

Highlands Chapter No. 42,
R. A. M.
Convocations every second Monday
in Masonic Temple, 7:30 p. m.
Visiting companions cordially wel-
come.
GEO. F. SMITH, High Priest.
J. J. JAMOUR, Secretary.

Wm. L. Smith & Co.

General Contractors

ESTIMATES
FURNISHED

Anything in the Building

MODERN
Line
EQUIPMENT

Avon Park, Florida

CHILDS

There should be a mourning band around this correspondence this week for it is tragic that one so young, so tender and so innocent as G. A. De-Vane, Jr., should have plunged into the sea of matrimony. The whole burg is torn up by the roots over it. Mr. Bull beller all week. Mr. Bull-frog uttered a despairing groan, jumped into the dark, damp water and was seen no more. Mr. Eagle fairly screamed over the sad news. Mr. Sun sank down in gloom. Mr. Hoot Owl asked, "Who, who, who?" and Mr. Yellow Owl answered, "He, he, he," while Mr. Screech Owl screeched in agony. In fact, a terrible time was had by all. To make matters worse Orac Jones is apparently heading in the same direction. Old Doc Hatch says the only protection against a matrimony epidemic is to stay where the bright eyes ain't. Doc earned his fee that time allright.

Mr. DeVane took the plunge with Jessie Bell Henderson at Lake Butler, North Florida, on Oct. 30, and

expects to have a new home built here. At least five people have bought tracts of land on the edge of Parker's Island this fall, since the north and south drainage canal system has been put under way. No families will move there until the school bus runs out there, as it should be doing this term.

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

A universal custom
that benefits every-
body.
After
Every
Meal
Aids digestion,
cleanses the teeth,
soothes the throat.



Highlands Pressing Club

G. H. SPINK

KAHN MADE-TO-MEASURE CLOTHING
STYLE FABRIC FIT
The clothes that wear good, fit good, look good and are good
CLEANING AND PRESSING

Your old clothes look like new when we get through cleaning and

pressing them.

AGENT LAKE LAND STEAM LAUNDRY

Work Called for and Delivered

Phone 6 OLD POSTOFFICE BUILDING Avon Park, Fla.

When a Freeze Comes Be Ready for It

Citrus trees sometimes grow without fertilizer.

Spraying has often been omitted and the fruit sold at a reasonable price.

Even cultivation has been neglected in instances, and a profitable crop produced.

Many advisable operations in profitable citrus growing are not always absolutely essential.

But there is one thing which IS.

Either you must protect your grove when the temperature drops to around 27 or you won't have any fruit to sell, or possibly any grove to protect.

The freeze hazard must be averted at some time or that hazard will become your personal disaster. Prepare to meet it!

SKINNER COKE HEATERS will at low cost save your grove investment, fruit, tree, bud and blossom. Send in the coupon.

Skinner Machinery Co.

Box ... Dunedin, Florida.

Service Department.
Skinner Machinery Company.
Dunedin, Florida.

Send information about heater equipment re-
quired to protect my grove.

I have acres in grove. Varieties.

Name

Address



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.

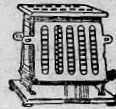
"HILLCREST"

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



Stop!! Look!! Think!!

Are YOU giving your wife and family a SQUARE DEAL?

You are using power in your business. You use it to drive machinery in your factory, packing house and on the farm, and yet your wife and family are expected to take care of the home with its increased responsibilities in the same way and with the same heavy, cumbersome and inefficient implements she has been using for generations past.

Instead of a nice light ELECTRIC iron she must heat the old-fashioned iron on the old cook stove and trot back and forth from ironing board to stove to get a hot one.

Instead of the ELECTRIC percolator, toaster, waffle iron and other ELECTRICAL implements with which she can prepare the meal while at the table she must heat up the old stove, stand over it summer and winter and race back and forth from the kitchen to dining room for hours before and during the meal.

Instead of a nice light and efficient ELECTRIC sweeper she must toil each day with the old-fashioned broom.

These extra steps and burdens are often the cause of nervous breakdown and in many cases premature death.

Most of this trouble and worry, on her part, can be prevented by a little forethought and expense on your part.

CHRISTMAS will soon be here. Will you not, at that time, surprise and gladden her heart by presenting to her one or more nice ELECTRICAL devices for use in the HOME.

These ELECTRICAL devices can be secured at any electrical dealer in your town.

FLORIDA ICE & POWER COMPANY

666

Cures Malaria, Chills and Fever,
Dengue or Bilious Fever. It de-
stroys the germs.

"ASK YOUR NEIGHBOR—HE KNOWS"

For over 35 years the E. O. Painter Fertilizer Company has furnished Florida growers with fertilizers. The continued patronage of experienced growers gives proof of satisfactory results.

COULD BETTER FERTILIZER BE MADE WE WOULD MAKE IT

Write for New Fall Price Lists Just Issued

E. O. PAINTER FERTILIZER CO., Jacksonville, Fla.

DR. W. C. TOUCHTON

Physician and Surgeon

Office hours, 9 to 11 a. m., and 2 to 4
p. m. First National Bank Building
Phone 22 Residence Phone 36
Avon Park, Fla.

HIGHLANDS LODGE NO. 80

L. O. O. F.

Regular meetings every Thursday
evening at 8 o'clock. Visiting broth-
ers cordially welcome.
F. S. JORDON, N. G.
GEO. L. CREWS, Secretary.

W. O. W.

Meets first and third Monday nights

in I. O. O. F. hall, First National
Bank building.
J. A. SYKES, Consul.
J. H. McCLELLAND, Clerk.
Subscribe for the Pilot.

"Watch Your Investment Grow"

The above slogan was not coined as a catch-phrase, but

IT IS A FACT

that an Investment in a Citrus Grove, under our co-operative plan, is one that increases in value from year to year.

WHY

DOES A CITRUS GROVE INCREASE
IN VALUE FROM YEAR TO YEAR?

Each year as the trees become older, their yield becomes larger. Not only is the production greater, but the quality of the fruit improves as the trees become older.

OUR PLAN of developing groves on a large scale reduces costs to a minimum. By operating our own packing house, our packing charges are kept exceptionally low. A grapefruit canning factory, which we control, utilizes low-grade fruit and culls, leaving only high-grade fruit for the market.

ALL THESE FACILITIES ACCRUE TO
THE ADVANTAGE OF THE INVESTOR

The Pittsburgh - Florida Fruit Growers Association

Avon Park, Florida

In the World of Women

MISS BOND HOSTESS AT A MERRY HALLOWEEN PARTY

Miss Katie Bond was hostess to a number of her friends at a merry Halloween party given Monday evening at the home of Mr. and Mrs. Press Brooks.

The decorations were in orange and

black, flowers, pumpkins and black cats, carrying out the Halloween idea. Games and conversation were the main diversion and a pleasant evening of fun was enjoyed.

Late in the evening Mrs. Brooks, assisted by her mother, Mrs. J. F. Bond, served delicious refreshments of sandwiches, pumpkin pie and coffee. Those enjoying this jolly affair were: Misses Doris Williams, Roxie Hill, Gladys and Onal Dunn, Caroline Reynolds, Iris Dickinson, Mattie Mae Hart, Elbra Adams, Katie Bond, Thelma Cochran, Maude Bass, Dixie Martin, Lucy Coker and Lucy Free-

FLORIDA SANITARIUM AND HOSPITAL, ORLANDO, FLA. Medical, surgical, maternity. Capacity 100 patients. Equipment modern. Rest diet, physiological therapeutics. Unexcelled in the south.

CHRISTIAN SCIENCE SERVICE There will be Christian Science reading at the Masonic Temple each Sunday afternoon at 4 o'clock. A cordial invitation is extended to the public.

MOTHERS, ATTENTION!

Milk from the same cow regularly for your baby has been a service you have not enjoyed in the past in Highlands county.

This Service Is Yours

Skinner's Anoka Dairy is prepared to furnish mothers with any quantity of pure milk from the same cow every day. Do not drink yourself down during the warm summer months. Let our "registered baby service" save

Your Health and Strength

Anoka Dairy

W. O. SKIPPER, Proprietor

TEN-ACRE BEARING GROVE WITH BUILDINGS

Within two miles of town and near asphalt road.

This is a real bargain and must be seen to be appreciated.

Price and Terms Upon Application

Norton T. Smith

REALTOR
Avon Park, Florida



Reliable

Reputation built upon the one word, "RELIABLE" is the guarantee you rightfully demand when buying Jewelry.

Being reliable, we feel, accounts for the confidence the shoppers of Avon Park now have in merchandise from this store.

Just now we are showing a dainty little rectangular wrist watch for women in a 14-kt. solid white gold case, 15-year movement and an accurate timekeeper, at \$25. Rings, too—pure white and flawless diamonds as low as \$25.

JORDON, JEWELRY

Idawa Park

ON BEAUTIFUL LAKE LOTELA

Value has arrived. There is no waiting for value in Idawa. It is here. There are no promises. They are already fulfilled.

Idawa is just across the street from the town limits. It is the last available close-in lakefront with the desirable elevation.

The Atlantic Gulf Scenic Highway, by the door, is a fact, not a promise. The paving is there—where you can see it.

Other attractive features are awaiting the home-builder.

Highly Restricted

W. A. MARSHALL, OWNER

cott of Sebring, Vera Smith, Claude Crews, Mrs. Brooks, Mrs. Bond, Messrs. Kelly and Lester Prince, Carl Crosby, Vernon Bass, Jimmie Bond, Ned Hill, Joe Dickinson, Press Brooks, William Grace, Lloyd Williams and Marston Coker of Sebring.

HALLOWEEN PARTY GIVEN BY POINSETTIA CIRCLE A SUCCESS

The Halloween party given by the Poinsettia Circle of the Methodist church at the home of Prof. and Mrs. I. C. M. Ellinger Tuesday evening was a decided success from every standpoint.

The home was beautifully decorated in the season's colors, flowers, pumpkins, black cats and witches being effectively used.

Among the entertainment features was a solo by Mrs. J. E. Waller, a recitation by Miss Lucille Able, instrumental music and a witch presiding over a fortune-telling booth. Another amusing feature was a number of original and comical characters.

Many of the guests were marked and every one had a jolly good time. The refreshments for the evening were sandwiches, pumpkin pie, cheese balls and coffee.

Mrs. D. E. Esch was chairman of the entertainment committee and the members are giving her credit for the success of the affair.

THE FIVE HUNDRED CLUB ENTERTAINED BY MRS. ABLE

The Five Hundred Club was entertained by Mrs. A. H. Able with a Halloween party Tuesday afternoon.

The lower floor was thrown on suite and was very artistic with its decorations suggestive of the season. The deep orange cosmos intensified the color, while roses lent fragrance.

After the guests had been placed by cards from the witch's cauldron interesting games were enjoyed. Late in the afternoon the hostess served chicken salad, hot rolls, sandwiches, individual pumpkin pie and coffee.

Those present on this delightful occasion were: Mesdames Norton Smith, J. S. Francis, S. Y. Hart, Earl Hart, A. V. Anderson, John Rogers, C. P. Anderson, Joe Lander, Harry Winter, Will Sparks, Joe Lacey, H. E. Godwin, Gilbert Stebbins, Chas. Moffett, Herbert Reck, C. E. Lanier, John Hood, J. D. Raab, Ida Williams and A. H. Able.

INTERESTING MUSICAL PROGRAM PLANNED

The music department of the Woman's Club will give the following interesting program at the school auditorium, Nov. 9.

Piano Solo, "Scar Dance" (Cham-inade), Miss Nona Mae Crews.

Biographies of American Composers, Mrs. J. A. Jackson.

Vocal Solos, (a) "Summer" (Cham-inade), (b) "A Song of the Hills" (Carrie Jacobs Bond), Mrs. Herbert Reck.

Musical Current Events—Miss Ethel Dickinson.

Vocal Solos, (a) "Shadow" (b) "Parting" (Carrie Jacobs Bond), Mrs. Chas. Moffett.

Piano Solo, "Air de Ballet" (Cham-inade), Miss Myrtle Conoley.

MISS RAINES GIVES HALLOWEEN PARTY

An enjoyable event of the week was a Halloween party given Monday evening by Miss Bertha Raines. Contest and interesting Halloween games were indulged in and late in the evening dainty refreshments of punch, cookies and fruit were served.

Those present on this happy occasion were: Misses Meda Dambly, Flora Wilson, Margie Lacey, Dorothy Durrance, Elizabeth Chambers, Nell Andrews, Bertha Raines, Emeline Bell, Messrs. Johnnie Howell, William Ratcliff, Joseph Austin, Russell Baldwin, Eddie Clark, George Norman, Gordon Skipper, Lazonie Reed and J. A. Bass.

T. E. L. CLASS TACKY PARTY

The T. E. L. class gave a tacky party at the home of Mrs. Curtis English Tuesday evening. After the business was finished many Halloween games were enjoyed. A prize was given to the one having the tackiest costume, Mrs. B. F. Martin winning.

The hostess served hot cocoa and lemon pie. Those present were: Mesdames Martin, Gaines, West, Hunt, Connell, T. O. Baldwin, Rowland, Carter, Bond, Lee, Roberts, Sargis, Cyril Baldwin, Lawhorn, Crews and English.

TO HAVE A DINNER PARTY FRIDAY AT WEST BEACH

The Odd Fellows and the Rebekahs will have a dinner party at the West Beach hotel Friday evening. The grand master of this district and the ex-grand master, Bruce Crawford of Fort Meade, will be guests on this occasion. After the dinner all will meet at the hall and a school of instruction will be conducted by the "grand master."

As Long As They Last We Will Sell

Low Tank Closet Combination for \$27

Cash With Order. We have only 100 of these Your Local Plumber Can Install Them.

Highlands Plumbing Co.

P. L. VINSON, Proprietor
Sebring, Fla.

Real Estate

THAT IS "REAL" or

Insurance

THAT "INSURES" See

G. L. Crews

BARGAIN LIST

2 acres in grove, 8 years old, 8 room house, and one acre not set, but trees to set, and about 3,000 lemon trees in nursery \$1,600.00

5-room house with lights and water, close in \$5,000.00

Story and half bungalow, 2 lots on paved street \$2,250.00

A 7-room house with all conveniences, fruit trees on the lot \$3,000.00

A 6-room house with all conveniences \$3,000.00

10-acre grove, half bearing, balance 3 years old \$12,000.00

20-acre grove, eight years old, for \$2,000.00

5-acre grove in town, about 6 years old \$3,000.00

5-acre grove, 2 miles from town \$300.00

35 acres good citrus land, five miles from town, near county road, per acre 100.00

Vacant lots for building purposes, \$125.00 up

Room 7

First National Bank Bldg.

DOUGHNUTS

You can get them here

now fresh from our new doughnut cooker

MONDAY WEDNESDAY FRIDAY

Like Mother Used to Make

IT'S FALL!

FALL IN LINE FOR BETTER BREAD!

At Your Grocers or

SANITARY BAKERY

K. F. VISEL, Proprietor

At Your Grocers or

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Tasteful Frames

BRING OUT THE ART LIGHTS IN A PICTURE

J. J. JAMOUR

IS NOW PREPARED TO FRAME PICTURES

Sign Painting and Auto Paintin

The Highlands Stenographic School

Brickell Building

COMPLETE STENOGRAPHIC COURSE

Day and night classes now starting for the study of Shorthand and Typewriting. Special rates to all students entering before November 10th.

DON'T DELAY—SEE US IMMEDIATELY

and make your arrangements

Special Classes for High School Students

KATHRYN HUGHES

Touch Typewriting

FADALMA HAGOOD

Gregg Shorthand

HER BEST FRIEND

EVERY woman knows her best friend is running water. Yes, that's it—running water in the home. Running water is her best friend because it is her constant, ever-helping servant.

Running water lightens her burden, saves her steps, preserves her health, and helps her to keep that school-girl complexion.

Every woman owes it to herself and to her family to look as young as she can as good as she can as long as she can. She can't look best nor feel her best without running water—hot and cold—where she needs it and when she needs it.

Running water on tap—regularly used—is a preserver of youth and health, and youth and health add to happiness.

Give the HOLYOKE WATER HEATER A Chance to Make Your Winter Baths Comfortable

M. H. GRIBBLE

Main Street at Verona

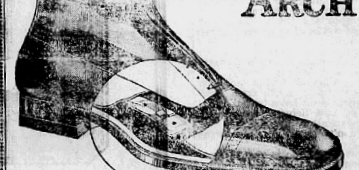
Phone 66

For Sale—Old papers in bundles, 10c a hundred. Pilot office.

The Florsheim

FEETURE

ARCH



THE new arch supporting shank built into FLORSHEIM SHOES. Absolutely RIGID under the weight of the body—completely FLEXIBLE when weight is released. A scientifically correct arch that combines ALL arch supporting features without sacrificing style. To be had only in Florsheim Shoes for Men.

Sold exclusively at this store

ROBERTS, HABERDASHER

LOOK FOR MADE IN SHOE



Chocolate

Molasses Chip
Caramels
Nougatime
Fruit Cream
Peanut Butter
Mint Patties
Marshmallows
Figola
Maple Walnut

by the
60c Pound

Chocolate Covered Brazil Nuts \$1.00
Chocolate Covered Almonds 80c
Chocolate Covered Cherries in Caudal 80c

B. H. JAMES

STAPLE AND FANCY GROCERIES

HIGHLANDS COUNTY PILOT

THE HIGHLANDS PILOT

GILBERT FREEMAN, Editor
Published every Thursday at Avon Park, Fla.
Subscription: \$2.00 a Year

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

TELEPHONE 23

To insure change of advertisement in current issue copy must be in our hands by 9 o'clock a. m. Wednesday.

A real exhibit for the Fair.

Keep the streets clear for traffic.

Buy it now—the community house site.

Everybody get ready for the Armistice day carnival.

Those community sings are a fine thing for everybody.

What Catts did? Ask Tom Campbell over at Sarasota.

Printing Pilots Progress. Let the Pilot do your printing.

The Mutt Warf place is an ideal spot for a community house.

Now let's get that park at each end of our Warren Harding Memorial bridge.

Deferred action is deferred property; particularly true in advertising your business.

Tourists arriving say the Avon Park signs predominate along the northern highway.

We wonder how many Avon Park women try the local stores before they reach for their pen and ink.

Most of the children went to Tampa to see the circus. Among them were Charlie Lane and Doc Touchton.

They say they've found oil near Fort Myers. And we remember that Colonel Stovall found it at Ocala.

Those fellows who are talking so much about growing bananas in Florida must want to slip into prosperity.

Florida fans who felt Tampa was too far away—may see a better game when the Gators play Southern at Lakeland, Nov. 17.

If you want to know how much your paved streets will cost you, read this week's Pilot, and read the Pilot every week, anyway.

Avon Park never looked nicer than it does this fall. The clean-up drive along the main street is creditable performance, Mr. Smith.

Now that they've learned how to keep flowers and vegetables awake by the use of artificial light, there'll be a good excuse for the promised wheat shortage—lured away by the bright lights.

BUY IT NOW

Option to buy the Mutt Warf property on Main street in front of the postoffice for \$8,000 expires Nov. 10. Through the work of Charlie Lanier the option for this site for the community house has been kept alive this long. It will not be renewed.

Buy it Monday night, gentlemen of the council.

One hundred and forty feet fronting on South Main street and running back 80 feet to front 140 feet on South Main street, going to be an \$8,000 proposition five minutes after that option expires and within ten years it will be a \$50,000 proposition.

Hence our plea—Buy it now.

The city can borrow the money. The site is ideal for a community house now and will make enough to pay for a real city hall by the time we need one.

Above all things—don't let that option expire and the opportunity slip. It will never knock at our door again.

WE LAG, WHILE OTHERS MOVE

Beautification of our highways has been a pertinent subject in Highlands county for several months.

It is more than a pertinent subject elsewhere—at Vero they are planning a 1,000-foot stretches north and south of the town, lining the highway with coconut palms and Australian pines.

In Orange county the writer was a member of a 40-mile motorcade given the South Florida editors, on which we saw only three signs.

Highlands county's state and county roads are progressing rapidly. We have three miles of the finest road in the world, running north from Avon Park and will soon have ten miles between here and Sebring and ready for asphalt.

Trees don't grow as rapidly as roads.

The least we can do is give the tree an even start.

STREETS FOR TRAFFIC

Two new garages are announced for Avon Park and both on Main street—all of which brings up another question.

We must keep Main street open for traffic.

Now is the time—before any money is spent sinking tanks beneath the ground—to pass an ordinance decreeing that no filling stations shall be erected on the ground between the property line and the curb on any street in Avon Park.

Such an ordinance—guaranteeing the streets free for traffic—is in the books of every community that faces a traffic problem or expects to face one. In many it went on the books too late to avoid waste.

In Avon Park there is yet plenty of time.

Pans it now, gentlemen of the council.

TOMFOOLERY

About the craziest idea we have heard advanced anywhere is the suggestion that one hears in some parts of Sebring—send a new man to the state senate.

That is the trouble with politics. Whenever anybody gets a promotion, somebody somewhere is said grossly immediately lays plans to beat him

in the next election. It matters nothing to that groucher if the public servant is the best man in the county. Without any intention of becoming irrelevant we feel sure that if Jesus Christ were to appear in all his glory and run for the office of recorder of the county, there would be some groucher who would disregard his divinity, his fitness, and his glorious mercy, and start a cry to "beat him."

Senator Etheridge has not decided whether he will seek a re-election or not. He has been urged. And what is more, he is going to be urged until he does decide to run. If this paper has an influence.

It matters not whether State Senator Etheridge is a friend of this paper, or the writer. It matters not whether he is an enemy of Sebring or Avon Park. If he brings home the bacon—he's the man.

Results is what we should want—not friendships nor grooches. The past week witnessed a wonderful example of public service without enthusiasm the folly of such prattle about the county seat. We sent one man to Tallahassee to represent Highlands county before the state road department. That one man was Senator E. J. Etheridge.

Other counties had a dozen each. Senator Etheridge brought back almost a half million dollars of state road funds for work in this county. And it isn't the actual money that means so much as what the money's made available will accomplish.

Senator Etheridge has practically replaced a year of programs that we thought lost.

And if it were the only time he had thought lost, we might say "good-bye" or "luck" or "political thunder."

But even in Sebring, will rise up and utter either word? Certainly not "him that is without sin."

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But even in Sebring, will rise up and utter either word? Certainly not "him that is without sin."

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Dine Here!

When in the County Seat
We take special pride in
Service - PLUS and Food-
PLUS.

Your food wants will be
taken care of by folks who
know how to serve you.
Folks who know the restau-
rant service from buying to
cooking and serving.

When in Sebring dine
here, be it for breakfast,
dinner or supper.

We specialize on a noon
luncheon for out-of-town
folks.

If it is short order, how-
ever, we can serve you a
steaming hot oyster stew,
crispy, brown fried oysters
or deliciously cold on the
half shell; also the best
pies in town and coffee
which excels.

Royal Cafe

E. D. RAMOS, Proprietor
Sebring, Fla.

Sebring Builders Supply Co.

SEBRING, FLA.

PHONE 109

DOOR FRAMES
WINDOW FRAMES
SASH and DOORS
CABINET WORK
ROOFING and PLASTERS
BRICK and LIME
LUMBER and SHINGLES
NAILS and PAINT

All Kinds of Screens and Any Kind of Special Wood Work

Builders of Homes

RAAB & WINTER

GENERAL CONTRACTORS and BUILDERS
BUILDING SUPPLIES

Specializing in Planning and Building Homes
Modern Construction Machinery Insures

ECONOMY PERMANENCY ACCURACY

Well Driving and Pipe Fitting

"Cutler Gets the Water"

ELECTRIC
and
GASOLINE
MOTORS

Prompt Service
Satisfactory Work
Low Prices
ROSSELL CUTLER
AVON PARK, FLORIDA

FAIRFAX T. HASKINS
Attorney-at-Law
2-4-6 Highlands Bank & Trust Co.
Building
Sebring, Fla.



**It Builds
Strength**

Just the remedy to aid
the system in throwing off
catarrhal wastes, help the
functional organs, restore
digestion and bring back
the perfect balance.

Pe-Ru-Na meets the need
which we all feel at this
season of the year.

Sold Everywhere
Tablets or Liquid

PE-RU-NA

DR. A. H. ABLE

DENTIST

Over First National Bank
Avon Park, Fla.

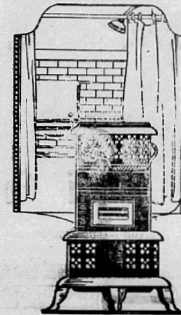


Holyrod Commandery,
No. 27, K. T.
Regular convocations the
third Monday in each
month, 8 o'clock p. m., in
Masonic Temple. All Sir
Knights invited.
H. F. RECK, E. C.
C. E. SKIPPER, Recorder
Avon Park, Florida

Whitehurst & Whitehurst
Attorneys at Law
Office: Room 10, First National Bank
Building
Avon Park, Florida

Touchton's LIVER PILLS
"Work While You Rest"
For Biliousness, Constipation,
Tupid Liver, Headache,
Dizziness and all Liver Troubles
Dose—Two Pills at Bedtime
Price 25 Cents
Sold and guaranteed by
AVON PARK DRUG CO.
Avon Park, Fla.
TOUCHTON'S DRUG CO.
Dade City, Fla.

Avon Hardware and Furniture Co. HARDWARE



Almost every house has an H-to-H room in it. Has
yours. An H-to-H room is a "Hard-to-Heat" room. Now
you know the room in your home for which we are re-
commending a NEW PERFECTION oil heater.

That Hard-to-Heat room will be made comfortable
and livable this winter with a NEW PERFECTION oil
heater. Economical as can be. Twelve hours of heat
from one gallon of kerosene.

MAKE US PROVE IT.

FLORIDA CITRUS FACES KEEN COMPETITION



California, leader in citrus production
for more than thirty years, is fully aware
of the imminent probability that Florida
will wrest away its market dominancy.
With that same tenacious purpose which
placed their fruit in the lead in volume of
sales, the California growers stand ready
to contest the efforts Florida will have to
make to sell its larger crops of fruit in
their markets. Highly organized and work-
ing as one through their huge co-opera-
tive marketing plan, these California grow-
ers can wield effective competitive power
when distribution of Florida fruit hinders
the marketing of Pacific Coast crops.

Development of citrus culture in Texas
is resulting in the shipment of an increas-
ing volume of fruit to the leading cities of
the country. Improvement of water trans-
portation facilities is enabling the growers
of Porto Rico, the Isle of Pines and Cuba
to ship larger quantities of fruit to our
Eastern markets from their rapidly de-
veloping citrus groves.

Apples, peaches, cantaloupes, plums,
figs, cherries, pineapples, strawberries and
other competitive fruits are also being pro-
duced in greater quantities each year and
making a strong bid for the consuming
public's favor. These commodities can
seriously curtail the distribution of Florida
cantaloupes and grapefruit, as was evidenced
last season when the cantaloupe and berry
movement sent grapefruit prices toboggan-
ing for several weeks.

Increasing production of fruits for con-
sumption in American markets is forcing
shippers everywhere to adopt more force-

ful sales policies. Competition in the fruit
trade is becoming keener.

If Florida growers are to meet success-
fully the competition of other fruits which
are threatening to curtail distribution of
their products, they must stop speculative
selling and unite on a program to merchan-
dise their crops systematically. They must
ship their fruit only under well-established
trade names, which are recognized by
consumers as meaning only Florida fruit.
They must support an effort to make these
trade-marked oranges and grapefruit bet-
ter known to the public for their wonder-
fully delicious eating and health-giving
qualities, and they must develop new mar-
kets for distribution. Only by co-opera-
tion of the growers can these essentials
for the perpetuation and continued pros-
perity of Florida's greatest industry be
accomplished.

Six thousand growers, working as one
through their co-operative marketing as-
sociation, the Florida Citrus Exchange,
has shown what producers can do by cre-
ating demand for their Sealdsweet fruit,
developing new outlets for their increas-
ing crops, and getting the high dollar for
their product. In past years the Florida
Citrus Exchange has eliminated enough
competition among Florida shippers to
make citrus growing profitable. To meet
the new competition now threatening Flor-
ida fruit will require, however, the co-
operation of all the growers of Florida—
their united support of the Florida Citrus
Exchange.

In the Florida Citrus Exchange every grower is paid just exactly what
his fruit sells for, less actual marketing expenses. There are no divi-
dends to be paid to stockholders; no "favorite" shippers who have prefer-
ence over others. Besides these advantages, the Exchange gives the pro-
ducers an agency to direct the affairs of an industry belonging solely
to them.

FLORIDA CITRUS EXCHANGE



"prominent
men who
are now
presidential
candidates"
says Ed---

"... owe a great deal of their success to their
close watch of opportunities. Take the man you
mentioned, George, this candidate, when a boy, was
poor; today he is one of our wealthy men and sena-
tor of his state; also on the road to presidency.

His success is the result of direct effort on his
own part, to make, to learn and to save. Then he
watched for his chance. Opportunity, George, is
your gift of bringing forth good and noble abilities
in everything you do. And the opportunity to save
lies at your finger tips—"

Plain talk—but true. Opening a saving account
in this bank can be your first step toward a bigger
and better future.



FIRST TRUST AND SAVINGS COMPANY

When Help is Scarce

Wide Awake Growers

Are speeding up their work with Tractor and other time-saving, labor-reducing farm equipments.

The Grower

who invests in a McCormick-Deering Tractor is well equipped to overcome the obstacle of scarce help and non-production work.

Fall Plowing Demands Plows of Real Stamina

Let us give you more complete information about our line of farm implements. Come and see us.

Smith--McGinnis Company

Avon Park, Florida

DOCAS CIRCLE MEETS WITH MRS. CURTIS LANGFORD

The Docas Circle of the Baptist church met with Mrs. Curtis Langford Tuesday afternoon at 3:30 o'clock. Those present were: Mesdames L. D. Roberts, W. M. Carter, W. A. Hatchell, Curtis Langford, C. Langford, G. Langford, Press Brooks, W. J. Engstrom, J. F. Bond, S. H. Lawhorn, Ray Weeks, B. F. Martin and Thompson.

CLASSIFIED ADS

FOR SALE—Cabbage plants, Palmetto Creek Farm. 11-1-23

FOR RENT — Mrs. Annie Dutton has moved to the Lamb apartment house, north of the depot, and has light housekeeping rooms for rent. 11-1-23

WANTED — Two or three live, hustling solicitors for life insurance in one of the best life insurance companies in the south. Experience not required, but preferred. J. L. Jones, general agent, Arcadia, Fla. N1-4tc

FOR SALE — Sebring Shoe Shop, fully equipped with Goodyear electric shoe fixing machinery and complete kits of hand tools. Owner planning other business desires to sell. Only shop in town of 1,200. J. R. Horn, Sebring, Fla.

BEFORE placing your order for nursery trees, communicate with Blaine W. Whitehead, Eagle Lake, Fla., sales manager for Hampton Nurseries, 100,000 standard varieties nursery trees on rough lemon stock. 011-4tc

FOR SALE—Lumber and building material of all kinds in carload lots. Our mill at Agricola is equipped to turn out in quantities for wholesale and retail trade. If interested in building business, write, phone or wire B. O. Woodward, phone 37, Fort Meade, Fla. 18-2-23

FOR SALE—Lakeland home, including a 2-acre grove, with heavy crop of fruit 2 miles from Avon Park on hard road. A bargain. 025-2tc

FOR SALE — A 5-room modern bungalow, 2 blocks from postoffice. Also 6-room modern home with 10 large fruit trees; close in. J. L. Masters, owner. 025-2tc

CHURCH OF CHRIST SERVICES. J. E. Peden will preach at the Church of Christ Sunday at 11 a. m. and 7:30 p. m.

LOCAL AND PERSONAL

Fred Paddy of Lakeland was a visitor in the Ridge metropolis Wednesday.

W. H. Hilton spent the latter part of the week in Tampa.

Mr. and Mrs. Earl Hartt and Mr. and Mrs. John Hood formed a jolly motor party to Tampa Saturday, where they attended the football game. They were guests at the Bayview and the party returned home Sunday.

Mr. S. P. Durrance, Miss Mary Lee Durrance, Fred Durrance, Augustus Dunn and C. R. Ginn, Jr., motored to Tampa Saturday. They took in the football game and a movie while there. They returned home Sunday.

H. E. West arrived here Saturday night and with Mrs. West will spend the winter at their home, Silk Oaks, on Lake Lotela.

Friends of Rev. J. T. Murrish will be sorry to learn that he has been quite ill for the past several days.

Mrs. Mitchell, who has been visiting her daughter, Mrs. Cyril Baldwin, for the past couple of weeks, returned to her home in Arcadia Sunday.

Joe Lacey spent several days last week at Lake Annie, surveying.

Another party who motored to Tampa Saturday to see the football game was some of Misses Nan Straubel, Beatrice Bass, Ellie Harris and Judge D. V. Rouse.

Mr. Fred Smith returned Sunday from a week's visit at Alachua.

Mr. and Mrs. D. K. Gaines and Mrs. Mennie Lister were business visitors to Wauchula Saturday.

Mrs. J. C. McEwen of Wauchula was the guest of Mrs. J. V. Chapman Wednesday for the day.

Mr. and Mrs. Leatherman and a party of friends from Sebring were shopping in Avon Park Saturday.

Mr. and Mrs. Critchenden of Fort Worth, Tex., were Sunday guests of Mr. and Mrs. J. W. White. The Critchendons are spending the winter in Florida, visiting a number of places.

Mrs. Lawler Wells spent the weekend in Lakeland with relatives. Her mother accompanied her home for a visit of several days.

J. C. Ambler of Arcadia was a business visitor here Wednesday. Mr. Ambler owns the DeBordeneve apartment house.

P. M. Whidden of Miami spent Wednesday there transacting business. Mr. Whidden is a former Avon Park resident.

Fred Crews motored to Tampa Sunday on a pleasure trip.

Mr. and Mrs. L. A. Wolff and S. H. Lawhorn spent Monday and Tuesday in Bartow and Winter Haven. Mrs. Gertrude Lee and little son Gordon returned with them and will make their home with her parents, Mr. and Mrs. Wolff.

Your Druggist
is more than a
merchant

WEEK-END SALE ON

Talcum Powder This Friday and Saturday

One twenty-five-cent can of Talcum Powder and one fifteen-cent cake of Toilet Soap, both for

TWENTY CENTS

We have twelve kinds of talcum to select from, including Palmolive, Cutex, Love Me, Melba, Garden of Allah and others.

The soap is a real fifteen-cent quality that is good. See these on display in our store.



Avon Park
Drug Co.

[Touchton]

The Rexall Store

CHEW WRIGLEY'S WITH US



COATS

Ladies' all-wool coats in velours, blue, black and brown, latest styles, beautifully trimmed with braid and fur collars, at.....\$15.00 to \$21.00



General Merchandise

You can always do best at the Park Mercantile Company's store. Quality buying of quality goods enables us to offer high-grade merchandise at prices which can not be equalled. Prepare now for the cold days to come. New merchandise in every department has been marked at rock bottom prices to encourage November shopping.

SHOES

Ladies' \$3 and \$5 shoes and oxfords, high and low heels, at lower prices. Ladies' shoes in tan and black, lace, medium and low heels, splendid values \$2.75 to \$4.00. Ladies' high grade strap slippers and oxfords in tan and patent leather, \$7 values at only.....\$3.95

UNDERWEAR

Ladies' medium weight ribbed union suits and pants, regular \$1.00 quality at.....69c. Ladies' ribbed, medium weight union suits, long legs, \$1.50 values at.....98c

MEN'S SHIRTS

Khaki Work Shirts \$1 to \$1.75. Flannel Shirts.....\$2.00 to \$3.00. Dress Shirts with or without collars, in beautiful stripe or in check percale \$1.00 to \$1.50. Madras and Percale Shirts with or without collars to match, at.....\$1.45. Men's English Broadcloth Woven Silk Stripe Madras, \$2.50 to.....\$5.00

SOCKS

Wool, silk and Hile socks, per pair.....90c to \$1.00

UNDERWEAR

Men's med-ribbed drawers or shirts.....75c and \$1.00. Men's regular \$2 and \$2.25 cotton ribbed heavy union suits at.....\$1.50 and \$1.75. Boys' large size cotton ribbed union suits, \$1.50 values, 98c

Work Clothes which will stand Hard Wear



Guaranteed

KHAKI PANTS

The Famous
TEST Brand

\$2.00

AND

\$2.25

Men's khaki pants, cuff bottom, well made, good quality \$1.50. Men's heavy work shirts, cut large and roomy, well made, at.....90c. Boys' blue chambray shirts. Mothers, here's a bargain. 75c

Men's all wool pants, made of good wool cashmere and worsteds, wanted patterns, at only.....\$4.00 to \$5.00. Mackinaws.....\$5.50 up. Also a complete line of leather vests, fur coats and sweaters.

SWEATERS AND BLOUSES

Slip-over and coat sweaters at.....\$2.00 to \$5.00. Ladies' silk ricollette blouses, in all the leading colors, \$5.00 values at.....\$3.50



MEN'S WORK GLOVES

Offering an interesting selection of leather and woolen gloves at unusually low prices—35c, 50c, 75c, 98c, \$1.50

SHOES

For Men and Boys

Men's heavy work shoes, in all leathers, double stitched, at only.....\$2.25 to \$3.25. Men's \$5 work and army shoes, in tan and black, all leathers, at.....\$4.00 to \$5.00. Men's \$4 leather dress shoes in English and blucher. Men's \$3 and \$5 gold leather, tan and black oxford or shoes, at.....\$4.50 up. Men's tan leather shoes in English and blucher, \$4 to \$6.50. Boys' all-leather dress and army shoes, in tan only, English shoes, in tan only, English shoes and blucher, \$4 and \$5 shoes, at.....\$3.00 to \$4.50.

BOYS' UNDERWEAR

New lot boys' nainsook union suits.....50c to 75c suit

Turkey

THANKSGIVING DAY

IS ONLY THIRTY
DAYS AWAY

Your Order Now

MEANS A NICE JUICY
FAT BIRD FOR THE
DAY OF DAYS

We want to help you get the finest piece of turkey meat you have ever enjoyed. And the way to help you is to

GET YOUR
ORDER NOW

CONNELL BROTHERS

For the Time Being
Specialists in Everything
to Make
Thanksgiving Day
a Big Day

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

DR. W. C. TOUCHTON
Physician and Surgeon
Office hours, 9 to 11 a. m. and 2 to 4
p. m. First National Bank Building
Phone 22 Residence Phone 36
Avon Park, Fla.

PROSPECT

Two things may hinder our happiness today: Dissatisfaction over the way we have gained our wealth and a burning desire for what we want, and have not the power to get it.

Messrs. Robinson and Hatcher were business visitors to Avon Park Saturday.

J. P. Wentworth has purchased a lot in Avon Park and expects to build there soon.

George Harrel is a visitor in our community.

We regret to say that Mrs. S. A. McMullen and daughter, Miss Hester McMullen, have moved to Pinellas county.

Mark Drawdy was a visitor at the metropolis Saturday.

The "golden fruit" is now being gathered at M. M. Drawdy's and A. C. Winegard's.

W. E. Wentworth is visiting in Pinellas county for a few days with friends and relatives.

Miss S. E. Taylor, our "school ma'am," reports that the school is doing well.

Seeing a mule being hauled on a truck reminds us of two different classes of people—some looking wise and some otherwise.

"Nuff sed!" Time we quit kicking and go to work.

Mrs. F. L. Taylor of Felda, Fla., who has been visiting with her daughter, Miss S. E. Taylor, has returned home.

ter, Miss S. E. Taylor, has returned home.

Our genial neighbor Harry Cross was a business visitor to Avon Park Saturday.

O. E. Donelson has had some tractor work done on his place the last week. He is preparing the soil for planting in the spring.

The prophet of old says, "Behold, how good and how pleasant it is for brethren to dwell together in unity." Let's pull together. —W. F. M.

**Poliana Lodge No. 227.
F. & A. M.**
Stated communication first and third Fridays of each month at 7:30 p. m. in Masonic Temple. Visitors welcome.

**W. F. M. LANCE, W. M.
J. J. JAMOUR, Secretary**

STUDEN'S
MENTHOL CHOCOLATE
DROPS
Menthol
Choc
Drops
Five
Shots
Relief

WRIGLEYS

Take it home to the kids.
Have a packet in your pocket for an ever-ready treat.

A delicious confection and an aid to the teeth, appetite, digestion.

After Every Meal

Sealed in its Purify Package

WRIGLEYS JUICY FRUIT CHEWING GUM

**Highlands Chapter No. 42,
R. A. M.**
Conventions every second Monday in Masonic Temple, 7:30 p. m.
Visiting companions cordially welcome.

**GEO. F. SMITH, High Priest.
J. J. JAMOUR, Secretary.**

Wm. L. Smith & Co.
General Contractors

ESTIMATES FURNISHED

Anything in the Building

MODERN
Line
EQUIPMENT

Avon Park, Florida

Highlands Pressing Club

G. H. SPINK
Agent for

KAHN MADE-TO-MEASURE CLOTHING
FABRIC FIT

The clothes that wear good, fit good, look good and are good

CLEANING AND PRESSING

Your old clothes look like new when we get through cleaning and pressing them.

AGENT LAKELAND STEAM LAUNDRY
Work Called for and Delivered
OLD POSTOFFICE BUILDING Avon Park, Fla.

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

Provide Now For Your Future Income

THIS ASSOCIATION OF MORE THAN FIVE HUNDRED GROVE OWNERS IS DEVELOPING 4,400 ACRES OF CITRUS GROVES ON A CO-OPERATIVE PLAN. OUR CONTRACT ALLOWS THE PURCHASER TO MAKE PAYMENTS IN EASY INSTALLMENTS, WITH A LARGE PORTION OF COST PAID BY PROCEEDS FROM FRUIT SALES.

MODERN METHODS AND SCIENTIFIC CARE OF GROVES ASSURE LOWEST COSTS AND HIGHEST GRADE FRUIT.

Illustrated Booklet Mailed on Request

**The
Pittsburgh-Florida
Fruit Growers Association**

Avon Park, Florida

Skinner Coke Heaters
Economical Frost Protection

Low in original cost; fueled with coke, cheap and easily handled, these heaters are perfect frost insurance at small expense.

In use they raise the temperature evenly, surely, without danger of scorching and maintain this protecting heat unattended from seven to nine hours. Additional coke thrown on the embers of the initial charge will continue the protection. This re-charging is simple and can be done with great rapidity.

Hundreds of groves and truck farms in Florida and other states are protected by Skinner heaters. We will be glad to give you names of experienced growers near you who have adopted this protection after full investigation.

Fill out the coupon for additional information.

Skinner Machinery Co.
Box 112
Dunedin, Florida.

Service Department,
Skinner Machinery Company,
Dunedin, Florida.

Send information about heater equipment required to protect my grove.

I have _____ acres in grove. Variation _____

Name _____

Address _____

SKINNER

Stop!! Look!! Think!!

Are YOU giving your wife and family a SQUARE DEAL?

You are using power in your business. You use it to drive machinery in your factory, packing house and on the farm, and yet your wife and family are expected to take care of the home with its increased responsibilities in the same way, and with the same heavy, cumbersome and inefficient implements she has been using for generations past.

Instead of a nice light ELECTRIC iron she must heat the old-fashioned iron on the old cook stove and trot back and forth from ironing board to stove to get a hot one.

Instead of the ELECTRIC percolator, toaster, waffle iron and other ELECTRICAL implements with which she can prepare the meal while at the table she must heat up the old stove, stand over it summer and winter and race back and forth from the kitchen to dining room for hours before and during the meal.

Instead of a nice light and efficient ELECTRIC sweeper she must toil each day with the old-fashioned broom.

These extra steps and burdens are often the cause of nervous breakdown and in many cases premature death.

Most of this trouble and worry, on her part, can be prevented by a little forethought and expense on your part.

CHRISTMAS will soon be here. Will you not, at that time, surprise and gladden her heart by presenting to her one or more nice ELECTRICAL devices for use in the HOME.

These ELECTRICAL devices can be secured at any electrical dealer in your town.

FLORIDA ICE & POWER COMPANY