

PHOTOPLAYER ORGAN IS LATEST AND FINEST IN THEATER MUSIC WORLD

NEW PIPE ORGAN FOR THE AVOLON COST \$6,500—NO BETTER ANYWHERE

The installation of a Fotoplayer pipe organ in the handsome new Avolon theater has placed Avon Park in the same class with Atlanta, Jacksonville, Miami and Palm Beach. In each of these cities, this same organ has been placed in the best picture houses, and this city is without doubt the only one of its size to have secured an innovation of this kind.

Melodious, rich and full-toned, the organ will add much to the pleasure of the theater-goers. It will enable the management to use music to accompany each picture, bringing out the finer shades of meaning, and lending its soul-stirring tones to the proper interpretation of the screened story.

F. E. Williamson, whose success as a theater manager has been proved, closed the contract for this organ early in November. Its installation at a cost of \$6,500 represents an unprecedented outlay of money in a venture of this kind in a small city. In no other way could he have proved so conclusively his faith in Avon Park's growth, as in the purchase of this superb organ, which would have seemed unwarranted if the city were not showing such a steady and healthy growth. He is a man whose judgment has never played him false, and every indication shows that he has again picked a coming place. What this instrument will mean to the theater-going public will be hard to measure, but its effect on its hearers must be uplifting. Richness of tone, harmony of sounds, music selected for its fitness rather than for its volume of sound, must all have a refining influence, especially on the impressionable minds of the younger generation. The dignity and beauty of this music is a far cry from the raucous strains of the "talking machine" of nickelodeon days, that thrilled out its explanation to a tortured public that it was "yes becus she made them groo-ee eyes." The advancement along these lines has been as great as along the lines of picture-making, and the man who makes it possible for his patrons to hear and see the best, is a public benefactor. It is safe to say that as much is learned by induction as by precept, and this fact alone stamps it as a valuable educational asset, which Avon Park is most fortunate to possess.

Fifty Cents Per Pound

Mary had a little lamb
It had no ribbon bows on.
To tell the truth it had no fleece—
That little lamb was frozen.

Green grazing in winter means life and hope for hogs and cattle.

Bok Broadcasts Price Peace Plan



Edward W. Bok, who offered \$100,000 for a peace plan whereby the United States might co-operate for World Peace, broadcasted the price plan from station WREAP at N. Y. when the winning manuscript was selected. Half the prize was paid—but the name of the author and final award will not be given until the plan has been voted on by the nation.

DISINFECT WATERMELON SEED AND PREVENT MOST LOSSES FROM DISEASES

The Florida watermelon crop is always less than it should be, because of the diseases which check or totally stop the growth of the vines or rot the fruit. Disinfecting the seed before planting has often proved an effective means of preventing this loss. The seed undoubtedly carry the disease—or the spores of the fungus which causes the particular disease—over from one year to another. When seed of this sort are planted, the disease is also planted and will give trouble later when the plants come up. Anthracnose, one of the worst watermelon diseases, is spread mainly in this way, according to J. R. Springer, extension specialist in truck diseases and insect control, who goes on to say:

"Disinfect your watermelon seed; reduce the chances of losses. Take the amount of seed you have and soak them in a 1-to-1,000 solution of corrosive sublimate (bichloride of mercury) for ten minutes. Do not leave them in this solution longer than ten minutes."

"Remove from the solution and wash thoroughly in three or four changes of clean fresh water to remove the disinfectant. The seed are now ready to plant."

"This corrosive sublimate solution (1 to 1,000) is prepared by dissolving one tablet (which may be purchased at any drug store) in one pint of water. This amount is sufficient for a quarter of a pound of seed. Increase in this proportion for larger amounts."

BIG MEN'S ADVICE IS, "GO TO FLORIDA, YOUNG MAN"

The Florida Development Board has received some very forceful statements about Florida's opportunities and advantages by eleven nationally prominent business and professional men, for use in the advertising campaign in the New York daily papers, just previous to and during the Florida State Exposition.

The following have cheerfully furnished statements for that purpose: Roger W. Babson, Arthur Brisbane, W. J. Bryan, Arthur Capper, Baron Collier, W. J. Conner, Richard H. Edmonds, Carl G. Fisher, B. C. Forbes, August Heckshire and Charles A. Stone.

Several of them commended the Florida Development Board for undertaking the advertising campaign in connection with the exposition.

WANT FLORIDA PICTURES FOR THE SATURDAY EVENING POST

The Florida Development Board requests all who have photographs of Florida scenery, which may be suitable for use in a series of scenic wonders of America to send them in at once, as they have an offer from the editor of the Saturday Evening Post to include three or four Florida views of that character in the series now being run, and wish to select a number of the best for submission.

"One must remember that corrosive sublimate is deadly poisonous, and that it should be kept out of reach of animals and children."

The First National Bank

To The

First Trust & Savings Co.

We offer our heartiest congratulations on the completion of your handsome and commodious new banking home.

We are pleased to note the results of the spirit of progress on the part of Avon Park business organizations.

The larger service that you will now be able to render will be further evidence that the service of Avon Park's public institutions is keeping step with the progress of the Ridge Metropolis.

Again we wish to congratulate you and to extend our best wishes for your continued success.

REAL MUSIC

It isn't often that a community on the threshold of its amusement career is offered

SUCH A TREAT IN MUSIC AS AVON PARK IS TO ENJOY

when the wonderful new

American Photo-Player

peals forth its first notes into the new Avolon Theater. It requires vision and an unflinching confidence in the future of a locality for a theater manager to place a \$6,500 pipe-organ into a community that is yet untried in the theatrical field.

MR. WILLIAMSON BOUGHT THE BEST

It is not with a boast that we say that the instrument placed in the Avolon Theater is the best. It is a recognized fact, conceded across the breadth of a continent.

The finest houses in California and New York—the homes of the movies as it were—have the same high-grade instrument that we have been authorized to place in Avon Park.

There are larger PHOTO-PLAYERS than the one in Avon Park, as larger houses require more volume. But there is none better.

The American Photo-Player Corporation, New York City

The First National Bank

Of Avon Park, Florida

Capital Stock \$100,000

Surplus \$25,000

The Friendly Bank for Friendly People



DEPOSITS IN JANUARY, 1919
\$50,000

DEPOSITS IN OUR NEW HOME TODAY

\$262,000

Our Creed

- TO BE USEFUL.
- TO INSPIRE INCREASED EFFORT.
- TO MAINTAIN HIGH IDEALS IN THE BUSINESS OF BANKING.
- TO FINISH TODAY'S BUSINESS TODAY.
- TO MAKE TOMORROW'S SERVICE BETTER AS THE RESULT OF TODAY'S EXPERIENCE.
- TO RENDER TO EACH DEPOSITOR OUR BEST SERVICE, REGARDLESS OF THE SIZE OF THE ACCOUNT.
- TO HANDLE EVERY FINANCIAL TRANSACTION ENTRUSTED TO US WITH THE SAME PRECISION AND CARE AS THOUGH IT WERE OUR OWN.
- TO INCREASE OUR CIRCLE OF FRIENDS.

AT YOUR SERVICE CONTINUALLY

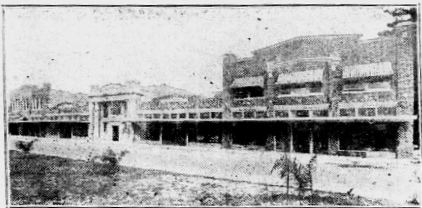
We invite our customers and friends to consult us whenever occasion requires it. We have one of the strongest directorates of any bank in the state and any of us is at your service whenever you call.

OFFICERS AND DIRECTORS

A. V. ANDERSON, President	
E. L. WIRT, Vice-President	C. H. MOFFETT, Vice-President and Cashier
MRS. ANNA B. ANDREWS, Assistant Cashier	
E. C. STUART	HENRY P. WEST
C. E. LANIER	T. L. WILSON
C. P. ANDERSON	A. V. ANDERSON
T. H. LANDER	C. H. MOFFETT
ERLE L. WIRT	



THE FIRST TRUST AND SAVINGS CO.



Achievement

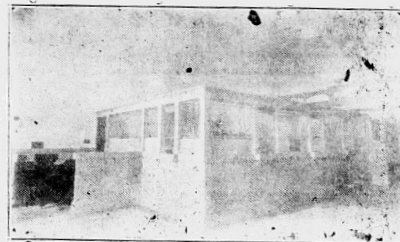
It is finished! The new home of the First Trust & Savings Co. is an accomplished fact. The day when we moved in and established ourselves in our new quarters was one of the outstanding days of our history—a day that marked the achievement of a purpose—the attainment of a goal.

We wish that all the founders of this old, historic community—all who have planned for its future and worked for its success—might be here today to view this monument of ACHIEVEMENT.

When we threw open our doors to our friends and patrons, we were overwhelmed with kindly expressions of good will and sincere wishes for our success in our new building. We thank you, good people, one and all—**THE PEOPLE WHO BELIEVE IN THIS BANK.** It is you who have made possible its growth, its strength and its ability to be helpful to the community.

We owe you our loyalty and faithful service, which we pledge to you in greater degree than ever, by virtue of our enlarged and improved facilities. Call on us whenever we can be helpful.

First Trust & Savings Co.



In our new home we place at the service of our customers, in this community every branch of modern banking and every convenience that has been devised for the transaction of a modern banking business.

BANKING DEPARTMENT

Accounts of individuals, firms and corporations, and all other accounts, to checking. In this department we have the most modern facilities.

NEVER FORGET THAT OUR AIMS

- To protect the interests of our customers and depositors and see that their funds are kept safely and securely.
- To give sound advice to investors and assist them in making such investments as will yield the greatest returns based on safety.
- To assist and advise the business people of Avon Park and Highlands county and in every way to do our utmost to promote the growth and development of our city, county and our section.

SAVINGS DEPARTMENT

We pay our savings depositors—and also on time certificates of deposit—5 per cent interest. This service offers an opportunity for people in all stages of success to save. The interest rate is 1 per cent higher than paid in Tampa and other large centers.

FOREIGN DEPARTMENT

This department issues letters of credit, travelers checks, foreign drafts and buys and sells exchange. Through correspondents in the leading commercial centers this bank is able to serve merchants in many ways and our services are always at the disposal of our customers.

CREDIT DEPARTMENT

Through our credit department we furnish information concerning local or out of town firms, corporations and individuals. Extension of local interests in other fields will find a hearty co-operation through this department.

TRUST DEPARTMENT

We exercise fiduciary powers as authorized by the Federal Reserve Act. Our services as executor of wills insures the maker against death removing those in whom he would place his confidence and guarantee a sound business administration of the estate.

SAFE DEPOSIT DEPARTMENT

With the opening of our new bank we have practically the only distinct safe deposit department along the Ridge. The huge vault, which houses the safe deposit boxes, is entered from an enclosed foyer or small lobby in which the boxholder will find desks and chairs for his or her convenience while transacting the business that necessitated the trip to the box. This is apart from the bank's vaults and business, insuring privacy and also the freedom, knowing you are not liable to be in some one's way or interfering with other people at work.

In the summer fans will insure the comfort of those who are required to use this service, and we invite the people of this section to utilize this super-service to its utmost capacity.

INSURANCE DEPARTMENT

This department is in the hands of insurance experts who will advise with those seeking protection. Companies represented are among the largest in the world in the fire, life, accident and casualty fields. Twelve large fire companies are represented and we also write indemnity, life, accident, health and automobile insurance.

AND SAVINGS COMPANY

\$100,000 PEACE PLAN PRIZE AWARDED

Advocates Entering World Court and Cooperation With League Without Full Membership at Present—Suggests League Membership Be Opened to All Nations and Provides for Development of International Law.

The American Peace Award brought forth 22,165 plans and many thousands of letters. Since many of the plans were the composite work of organizations, universities, etc., a single plan often represented the views of hundreds or thousands of individuals. The content of these plans is therefore an index of the true feeling and judgment of hundreds of thousands of American citizens.

These plans come from every group. The only possible pathway to international agreement with reference to from lifelong students of history and these complicated and difficult factors. Some are from persons who have studied little, but who have themselves seen and felt the horror of war—or who are even now living out its tragedy.

But among them, all are these dominant currents: that if war is honestly to be prevented, there must be a face-about on the part of the nations in their attitude toward it; that by some progressive agreement the manufacture and purchase of the munitions of war must be limited or stopped; that while no political mechanism alone will insure cooperation among the nations, there must be some machinery of cooperation if the will to cooperate is to be made effective; that mutual counsel among the nations is the real hope for bringing about the disavowal of war by the open avowal of its real causes and open discussion of them; and finally that there must be some means of defining, recording, interpreting and developing the law of nations.

Statement of Jury of Award

The Jury of Award realizes that there is no one approach to world peace, and that it is necessary to recognize not merely political but also psychological and economic factors. Committees as follows:

I. ENTER THE PERMANENT COURT

That the United States adhere to the Permanent Court of International Justice for the reasons and under the conditions stated by Secretary Hughes and President Harding in February, 1923.

II. COOPERATE WITH THE LEAGUE OF NATIONS, WITHOUT FULL MEMBERSHIP AT PRESENT

That without becoming a member of the League of Nations as at present constituted, the United States Government should extend its present cooperation with the League and propose participation in the work of its Assembly and Council under the following conditions and reservations:

Safeguarding of Monroe Doctrine

- The United States accepts the League of Nations as an instrument of mutual counsel, but it will assume no obligation to interfere with political questions of policy or internal administration of any foreign state.

In shifting its efforts with those of other States for the preservation of peace and the promotion of the common welfare, the United States insists upon the safeguarding of the Monroe Doctrine and does not abandon its traditional attitude concerning American independence of the Old World and does not consent to submit its long established policy concerning questions regarded by it as purely American to the recommendation or decision of other Powers.

No Military or Economic Force

- That the only kind of compulsion which nations can freely engage to apply to each other is the name of Peace is that which arises from conference, from moral judgment, from full publicity, and from the power of public opinion.

The United States would assume no obligations under Article X in its present form, or under Article XVI in its present form in the Covenant, or in its amended form as now proposed, unless in any particular case Congress has authorized such action.

No Obligations Under Versailles Treaty

- That the United States will accept no responsibilities under the Treaty of Versailles unless in any particular case Congress has authorized such action.

League Open to All Nations

- The United States Government proposes that Article I of the Covenant be construed and applied, or if necessary, re-drafted, so that admission to the League shall be assured to any self-governing State that wishes to join and that receives the favorable vote of two-thirds of the Assembly.

Development of International Law

- As a condition of its participation in the work and councils of the League, the United States asks that the Assembly and Council consent—or obtain authority—to begin collaboration for the revision and development of international law, employing for this purpose the aid of a commission of jurists. This Commission would be directed to formulate new existing rules of the law of nations, to reconcile divergent opinions, to consider points hitherto inadequately provided for but vital to the maintenance of international justice, and in general to define the social rights and duties of States. The recommendations of the Commission would be presented from time to time, in proper form for consideration, to the Assembly as to a recommending if not a law-making body.

Author's Name Not to Be Revealed Until After Referendum

In order that the vote may be taken solely upon the merits of the plan, the Policy Committee, with the assent of Mr. Bok, has decided that it disclose the authorship of the plan until after the referendum. The identity is unknown to the members of the Jury of Award and the Policy Committee, except one designated member.

JOHN W. DAVIS
LEARNED HAND

Do you approve the winning plan in substance? (Put an X in the proper box)

Name (Please print)

Address State

City State

Are you a voter? (Put an X in the proper box)

THE AMERICAN PEACE AWARD
505 MADISON AVENUE, NEW YORK CITY

Note: These instructions to voters are carefully urged to read them in a separate sheet.

There are 35,498 different citrus varieties in Florida, comprising 233,773 acres and 10,977,233 trees. Without sufficient water, the hen can do nothing with her feed, no matter how good it may be.

Theater Furnishings De Luxe

The screen on which the picture will be projected is the famous MINUSA SILVER DE LUXE, a pure toned silver sheet which reflects all the beauty and detail of the fine photographic quality of the fine film productions which MR. WILLIAMSON has the reputation of showing.

Minusa Screens Are Sold By The

Tampa Photo & Art Supply Co., of Tampa, Fla.

State Distributors

This theater will be cooled with two powerful blowers and two variable speed exhaust fans. The two blowers will bring in fresh air from the roof and distribute the air through grill openings in the ceiling. A very sanitary and efficient cooling system, built by the American Blower Company of Detroit, Mich.

This theater is seated with the famous HEYWOOD-WAKEFIELD THEATER CHAIRS. Style OC Three thirty-eight.



Sold By
W. C. BURGERT
Special Representative
Tampa, Fla.

This chair will be in this theater in fine shape when your grand-children will be grown.

In one Chicago theater they have been installed thirty years, and are giving the best of service today.

This chair is manufactured by the HEYWOOD-WAKEFIELD COMPANY, of Chicago. Ninety-seven years behind this line.

Tampa Photo & Art Supply Co.

Tampa, Florida
SELLING AGENTS

Tampa Photo & Art Supply Co.

Tampa, Florida

"DISTRIBUTORS" OF THE BEST IN MOVING PICTURE EQUIPMENT—INSTALLED

Two Motiograph De Luxe

THE WORLD'S GREATEST MOVING PICTURE PROJECTORS—THE SAME MACHINES USED IN THE WORLD'S GREATEST THEATERS

SOME OF WHICH ARE—

CHICAGO THEATER, costing five million dollars.
McVICKERS THEATER, Chicago, Ill., costing two million.
STATE LAKE THEATER, Chicago, Ill.
KEITH'S PALACE THEATER, Cleveland, Ohio.
CLEVELAND'S GREAT AUDITORIUM, seating fourteen thousand people and costing eight million dollars.
THE BEAUTIFUL WORLD THEATER, Omaha, Neb.

AND SOME RECENT INSTALLATIONS IN FLORIDA—

SUNRISE THEATER, Fort Lauderdale, Florida.
THE NEW DIXIE THEATER, Ocala, Florida.
THE LIBERTY THEATER, Lake Worth, Florida.
THE DELRAY THEATER, DelRay, Florida.
THE NEW WARE THEATER, Bartow, Florida.

The New Adolph Theater

Aven Park, Florida.

Tampa Photo and Art Supply Company Saw To It Theater Equipment was the Finest

THEATERS IN CITIES FIVE TIMES AVON PARK'S SIZE DO
NOT HAVE AS FINE SCREEN, PROJECTOR,
ETC., AS DOES THE AVOLON

Among the interesting features which make the Avolon theater the finest on the Ridge are many contributions supplied by the Tampa Photo & Art Supply Co., of Tampa. The screen, the projector and the ventilation system are among them. That these important parts of the equipment of a theater should be of the best is at once apparent to everyone. But the fact remains that many of the moving picture houses which cater to audiences in cities five times as large as Avon Park do not have equipment which can compare with that which has been installed in the Avolon. The screen was made by one of the pioneer makers of moving picture screens, the Munson Screen Company of St. Louis, Mo., and is the best that this house makes. The projectors are equally high class and are the latest in the many modern developments of the moving picture machines. They embody features that are not found in ordinary projectors, for they are provided with the newest type of incandescent lamp projector and transformer. This new type of lamp gives equal illumination over the entire picture surface. It provides a constant source of light, therefore the intensity of the illumination does not change, and the objectionable flicker is reduced to a minimum. It eliminates all possibility of eye strain and the picture can be viewed as comfortable from the front seat as from any part of the house. The fumes, gases and carbon dust from the arc lamp, which is used ordinarily, produce an atmosphere which is injurious to both

ATLANTA TERRA COTTA BASIS OF BEAUTY OF HANDSOME BUILDINGS

TRIMMING RAISED NEW
BLOCK INTO DECIDEDLY
DISTINCTIVE CLASS

Many an impressive structure lacks the element of beauty through failure of the trimming to harmonize with the general plan of the structure or to add distinction to the lines laid out by the architect. There was no such mistake made in the decorative portions of the new Verona-First Trust-Durance block, with the Atlanta Terra Cotta Company on the job.

Working from the architect's drawings master craftsmen in the plant in Atlanta modeled the "finishing touches" that have contributed so much to raising the new block into a class of distinctive structures, setting a model for builders to follow in making Avon Park a city beautiful.

The delicate blue tinting worked into the art work on the speckled lawn-gray background immediately lifts the picture that greets the eye. It becomes a piece of art molded into a useful business mart.

Carrying out faithfully the design that the creators of the structure put upon the blue prints, the top trim, the window base level trim and the corner pieces stand out prominently, while the bank front, which is entirely from the plant of this company, will stand long as a model in structural beauty and utility.

The huge columns raised the two-floor length, and the general layout, lend a tone of grandeur without detracting from utility in the least.

The arrangement of the front has not interfered with the lighting of the bank, which with all the massive appearance gained through the use of the terra cotta front, is probably one of the best daylighted banking houses in the country.

Builder William J. Helm is loud in praise of the service received by the Atlanta plant. They made an almost record delivery of the first pieces and kept the stuff coming in right along with construction needs in spite of the fact that the bank front was changed after construction was started, necessitating almost doubling the order.

And to the credit of the men of Avon Park who built this theater, they asked the chair house for "satisfaction and comfort"—which is what they got and nothing else, in the language of the patrons of the show during its first few days of operation.

The Heywood-Wakefield people have a way of building beauty and structural strength into their chairs right along with the solid comfort. The chairs in the Avolon theater stand out even in such fine surroundings.

The steel frames are finished in a (Continued on Page 8, Section 1)

Architectural Terra Cotta

Is the Material Used for All of the Exterior Ornamental Trim for the New Buildings of

VERONA INVESTMENT COMPANY
FIRST TRUST & SAVINGS CO.

S. P. DURRANCE

Manufactured By

Atlanta Terra Cotta Co.

Atlanta, Georgia

Florida Representative

LEV. G. TAYLOR

Tampa, Florida

CHAIRS IN THE AVOLON GUARANTEE COMFORT

MASTER CRAFTSMEN IN HEYWOOD-WAKEFIELD PLANT
PUT 97 YEARS EXPERIENCE INTO MOLDING THEM
TO FIT THE THEATER PATRONS

Comfort does more than any one thing to make a theater. The solid comfort of a good strong, properly molded chair, with a satisfactory cushion seat will bring people to a theater when nothing else will and lack of it will keep them away in spite of every inducement of good pictures.

When a theater manager calls in Heywood-Wakefield Company to talk

the subject of his chairs he is taking out comfort insurance for his patrons and success insurance for his show. For 97 years this huge concern has been molding chairs to bring comfort to mankind at rest.

F. E. Williamson, experienced as he is in the show game, undoubtedly had all this in mind when he recommended that the Avolon theater be seated with the Heywood-Wakefield

Chairs Often Make the Theater

An experienced theater man like Mr. F. E. Williamson—literally brought up in the amusement business—took no chances.

THE AVOLON THEATER IS EQUIPPED WITH

Heywood-Wakefield Chairs

The Heywood-Wakefield chairs possess maximum comfort, beauty and structural strength.

They are products of master craftsmen who have the 97 years of experience of this company to guide them. Some of the largest and finest theaters in the country have "depended upon" Heywood-Wakefield chairs.

The new Scottish Rite Temple in Miami, now in the course of construction, will have these chairs as will new theaters in
FORT LAUDERDALE DELRAY BARTOW PLANT CITY TAMPA

And we can be proud—along with the people of Avon Park—of their new theater. Mr. Williamson and the builders—those Avon Park men whose vision has given the community such a fine playhouse—authorized us to put the best into the AVOLON THEATER. There was no skimping and the

LEATHER-CUSHIONED, BLUE-TINTED, MULTIPLE-PLY SEATS

are such as we can be proud of our part in putting them where they will rest and lend comfort to theater-goers.

HEYWOOD-WAKEFIELD COMPANY

Baltimore and Chicago

GOOD PLUMBING WAS ASSURED FOR THE NEW BUSINESS STRUCTURE

TOOK NO CHANCE BUT MADE SURE OF THE BEST

Good plumbing is essential to life and health and with theaters, restaurants, markets and soda fountains serving a community, the builders of the First Trust-Durance block left no stone unturned to make sure of good plumbing and all the safeguards that good plumbing throw about a structure.

Paul L. Vinson, one of the widest known plumbing contractors and with a wide reputation for the best in plumbing work was given the job and instructed to see that it was "plumb good."

You bet he did it. Good plumbing is his long suit. Using the best materials and employing the highest skilled workmen, Mr. Vinson gives the job personal supervision, insuring plumbing that has no "health leaks" and that will stand the test of time.

Some of the finest buildings along the Ridge and in adjoining sections have been "plumbed" by Mr. Vinson, who has built up a reputation for co-operation with other branches of the construction in such a manner that there is little or no "cross purposes" and delays either from his workmen or through them.

Conscientious application of skilled workmanship to every job is the main requirement Mr. Vinson makes of his men. It is this fact, with the active supervision he gives each job that has contributed more than anything else to the success of the work he has put into various structures. He stays with every job until satisfaction is proven and he guarantees satisfactory service from every job he installs.

CHAIRS IN THE AVOLON GUARANTEE COMFORT

(Continued from Page 7, Section 1.)

into effect that leads tone, while the leather upholstery on the cushion seats matches perfectly. The seats are roomy. Builder Bill Heim also had the manufacturers to give him plenty of arm room and it was done.

The finest theaters in the country have been seated by the Heywood-Wakefield people. And Florida has been following suite of late. The new Scottish Rite temple at Miami will have them, while theaters at Fort Lauderdale, Delray, Tampa, Plant City, Bartow, now building, have contracted for chairs built by the Heywood-Wakefield master craftsmen. Bill Burgess of Tampa sold the chairs here and spent several days here being select a chair to harmonize with the rest of the theater.

A Terrible Smash-up
 Q—And so you say that you lost control of your car?
 A—Yes, I couldn't keep up the installments.

MANY VALUABLE PRESENTS WILL BE DISTRIBUTED

(Continued from Page 1, Sec. 1.)

At the Avolon theater, Manager Williamson plans to distribute a dozen one-seat tickets to this theater in addition to show the famous twelve-reel picture, "Scaramouche" at \$1.00, which has been charged wherever it has been shown before. The new pipe organ, silent since the opening because of failure of the manufacturer's representative to arrive to install it, was connected up, tuned up and made ready Tuesday and will play the wonder picture, offering a musical treat that is rare in this section.

Mark Lance, realtor, refuses to divulge his offering to the public, but says that those who stop a minute or two to see his new office will be well rewarded.

The Elite Shop will give the choice of any spring hat to some one who registers. Every man or woman who wishes will be asked to register for an "opportunity to secure the hat." Miss Oliver will have her complete line of spring hats in on that date, and the fortunate visitor may choose her, or perhaps his, hat. Though the men are busily warned that all the hats in stock are feminine gender, the winners will be announced at 5 o'clock in the evening.

The First Trust & Savings Co. will have a house from 2 to 10, and will be pleased to show its patrons and friends all the intricacies of an up-to-date bank, which will gladly explain to the uninitiated the use of a safety deposit vault, the attractive features of its savings department, the convenience of doing business with its checking accounts, its legal department, and the myriad other phases of business which properly belong to banking.

The rooms will be artistically decorated in orange and green, the true South Florida color, and punch will be served during the afternoon, and souvenirs of the occasion will be given to the visitors.

The Smith-McGinnis Company will entertain the public in a way that is sure to meet with the approval of all. They will serve fresh doughnuts and coffee to their guests, and to some caller will be given an electric teapot, one of the latest and most to be desired of the adjuncts to midday's tea table. Many innovations in farming implements, household conveniences and other goods will be on exhibition, and every courtesy will be extended to visitors.

The Kahn Stores, under the management of Phil Abrams, will make its bow to the buying public as a new firm in a new location. Mr. Abrams hopes to have his complete new stock ready to show, and promised many lovely new things seldom seen in a small city. The kiddies have a special invitation to this exhibition, and has provided for their pleasure as well as for the pleasure of the adults. Each child will be presented with a small toy as a souvenir of this occasion, and each adult will receive a calendar.

The Sanitary Market, with F. C. Collins as proprietor, will display its wares most attractively in the new refrigerating show cases. Anyone who wants a "freezer" will be given

one in the Pine Ranch Cattle Company's cold storage plant, and some visitor with Collins will be given a "freezer." From his home in Tampa, Fla., Mr. Collins says that "All in all it will be a day long to be remembered by Avon Park, and one which will reflect much credit on everyone who was in any way connected with the new building. It will be the grand finale of the many months of unremitting labor, the days of planning, the hours of worry, the difficult crises—in fact, all the vexations that accompany any new project. It will be the beginning of a new prosperity for the city as well as for those whose business interests are intimately connected with the building. It marks the opening of a new era in the business life of Avon Park, and sets a new standard of perfection that will go far toward the making of a bigger, better city."

AVOLON THEATER BRINGS HIGHEST CLASS SHOWS

(Continued from Page 1, Sec. 1.)

It's many attachments makes it equivalent to a seven-piece orchestra, thereby furnishing the finest of music. The organist, Miss B. H. Murray, having recently arrived from California, has played in some of the largest theaters in the country. The organ alone cost \$5,000.

The moving picture agrees is of the highest development in a screen surface, made by the Munson Screen Company, of Louisville, Mo., for the Tampa Photo & Art Supply Co. of Tampa is distributor. This screen will reflect to the world's best moving picture projectors, while the projection machine used in this new theater is of the latest type, not to be found in all theaters. It is manufactured by the oldest manufacturer of moving picture machines in the world today. They have provided this machine with the latest type incandescent lamp projector and transformer, with numerous advantages over the old style arc lamp. It gives equal light over the entire picture surface and eliminates all possibility of eye strain. The picture can be enjoyed in the front row as well as anywhere within the theater.

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PUTTING OVER BIG BUILDINGS IS BILL HEIM'S LONE HOBBY

CUTS CORNERS OF THE EXPENSES WITHOUT MARRING LOOKS

Bill Heim, sometimes known as W. J., is right in his element when he gets started on big building projects like the First Trust-Durance block. That's his hobby—big and fine buildings.

The Avon Park block is only one sample of his skill in Florida, for he has built them in Wisconsin, Lakeland and other places, drawing the plans and doing his own supervision of construction. If building them fine is his hobby—cutting expense corners without marring the architecture is his long suit. He put up a handsome hotel in Lakeland at around fifteen cents a cubic foot, when Wisconsin said it couldn't be done. This block he has just completed has been built at a remarkably low cubic foot cost in spite of the handsome front on the bank, the modern appointments of the theater and the cold storage plant that went into the Durance end of the block.

Mr. Heim had his training in Pittsburgh, where he learned how to put up structures that would stand the strain of heavy snowfall. He learned how to brace structures over coal mines in fields in which he is interested.

Aside from a wonderful knowledge of construction and engineering points, his ability to get the most out of the men who work with him and for his employers stands out as the one big reason why he gets along so well with all his jobs.

His construction experience, coupled with his architectural training, enable him to cut corners before he comes to them and work out the easiest, best and least costly way around innumerable obstacles well ahead of the time his carpenter or his brick mason get to the "bridge."

And then, if the worker doesn't know how to do it when the time comes, Bill Heim doesn't have to call any boss bricklayer to show him how. Bill knows the showing himself. He knows how.

Already—well before this block was completed, too—he had been requested to consider enough work to keep him busy for another year. It seems that fine work does bring some reward to a fellow aviator.

its patrons absolute safety at all times.

P. E. Williamson, the manager and lessee of the new theater, has the reputation of being one of the best and ablest showmen in the south, and has a wide reputation throughout the country, as to his good judgment in booking attractions that will assure success to his theaters. He has already booked several of the largest and latest pictures to be released, and promises to show the highest standard

MOORE SEENING HENRI ON IN ALL THE HIGHLANDS

(Continued from Page 1, Sec. 1.)

Avon Park. Last spring when the building was first started, it was the intention of the builders to make it the finest in the Highlands, and now that it is completed, the builders, the owners, as well as all who were interested in the building of it are to be congratulated on their new achievement.

The building of it was to be completed, the builders, the owners, as well as all who were interested in the building of it are to be congratulated on their new achievement.

The light colored brick facing, trimmed with blue terra cotta, makes a gorgeous contrast, while the awnings of galvanized tin, overhanging the sidewalk and held up by massive brackets, shelter the shops from the glare of the sun. The white of the awnings, together with the color of the brick, and the blue trimmings, all go to beautify this modern work of the builder's art.

The brick used in the new building is absolutely fire proof. It is of a light shade and set with dark brown bricks here and there. It makes a conspicuous sight. Colored canvas awnings shade the office windows on the upper floors.

The appearance of a large coliseum, built in the days of long ago, its roof looks much like a roll of blue cloth, and the building and valley-like in the center. It is the design of this structure that gives it the convenient appearance and makes one stop and gaze upon it in wonder and amazement.

The huge doors, with the oval shape, along with the windows of shaded colored glass, especially imported for this building, shows that neither time nor money was spared to make this building a credit to the town of Avon Park and the citizens of this town as well as the praise of this building for many cities larger by far than this can boast of as the place.

If such a race this will lead other builders onward to a greater Avon Park and a greater metropolis in the heart of these scenic Highlands.

LOTELA CIRCLE MEETS WITH MRS. L. C. HUNT

The Lotela Circle of the Baptist church met Tuesday afternoon with Mrs. L. C. Hunt. The lessons from Stewardship and missions were enjoyed by all. Those present were: Mesdames T. O. Baldwin, Otto Slipp, R. F. Sappington, A. D. Roberts, G. Cohn, Sr., Cohn and L. C. Hunt. The next meeting will be at the home of Mrs. B. C. Moore.

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WILLIAMSON IS AN OLD TIME IN THEATER GAME AND A GOOD ONE

CAME TO FLORIDA WITH MOVIES FOURTEEN YEARS AGO

F. E. Williamson, manager and lessee of the new Avolon theater, is by no means a newcomer in this part of Florida. He has a wide and varied experience in the motion picture industry. Starting out when motion pictures were in their infancy, Mr. Williamson has followed this line up to the present and it would be a difficult matter to find one who has worked any harder to make it a success.

Mr. Williamson came to Florida fourteen years ago and opened theaters in several cities in this state, including one in Miami Beach, which he still has under his control. He has always been his own boss, and he has been a hard worker, but he has always fulfilled his desire to do so. He has been a hard worker, but he has always fulfilled his desire to do so. He has been a hard worker, but he has always fulfilled his desire to do so.

Mr. Williamson's first experience in the motion picture business started back in the days when pictures were being shown in stores, before moving picture theaters were built. Having a show in St. Louis, Mo., he met on his first play, meeting with success. Seeing great possibilities in Florida, he came here later and since that time has devoted his entire time to his theater in this state.

He intends to "re-entend" this theater personally, while his daughter, who has followed in her father's footsteps, will manage the theater now in Winter Haven.

When Mr. Williamson first heard that a new theater was to be erected in this city, he came here to open negotiations to take it over upon completion. After looking over the town, he was fully convinced that he was making no mistake and at once decided to give the people of Avon Park the best that could be had.

Mr. Williamson has contracted for some of the best and latest pictures now showing in the larger cities of the country. "The Covered Wagon," which will be shown here in the near future, has been booked to play in New York for fourteen months, and it is said to be by far the best picture that has ever been released by the motion picture world. Mr. Williamson was forced to make a special trip to New York in order to close negotiations for this picture, so eager was he to secure it for his theaters.

He is associated with all of the large moving picture companies, thus assuring him of the latest pictures that are on the market. The traveling road companies that will appear at this theater are the best that can be secured in Florida, and Mr. Williamson has spared no expense to live up to his standard, that of showing the best to be had.

V-I-N-S-O-N

Put the PLUMBING In It

That's about the best thing one can say about the plumbing in a structure, for when Paul Vinson gets through with it, the plumbing is plumb good.

Master Mechanic on the Job

are what make the Vinson plumbing work stand up indefinitely. We employ the highest skilled workmen. They know their work, they go about it in a workman-like manner, never getting in the way of the mason or the carpenter, and never hindering progress, while making their own progress.

All over this section the better buildings have been "plumbed" by our forces and it was only to be expected that with good plumbing required in such a structure as all of us are joining in celebrating today

THEY WOULD GIVE VINSON THE JOB

Our men put in a job that is up to the First Trust-Durance block standard—and that is saying a lot.

Truly We Are Proud to Have Helped

Paul H. Vinson

HIGHLANDS PLUMBING COMPANY

Solberg, Florida

Heim Built It
WILLIAM J. HEIM
 Builder
 Brickell Building
 Avon Park, Florida

Highlands County Pilot

VOLUME V. NO. 8.

AVON PARK, FLORIDA, THURSDAY, JAN. 17, 1924

SECOND SECTION

First Trust's New Home is a Monument to 500 Per Cent Growth in Bank's Deposits

NO BANK HAS A FINER OR
MORE CONVENIENTLY
ARRANGED HOME

New Vaults Are Most
Modern in Existence

SEPARATE ROOM FOR SAFE
DEPOSIT CUSTOMERS—
LIGHTING IS IDEAL

Since the beginning of time, peoples of all races have been interested in the recitals of deeds of valor and tales of conquest, which have been handed down through the ages. The story teller has made real to his hearers the struggles of mankind against adverse circumstances. He has roused admiration for the winner, and hearty applause for the successful survivor. This is the theme around which the most popular stories are built—the rise from comparative mediocrity to greatness. All history is a story, stranger and more interesting than fiction, and nothing in the pages of the past is so alive with human interest as the history that is being made here in Avon Park. It teems with the spirit of conquest, and each one who is so fortunate as to be a part of it, may feel a proprietary interest in its making. Nothing strikes a more sympathetic note than the reminiscent smile that accompanies a tale that begins, "I remember when—"

Within the memory of all who are old enough to appreciate, a banking firm opened its doors to the public and its lodgers for business in the city on Jan. 5, 1919. Housed in a small frame building, which was occupied by E. J. Harris as an office, there began, in a most modest way, the First Trust & Savings Co., with S. F. Durrance at its head. The personnel of the officers included: S. F. Durrance, vice-president; C. E. Lanier, vice-president; and C. H. Moffett, cashier.

Success from its inception, the large increase in business made larger quarters a necessity, and at the completion of the Brickell building the company moved into more commodious quarters on Jan. 1, 1920. The steadily increasing growth in business brought several changes to

(Continued on Page 4, Section 2)

SMITH-McGINNIS CO. DIVIDE THEIR STOCK

NEW STORE FOR HARD-
WARE, FORMER FOR
FURNITURE

As a continuation of the policy of one of its founders, of making two businesses grow where only one grew before, the Smith-McGinnis Company have divided their stock of hardware and furniture into two stores, and have opened up what has proved to be the most complete and up-to-date hardware store on the Ridge, in the new building. With a frontage of 40 feet, and two large display windows, the appearance which greets the stranger is that of a metropolitan store, and a glance down the long display cases within, carries out the impression.

This enterprising firm has stocked the store with a complete line of hardware, crockery, china, glassware and household furnishings. Agricultural implements, garden tools, paints and varnishes, will be found on its shelves. A line of toys, velocipedes, bicycles and notions will be arranged on the balcony that extends around two sides of the room. Fred M. Smith will be in charge of this store, and under his management the success of the business is assured. He has been connected with the firm for four years, having been in the grocery business for eight years prior.

T. J. McGinnis, president of the firm, and also mayor of the city, came here from Cartersville, Ga., ten years ago, opening up a drug business. Fourteen months later, he sold this, and opened up a dry goods store. During that time he organized the Park Mercantile Company, adding groceries and general merchandise. The next step was the formation of the Smith-McGinnis-Stebbins Company, which was changed a year later to the Smith-McGinnis Company. In the meantime the dry goods section was sold to a company, which continued under the name of Park Mercantile Company. The groceries were sold to L. A. Wolf, and the present company continued the hardware and furniture departments in one store in the Brickell building, until the present time, when the last division of stock occurred. During his residence here Mr. McGinnis has done much to promote the growth of this city. He has brought through his personal efforts some of Avon Park's most substantial citizens, among them T. H. Lander, Dr. W. C. Tuckson, J. B. Stringfellow and R. C. Epperson; and has proved to be a promoter of the highest character. With every change that he has made in his business dealings, the result has invariably been an increase in the mercantile interests in the city.

NEW HOME OF FIRST TRUST & SAVINGS CO.



Pine Ranch Packing House One of Most Modern Meat Plants Anywhere In Country

CLEANLINESS RULES IN SANITARY MARKET

REFRIGERATOR SYSTEM
KEEPS MEAT CUTS COLD
WHILE ON DISPLAY

The Sanitary Meat Market, now occupying their new stand in the newly erected building, takes its place among the leading meat markets of this district. The cleanliness of the store is quickly noticed as one enters the place. Everything looks sanitary and everything is displayed in large glass show cases, where a refrigeration system running from the main meat and edibles at a cooling temperature. The woodwork within the entire store is painted with a rich white; and the shelving, wall fixtures all new and in white, carry the sunlight into every crevice.

The cold storage built into the new market keeps the temperature at 34 degrees at all times, thus assuring the meat buyers of getting their meat supplies in the best possible condition. Vegetables are kept fresh, as are the eggs and butter. Eggs are purchased from the farmers in this district, while the butter is being received from the best creameries in the south.

Fred Collins, sole owner and manager of the Sanitary Meat Market, has made his home in Avon Park for the last four years. Before moving here Mr. Collins claimed Fort Meade his home, having been in the meat business there for more than fifteen years. He is delighted with the business he has been doing while here, and in order to cater more to his customers he decided to move to larger quarters.

Mr. Collins purchases all of his Florida meats from the Pine Ranch Cattle Company and in doing this can guarantee the very choicest.

The market also carries a large stock of fresh groceries, including canned goods of all varieties.

URGE FORESTRY ATTENDANCE

Officials of the Florida Development Board and also of the Florida Forestry Association are extending an invitation to every person interested to attend the Sixth Southern Forestry Congress in Savannah, Jan. 28, 29 and 30.

EVERYTHING IS UTILIZED
BUT THE SQUEAL AND
SANITATION RULES

Constant Temperature
Is Maintained At 25

FROST IS HEAVY ENOUGH
TO KEEP BEEF HARD
UNTIL DELIVERED

The finest, most up-to-date and modern refrigerator and cold storage plant will be found in the Pine Ranch Cattle Company's new home at the east end of the Verona-First Trust-Durrance block. No expense has been spared to make this one of the best and it will compete with any such plants in the larger cities. The idea of the company was to make this a modern plant so as to have their meats in better condition than if they were being delivered from the nearby cities. From the time the meats have been taken from the refrigerators here they will have been delivered before the frost has left them, therefore, they will be in much better condition when they are received by the retail merchants, who receive their meats now by express from Tampa, and long after they have warmed up.

The new refrigeration plant, built by the Pine Ranch Cattle Company in the new building is of the latest type, and linked with an automatic freezing machine keeps meats frozen hard. It is so arranged that as soon as the temperature in the refrigerator reaches 25 degrees, the machine halts until the mercury starts to rise, which action automatically starts the "freezer" again, thus maintaining a 25 degree level continuously. This keeps the meats inside in the best possible condition at all times.

The refrigerator is encased with cement and has a six-inch insulation of cork over this. The flooring is of cement, which is six inches deep, with similar insulation. The plant is capable of holding 500 beefs at any time, with plenty of space for moving about. Back of the refrigerator is located a room used for a sausage mill and also four brine bins for corning beef and curing pork.

There is also an ice making plant.

(Continued on Page 4, Section 2)

SANFORD HERALD TO HAVE A HANDSOME NEW HOME

The Sanford Herald announces the closing of a deal for a site upon which a new home for the publication will be erected. The property has a frontage of 105 feet on Park avenue and 148 feet on Commercial street. It adjoins the county court house on the north and is across the street from the Valdes hotel. The Herald recently was acquired from Robert J. Holly by P. Reese Corbin, Roland L. Dean and R. Howard Berg.

THE SMITH-McGINNIS COMPANY

Our new home stands as a monument to show what can be accomplished within the limits of Avon Park itself.

We Furnish Paint and Hardware

COMPLETE FOR THE NEW

Verona-First Trust Durrance Block

We met every demand promptly and we are proud that we gave quality material along with a degree of service that left nothing to be desired.

Progress demands that business establishments keep up with their community—or ahead of it.

WE TRY TO KEEP ONE JUMP IN FRONT

Home furnishings is an art, the diligent housewife the artist and the merchant the brush to be wielded with that skill which converts

A Bare Building Into a Home

It has long been our proud boast that nowhere else in all interior South Florida could the housewife find more to work with than here.

Our New Hardware Store

leaves us more room than ever for furniture itself and doubles our capacity for furnishings, hardware and building materials.

WE CARRY NOW THE LARGEST STOCK TO BE FOUND ON THE
RIDGE AND WELCOME YOU ONE AND ALL

Everything for the Home, Farm and Sportsman

New Pittsburgh-Florida Quarters Give Needed Room

ASSOCIATION'S BUSINESS IN HANDLING OF 4,000 ACRES
OF GROVE FOR ITS ASSOCIATES FINDS
AMPLE ROOM AT LAST

The Pittsburgh-Florida Fruit Growers Association has now settled in its offices in the end of the new block in their new quarters they have ample room for their rapidly growing requirements and with everything new and modern are now able to the handling of their business.

The Pittsburgh-Florida Association was incorporated in 1914 with the same officers as are now associated with the concern. Since that time their business has improved in bounds until now they have had to move to larger premises. They have at the present time under their control more than 4,000 acres of splendid citrus lands, with 4,000 acres developed. Trees on their plantings range from one to seven years old.

This company consists of grove owners and stockholders, living in fourteen different states in the Union, with a total number of 550, making this concern the largest of its kind in the country and perhaps the largest co-operative producing concern in the country.

The Pittsburgh-Florida Company owns and operates its own packing house, and Lake Byrd Lodge, a home-like hotel, which accommodates grove owners and stockholders when they visit here. It also owns 15,000 acres

of virgin pine timber for crate purposes, as much acreage as the island of Manhattan or twice that of Central Park, New York. It has building lots on Lake Letta and Lake Byrd, and both states and county hard roads touch all of its properties.

The Pittsburgh-Florida Fruit Growers Association is associated with the Avon Canning Company in canning low grade grapefruit and will employ about a hundred persons upon completion of the canning factory, which will be about Jan. 20 of this year. They furnish houses for their employees and have their own machine shops on the premises, as well as tractors and complete grove working equipment. All development work is done by the latest methods and is expedited through use of the latest types of labor-saving equipment.

The Pittsburgh-Florida Association has an authorized capital of two million dollars and is rapidly gaining in financial strength under the direction of capable and experienced officials.

C. P. Anderson is president; S. P. Durrance, first vice-president; D. P. Wolhaupter, second vice-president; A. V. Anderson, secretary and treasurer and W. R. England, assistant secretary and assistant treasurer.

THE TOWN AND ITS PAPER

If Moore Haven is to have a good newspaper the newspaper must have enough income to run on and meet its bills. There is a difference between a newspaper and a job printing office, because the newspaper must have advertisements in it.

No man in the world can afford to run a newspaper if he hasn't profitable advertisements for the paper. An advertisement is not profitable if the cost of time used in calling for "copy" is greater than the money that is to be received for the space the advertisement occupies. There is no intention to offend, and we don't want to make any one mad, but the active co-operation of the business men of Moore Haven must be had if this city is to have a newspaper that all can be proud of. If there is to be news there must also be advertising.

The Democrat now has an adequate and competent force with which to take care of all business, and we trust that business will be tendered in proper volume. The manager solicits business but he will not beg for it.

Reason Enough

"Why does Jerry Smith dodge Wilbur Rille?"
"S-h-h-h! She's an old flame—and making it hot for him."

Photograph in Dark



Vincenzo Laviosa, of Rome, is now in New York with new photograph lens he has invented with which he can photograph in the dark and without special lighting facilities. He has made official photographs for the royalty and celebrities abroad.

MARK LANCE FINDS GROUND FLOOR FOR REALTY OFFICE

LONG ACTIVE IN LOCAL
DEVELOPMENT, PLANS
TO PUSH EVEN MORE

One of Avon Park's foremost citizens and leading real estate men is now occupying offices in the newly completed Verona - First Trust Durrance block, Mark W. Lance having moved from the Brickell building, finding that his business forced him to seek larger quarters and a ground floor location.

Mr. Lance is one of the new pioneers of Avon Park, coming here in 1914 from Asheville, N. C. In the years 1916 and 1917 he edited the Avon Park Press, leaving here in the latter year to join the United States navy. He remained in service until 1919, and upon his return to this town entered the real estate business. Since that time Mr. Lance has done much to promote the growth of Avon Park. He has served on the board of governors of the Florida Realtors Association, where he advocated the establishment of a state real estate commission, and state licensing laws. For several years Mr. Lance served as secretary and a governor of the Avon Park Board of Trade, and for over four years has been secretary of the Associated Boards of Trade of the Seaside Highlands of South Florida, which post he now holds. He has always been an active worker for state-wide good roads.

Mr. Lance has devoted much of his time to his real estate business and is one of the largest dealers in groves, citrus lands and city property. He is a member of the American Legion, and actively engaged in all Masonic bodies.

Mr. Lance is highly elated with his new offices, and will be in a position to handle his daily increasing business as well as his regular clients. Real estate promises to boom this coming year with the opening of the new roads, which will bring many more tourists into this part of the country, and with the new building in operation. It is hoped that before long others will take their place here as well, so as to make Avon Park the attraction of the Highlands.

The display window of the office has been made available for attractive tropical displays which will be maintained by the Pittsburgh-Florida Fruit Growers Association, which is starting off with two record groves of fruit clusters from three-year-old trees. These clusters contain more than a dozen perfect fruit.

The Fresh Thing
Nervous lady (in taxi) — "What's the matter, driver?"
"The engine misfires."
"Pardon me—'Mis', not 'Misfires', if you please."

Pittsburg-Florida Fruit Growers Association AVON PARK, FLORIDA

A CORPORATION DEVELOPING AND OPERATING 4,600 ACRES OF CITRUS GROVES, GIVING SCIENTIFIC CARE FOR A LONG TERM OF YEARS, UNDER A VERY ATTRACTIVE, REASONABLE PAYMENT PLAN. CO-OPERATIVE FEATURES OF CONTRACT ARE UNUSUAL, GUARANTEEING ALL INVESTORS FAIR AND EQUITABLE HANDLING OF THEIR INTERESTS.

Catalog Fully Describing Our Plan
On Request

NOW IN OUR NEW COMMODIOUS OFFICES

**Second Floor
Durrance Building**

AVON PARK

Avon Canning Company

CANNERS OF

Delicious Tree-Ripened Grapefruit Hearts

PACKED AND SOLD UNDER

"SEALDHEART"

BRAND

BEST FOR BREAKFAST, SALADS, COCKTAILS

Insist on Getting

"SEALDHEART" BRAND

FACTORY: AVON PARK, FLORIDA

OFFICES: DURRANCE BUILDING, AVON PARK, FLORIDA

The INVESTOR

Who wishes to purchase desirable properties at prices which will allow a good margin of profit is invited to call and get the facts concerning the special values now offered in—

BUSINESS BUILDINGS
BUSINESS LOTS
RESIDENCES
CITY LOTS
GROVES
GROVE LANDS

Profit by Avon Park's Growth. Buy Avon Park property—the best investment in Florida.

Mark W. Lance

Real Estate :: Citrus Trees
Investments

Office: Verona Building

Phones 88 and 12-J

Special Sales Representative Pittsburgh-Florida Fruit Growers Association

LUMBER

THERE IS A PERMANENCE AS WELL AS BEAUTY IN

AVON PARK'S NEWEST PRIDE

... The ...

Verona-First Trust-Durrance Block

WE CAN VOUCH FOR IT—

WE PUT REAL LUMBER IN IT

It takes heart pine to stand the wear of time and the demands of modern progress.

The C. R. Ginn Lumber Company has never planned to furnish any lumber but the lumber that will stand the test.

We furnished all the dimension timbers that went into this block. We furnished them when they were wanted, promptly, and it was with pride that we heard a man who has had the experience that William J. Heim has had in construction say:

"It's the Best Service I Ever Got"

That is our aim—SERVICE—as well as quality product

WE HAVE JUST COMPLETED ARRANGEMENTS WHEREBY WE CAN SUPPLY

Millwork--Doors--Sashes--Blinds

AND IN FACT EVERYTHING THAT GOES INTO THE BUILDING IN THE WAY OF WOOD.

This enables us to give a service from our retail yard that has never been available to the people of Avon Park before, and completes the round of Ginn Service that will take much of the building worry from your shoulders.

C. R. GINN
Lumber Co.

ALL THE WOOD THAT GOES INTO THE BUILDING

NO CONTRACT TO BIG FOR M'GIBONEY, HIS SERVICE INDICATES

HANDLED NEW BLOCK IN FINE SHAPE—ENLARGES THE STOCK NOW

All the electrical wiring, as well as the electric fixtures were supplied to the new Verona-First Trust-Durrance block by the Home Electric Company, of Avon Park, owned and managed by Guy McGiboney, who superintended the installation of the best electric fitting job in the history of the city.

All the electrical work is of the latest design. The wiring of the moving picture machine was also supplied by the same company, and has all the safety devices, eliminating danger to operator and spectators. Safety switches are installed throughout the theater and buildings and upon opening the box which contains the switches, all power is thrown off and the power is resumed upon closing the door of the box, eliminating all danger of shocks.

Mr. McGiboney has been in business in this town for the past seven years. Coming here from Georgia to install the light plant he remained here and has been in the same location since that time.

The Home Electric Company is now moving its business to a new store and will in their new home handle a large supply of automobile accessories.

Being the only electrical company in the town of Avon Park and with the long experience of Mr. McGiboney in this line, the Home Electric Company is increasing its business rapidly and recently closed a contract with the city to install a new white way along the main street, which will be started in the near future. This will greatly improve the appearance of Avon Park's most prominent highway.

The way the contract in the new Verona-First Trust-Durrance building was handled indicates that no job is too big for Guy McGiboney's progressive firm.

Ah, Stealing His Stuff!

A man climbed into a barber chair. Barber noticed a bear tooth watch chain.

"Bear's tooth, ain't it," asked barber.

"Yes."

"Out west, huntin', I suppose, sir."

"Yes."

"How many shots did it take to kill him?"

"None."

"My goodness! Did you kill him with a knife?"

"No."

"Heavens! With your bare hands, sir?"

"No."

"Then—then—er—how, sir?"

"Talked him to death."

LUMBER MADE IN AVON PARK FOR STRUCTURE

C. R. GINN LUMBER COMPANY PUTS IN MILLWORK YARD AND WILL STOCK SASHES, DOORS AND TRIMMINGS

As far as possible, home products were used in the construction of the Verona-First Trust-Durrance building, the Ginn Lumber Company of this city having the contract to furnish all the lumber. This was the largest single contract that has been handled by this company, and C. R. Ginn, the owner, takes great pride in the way in which the contract was fulfilled. He personally supervised every bit of lumber that went into the building, making sure that nothing but the best was used. Some thing of the magnitude of this work may be realized when the amount of lumber used is considered. Over 10,000 feet of flooring were used in the building, the entire amount of lumber which was furnished by this company totaling over 60,000 feet. This amount represents just what went into the building proper, it does not include the shelving and other built-in fittings that each store will have.

The Ginn Lumber Company, which is owned and controlled by C. R. Ginn, is one of the largest outside of Tampa. Its mill alone covers five acres, which is equal to a city block. Besides this, a planing mill, which is run in connection, turns out mill work for all purposes. Mr. Ginn has the best good of the company at

heart, and endeavors to give the service to his patrons that will keep his mill among the foremost. To render this service at all times, he keeps a sufficient force of men at work, employing more than twenty hands continually.

Before coming to this city four years ago, he was employed by the Rodman Lumber Company of Putnam county. However, he was desirous of entering the lumber field himself, and sensing the great opportunities in this section, he came to Avon Park. He has since been identified with most of the big building enterprises, having furnished all the lumber for the H. P. West home on Big Lake, one of the most handsome country places in this part of the state.

Mr. Ginn has just completed arrangements whereby his yards will stock regularly a complete line of mill work, sashes, doors, blinds, trimmings, moulding and all novelty lumber. This is the first time that Avon Park has had an up-to-date mill work yard and Mr. Ginn believes the opportunity to get the entire wood work bill for a building right at home will be received with hearty co-operation by local home builders and contractors.

THE FLORIDA TIMES-UNION

Why do nearly 40,000 residents of Florida subscribe regularly for the Times-Union?

Not merely because they will find the latest news from everywhere reported interestingly and accurately at the earliest possible moment. Not because its special articles instruct and its features entertain. There is something more than that. A newspaper is a news chronicle of events—it is a personality. It comes into your home almost as a member of your family and if it is the proper sort is welcomed by every one.

What sort of a person do you like to have visit you?

He ought to be honest, courageous, no hypocrite, and of many instincts, with a real interest in you, ready to lend you a hand if you need help. Cheerfulness and good humor are excellent qualities, and a wide range of interests.

What do you find in the Florida Times-Union?

It has opinions, of course, and it speaks them out freely. They are its own and they are not influenced by outside interests. Its criticism is constructive and it realizes only as it is of service to the community can it meet with a reasonable measure of success. To be of practical assistance in the development, progress and growth of the state so that every citizen may have the opportunity of

earning a decent livelihood and accumulate in tangible form a share of the state's prosperity in its platform.

In handling news it observes the decencies and amenities of life. It never wantonly brings shame or sorrow to any home. Each issue is complete, the intelligence not being offended by the publication of protracted editions. Its advertisements are clean. The world it surveys with good cheer, looking forward to a content tomorrow.

If not a subscriber you are cordially invited to become a member of its family of readers.

Price By Mail Daily and Sunday Is:

One month \$5.00

Three months \$12.25

Six months \$22.50

Twelve months \$39.00

Net So Positive as Negative

Heebie: "Was her answer to your proposal positive?"

Jeebee: "Yes."

Heebie: "What was it?"

Jeebee: "Negative."

Just Like That

Wife: "Where have you been?"

Husband: "Shooting with Mike."

Wife: "Shoot anything?"

Husband: "Sure—Mike."

One Bird Gets Its Crumb

Miss Altus was married to George Bird in Berrien county, Michigan, last week.

We Are Proud of the

Verona--- First Trust--- Durrance Block

All the Electrical work in this structure stands up to the standard the building itself sets in Avon Park.

There Can Be No Better

There is reason for our pride. We take pride in all our work. We intend that it shall be such—we can point to it with pride.

In our new store in the First National Bank building we are going to be better able than ever to serve the people of Highlands county and vicinity. We will carry one of the best stocks in this section and are always prepared to combine

QUALITY WORKMANSHIP

AND

QUALITY MATERIALS

HOME ELECTRIC COMPANY

W. G. MCGIBONEY, Proprietor

EVERYTHING ELECTRICAL FOR HOME OR AUTOMOBILE

Standard Scale and Fixture Company Put Best in Market

TAMPA DISTRIBUTORS FOR TOLEDO SCALES AND COMPLETE OUTFITTERS FOR MARKETS, GUARANTEE MODERN EQUIPMENT

Outfitting of markets where so much is dependent upon sanitation as well as other requirements of business such as facility, economy, utility, and service, is a position that entails considerable skill and a degree of foresight that makes or breaks the establishment.

When Fred Collins started out to put his fixtures he turned to experts that had a proven reputation for "delivering the goods."

The Standard Scale & Fixture Co., of Tampa, outfitted the Sanitary Market with the best fixtures to be had. This firm has the reputation of carrying the best of their line, and a glance at their contributions to the local market easily prove the fact.

The Toledo weighing scales are of the highest calibre. They have no springs, and guarantee honest weight to the consumer and tradesman alike. In appearance it can not be excelled and is easily kept in a sanitary condition and extremely durable.

The two sets of weight figures change automatically simply by turning a knob the weights may be changed from the one to 10-pound range to those ranging from 10 to 20 pounds. They automatically show the price by pound and for the parcel. Weight and value indications are easily read in shadow, or in darkness, for at the touch of the plunger on the scale the face of the scale is brilliantly illuminated from the automatic electric lighting system.

One of the most essential fixtures to be found in a meat market and one that must be had in order to conduct a successful meat market of today is a meat chopper. Haphazard methods are ruinous. Scientific attention to every detail has replaced the "rule of thumb" methods of the earlier days.

The meat chopper used in the Sanitary Market is made by the Robert Manufacturing Company, of Troy, O., for which the Standard Scale & Fixture Co. is agent for the south. It is the latest model to be put on the market and along with being sanitary in appearance, it meets the requirements of the meat market. It is a very powerful machine, yet exceedingly smooth and quiet in operation. Its capacity is from 400 to 600 pounds per hour. A heavy, white porcelain tray for receiving the meat as it comes from the chopper adds to the convenience and attractiveness of the machine. The chopper is equipped with a one-horse power motor, completely enclosed to protect from dirt and dampness.

The huge hardwood butcher blocks also came from the Tampa company, which likewise furnished all the butcher's tools supplied the new market.

The Standard people also furnished

the sanitary keep cold water container, which aside from its utility, keeping quantities and freshness, displays the goods to the customer through a glass top.

Everything for the butcher is distributed by the Standard people. They make a specialty of refrigerators in which cleanliness is carried to the last degree of perfection.

Under the direction of A. L. Franklin, the president, this firm has grown to be one of the largest supply houses in the south and holds the southern agency for many of the latest contrivances for markets and similar establishments.

The take many contracts for complete furnishing and outfitting of markets and the great majority of Florida markets have been able to profit by the service such a large concern so close to home is able to render.

FIRST TRUST'S NEW HOME IS A MONUMENT TO 500 PER CENT GROWTH IN DEPOSITS

(Continued from Page 1, Section 2)

the company. Among them was the consolidation in April, 1921, with the B. F. West Banking Company, and a reorganization with the following officers: President, A. V. Anderson; vice-president, R. I. Harris; second vice-president, D. A. Sapp; cashier, C. H. Moffett; assistant cashier, Anna B. Andrews; additional director was C. E. Lanier. On Oct. 1, 1923, D. A. Sapp disposed of his stock and returned to Georgia. H. P. West was then elected a director and C. H. Moffett was made vice-president and cashier, which position he now holds.

The list of its officials for this year is as follows: A. V. Anderson, president; E. L. Wirt, vice-president; C. H. Moffett, vice-president and cashier; Anna B. Andrews, assistant cashier. They compose the 1924 board with T. L. Wilson, E. C. Stuart, C. E. Lanier, H. P. West, T. H. Lanier and C. P. Anderson.

Deposits Go Up 100 Per Cent a Year

From deposits of \$50,000 during its infancy, the total of \$50,000 has been steady from year to year until its amount on deposit this year has reached the total of \$250,000, a growth of 500 per cent in a little more than five years.

Even the imposing facade does not prepare one for the handsome interior of the new quarters, which the bank now occupies in this building, which it owns jointly with S. P. Durrance. The chief elegance, the stately grandeur and the lofty spaciousness are fit settings for the dignity of this great banking institution. The facings of gray marble, with benches and desks of the same handsome material, the mahogany furniture, the grilles of wrought bronze tubing with

verdigris finish, all add their attractions. To the left of the entrance the president's private office, easy of access, but yet apart from the public passage. The cashier's cage has three windows for tellers and one for insurance. Within this enclosure, a massive, wide-mouthed fireplace, attractively built, lends an air of true southern hospitality.

Within a steel-encased vault stands the company's safe, of the most modern type, equipped with triple timelocks and the sliding doors for the safe keeping of legal papers. The thick doors, the intricate levers, dials and other machinery with which these doors are controlled make this vault impregnable.

Separate "Lobby" for Safety Deposit Adjoining it, with separate entrance, in the safety deposit vault, containing two nests of safety deposit boxes, sixty-six in number. This is conveniently arranged for the comfort and privacy of the patrons, with chairs, two desks, a mirror and excellent lighting arrangements. In the rear, opening off from a connecting corridor, is a pleasant, well-ventilated room, with a comfortable fireplace, where the mahogany business of the company will be transacted.

One of the distinctive features which adds much to the formal stately appearance of the building is a wide mahogany staircase. A handsome gray marble balustrade fronts the balcony, forming a pleasing contrast with the mahogany furnishings. This will be the directors' room, and will be furnished as such.

The lighting throughout the entire suite of offices is especially designed to meet the requirements, and is in harmony with the surroundings. In fact, nowhere is there a jarring note, either in coloring or style, and the tout ensemble is a model of perfection from an esthetic as well as a utilitarian standpoint. The completion of such a home for such an institution should be a source of pride not only to the bank officials themselves, but to the entire city. Few banks in the state can boast of better facilities for doing business, or a more attractive place for the transaction of its business.

The personnel of the banking force is composed of men and women who are well known in this city, and who have proved by their business integrity and sagacity that they are well fitted for their high positions of trust. The pride which they feel toward their own institution and their city has prompted them to become one of the large moving factors in the erection of this handsome building. Avon Park is to be congratulated on being able to number among its citizens men of such far-seeing judgment.

GET TO WORK

Roger W. Balsdon, in his chamber of commerce luncheon address, said too many people concern themselves with little things, self mainly, when they should be tackling the big things in Florida. There's a world of truth in that, and if the suggestion is followed, practically, there will be more progress made this year than in any previous five-year period in Tampa Times.

DECORATING DONE BY MAN WHO FRESCOED FIFTH AVE. MANSIONS

J. J. JAMOUR ARTIST IN PAINTING AND INTERIOR DECORATING LINE

The successful completion of a building depends not on the architect or the contractor alone, but on the workmanship of each individual. The builders of the First Trust-Durrance building were most fortunate in being able to secure the best, and this is one of the important reasons for the handsome appearance which the building presents both within and without. Among those whose ability and skill added much to its attractiveness, is J. J. Jamour, painter, interior decorator, master craftsman of his kind. Mr. Jamour is a man of taste, having received his training in the old school, when the artist was entirely dependent for effect on his own skill and talent, for mechanical devices were unknown. He has frescoed the palatial homes of such men as John Jacob Astor, J. P. Morgan, the Vanderbilts, the Goulds, and others whose very names suggest the best and the finest that money can buy.

Before the day of the lithographer, and before the advent of the so-called "wall papers," the walls and ceilings of mansions built in the '80s and '90s were painstakingly decorated by craftsmen whose knowledge of artistic design was no mean thing. Many of the mural decorations that still remain are as fresh and vivid as on the day when the last stroke was made. Mr. Jamour, in speaking of this, said that there were no ready mixed paints, but that the proper mixture of pigments, the careful selection of tints, and the knowledge of color harmony were important items in the training of a decorator. He decried the passing of the master craftsman, declaring that it meant a distinct loss to the world at large. The mechanical effects, he said, were destroying the individuality and lowering the standard of art. But few remained of those with whom he had worked, most of them having passed to that other land where beauty fades not.

Mr. Jamour is a most interesting talker, and his memory covers a wide range of topics, extending over a large area of territory. He is a New Yorker of French extraction, and comes from a family of artists. In 1856 he accompanied his parents to Milwaukee, Wis., then a small frontier village of one street with stumps of trees lining the road on either side. The Indians roamed the place, were a constant source of wonder to him, a novelty to an eastern boy. This is one of his first memories.

Through his work later took him to many places, where beauty of color found its natural home in churches, ball rooms, on palatial yachts, and on private yachts. New York was his home. But at last the stinging cold and the long winters drove him to a sunnier climate, and he makes his home in Avon Park.

Thus it is that the new building can boast of the decorating both within and without that was done by this master craftsman, whose skill has been sought by the richest men in the land. Even in the smallest detail it will bear the closest inspection, and its perfection is no small part of the beauty of this handsome structure.

PINE RANCH PACKING HOUSE ONE OF MOST MODERN MEAT PLANTS IN THE COUNTRY

(Continued from Page 1, Section 2)

capable of making 400 pounds of ice daily, and this is encased with five inches of cork.

When the beef is brought in from the slaughter house on the outskirts of Avon Park, it is put in what is called a chill room for 24 hours, from there it is put in the cold storage and left until needed.

The Pine Ranch Cattle Company's slaughter house, which is situated close to town, can supply more than a hundred head of beef monthly, the being more than 3,000 head on the ranch. The beef coming from the company's ranch is the best to be had in Florida. The slaughter house itself is a modern one, doing away with the old time slaughter house ideas. It has automatic conveyors which carry off all waste blood, etc., for conversion into fertilizer, leaving the slaughter room at all times clean and sanitary. Like all modern meat

plants the only thing not utilized is the squeal.

S. P. Durrance, who owns and manages the Pine Ranch Cattle Company, has been in the cattle and citrus business all his life. For the past nine years he has made Avon Park his home. Several years ago he desired to build a refrigerator and a cold storage in this town, but found that he was unable to secure accommodations, therefore when the new building was decided upon he at once made arrangements to build an up-to-date and modern plant.

Mr. Durrance is part owner of the new building, having the east forty-seven feet. He is also superintendent of the Pittsburgh-Florida Association and one of the incorporators of the company.

Plans to serve all the nearby cities and towns are being worked out by Mr. Durrance, who contemplates using truck delivery to insure more prompt service than express. At present he is serving only the Sebring markets, where the quality of Florida meat when properly prepared is bringing it into general favor.

INTERIOR OF FIRST TRUST'S NEW HOME



and he makes his home in Avon Park. Thus it is that the new building can boast of the decorating both within and without that was done by this master craftsman, whose skill has been sought by the richest men in the land. Even in the smallest detail it will bear the closest inspection, and its perfection is no small part of the beauty of this handsome structure.

Farmer Boy (lighting from old gray mare): "One of them city boarders has just hung himself down there in the woods."

Father: "He has? Did you cut him down?"

Farmer Boy: "I guess not. He wasn't dead yet."

Blond Bee Opines: "Open minds are all right—if one could only find them with closed mouths."

Of the more than sixteen and a half million citrus trees in Florida, 65 per cent of them are bearing trees.

TO ATTEMPT EXCEEDING THREE MILES A MINUTE AT INDIAN RIVER FESTIVAL

One of the chief features of the big Indian River Orange Festival to be held at Cocoa, Thursday, Friday and Saturday, Jan. 24, 25 and 26, will be the attempt of Sig Haugdahl, the famous automobile racer, to beat his own world's record on the Cocoa Beach speedway.

The test will be timed with electrical devices under the official auspices of the National Automobile Association. Haugdahl is now on his way from Minnesota with his racing car, the Wisconsin Special, and a corps of trained assistants. Preliminary trials will be made during the balance of the month.

Give the hen plenty of warm, fresh water.

In Places of Distinction HAV-A-TAMPA

The finest places naturally gravitate towards the finest goods. The nicer the store, the nicer the line of goods. That is why it was

A FOREGONE CONCLUSION

The Avolon Drug Co.

Opening Up One of the Finest Buildings in the State

Would Feature HAV-A-TAMPA Regularly

Avon Park is to be congratulated on this comradeship of distinction. We are proud to be with you, to be able to furnish a cigar that so decidedly merits the association.

As in all nice stores, like the Avolon Drug Store, it is but natural as keen business men as the Touchtons would make certain that everything they planned to offer would be up to the standard they are setting in an establishment of this distinction. That HAV-A-TAMPA is to be a featured attraction is plain proof—not only to the thousands who have learned to appreciate HAV-A-TAMPA on its merits.

A FINE STORE A FINE BUILDING THE BEST CIGAR

HAV-A-TAMPA CIGAR COMPANY

Tampa, Florida

PAINTING

OUR JOB ON THE VERONA-FIRST TRUST-DURRANCE BLOCK HAS BEEN PRAISED AS A "GOOD JOB"

Good Painting is Our Business

We have never attempted to compete in painting as mere painting. We attempt to create a decorative scheme that is attractive to the eye and which has the quality that will last.

Protect the Surface and You Save All

And likewise, if you at the same time decorate the surface you make that protection do double duty.

We are proud to have had a part in creating the structure which is long going to stand as one of the finest structures in South Florida.

JOHN. J. JAMOUR

INTERIOR DECORATING PAINTING IN ALL ITS BRANCHES

MODERN MEAT PACKING METHODS

BROUGHT to THE SCENIC HIGHLANDS

Pine Ranch Cattle Company

Offer Butchers and the Public the Same Quality of Beef
Prepared Under the Same Conditions Obtaining Where
Western Beef Is Prepared

Home Production Guarantees

PERFECT CLEANLINESS AND SANITATION—For you can see for yourself whenever you desire. We are at your door in the heart of Avon Park's business section, in the heart of the Scenic Highlands.

NO PRESERVATIVES—Our longest haul to serve our field will be 45 miles. The frost—our meat is frozen to 25 degrees—on the meat, which is nature's way of preserving, will last several hours longer than it takes to put it in the butcher's ice box in Haines City, Fort Meade or

ABSOLUTELY FRESH—Our plant is the most modern to be had. Chill room, freezing room, slaughter room and all are equipped with the same type of apparatus and fixtures which in Chicago have made famous the slogan, "We use everything but the squeal."

FINE MEAT—Our beeves are fattened in a special fattening pasture on hard grass that produces the same firm, solid meat that pleases the lover of good meat. Our beeves are tick-free, being raised under fence with dipping vats, special concrete water holes and the best of attention.

DELIVERY BY TRUCK—Butchers along the Ridge and in adjoining counties will be served with truck delivery, which will put the meat in their ice box while still frozen hard.

REASONABLE PRICE—Western beef is largely Florida beef with a two-way freight rate tacked on—the steer to Texas, thence Chicago, and the meat from Chicago back to Florida. Our plant, which brings Chicago facilities to our ranch and our own truck service saves both these freight rates. That's the sole reason the butcher can "sell it for less."



IN THE FOREGROUND—The home of the most modern meat packing plant in the state.

IT PAYS EVERYBODY TO BUY FLORIDA PRODUCED & FLORIDA 'PACKED' MEATS

AVOLON DRUG STORE AS FINE AS CAN BE FOUND

CLEANLINESS ASSURED AND BEAUTIFUL FIXTURES
MAKE PLEASING SETTING FOR AFTER-THEATER
PARTY FOR REFRESHMENTS

The Avolon Drug Company, under the management of W. M. Carter, has moved up in the new location, with a stock of drugs, toilet articles, confectionery and cold drinks and ice cream that do full justice to its handsome surroundings. Its corner location, its proximity to the Avolon theater, and its attractive appearance will no doubt prove to be great drawing cards for the patronage of the Ridge section as well as of the local trade.

The wall cases and display cases are of walnut, and serve to set off the stock to the best advantage. The counter is of gray marble with nickel fittings, and fully equipped to serve the most complicated refreshments and to please the most fastidious taste. The small tables are of walnut, with white porcelain tops, and the chairs, of an unusual design, match well with the handsome furnishings.

FLORIDA'S SOIL POSSIBILITIES

"In area Florida is the twenty-second state in the Union, though the third east of the Mississippi river. In agricultural and horticultural possibilities this state is third in the Union and first east of the Mississippi river. The imperial domain of Texas extends over an area 255,896 square miles. Except Russia no county in Europe is as extensive. California has an area of 163,299 square miles. These states are not only larger than Florida but larger in agricultural or horticultural possibilities, but except them no other state in the Union exceeds Florida in the last named respect, says the Times-Union.

"Florida and Michigan are about equal in area, the latter having 58,915 square miles as compared with 58,966 for the former. But in possibilities of the soil Florida excels Michigan three to one. Only one crop in a year can be grown in Michigan. In Florida from two to four or five may be produced. There is no part of Florida where it is not possible to produce two crops. In the state, taking the average, it is possible to produce at least three crops. So, for purposes of soil production, Florida is equal to a one-crop state of 175,998 square miles. There is no state in the Union except Texas as large and in a part of Texas more than one crop can be produced. California is not quite so large, but in that state from one to three or four crops can be produced. Considering climate as well as extent, California is the first state in the Union in possibilities of production though Florida is first in proportion to area.

"Several states in the Union as well as several countries in Europe have more than two hundred people to the square mile, but these contain a large city population. But a population of only one hundred to the square mile

enrichings. A magazine rack, displaying a wide variety of current literature, is one of the attractive features. The Pilot, of course, will be found there.

Every sanitary provision has been made, and no expense spared to make this store the first in safety as well as service. The fountain is equipped with the newest cleansing devices, non-corroding metal fixtures, and individual containers for each syrup and fruit conserve. These careful attentions to the small things give distinction to any business, and more especially to the drug business where care and exactness count.

This newest addition to Avon Park's successful drug stores will without doubt be a most popular place, and prove a real boon to thirsty theatergoers, and Mr. Carter and his efficient helpers will take pleasure in serving the needs of the patrons.

would allow 32 acres to the family. Florida is as capable of supporting three hundred to the square mile as one crop a year state or nation of equal fertility would be of supporting one hundred. The soil of Florida alone, not counting the cities that would be built by the growth of the country, could easily support seven and a half million people.

"This state is going forward rapidly in every respect. The population is increasing with a constantly accelerated gain. It is probable that there are children in Jacksonville who will live to see a population of ten million for Florida. With such a population there would be no crowding for, with half of it in the cities, each family in the country would have thirty-five acres of land and, considering the fact that three crops a year can be produced, that would be three times as much as would be needed to support a family."

Human Interest Story

Blake: "Tom Brothers is a hot sketch—ain't he? Seems like he can never make up his mind. I sat in his car for a half hour the other day while he asked the garage man a million questions about a half pint of oil he was buying for his flivver."

Lake: "Oh, I don't know—I saw a population there about the time I was without asking a single question."

Now They Don't Speak

"B-r-r-r! Guess I'm getting old. This cold weather chills me to the bone."

Blonde Bess Opines

Yes, I'm a flapper and powdering my nose is quite a problem—in fact, it keeps me so busy I haven't time to put it into other people's affairs."

KAHN STORE SIGNALIZE ADVENT OF THE CHAIN STORES TO AVON PARK

PROMISES TO KEEP THE HIGHLANDS FOLKS PLEASED

It is only to cities who show a steady growth and a promising future that the chain stores come, and with the proof of Avon Park's prosperity the eyes of one of the coming chain men's and women's furnishing stores, were directed to this metropolis of the Ridge. The Kahn Store, one of the Barney Kahn stores, with its main store in Gotham, Ga., will open its doors to the public on Jan. 19. This store will be under the management of Phil Abrams, formerly of Atlanta, more recently of Sebring, who with his wife has come to Avon Park to make their home. Mr. Abrams has just returned from New York City, where he has made a selection of the ready-to-wear garments for both men and women, that will appeal to the eye as well as to the pocketbook. Everything will be the last word in style, of a quality and kind that will make many friends for the store and its manager. The company has a resident buyer in New York City who keeps in touch with the markets, and this fact enables it to present to its patrons the latest made at the earliest moment.

The interior will be decorated in white enamel, with shelving and show cases which will display the goods to the best advantage. A sufficient force of sales people will be employed who understand the stock and will cater to the best interests of the public. With these numerous advantages, this new enterprise should prove to be one of Avon Park's coming business houses.

Mr. Abrams is a young business man of marked ability, who is much interested in this part of the state, being drawn to Avon Park by the great opportunities for advancement which are so apparent in this section.



Up to the Standard the New Building Sets

The Avolon Drug Company

Admits Its Pleasure in Announcing the
OPENING OF THE BEST EQUIPPED ESTABLISHMENT OF ITS KIND
ON THE RIDGE

We will hold open house to all our friends in this vicinity
throughout the day

Saturday, January 19

We extend to every one a cordial welcome to visit with us, inspect the sanitary fountain—the most modern arrangement to be had for preparation of refreshments.

Our fixtures are the best we could secure, and everything has been arranged with the aim of SERVICE and CLEANLINESS always first in mind.

SOUVENIRS WILL BE GIVEN TO OUR GUESTS
SATURDAY

It has been the policy of this firm to give the people of Avon Park and the public at large and within our gates, an up-to-date and completely modern drug store and fountain.

We are proud of this handsome new structure in which all Avon Park is taking pride today, and our constant aim will be to always uphold the standard and to

MERIT THE CONFIDENCE OF THE PUBLIC

Kahn Stores

CATERING TO DISCRIMINATING PEOPLE

Delays in arrival of goods will prevent our opening with all that we desire to show the men and women of Avon Park and vicinity, but we invite you to stop by and see the early arrivals.

Our complete line of spring merchandise is being rushed here and as rapidly as it arrives will be displayed.

Fashion's Newest Dictates

IN

.. . Apparel for .. .

Men, Women — Children

We plan to more formally introduce our store to the people of Highlands county at a later date and ask that you watch The Pilot for the announcement of our OPENING SALE, at which we plan to offer a Carnival of Bargains backed by quality merchandise and the highest degree of service possible.

The Kahn Stores

PHIL ABRAMS, Manager

West of the First Trust Company

The Avolon Drug Company

(Touchton Service)

W. M. CARTER, Manager

We Will Handle

NEWSPAPERS	MAGAZINES
PERFUMES	TOILET ARTICLES
STATIONERY	INKS
CIGARS	CIGARETTES
SMOKING TOBACCOES	PIPES
NOVELTIES	ICE CREAM
PREPARED MEDICINES	STAPLE REMEDIES

And All Fountain Service

DR. WALLER MOVING TO AVON PARK FROM THE GATEWAY CITY

ORDERS FINEST EQUIPMENT TO BE HAD FOR OFFICE IN PARK

Dr. J. B. Waller, now a prominent dentist in Jacksonville, has leased the three-room suite of offices in the new Verona building over the Volcan Theater, and will open up the most modern and fully equipped dental office on the ledge. He is selling his home in Jacksonville, and is moving his elaborate equipment to Avon Park. Dr. Waller is a graduate of Vanderbilt University, and has been in active practice in Jacksonville for the past eight years, excepting the time he served in the dental corps in the army during the late war. This valuable experience, together with the up-to-date apparatus which he will install in his office here, will make his advent to this city one of the greatest importance.

His new equipment, which has been ordered and is now on the way, consists of a Ritter unit with individual switch board, an American cabinet and Ritter X-ray, a Castle sterilizer and a Heidrick gas apparatus. This will insure his ability to make correct diagnoses of tooth troubles, to maintain absolute cleanliness, and to provide for all dental operations with as little pain and discomfort as possible. The necessity for the care of the teeth is being admitted and understood more widely every day, and the value of systematic examination at stated intervals by a competent dentist is proving to be a money and a pain saver. The satisfaction that the patient derives from being cared for in a well-equipped office will add many to Dr. Waller's clientele.

He and Mrs. Waller, who is a teacher in the Avon Park high school, have bought a lot on Lake Louisa, and plan to build a home on its shores at an early date.

"CHARGED?"

If you do, did you ever stop to consider what a grocer is "up against" when he charges and carries the account for some time? Or when he delivers the goods and has to make a charge account as well?

Carefully estimated and averaged by experts in the line it costs 18 per cent to sell groceries; that means \$16 expense for each hundred dollars worth sold. It so happens that on 65 per cent of the goods handled a grocer makes less than 10 per cent; consequently he must make up for the losses and secure his own legitimate profit on the remaining 35 per cent.

It is the people who frequently make the complaint of the high cost of living who are the most thoughtless as to why such things are brought about, and the most careless in selecting an excuse to the means of reducing that cost. The woman who

Fallston Range Color Face - Brick Brings Out Beauty

BOOKER & CO. CONTRIBUTE BIG PART TO MAKING THE STRUCTURE AN OUTSTANDING ONE—SOLVE ROOF TROUBLES AND FOUNDATION WORRY

So many things go into the make-up of any building in these days of handsome structures, that no one can draw entirely from one source for his building materials. Booker & Co. of Tampa furnished the face brick, the roof and the cement for the Verona First Trust-Durance block. The face brick has brought forth much favorable comment from everyone who has seen the building in the process of construction, and since its completion the beauty of this material is even more marked. Blending from buff to purple, the beauty is still further enhanced by its restful quality, so useful in this land of bright sunshine. Its rough texture helps to bring out the architectural design, and gives a rugged appearance that adds much to the appearance of the building.

The Fallston rough texture face brick used can truthfully be said to make much of the beauty that is apparent.

The roof is of Viskalt, warranted to wear for ten years. It is a four-ply, asphalt built-up roof, such as is used on the best buildings in the state, and will prove to be a most wise investment, in so far as it will need no care for at least the guaranteed time. More and more builders are realizing that permanence is the first consideration, and that in a cheap roof, like a cheap car, it's the upkeep that costs.

Nothing but the best cement went into the concrete construction, guaranteeing a durability that nothing but time can outlast. The firm that can supply such material, and that will stand back of its word as the Booker Company does, is entitled to all the commendation that can be given, and the satisfaction that comes from such a record is great, especially when expressed in the beauty of a building like this one.

will telephone her grocer: "Please send me one can of Campbell's turtle soup, and charge it to my account," little reck of the feeling that passes through the mind of the grocer as he replies: "Coming, right away, ma'am. Thank you." Nor does she consider that when that grocer has sold 48 cans of that soup he has made about 50 cents, less the cost of sending a delivery boy a half dozen blocks to deliver each can, and less the bother of entering the charge on his books, and, finally re-ordering the bill.

The days of the market basket should be recalled; the days when the housewife visited the shops each day to select that which she most desired. She saw the celery, the lettuce, the beets, the entire array of vegetables, and the meats were subject to her own inspection; then there was no lick at the merchant because of some fault, either fancied or real, that is frequently the case in purchases made in the customary fashion.

This is not a plea for grocers. It is merely bringing before the people one of the reasons why there are complaints regarding high prices so frequently heard. It is a fact that in Palatka groceries are sold at a minimum margin of profit; that is, there would be a minimum of profit in all cases if the cash was paid. As the bills must be paid ultimately, providing the purchaser is honest, there is no good reason for other than a cash business, in which event the merchant would either have the goods on the shelf. He knows precisely where he stands at the close of each day, and is relieved of the worry which is frequently caused by the "overdue."

Because there are many sales in a day or a week is no justification for a grocer to declare that "business is good." The great issue is "Are collections good?" If the latter can be answered in the affirmative then it naturally follows that business is good. Then, when collections are good, the entire city and the surrounding country may be declared to be forging ahead.

Some declare that a strictly cash business is an impossibility. The postoffice department has no trouble in carrying on business on a cash basis; the passenger never attempts to run a "charge account" for tickets at a railway station; express packages are paid for on delivery or in advance; in many cities it is required that telephone, gas and electricity be even paid for in advance in a minimum sum. Yet none would say that any of these lines of business was a failure. It is by mutual agreement that these demands are made and met; those who have plans for sale upon a different basis because of higher cost of the goods handled, could, if they would, adopt the same plan.

People would then learn that living was not so high in cost as is often a bugaboo, and the chances are that a still less rate might be made in those things which are already carrying a low selling mark.—Palatka News.

The Parrot Brand
Salesman: "Yes, sir, our line speaks for itself."

Bored Customer: "All right. Suppose that you keep still for a few minutes and give it a chance."

Purdy Philes
"Men angle for fish and women for husbands—both get poor results."

DR. JAMES B. WALLER, D.D.S.

Offices (after Feb. 1)
Second Floor Verona Building
Over Avolon Theater
Avon Park, Fla.

Office Hours to Be Announced Later

Quality Is the Forerunner of Distinction

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TO BE
SURE

HELPED
DO IT

Avon Park can well be proud of this new structure. We are. We helped make it the finest business structure in any city of the same size in Florida. The builders sought to make it the best and naturally they looked to BOOKER & CO. for the desired results.

WE FURNISHED

THE FACE BRICK—Those blending colors with a restful range from buff to purple, that contribute so much to bringing out the architecture of the structure, could come from nowhere else. Fallston rough texture face brick and Booker service stand supreme in construction in Florida.

TEN FEET OF ROOF—Vikalt, four-ply asphalt built-up roof, has lifted years of trouble from the owners of this block as it has done for hundreds of wise Florida builders.

PORTLAND CEMENT—Coosa Portland Cement made the foundations to stand for all time. Booker service in putting it on the ground gave impetus to construction.

BOOKER & CO.

TAMPA, FLORIDA

Follow This
Fire Brick
Face Brick
Common Brick
Lime
Plaster

Reinforcing Steel
Metallic Laths
Oak Flooring
Corrugated Iron
Cement Mixers
Cement

Snow White

Everything that has gone into making the

Sanitary Market

The finest establishment on the Ridge is the

Finest Equipment

to be had anywhere. We have spared no pains to make it supreme.

Modern Machinery

Assists skilled meat handlers wherever it is possible.

WE ARE PROUD OF THE NEW BLOCK AND PROUD WE ARE ABLE TO LIVE AND OPERATE A MARKET THAT IS IN KEEPING WITH THE BUILDING

Saturday Specials

IN OUR NEW

"SNOW WHITE" HOME

In Durrance-First-Trust Building
Avon Park, Fla.

Florida Pork

Chops - - - 20c

Stew - - - 15c

Roast - - - 18c

Ham Roasts - - - 23c

Western Pork

Chops - - - 25c

Spare Ribs - 15

WESTERN STEAKS

Loin . . . 30c

Round . . . 28c

Florida Loin, Tender and Juicy - - 20c

Florida Steaks

Round . . . 20c

Shoulder . 15c

Hamburger . . . 18c

Sausages

Fresh Pork Ground 15c

Swift's Links 23c

Swift's Smoked Links 23c

Beef Roasts, Round or Shoulder 20c

Fine Cut Rump . . . 23c | Beef STEW 12½

Fresh Apalachicola Oysters, 80c qt.

Sanitary Market

GROCERIES AND MEATS

PHONE 17 WE DELIVER F. C. COLLINS

Ice Cold

All that those two words mean has been wrapped into the building of the home of this market.

Direct From a Frost

come the meats we send into your homes

25 Degrees Temperature

insure fresh meat all the time and desirable service for the people of this section.

We Buy In Quantity

Our capacity permits the lowest possible prices, and our equipment guarantees

Supreme Quality

OUR GROCERY DEPARTMENT IS COMPLETE

Distinctive Equipment from Standard Scale and Fixture Company

WHEN THE STANDARD EQUIPS A MARKET THERE IS ALWAYS

A Feeling of Security

PEOPLE HAVE LEARNED THAT THERE IS A BEST AND STANDARD SELLS IT

Collins' - - - Sanitary - - - Market

Stands Out in Florida Small Cities

TOLEDO SCALES
"No Springs, Honest Weight"

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"Keeps 'Em Fresh"

MAKES THIS MARKET WORTHY OF A PLACE IN AVON PARK'S FINEST BLOCK

The Standard Scale and Fixture Company, Tampa

Supplied Practically All of the Portable Fixtures

TOLEDO COUNTER SCALE
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