOADING There is nothing that satisfies like

MILK

It cools, it nourishes, it is easily digested.

Anoka Dairy

W. O. SKIPPER, Proprietor

THIS Midsummer Clearance of money-saving opportunities and the items on your July shopping list may be bought to best advantage now. Prices have been trimmed as closely as possible until every aisle and department has wonderful values to offer.

This sale offers only reasonable merchandise from our regular stock. It's just a pleasant drive to this big store, so you had better make up your mind to meet all of your needs by taking advantage of these excellent July values being offered now.

Sale Ends

Tuesday, July 24th

Knaas Brothers
INCORPORATED

Insurance

FIRE

TORNADO

AUTOMOBILE

LIFE

BONDS

We Represent the Leading Companies

The First Trust and Savings Company

INSURANCE DEPARTMENT



HE only ship that comes to those who sit down and wait is a receiver-SHIP.

DONT WAIT

To the young husbands and their June brides we pen these lines in the effort to render service and prove our good will and sincere friendship.

Waiting for your ship to come is in reality time wasted. If your home is to be happy and successful it will be necessary to start the very first day to make it so.

There is peace and happiness in the voyage on the sea of matrimony if young people will heed and profit by the experiences of those who know best how to steer the good ship "Home" during the hours of storm.

New responsibilities are now yours. It is necessary you have the vision to prepare during the days of smooth sailing for the days of storm. You can do this in one way only and that by creating a surplus in material ways.

You know your income. Let your outgo be less. Bank the difference—maybe in a saving account which will dry 5 per cent interest. It's a simple rule, isn't it? It insures a peaceful voyage. Try it.

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 rapidly 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

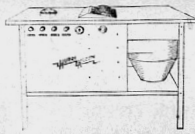
FIRST TRUST AND SAVINGS COMPANY

HEMSTITCHING

MISS ELLIE HARRIS
Butte Ave., Opposite Bakery.

Our Helpful Hints
To prevent gum from getting hard between chewings, dip it in quinine before sticking under a chair. Shiny noses can be kept well powdered by first applying a light coat of orange shellac before powdering.

PROLONG ITS LIFE



That suit, it is entitled to live as long as possible. Prolong its life by care—HURRI-KLEEN care. Let our new machine "doctor" it.

The HURRI-KLEEN revives the life of the cloth as the vacuum effect with the revolving brush clean out the innermost recesses of the fibers.

HURRI-KLEEN CLOTHES LIVE LONGER
The system is the right one for cleaning clothes. It eliminates scrubbing the nap away, there is no opportunity for shrinking. It raises the nap and sucks out the dirt.

Highlands Pressing Club
GLEN SPINK, Proprietor At Your Telephone

String of Pearls

Tampa's Bayshore "String of Pearls" has made that city famous among well lighted cities, while the downtown white way system has contributed as much towards making Tampa the shopping center as anything else.

OPPORTUNITY IS HERE
Avon Park can build on the substantial foundation of attractive lighting.

People are talking of making the Paseo and Main street a real white way.

A lighting system along both sides of Main street, with ornamental posts, would work wonders in business and place Avon Park in the limelight among smaller cities.

LET'S PUT IN THE WHITE WAY
Let us help in any way that we can. Talk any lighting problem over with us.

Home Electric Company

Diamond Grid Batteries Singer Sewing Machines

Must Be Sold At Once

40-Acre Grove for \$17,000

Terms

About 60 per cent Valencias, remainder Tangerines and Grapefruit. About 30 acres coming 5 years old, coming into bearing this year. Grove will "pay its own way" next year. Two cheap houses and barn.

The dissolution of a partnership that has owned this grove for over three years forces it on the market for immediate sale.

THIS IS THE OLD "GRAINGER GROVE" IN DE SOTO CITY. JUST OFF THE MAIN PAVED ROAD TO LAKE ANNIE AND THE EAST COAST. WALK OUT IN IT AND EXAMINE CLOSELY—DON'T STOP WITH A ROADSIDE INSPECTION.

Figure named is less than it has actually cost to make this grove. But it must be sold at once.

Buyer should be able to sell at a profit of \$5,000 within six months.

Or, an estate worth \$40,000 can be made out of it within two years.

Communicate with me at once, as this is a real bargain, and will be sold within a week at the price asked.

T. A. BARROW

JOINT OWNER

Room 2, Strand Building, Tampa, Florida

P. O. Box 2881

Phone 2441

CLASSIFIED ADS

FOR SALE—On account of death in the family, Mrs. Eva F. Daley is offering her home just out of the town limits and fronting on the Waucho road, for sale, either furnished or unfurnished. This is a bargain, as the house stands on a one-acre lot, and same is planted to citrus fruits, which are practically all in bearing, besides having other plants and shrubs, and the house is well built and is being repainted. For sale on reasonable terms. For particulars see Mrs. Daley at her home or see G. L. Crews.

FOR SALE BY OWNER—One of the best 10-acre bearing groves in Avon Park, including a good 8-room dwelling and all furnishings if desired; a good windmill and water supply, electric lights and all modern equipment; close Avon Park, including this year's crop of fruit. Other business interests demand this sale. Box 512, Avon Park.

FOR SALE—Child's deep side, white iron bed, with mattress, \$7. Apply M. G. Huebner, Avon Park. 12-21p

FOR SALE—150,000 sour orange plants, 8-inch average, \$25 per 1,000, Marsh & Son.

FOR SALE or trade for real estate—Star auto, driven less than 400 miles, in excellent condition, almost as good as new. Owner planning trip north and must sell before leaving. Surely a bargain. J. D. McEwen. 6-14tc

FOR SALE—House and two lots on Prospect street; one of the highest locations in town; east front, 5 rooms and large verandas, city water and lights. Bargain if you address owner. W. H. Woodruff. 6-14tc

FOR SALE—Six 1-acre tracts, one block from new state road. Address owner, Box 323, Avon Park. 6-14tc

FOR SALE—Six fine lots, on hill, east front, good fence, good shade trees, orange and grapefruit trees, 3 to 5 years old. The elevation and view make these lots very desirable for a home. W. H. Woodruff, owner. 6-14tc

FOR SALE—My residence on Church street; large, roomy, comfortable bungalow, 30x36, with kitchen 10x14; verandas on three sides; large, fine shade trees and shrubbery; a good variety of bearing fruit trees; city water, electric lights; lot 120x120; within two blocks of business center of town. W. H. Woodruff. 6-14tc

FOR SALE—Five acres of fruit land, good fence, has been plowed twice; one block from new state road. Owner offers bargain. Address Box 323, Avon Park. 6-14tc

FOR SALE—One of the best lake front locations in Avon Park, 9-room house, all modern conveniences; 4 acres in grove and 1 acre lake front. For price and terms address Box 402, Avon Park, Fla.

NOTICE
Notice is hereby given that the Board of County Commissioners of Highlands County met at Sebring, Fla., on July 16, A. D. 1923, at a special meeting as advertised to review and equalize the 1923 assessment roll of taxes of Highlands County. Notice is given that the value of the

Watches Can't Swim

Leave them at the bath-house when you put on your bathing suit. And if you don't—

**DON'T
BAKE
THEM**

If you do forget and leave the ticker on your wrist during the plunge.

If your watch gets soaked in water, there is only one way to prevent rust—

Drop it in a cup of

KEROSENE

or

GASOLINE

until you can get it to the jeweler

He will have to tear it down and dry it out and that's the only way to prevent it rusting.

Jordon, Jeweler

following described real estate has been increased, to-wit:

SW 1/4 of Section 9, Township 38, Range 30 East, 160 acres, assessed to B. S. Rowell, was increased from \$500 to \$1,000.

Lot 2 or E 1/4 of SW 1/4 of Section 15, Township 37, Range 33 East, 44 acres, assessed to F. B. Pearce, was increased from \$90 to \$500.

All section less SE 1/4 of SW 1/4 of NE 1/4 and less N 1/4 of NE 1/4 of SW 1/4 of NE 1/4 of Section 33, Township 36, Range 23 East, 625 acres, assessed to Wey, Koch and McSwain, was increased from \$1,560 to \$2,500.

C. S. SAUNDERS, Clerk of Court, Highlands County, 216-28 Florida.

CITY ASSESSMENT CHANGES

At a meeting of the council Monday, July 9th, the following changes were made in the assessment roll:

Lot 15, Block C, Section 15, Dacie Prescott, raised \$350 to \$700.

North 150 feet Lot 2, Block 2, Section 22, T. B. Thompson, raised \$1,350 to \$2,000.

South 120 feet Lot 2, Block 2, Section 22, H. G. McGiboney, lowered \$780 to \$600.

Lot 8, Block 7, Section 22, C. W. Pabor, raised \$300 to \$1,200.

Lots 1 to 16, inc. Block 59, Section 22, M. T. Merwin, raised \$4,000 to \$5,250.

Lot 8, Block H, Section 27, Max Wild, lowered \$1,500 to \$1,100.

Personal
Avon Park Drug Co., raised \$5,500 to \$6,000.

English & Son, raised \$500 to \$1,000.

Park Mercantile Co., raised \$5,000 to \$6,000.

Smith-McGinnis Co., raised \$8,000 to \$12,000.

Union Mercantile Co., lowered \$2,000 to \$1,000.

G. L. CREWS, 7-19-23 Clerk.



For the Mighty Bass

When you set out to conquer the mighty bass you need the best tackle you can get, for he's the gamest fish that swims.

That's why we recommend our fishing tackle. The strength and durability which this class of fishing demands is built into every rod, reel and line we offer.

SELECT YOUR TACKLE THIS WEEK



Artificial Minnows—Dowagiac, South Bend and Al Foss Lines, with all the "bite-getting" shapes and lures, insure correct meshing, quiet running and minimum friction.

Heddon Rods—Specially treated steel and split bamboo. Joints drawn to fit exactly. Tightly closed seams.



Smith-McGinnis Company

HARDWARE FURNITURE SPORTING GOODS

An Open Letter

to every Doctor in town

The Touchton Store

High Class Prescription Service

Dear Doctor,

The years of study and painstaking care you have devoted to your profession has given your patient a wonderful yet well-merited confidence in you.

In maintaining that confidence you, of course, appreciate the value of your own confidence in the druggist who dispenses your prescriptions.

Pure, fresh, potent drugs of the highest quality, compounded by experienced pharmacists, and double-checked to prevent error, is the prescription service this store is giving.

Drugs or compounds that deteriorate in stock are frequently replenished, and all prescription work is watched with the utmost care.

You can have confidence in our prescription service, in both men and materials, and you may rest assured that your prescriptions will be filled exactly as written when entrusted to us.

With kindest regards, we are,
Doctor,

Yours for Service,

Avon Park Drug Company

[Touchton]

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