

LIVE COMMUNITY
PAPER THAT COVERS
ITS FIELD AND WILL
WIN ITS WAY

APOPKA CHIEF



STAND FOR GOOD
CITIZENSHIP
THEN YOU STAND
WITH THE CHIEF

"WHERE ALL THE TIME IS SUMMER AND THE FLOWERS NEVER DIE"

I.—No. 47

APOPKA, ORANGE COUNTY, FLA., MARCH 7, 1924

\$2.00 per Year



Hail to Thé Chief

THE beautiful Miss Apopka, whose permanent dwelling place is in the heart of Summerland, where the flowers never die, presents for public inspection and favor today, the new wigwam of The Apopka Chief and home of the Apopka Printing Company, Incorporated.

You can tell from the expression on the young woman's face that she is pleased and proud of this fine new acquisition to her resources. The picture she holds in her hand does not do the building justice, as it was made from a pencil drawing before the building was finished. The plant was built in record time, under the supervision of Lee F. Lovell, of Apopka, and is 80 feet long and 35 feet wide. It has a handsome front of pressed brick and heavy plate glass. It is of tile, brick and concrete construction.

As it stands today, finished, with all equipment installed, it is the most complete printing establishment in Orange County and one of the very best in the State. It is a credit to Apopka and this is why the lady smiles.

The equipment includes a Single Keyboard Model 14 Linotype, with sufficient magazines to carry seven faces of type. This is the finest machine ever turned out by the Mergenthaler Linotype Company and cost upwards of \$5,000. It was delivered through the New Orleans agency.

The balance of the equipment came from the Atlanta agency of American Type Founders Company and is of the very highest class. It includes an improved Campbell cylinder press for newspaper work; a Lee cylinder press for book and pamphlet work, a Chandler and Price jobber; an Eclipse folding machine, which cuts, folds and pastes 8, 10 and 12 page newspapers, and a Wire Stitcher, Falmouth Punching Machine, Miller Saw Trimmer, etc.

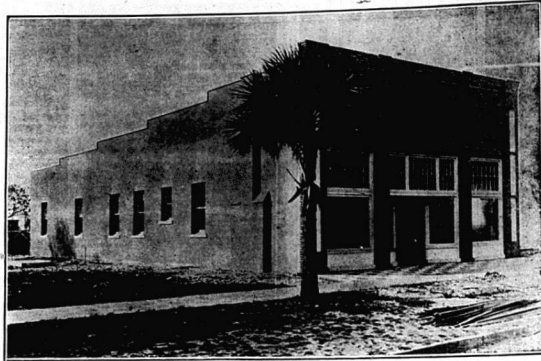
Each machine is operated by direct drive from its own individual electric motor.

The job printing department carries more than 100 popular faces of new type, with the latest improved cabinets, cases and all necessary accessories.

This edition of The Chief was issued from the new plant.

Do you wonder Miss Apopka smiles? Let's all smile with her, and go forward to make Apopka a bigger and a better town.

**A Splendid
Building for
The Chief**



**The Materials
Came from Our
Supply House**

**Everything
In Our Line**

- Sporting Goods**
- Agricultural Implements**
- Doors and Sash**
- Pumps and Sprays**
- Oils and Paints**
- Fencing**
- Building Materials**
- Hardware**
- And so forth.**
- ALWAYS THE BEST**

A POPKA is proud of the new printing plant, but we are more than pleased because it stands as a monument to the resourcefulness of our supply house.

The greater part of the material for this fine building, from foundation to finish, was furnished by us. We need no better testimonial than this, as to the character of our material, such as

**Tile, Brick, Cement, Lime,
Plaster, Nails, Hardware, Etc.**

If you are going to build, store or dwell, come and consult with us.

**Everything
In Our Line**

- Linoleum Rugs**
- Kitchen Utensils**
- Oil and Wood Stoves**
- Ice Boxes**
- Aluminum Ware**
- Ammunition**
- Firearms**
- Tools**
- And so forth.**
- ALWAYS THE BEST**

**Hardware Headquarters for
North and West Orange County**

**Apopka Hardware and
Supply Co.**

**The Big
Fish Crave
Our Tackle**

**Hardware
for
Hard Ware**

"It's a Pleasure to Serve You"

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PAPER THAT COVERS
ITS FIELD AND WILL
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Vol. I.—No. 47

APOPKA, ORANGE COUNTY, FLA., MARCH 7, 1924

\$.200 per Year

UNCLE MORT'S OBSERVATIONS

THE SOUVENIR EDITION OF THE
CHIEF AND PLANS FOR
THE FUTURE

THINGS HOPED FOR

This issue of the Chief the Largest
and Most Attractive Ever Put Out
By a Weekly Newspaper in This
Part of Florida.

The issue of the Apopka Chief that goes to its patrons and the public today, from the new plant of the Apopka Printing Company is the result of thought, labor and planning in the effort to bring forth a paper that would not only reflect credit on Apopka, but the County of Orange and weekly journalism in Florida. It is not all that the promoters of the company and the editor had hoped to make it, for it has taken a little more time than they anticipated would be required to bring the entire plant, with everything new, into perfect harmony. New printing machinery works stiffly and has to be limbered up, just like a new automobile. When you buy a new auto you are warned not to run it more than 25 miles an hour for the first 100 miles. If you start off at full speed something is likely to happen that your guarantee will not cover. Circumstances made it necessary to start off the new printing plant at top speed and of course there have been misbehaviors in consequence, though the new equipment has done better, perhaps, than we had a right to expect. The demands put upon it, as well as upon the working force, were unusual, and yet we believe our friends will be more than pleased with the result that we lay before them today. The average reader will not notice the little defects. The newspaper worker and the printer will. They are here, but some of them stick out very prominently, and in a short time all the rough places will be smoothed out and the publications that go out will be brought to perfection.

In spite of all the worries and all the handicaps, we are proud of the Chief today. We think our friends will be proud of it. We lay it before you. (Continued on page twenty-two)

LESLIE WAITE WAS ELECTED

HIS OTHER HALF, "TED" GAVE
HIM CLOSING RACE FOR
COMMISSIONER

The special election for City Commissioner for Apopka to fill the vacancy caused by the resignation of Mr. G. M. Moses, was held at the City Hall on Tuesday and was a spirited contest between Mr. "Ted" Waite and Leslie F. Waite. Some folks who like the name "Ted" better than Leslie voted the nickname, but Mr. Waite received every vote cast. This unanimous result is a fine compliment to the new Commissioner and he wishes to return through the Chief, assurances of his appreciation of this good feeling on the part of his fellow citizens and neighbors. Mr. Waite will make an excellent official. The duties of the position are not new to him, he having served in the Council on other occasions. The officers of the new Commission are: Harry F. Witherington, B. B. Collier, Miss Mitchell and Mrs. Mahaffey. Their duties were not arduous, but were performed with fidelity. The Chief congratulates the community on the fine spirit displayed and on the excellent choice of an official. Many important matters are to come up this year concerning the affairs of the municipality and Mr. Waite will bring to the position an intimate knowledge of conditions here.

TO OUR FRIENDS

On Friday night of next week the plant of the Apopka Printing Company will be opened for public inspection from 8 to 9 o'clock. A number of special guests have been invited and we shall be glad to have all of our friends come in to see the new plant and the equipment. We shall be glad to have you.

WHAT WORSHIP IS

Worship is the act of paying divine honors to the Supreme Being and involves reverence, adoration and spiritual communion. It is the highest act of human life. In the Sanctuary the minister is the leader in the worship of the people. The atmosphere of the occasion, the directive force of the hour, the way of approach to the Mercy Seat and the divine benefits are all in his keeping. The people are subject to his thought and acts in these most important moments of the entire week. Crudeness, boorishness, and inconsiderateness of refined sensibilities inevitably despoil the worship emotions. On the other hand gentility, respectful reverence, devotional attitudes and conduct greatly minister to the spirit and act of worship. The worshiper wants to realize that he is in God's house and in the Holy Presence. The minister who so conducts the worship in the Sanctuary as to achieve the sense of God's presence and the soul's communion with the divine has accomplished the high aim of his calling.—Bishop Moore.

WILLIAM EDWARDS

William Edwards, President of the State Bank of Apopka, President of the County Chamber of Commerce, the Little Giant of North Orange County, who is at the head of practically every important enterprise here, is one of the men whose encouragement and co-operation has made possible the erection of the new plant of the Apopka Printing Company. He is a loyal member of The Chief Tribe and a royal good fellow. And now we will let the Chief Family into a secret—without him there would have been no Chief in the first place, no new building. In fact these North Orange communities could not get along without William Edwards. In spite of his protest we present his picture today and desire to acknowledge all of our obligations to him.

HAINES OUT OF THE RACE

NOTIFIES EDITOR OF THE CHIEF
OF WITHDRAWAL FROM THE
GOVERNORSHIP CONTEST

A telegram to the editor of the Chief on Wednesday night, announced the withdrawal of the Hon. Cas. D. Haines, of Altamonte Springs, from the race for the nomination for Governor of Florida. This action on the part of the Former Congressman simplifies a complex situation in the State to a considerable degree. The announcement came as a genuine surprise to the general public, though it has been known to friends of Mr. Haines for some time that he consented to become a candidate against his own better judgment, and only yielded from a sense of duty to a cause and to a people to whom he felt very loyal. His multiplicity of business cares have lately been heavily increased by the organization of a two million dollar corporation at Tampa for the manufacture of veneering and furniture, utilizing the mahogany and other wood timber on his extensive holdings in San Domingo. This is an enormous enterprise and as Mr. Haines is Chairman of the Board of Directors the demands upon his time will be onerous and if nominated and elected to the Governorship his affairs would be sadly complicated.

PLEASED WITH APOPKA

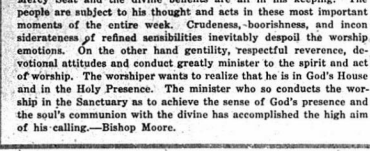
Mr. D. P. McNaughton left yesterday morning, going first to Muscle Shoals and then on to his home in Canada. Mr. McNaughton, with his family, has spent the past few weeks in Apopka, during which time he has visited points of interest in the State. He was delighted with our town and will probably make this his permanent winter home. Mrs. McNaughton and her little child will remain here for a few weeks before returning north.

MET OLD TIME FRIEND

Mr. A. J. Lovell, Apopka's veteran merchant, met an old boyhood friend here the other day, in the person of Glover Jefcoat, whom he had not seen in more than forty years. Mr. Jefcoat is from South Florida. The two used to be schoolmates in the long ago and Mr. Jefcoat recognized Mr. Lovell and was glad to see him. He said that he was glad to see him.

WILL BE A GREAT BOON TO APOPKA

Big Audubon Park Project, Just East
of Town, Will Be Built
This Year



As Audubon Hotel Will Appear

"In the Land of the Mocking Bird" was where Winthrop Packard, the most noted living Naturalist in America, since the death of the late John Burroughs, said there ought to be a colony of homes for members of the Audubon Society of America. Mr. Packard, while a guest of Stephen Fish Sherman, of Beaufort, South Carolina, where he was engaged in examining into and writing an article upon the famous Sea Landals of that section, intended for publication in the Boston Transcript, of which he was a staff correspondent, is entitled to the credit of suggesting the necessity of the founding such a colony, for the creating of homes for members of the society.



As Audubon Hotel Will Appear

His advocating of the project was so earnest that he succeeded in interesting Mr. Sherman in the enterprise to the extent that he took upon himself the work of examining into and selecting a plot of land adapted to such work; with the result, that after a year's labor which took in the visitation of many sections of Florida, and more particularly those in Polk, Lake and Orange counties, he selected a plot near Apopka, located on the Dixie Highway and facing Lake Pleasant, and which he took title to some months ago.

The project includes the acquisition of sufficient land to enable the subdivision into one thousand or more lots, on which homes can be erected for members of the society; as well as for a site for an apartment hotel of such capacity that will care for five hundred guests, and which would be set in a park surrounding same. The nucleus of this tract has been purchased from residents of Apopka and options secured on additional lands, and the site selected possesses many advantages that would be difficult to find elsewhere.

It is on the direct brick highway, leading to Orlando and Winter Park, as well as the new Dubsroad Golf Links—a twenty-minute ride by auto. The Orlando branch of the Seaboard Air Line railway passes the point where the entrance to the park will be located, and where it is expected to locate a depot. The Orange Belt Line will pass the door of the hotel, making it convenient for guests to reach Apopka, Mount Dora, Eustis, Clermont on the North and West; as well as Orlando, Winter Park and the East Coast towns on the East.

The site selected for the hotel is an ideal one, the hotel fronting on Lake Petite, with the rear, where the dining room and sun parlor will be located, facing Lake Pleasant. The land is undulating and free from marsh, while it is well adapted for a subdivision. The land around the lake and hotel will, as planned, be laid out in landscape gardening, to form a park and recreation grounds. The hotel, of which the accompanying picture will enable one to form an idea of its appearance, when built, will be of a composite architecture, bordering on the Spanish and Swiss style, with stucco walls and tile roofing. The main building, which is designed in the California Bungalow form, will house the office, sun parlor, dining room and reception rooms. It will be connected with the two annexes—one at each side, and which will face Lake Petite, and of three stories in height. The annexes will house most of the guests; and will have the unique feature of entrances by ramps, leading in circular form from the sun parlor, thus doing away with both lifts and stairways. The lower floor of the annexes will be on a level with the main floor of the sun parlor. The third floor of the annexes will be reached by an ascending ramp, while the lower floor will be entered by a declining ramp.

The individual homes will be erected according to plans, in most cases as selected by those for whom they are intended. These are expected to be built by the corporation, or by builders as governed by circumstances.

MONTVERDE DOING WELL

IS RAISING \$50,000 TO IMPROVE
IT'S WONDERFUL
SCHOOL



WILLIAM G. TALTON

Here is another member of the Chief tribe, who has been one of the consistent and enthusiastic supporters of the paper from the day it came into being. Mr. Talton is cashier of the State Bank of Apopka and is President of the local Chamber of Commerce. He is a progressive, substantial citizen and always ready to forward every good proposition looking to the advancement of the community. He is a man to whom everyone goes for advice and counsel and is ever ready to give courteous assistance to all. He founded the Apopka Bank and under his direction it has grown into a strong financial institution. He has done everything possible to aid in the building of The Chief's new home.

MONTVERDE DOING WELL

IS RAISING \$50,000 TO IMPROVE
IT'S WONDERFUL
SCHOOL

The friends of the Montverde School will be glad to know that progress is being made in a campaign to raise \$50,000 and additional equipment. The plan has met with much encouragement, as this matter has been presented to the public. Voluntarily, some good people are handing in checks, others lining up equipment, while a number state that they have made wills in favor of the school.

The school authorities are very much pleased with the attitude of the weekly papers and large dailies as well. They have given excellent publicity to this campaign, and a number of them have been good enough to run special editorial articles. After all, the Montverde School's great wealth is in its big circle of good friends. It is, indeed, gratifying to them to know that they are doing something that the biggest and best people of our country want to see done.

If friends, pupils, parents, alumni, all will push hard, we will soon see the school out of debt, with new buildings and equipment and an enrollment of five hundred students. They are now completing the eleven building, including cottages, and two other buildings to follow soon. They already have about half the number of students to reach this goal, and have turned away three hundred for lack of room, so you see success is just ahead a little way. If we all do our part. Send in your money now, and if you don't pay cash, pay along as you can. Already they have received a number of payments of \$1,000 each, but they accept smaller ones, too. Send your subscription now and keep the ball rolling.

BLAZE QUICKLY CHECKED

Due to the quick action of the Apopka Fire Department the Witherington block on Central avenue was saved from possible loss by a fire which started in the rear of Walker's Market, on Thursday morning. When the fire was discovered by Carl Jack's son was one of the first to respond and with chemical extinguishers the blaze was soon under control.

LEHMANN AT AD. CLUB

The Orlando and Orange County Advertising Club was entertained at their regular bi-weekly meeting by an account of Orange County's part in the great Florida Exposition at Madison Square Garden, recounted by Karl Lehmann, their president, and the speaker's address was that he had just returned from New York.

MUNICIPAL OWNERSHIP

SHALL APOPKA TAKE OVER
PLANT OF WATER AND
LIGHT COMPANY

MEETING IS CALLED

Chamber of Commerce Opens Up Big
Question that Must Be Determined
This Year Before Present Contract
Expires—Let All Attend.

The people of Apopka are evidently awakening to the importance of some of the problems that confront the municipality, upon which action must come this year, if the town is to keep step with the spirit of progress and development. A meeting of the Chamber of Commerce was held at the City Hall on Monday night to discuss some of these matters and to draw out information concerning them. There was no opportunity to advertise the meeting, but there was a goodly attendance, as word had been passed around that citizens generally would be welcome, whether members of the Chamber or not. President W. G. Talton presided.

The question as to whether the city should own the light and water plant, or whether it would be more advantageous to obtain water and light service through private ownership, was very generally discussed, first by Mr. Sougrout and then by Mr. A. O. Martin. The latter went into considerable detail in advancing an argument in favor of municipal ownership, citing the experiences of other towns and referring to the advantages that accrue to towns under municipal ownership.

Mr. E. B. Morrey was asked for his view and gave a general information so far as Apopka is concerned. The present contract for water and light service expires with the present calendar year. If no action is taken and the service is extended beyond the calendar year, it is held that this will extend the contract for another ten years. The importance of some action being taken in fairness to all interests concerned, thus becomes apparent. The consensus of opinion at the meeting.

MANY WEST VIRGINIANS

ANNUAL PICNIC BROUGHT SEVERAL
HUNDRED TO WELLS'
GAP ON MONDAY

The annual picnic of the West Virginia Association which was held at Wells' Gap, at Lake Apopka, on Thursday, February 28th, was a success. Dinner was served on long tables out under the trees and the main feature of the meal was the deliciously fried fish, prepared by Uncle Lee Wells, and his brother who are experts when it comes to frying fish. To go with the fish there were all kinds of tempting accessories. It was indeed a wonderful meal and enjoyed to the utmost.

Following the dinner there was a series of interesting talks, readings, etc. Mr. T. B. Bowman, of Charles Shovalter, Mr. H. H. Hays, and the date was taken during the afternoon and netted a neat sum for the association. It has been decided to make this an annual event, and the date fixed for the next meeting is February 28th, 1925, at the same place.

The Association adjourned after singing "God Be With You Till We Meet Again" and the delightful affair came to an end amidst many expressions of pleasure from all those participating. Several hundred West Virginians were in attendance and the "Dixie" came to an end amidst many expressions of pleasure from all those participating. Several hundred West Virginians were in attendance and the "Dixie" came to an end amidst many expressions of pleasure from all those participating.

MAN WHO BUILT THE WIGWAM

AN APOPKA BOY WAS THE ARCHITECT AND BUILDER

(The cut of Mr. Lovell to go with this article was unfortunately lost in the mails. It will be printed later.)
Lee F. Lovell, of the contracting and building firm of Lovell & Harris of Apopka, was the man on the "firing line" in the construction of our new building that is the delightful home of the Apopka Chief and of The National Pilgrim. He was the architect who planned the building, ordered all of the material, and supervised the construction from "foundation to finish." The building is a model one in every way and is so built that two additional stories can be added if desired. Some of the best builders in these parts who have looked over the plan, pronounce the building one of the best ever constructed for the purposes intended, in all Florida. We think as our friends look it over they will agree with this expert opinion. Every portion of the work was carefully done and the finished product stands as an eloquent testimonial to Mr. Lovell's genius and ability.

Lee Lovell is an Apopka product. He was born here and was graduated at the local high school, where he made a fine record in scholarship. He learned the trade of a carpenter with Mr. F. E. Zepf, the veteran contractor and builder and soon developed into an expert cabinet maker as well. When the world war broke out he entered the service of his country early and was sent to France and attached to the Seventy-seventh Division of the French Army, where he served gallantly until the American forces were mustered out. He was with the French Army throughout. Returning home he was mustered out at Camp Jackson and at once came to Apopka an dreamed his work as a builder.

Mr. Lovell was recently united in marriage with Miss M. Jessie Hall, of Yonkers, New York, daughter of Mr. and Mrs. D. F. Hall and niece of Major A. M. Hall, of Apopka. They have a pleasant home on Dream Lake.

WHEN SHALLOWS MURMUR
When Elmer W. Johnson, Arthur Brisbane, Wm. Jennings Bryan, Arthur Capper, Barron Collier, Wm. J. Conner, Richard H. Edmonds, E. C. Forbes, Carl Fisher, Henry Ford, Edward Bok, Thomas Edison and other prominent men praise Florida without a stint and these and others are investing many millions of dollars in Florida development, why notice an occasional discordant yelp from someone in a northern paper? When you are riding to your work in the morning with your mind full of ideas for better display of your wares and increasing business, are you going to stop and throw a fit because

some little feist runs out and barks at your car?—Dada City Banner.
REAL PREPAREDNESS
Willie was under orders never to go in swimming. And mother means to see that he obeyed. So one day she became suspicious.
"Willie, your clothes are wet," she said. "You have been in the water again."
"Yes, mother. I went in to jump Charlie Jones."
"My noble darling! Did you jump in after him?"
"No, mother. I jumped in first so as to be there when he fell in!"
—Youth's Companion.

A HUMAN WRECK
Plant City Courier: Whether Frank McDowell, slayer of his father and mother and two sisters, is electrocuted or sent to an insane asylum, does not make much difference. He belongs now, to the irreclaimable wreckage of humanity.
If he is insane—and of that fact there seems to be no ground for rational doubt—he is incapable of rational human existence. He is dead now, except the mere animal of him. Should he be restored to sanity, the memory of his insane act would stand like a stone wall between him and the normal enjoyment of life. In any event, he is out of the game.

But the warning which his history should carry to the world remains, and it should be repeated again and again until it awakes a public response.
That is the danger of permitting persons of unsound mind to go at large.
Against almost every other danger, real or imaginary, there is some more or less effective protection; but for this, one of the most deadly of all, there is not only no safeguard, but the public mind is hardly conscious of its existence. Most people have a notion that sanity and insanity are merely relative terms—that almost everybody is, in fact, more or less

insane, and unless an act of madness is actually committed "the poor fellow" should be let alone.
The insane person no matter how harmless he may seem is the most dangerous creature that goes at large, because there is no rule by which his next act can be predicted. Our method of handling insanity needs entire revision.
EPISCOPAL SERVICES
Services will be held this Sunday at 11 o'clock at the Episcopal church in charge of Rev. A. E. Johnson of Orlando. An invitation is extended to all to attend this service.

YOWELL-DREW COMPANY

Announcing the Exclusive Distribution in Central Florida for the FREE and FREE-WESTINGHOUSE Sewing machines

After careful consideration, we have consented to become exclusive distributors for The Free and Free-Westinghouse Sewing Machines for this section. Having fully decided that "The Free is the best Sewing Machine to be found on the market today."

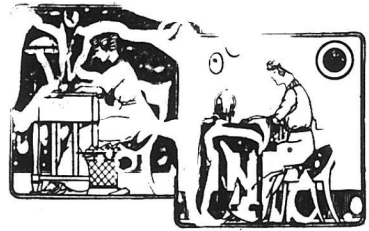
We endorse the Free and Free-Westinghouse Sewing Machine as being the leading Sewing Machine of the world today, and recommend it to the people of Central Florida.

To introduce this great improvement to the women of Orlando and Central Florida, it is being made especially easy to obtain The Free and Free-Westinghouse on convenient terms

The Free-Westinghouse Electric is made by The Free Sewing Machine Co., and the Westinghouse Electric & Manufacturing Co.

Among the different models are—The Free Six Drawer, Cabinet and Desk Models—The Free-Westinghouse Electric, Console, Desk and Portable Models.

The Free-Westinghouse ELECTRIC SEWING MACHINE



"My Writing Desk Sew"

Buy These Machines From Your Favorite Dealer Listed Below

- AYERS ELECTRIC COMPANY, 24 N. Orange Ave., Orlando, Fla.
- JOHNSON ELECTRIC COMPANY, East Pine St., Orlando, Fla.
- CURRY ELECTRIC COMPANY, 226 S. Orange Ave., Orlando, Fla.
- WINTER PARK ELECTRIC & CONSTRUCTION CO., Winter Park, Fla.
- WALKER ELECTRIC COMPANY, Winter Garden, Fla.
- J. M. GILLION, Sanford, Fla.
- YOWELL-DREW CO., Orlando, Fla.

Wait for the Big Auction OF THE SEASON

Apopka Heights Subdivision in Section 4

90 Absolute Auction FINE RESIDENCE LOTS 90

Also a number of 5-acre and 10-acre

CITRUS, GRAPE AND TRUCKING TRACTS

—FREE—
FORD
AUTOMOBILE
will be given
FREE
to those
that attend
this
AUCTION SALE
EASY TERMS

This property is situated on the new Rock Springs public road, just north of beautiful Dream Lake. There is no finer location. These tracts partly cleared and planted.

This sale will be conducted by the celebrated twin auctioneers—The Horney Brothers

FLORIDA LAND AND FRUIT CO., Owners

Phone 757 Orlando, Florida 624 E. Pine St. E. MASON ROBERTS, Mgr.

This sale will take place about the 15th of March. Watch the next issue of this paper for the date!

A BAND
of musicians!
A BALLOON
ascension!
A PARACHUTE
drop!
Don't Miss These
Attractions!
EASY TERMS

The Local Epitome

News Paragraphs and Personal Mention
From Apopka and Vicinity

How do you like us?

Visit Hawthorne's store. 47-14

Read the article about Karl Lehmann.

City Commissioner Waite wears his honors checkingly.

Chicken supper at the Methodist church this Saturday night. Go!

Call Hawthorne's store and see how quick the flivver will move with your order. 47-11

Mrs. W. T. Berry is visiting her sister, Mrs. S. P. Shepherd, in Winter Garden this week.

Major Barnett, of Oakland, called on friends in town on Monday. The Major is always welcome in Apopka.

The regular meeting of the Methodist Missionary Society will be held at the church next Tuesday at 8 o'clock.

George H. Kendall, of New York City, will give a free Bible lecture at the Apopka City Hall this Sunday afternoon at 3 o'clock.

Mr. Alan Pire and his three daughters arrived recently from Long Island and have taken an apartment in Apopka for the remainder of the season.

W. C. Toby and wife, who have been spending the winter at their home in Plymouth, left for their summer-home on Long Island on Thursday morning.

Mr. Herbert Seagrout, the well known and popular salesman for the United Paper Company, returned to his home here the latter part of the week after a two months' business trip to Miami.

Have you gotten your season ticket for the Chautauqua next week? Adult season tickets are two dollars each which is only thirty-three-and-a-third cents per entertainment. Isn't that reasonable enough?

Messrs. Charles Parrish and "Tom" Marshall, well known contractors of Lakeland and former residents of Apopka, passed through Apopka one day this week and spent several hours in the city mingling with old friends.

Miss Florence Smith, who for some time has been one of the accommodating clerks in Rowland's grocery, has resigned her position, much to the regret of the public. Mrs. Fortney has taken the place of Miss Smith.

Friends of Mr. and Mrs. Oscar R. Brooks will regret to learn that they have moved to Sanford. Mr. Brooks has been working for the Atlantic Coast Line out of Sanford for some time which necessitated him living there, so he moved his family this week.

Baseball meeting at the City Hall next Tuesday night. Let every "fan" get there and help to plan for another victorious season for Apopka. Directors for the local association will be elected, but every lover of the game is invited to be present.

Miss Lena Mae Welch, Mr. Allan Standard, Mrs. W. G. Harris, Messrs. C. A. and W. T. Berry, Mr. Walter P. Nowell, Mrs. J. T. Spicker, Miss Marie Fraz and Mr. and Mrs. Wm. Barry were among those from Apopka who attended Al G. Field's ministrations in Orlando Wednesday night.

Mr. John Gormican, who is in the U. S. Navy, arrived on Sunday and is visiting his parents, Mr. and Mrs. J. Gormican, at their home on the Plymouth Road. Mr. Gormican is on the battleship "Tennessee." He came into New York and was granted a ten day leave and came to Apopka for a short visit with his people.

Walter and Mrs. E. W. Buckley are delighted with a visit by their oldest son, Mr. G. M. Buckley, of Milwaukee, Wisconsin. Mr. Buckley is conductor of a sales agency at Milwaukee for the Robert Manufacturing Co. The company brings all their A.M.C. 1 salesmen in the South East at New Orleans and Mr. Buckley will be in Apopka for a short visit with his

Meet your friends at Hawthorne's 47-14

Quick Delivery from Hawthorne's store. 47-16

Grabbing municipal about The Chief today.

The Chautauqua has a splendid program this year.

The Chief had to turn down some advertising this week.

Attended the citizens meeting at the City Hall next Monday night.

Harry Witherington has thus far withstood all Leap Year proposals.

If you are not a member of The Chief's tribe you ought to be.

Misses Lucille Fulton and Dorothy Staruch spent the week end in Zeroll with the guests of friends.

The Hon. H. H. Witherington will go back to the Legislature and he de- serves to. Apopka needs him there.

Important matters affecting the municipality of Apopka will be discussed next Monday night at the City Hall.

The Messrs. Harry and Frank Ustler, with their families, and their mother, enjoyed a pleasant motor trip to Daytona Beach on Sunday.

Mrs. J. B. Mahaffey will arrive tomorrow from Jefferson, Ga., for a short time here with her son and daughter-in-law, Mr. and Mrs. C. O. Mahaffey.

Mrs. W. R. Beecher and her daughter returned home the latter part of the week, from Madison, where they were called on account of the illness of Mrs. Beecher's sister.

Mr. John Kennedy, of Louisville, Kentucky, is visiting Mr. J. E. Moore, at his home on the Plymouth road. Mr. Kennedy is delighted with our section and expects to spend some time here.

Friends in Apopka of Mrs. Claude Jacquart have received invitations to a bridge party given at her home. The Gladstone in Orlando on next Tuesday afternoon. This party is being anticipated with pleasure.

Dr. W. C. Hagelgans had a very pleasant visit with some of his old Pennsylvania friends, last Friday evening, who were in the party of Pennsylvania business men stopping in Orlando a couple of days last week.

Miss Louvenia Kirkpatrick, of Norfolk, Virginia, is the guest of her parents at their home east of town.

Miss Kirkpatrick visited in Apopka several years ago and her friends are pleased to welcome her back again.

Mrs. Chas. Hopkins, of Greenfield, N. H., is spending a while in Apopka a guest at the Biltmore Inn. Mrs. Hopkins formerly resided here and has many friends who are pleased to have her here again. She is stopping in Jacksonville this winter and will only spend a short time in Apopka.

Mrs. Frances E. Uphan, who is a charming visitor in Apopka, spent the first part of this week in Orlando visiting her aunt, Mrs. Mary W. Calvert. Mrs. Calvert's Apopka friends will be interested to know that she left on Wednesday for Los Angeles, California, for a six month visit with her daughter, Miss Louise Hamilton Calvert.

APOPKA WAS HONORED

Mr. John R. Quinn, National Commander of the American Legion, paid a visit to Apopka last Thursday morning. His visit, although a very short one, was an event of much importance to the local Legion members who met and gave him a most cordial welcome. The Apopka Post president, Commander Quinn with a handsome silver pencil, the first gift he had received on his official visit through the State. Mr. Quinn was accompanied by State Commander Kirkman and two members of the Speakers' Bureau from Palatka.

BASEBALL MEETING

There will be a meeting of the local baseball directors and local supporters of the game at the City Hall on the coming Tuesday night at 8 o'clock. Directors will be elected for the coming year and plans laid for the coming season. All citizens interested in maintaining a successful team in Apopka are invited to be present.

Mr. H. Knott is running for mayor

LEGISLATIVE CANDIDATE

H. H. WITHERINGTON RESPONDS TO APPEAL OF CITIZENS' MEETING

At a public meeting of citizens at the City Hall on Friday night, called to nominate a candidate for City Commissioner to succeed Mr. G. M. Moses, resigned, Mayor E. B. Morrey presided. Mr. W. G. Talton placed Leslie P. Waite in nomination and Mr. W. T. Champneys seconded the nomination. It was unanimously made.

Mr. A. M. Hall then brought up the matter of Orange County's representation in the Legislature, stat-



represented. He moved that Mr. Witherington be requested to again stand as a candidate and that the meeting pledge to him the unconditional support of the community.

The motion was unanimously carried. Mayor Morrey spoke in a complimentary way of Mr. Witherington's services and urged him to consent to be a candidate.

Mr. Witherington responded in a felicitous speech in which he expressed his gratitude for the endorsement given him. He reviewed briefly the story of the last Legislature and consented to abide by the wishes of his friends and neighbors and be a candidate for a second term.

Henry H. Witherington was born on a farm in Tuscaloosa County, Alabama, and was educated in the common schools of that state. He came to Orange County, Florida, when 21 years old and has resided here ever since. He clerked for three years in a grocery store and then began a mercantile business for himself, continuing this enterprise for 20 years or more in Apopka. Disposing of his store he entered the real estate and insurance business, in which he is now engaged. He cast his first vote for Grover Cleveland for President in 1884 and has always taken an active part in Florida politics. He was present at the last State Convention held in Florida, when Wm. Sherman Jennings was nominated for Governor and the convention system was abolished. He served Orange County for four years as a member of the County School Board. He served as Postmaster at Apopka under the Wilson administration and was then elected to the Legislature.

Misses Mable and Lillian Eldredge were here from Orlando Sunday and spent several hours in the city calling on relatives and friends. Their mother, Mrs. S. W. Eldredge, is in Miami at present enjoying a visit with her son and daughter-in-law, Mr. and Mrs. Alfred S. Eldredge.

CARD OF THANKS

We wish, in this way, to thank our friends and neighbors for their thoughtful and untiring service during the illness and at the death of our darling infant. We thank those who sent beautiful flowers, and also Rev. and Mrs. Buckley for their conoling remarks and whippers of comfort. We feel very grateful to all those who offered their assistance.

Mr. and Mrs. Grover Robinson.

THE SPOTLIGHT

Focus the attention of the public on your wants by using this column for advertising any article you have for sale or for anything you wish to buy. It will bring results. Four lines, one time 25 cents. Three times 50 cents.

FOR SALE—Kilgore's Selected Tomato Plants at \$2.50 per thousand. Mail check with order at once to Dean Seed Co., Orlando, Fla.

WILL BUY—A couple of Apopka Chiefs dated December 28. Bring them to the office. 46-1f

EGGS FOR HATCHING—From finest Rhode Island Reds. \$1.25 per 15. Thomas McGraw, Zellwood, Fla. 42f.

WATKINS—Quality Products are sold by T. D. McGraw, Zellwood. He calls every two months. Satisfaction or money back is the Watkins way. 47-1f

FOR SALE—Seven passenger touring car. Cole eight. In good order. Owner going North. Apply to G. Findlay, Wayside Inn. 46-13tp

FDR SALE—Delco farm lighting plant, new batteries, at great bargain. Dixie Sales Agency, 252 S. Orange avenue, Orlando, Fla. 46-13tp

LET'S GO—To the "Monogram" when in Orlando. Regular meals, cooked the southern way, are excellently served in an artistic shop which is operated by the Business and Professional Women's Club of Orlando.—The Monogram, South Main St., Orlando. 814f

FOR SALE—Carmen Gate Plants \$15 per 100. John Gottschaling, Orange County, Fla. 47-1f

FOR SALE—Thick, well-ripened turkey, \$1.00 per gallon. Bring your own container. Also few 3-pound chickens. E. B. Whipple, Plymouth, Fla. 47-1f

FOR SALE—Shasta daisy plants large variety 50c doz. Large 75c bushes 25c up. Apopka Rose Gardens, Apopka, Fla. 47-1f

FOR RENT—Furnished room for housekeeping also sleeping room or will rent as apartment. Apply Mrs. A. J. Walker. 47-3f

WHO IS THE CUSTODIAN? OF YOUR SAVINGS?

MONEY, as a general rule is attracted to institutions that offer the utmost safety, coupled with the best returns.

MORE and more, building and loan associations, enjoying the confidence of the people, are becoming the custodian of their savings.

8 per cent DIVIDENDS payable semi-annually, represents a good earning, especially where safety is taken into consideration.

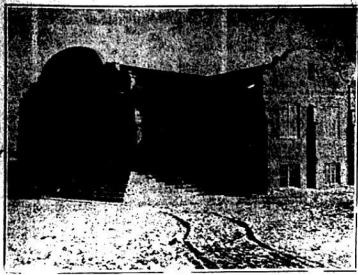
MONEY invested with us may be withdrawn when you want it.

YOU are welcome to come in and talk it over any time.

ORANGE COUNTY BUILDING & LOAN ASSOCIATION

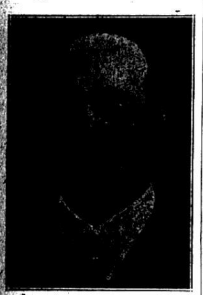
112 S. Orange Ave. Orlando, Fla.

NEW METHODIST CHURCH AND STORY OF LOCAL METHODISM



The History of Methodism in Apopka dates back through the years. Rev. R. H. Barnett built the old Methodist church in what is now known as East Apopka some forty years ago, and it is the recollection of some that the Methodist Society was organized prior to that. The old church was well situated for that day and large congregations assembled there for divine worship.

Some of the members of that early day were Brother and Sister John Stillings, Brother and Sister Miles



PASTOR J. W. JACKSON

McLeod, Brother and Sister J. H. Combes, Brother John H. Kittle and Brother and Sister H. H. McClure.

Brother T. D. Bourland was Superintendent of the Sunday School for some years, followed by W. R. McLeod, and later T. S. Hendrix was assistant. Until two or three years since, the late C. G. Cooper was acting in that capacity.

Some of the early ministers were Rev. J. H. D. McKee, who built the old parsonage, which was sold some three years ago. Rev. E. M. Giles, Rev. W. H. S. Steinmeyer, Rev. G. W. Mitchell, Rev. T. J. Phillips, Rev. H. E. Prancee, Rev. W. L. Eady, Rev. W. A. Myers, Rev. John S. Crandal, Rev.

TANGERINE

A most interesting evening of entertainment was enjoyed recently at the Hall by a full house in behalf of the Ladies' Aid Society. The program of the evening was "February in Florida," featuring the important events of the month. Washington and Lincoln, as well as other personages, were represented. The camp fire scene of the Seminole Indians was fascinating and added to the weird war dance. Negro songs also were frequently sung by the minstrel boys. One of the pleasing features was the representing of Longfellow in the reading of the Children's Hour, while three of the little girls represented the children of the poem. The program of the evening was concluded by the playlet entitled "Tickets, Please," presented by Mrs. H. H. Chamberlain, Mrs. Kabin, and the Misses Rae Brown and Helen Beerbower. Pleasing refreshments of cake and fruit punch were served and a silver offering was collected by the big Indian chief. We are indebted for the evening's pleasure to Mrs. C. J. Huckins, the efficient chairman of the program.

We are sorry to learn of the sad accident occurring last week in Winter Garden, at the home of Mr. and Mrs. Fred Houser, when their little daughter, Louise, was quite badly burned. The little child was standing in front of the fireplace, when she was caught on fire, and the mother, hearing the cries of the child, rushed to the rescue and extinguished the flames, but her hands were severely burned also.

It is a pleasure to recently enjoy the company of the members of other churches at the home of Mrs. J. W. Jackson.

T. S. Armstead, Rev. H. B. Boyd, Rev. C. A. Sanders, Rev. W. G. Strickland, Rev. W. Reves, Rev. I. S. Hendrix, Rev. Haas Steinback, Rev. F. M. C. Eads and Rev. W. C. Rogers followed in the order named. These brethren labored faithfully in this part of God's heritage, and some have passed from labor to reward, but the work abides, showing "that they were worthy." Rev. W. C. Rogers built a new parsonage and also the beautiful new church, that is the pride of the congregation.

This building, which is shown by the accompanying cut, is a model for neatness and convenience. It has the necessary Sunday school equipment in a large basement prepared for the use of the earlier departments of Sunday School work. The auditorium is complete in church usage. The acoustics are good and in every way it is joy to the religious life of the congregation.

The pastor at present is Rev. J. W. Jackson, appointed to this work by the recent conference at Bradenton. The board of stewards consists of Mr. J. J. Anderson, and Mr. A. P. Fudge. Mrs. M. L. Lee and Mrs. R. C. Kellogg, who is treasurer of the board. Rev. A. M. Hall is the Superintendent of the Sunday School and Mrs. J. J. Anderson is the superintendent of the intermediate department. The Board of trustees of the church are Mr. C. R. Young, A. P. Fudge and J. J. Anderson. Mrs. J. J. Anderson is president of the flourishing missionary society, while Mrs. Hodges is the president of the Epworth League. The church was made a station this year and the congregation have raised the pastor's salary \$1,000 over the previous year.

New members are being enrolled in the church from time to time and there have been added some thirty new members to the Sunday School in the past three months. The Methodist plant prospers in this soil and looks forward to fruition in the golden age of man. May the blessings of God abide upon those who have labored to make this organization extant.

Mrs. MacAllister and Mrs. Perkinson. This trip was down the East coast, with a visit at Vero with friends; their places of interest were included.

We are sorry to report that three of our people are on the sick list this week. Mrs. John Griffen, Mrs. Holland Williams and Mrs. E. F. Park.

Ex-Governor and Mrs. Stickney of Vermont, who are spending a few days in Mount Dora, were callers Saturday on Mr. and Mrs. C. D. Gay. The Tangerine Improvement Society held a sale and supper in their hall Wednesday, February 27. Guests from Orlando, Mount Dora and other places were in attendance.

The usual sale of fancy and useful articles, as well as candy and the fish pond were well patronized. Supper was served and cleared, even to dishwashing, by the men, and consisted of roast pork, scalloped potatoes, cabbage salad, rolls, pies, cake and coffee. An orchestra gave pleasing selections during the meal, and played for dancing in the evening. Every one had a splendid time and one hundred and sixty dollars was added to the treasury.

THE FERN INDUSTRY

Walter F. Newell, the pioneer fern man in this section, whose half page advertisement appears in this issue, takes no stock in the opinion shared by some, that the fern industry will be overdone. He says a large part of the Northern market has never been approached on the matter of buying Florida ferns. Growers raising good plants, he says, can always find a market and having established a reputation will hold customers season after season. Mr. Newell further says that the supply of ferns for the spring trade will not meet the demand.

METHODIST MILLIONS

FUNDS POURING IN FOR ENDOWMENT FUND FOR WORN OUT PREACHERS

Nearly eight millions of the \$10,000,000 superannated endowment fund being raised by the Southern Methodist Church for the support of the old and worn-out preachers have been officially pledged by approximately 4500 of the charges throughout the connection. While the sum is to be raised and paid in within a five year period, many of the churches, knowing the need for early relief of the claimants, volunteered to make total payment within one year.

Information of progress of the movement has been received by Rev. Jackson, pastor of the Apopka Methodist Church whose people are joining heartily in the effort to bring it to complete success.

"The superannuates to be supported by the fund," Dr. Luther E. Todd, secretary of the board, states, "laid the foundations and builded Southern Methodism to its present place of influence and power, and a grave duty. Many of them, now old and infirm, were the pioneers who endured the hardships and toiled without ceasing for the Kingdom, and that for little pay. The day has come when we must remember their faithfulness and provide for their comfort."

Every member in the church, from the bishops down, is working for the complete success of the movement.

MONTVERDE

W. H. Barnett, of Detroit, Mich., who has been camping for some time here, has purchased a lot in Lakeside Subdivision of Montverde, from E. E. Truskett, and will build a residence next year.

Truskett and Dickson are remodeling a tenant house on their vineyard property, which will be occupied by John Diere and family.

Robert Johnson, who is employed at the Groveland Pharmacy, is spending a few days with his sister, Mrs. Fant, while recovering from an attack of malaria.

Mrs. and Mrs. J. Cleveland, of Piedmont, S. C., arrived Saturday for a visit with the Richardson family, and to enjoy the beauties of Florida.

Umatilla basketball teams played a double basket at Montverde on Wednesday evening, resulting in a score of 18 to 15 in favor of Umatilla girls' team and 26 to 16 in favor of Montverde boys team.

The expression class of Montverde School will give a play Saturday night at the C. E. Chapel, entitled "Frotting It Up to Daddy."

Mr. and Mrs. T. E. Whitten and family, of Pittsgerd, Ga., are occupying the cottage formerly owned by D. W. McQuate. Mr. Whitten is employed at the new ferry at Shepherd's Lake.

Mrs. Knott, of Plant City, and Mr. and Mrs. Maxwell, of Bradenton, were visitors at Montverde School this week.

A number of the teachers of T. M. S. heard Michs Elman in Orlando on February 27.

Mr. Beam, of Atlanta, who has been here for several months, has returned to his home. Before leaving he purchased a site for a home, which he expects to build next year.

H. P. Carpenter will address a meeting of the D. A. B. at Grandis Friday evening, on the subject, "The Past, Present and Future Influence of Montverde School on Florida."

Dr. J. H. Casen, of Enterprise, will speak at the morning and evening services at Montverde Church Sunday.

APOPKA AUCTION SALE

In another section of this paper is a half page advertisement telling of the auction sale of the Florida Land and Fruit Company to be held about the 15th of March, the date to be definitely announced in the next issue of this paper. The property involved is that known as the Apopka Heights Subdivision, just north of Dream Lake on the new Rock Springs Road and includes 90 residences lots and several five and ten acre tracts suitable for growing citrus crops, grapes or trucking. The sale will be conducted by the famous twin auctioneers, the Horney Brothers. The attractions that appeal being a host of visitors, to be a dead of musicians, a balloon ascension, a parachute drop and a Ford automobile will be given away free. It is said, Mr. E. Hannon Roberts, manager of the company, says that the property is sure to be sold.

The Persons Co.

Big Sale Still Going On

FREE!

Ladies' New Spring Hats

With every lady's dress sold during this sale from \$9.90 up we will give absolutely FREE any hat in the shop up to \$3.98. Over 300 to select from and sold elsewhere at from \$5 to \$6. We do this to advertise our wonderful bargains in dresses.

Ladies' Buster Brown, \$1, Silk Hose

With every pair of ladies' shoes or oxfords sold from \$3.95 up we will give absolutely FREE one pair of Buster Brown, pure silk, \$1 hose.

Men's Puncture Proof Silk Sox

With every pair of men's shoes sold during the sale for \$3.95 up we will give absolutely FREE one pair of Puncture Proof Silk Sox. This is simply to advertise the best shoes on earth for the money, and no strings are attached to these free goods.

We can only mention a few items at random, but remember we are complete outfitters for the entire family and this sale is store-wide!

Ladies' Pure Linen Dresses

Rushed from New York and just received here.

\$4.95

Ladies' Dresses

In all the popular materials, Flat Crepe, Crepe de Chine, Georgette, Taffetas, Cantons and the very last word in authentic styles for Spring. Any color and size. Priced from

\$9.00 to \$24.90

40-inch Normandy Dot Voiles

Guaranteed permanent dyes. 18 different colors. Usually sold 65c to 75c. Our price

49c

27-inch Apron Gingham

Per yard

10c

27-inch Chambray

Solid colors and stripes

10c

1,000 yards Printed Voiles

In New Spring Patterns

10c

Men's New Spring Straw Hats

The \$2.50 and \$3 kind, a sensation at

\$1

Men's Straw Hats

Flexible Brim. Nothing like this sold anywhere for less than \$3.50 or \$5. Special

\$1.95

Men's Genuine All Leather Work Shoes

Not ooze calf leather but genuine calf skin, all sizes. One pair to a customer only

\$1.50

Men's Tropical Worsted Suits

All wool values usually sold up to \$35. Extra Special

\$16.50

Men's English Gabardine Suits

Plain Model and Belted Backs. The ideal summer suit. Our price

\$19.50

A Short Distance from High Rents

THE PERSONS COMPANY

— ORLANDO —

W. Church St. Bank Bldg.

West Church St.

You Miss Something if You Don't Come

FOR FLORIDA

NEW MECCA FOR MILLIONAIRES AND PLAYGROUND OF THE NATION

Duplication of California's rapid development is now going on in Florida, according to M. H. Coggeshall, banker and financier of New York, who attended the annual meeting of directors of the Peninsular Telephone company of Tampa last week.

"The new Mecca for millionaires and investors, and the playground of the nation," is the characterization the New York man applies to the Sunshine State.

Mr. Coggeshall's views on the proposed constitutional amendment to be voted on at the November election, forbidding the levying of income or inheritance taxes by the state, coincide with those voiced by many other northern men. He believes that ratification of the amendment, which will make it a part of the organic law of the state, will result in hundreds of men of wealth transferring their citizenship and their legal residence to Florida, to escape the increasingly heavy taxes levied in all but two states in the union.

The influx of new money and of men of affairs and judgment, he believes, will bring about such an era of development all over the state as never has witnessed before.

Tremendous growth of the Peninsular Telephone company, Mr. Coggeshall said, was a true indication of the business and residential growth and development of Tampa and South steady and rapid development, he said, the company has spent more than \$3,000,000 in the last ten years and will spend \$1,000,000 more during this year.

Coming to Tampa each winter for the last ten years, Mr. Coggeshall said, he was amazed each time he returned at the growth shown by the city and its surrounding territory in the preceding year. This development, he said, was more marked in the past year than in any other similar period since his annual visits to Tampa began.

Burn immediately all trimmings from pruned trees and vines. This destroys injurious insects and diseases.

THE BIG SHOW

KARL LEHMANN HOME AND FLEARED OVER THE FLORIDA EXPOSITION

Karl Lehmann, Secretary of the Orange County Chamber of Commerce, reached Orlando Saturday from New York where he has been in connection with the great Florida State Exposition at Madison Square Garden. He reports the attendance at more than 100,000 and the show did Florida a world of real good, the benefits of which will be manifest for months to come.

New York newspapers carried about 46 columns of news and pictures of the show and tens of thousands who did not see the Exposition learned of Florida and its advantages through the press.

The Florida products dinner was a huge success and did more to set Florida in a right light before the important newspaper people of New York than any other one thing could possibly have done. It was a revelation to all present to see and eat the many products of the state.

Undoubtedly the outstanding publicity feature of the whole exposition was the broadcasting done from Station WEAJ, New York, on Orange County by Secretary Lehmann. Already more than 200 letters and telegrams requesting definite information and literature about Orange County have been received from those who heard the broadcasted messages. From states as far west as Colorado and south as Florida, while Canada was also represented in the number of inquiries. One man from New Hampshire writes that he has \$75,000 to invest and asks advice as to Orange groves, farms and city cottages in Orange County.

A writer in the New York Journal said one day last week, "A little twist of the dial will bring one some strange sequences in radio. For instance the other night, just after Representative La Guardia at WJZ in the course of a talk on legislation, had said, 'Now what does all this mean?' I turned the knob a trifle and Karl Lehmann, of Florida, who was giving a boost for that state over WEAJ, answered with: 'It means that northern cities like New York will be getting fresh vegetables for

SCOUTMASTER WALKS

PLANS FOR FLORIDA FOR GENERAL EQUIPMENT

The following letter, which explains itself, has been received by the Chief from Mr. W. W. Waldrop, Scoutmaster for the Apopka Troop of Boy Scouts.

We commend it to our readers for serious consideration. The work the Scoutmaster and his Scouts are doing should be encouraged in every possible way. It must not be permitted to lag. The letter tells how citizens can help to keep it going. Read:

"Dear Chief:

You very kindly mentioned in your last issue that the Boy Scouts are in need of some equipment. This is very true. If we are to continue with our work in signaling and first aid, drilling and routine work at the meetings.

The Scouts are all very much interested in the work and a dozen of them have gone as far as they can without equipment. With regard to the Scouts intend to buy their own, by working and saving. But there is some equipment the Troop needs and must have.

First we want an American Flag, regulation size for parades. The flag and pole will cost \$8.50. We will also need a brass eagle to mount the pole for \$2.35. A troop of Boy Scouts without an American Flag is like an Army officer with overalls on. Then we need a Troop Flag, which with pole and decoration will cost \$10.50; two sets of signaling flags and sticks, \$2.00; drum and burl for drilling and camp use, \$13.50; a compass, \$1.00; Red Cross First Aid box, \$8.50; ten dog tents to house 20 Scouts in camp, \$25; pamphlets, giving information on the work necessary to obtain merit badges, \$9; ten Boy Scout song books, \$3.60.

All of the foregoing equipment should be official Scout goods, durable and practical. It would belong to the Troop. A Scout is proud to belong to a Troop that is well equipped. He hesitates to drop out of such a Troop.

We are all grateful for the generous help that the people of Apopka have thus far given to the Scouts. But it is necessary, if the Troop here is to go along successfully, that the



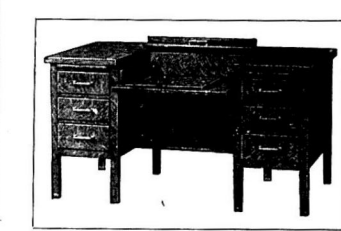
Canada for the Governor Generalship. He has acquired extensive holdings in Orange County and elsewhere and is one of our most popular citizens—a thoroughgoing man of affairs, active in the fraternalism, a loyal member of the Methodist Church, where he is class leader and choir director, and always a promoter of every good work for the upbuilding of the community. We all love Mayor Morrey and are proud to own him as a member of the Chief tribe.

Read your home paper and help for Apopka.

PAS

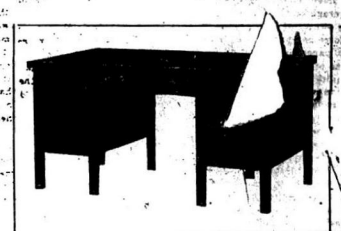
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Office Furniture

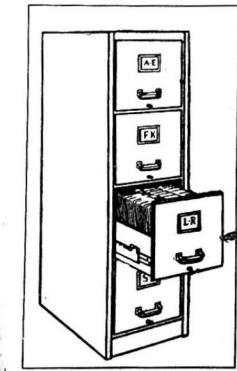
These Pictures



illustrate some of the office equipment that we furnished the Apopka Printing Company for its new plant

We Have for Your Inspection

Flat Top Desks, Roll Top Desks, Art Metal Steel Desks
Bookkeeper's Desks, Stenographer's Desks, Chairs
Safes, Filing Cabinets, Supplies, Office Equipment of Every Description



Deliveries made free of charge, and a liberal allowance given on old furniture

Carper & Norris

21 W. Pine St. Phone 1396 Orlando, Florida

"Central Florida's Largest Office Outfitters"



KARL LEHMANN THE DYNAMO

SOME FACTS IN THE LIFE OF
THIS MAN OF MANY
PARTS

USED TO BE EDITOR

Carries Responsibilities that Would
Break Down the Average Man and
Does it in a Way that Causes Wonder
and Surprise.

This edition would not be complete
without our genial friend, Karl
Lehmann, Secretary of the Orange
County Chamber of Commerce, who



KARL LEHMANN

is just back from New York City, after
carrying Florida's glorious mes-
sage to the big Exposition in Mad-
ison Square Garden. Karl Leh-
mann has always been a booster for
The Chief and is a general favorite
with all Apopka people. Without a
question he is the best known man
in Florida today. He is a native of
Wisconsin and was born back yonder
in the eighties. In 1898 he moved
to New Mexico, where he began an
interesting newspaper experience, as
editor and publisher of "The Moun-
tainer." Before this, if we mis-
take not, he was "devil" printer, cus-
tomer, etc. on the Las Vegas Daily
Optic. Then he got into Christian
Endeavor work and for five years
edited "The Dixie Endeavor." Then in

for fifteen years he was contributor
to the "Christian Endeavor World,"
editor of the "Montverde Outlook,"
the "Florida Christian Endeavor
News," and last, but not least editor
of "Orange Echoes."

For many years Mr. Lehmann was
one of the national secretaries of
the Christian Endeavor Society, trav-
eling all over the continent and else-
where, including the West Indies. He
has also been active in Y. M. C. A.
work. He is also a Special Field
Commissioner for the Boy Scouts of
America and a member of the Execu-
tive Committee of the Boy Scouts
for the Southeastern region, and
Chairman of the Troop Committee.

But this is not all. He is Vice
President of the Montverde School,
Vice President of the Orange Y. M.
C. A., President of the Florida Chris-
tian Endeavor Union, Trustee of the
United Christian Endeavor Society,
of Boston, President of the Orlando
and Orange County Advertising Club,
Chairman of the Orange County
Beautification Commission, Chairman
of an important committee on the
Florida Development Board, Active
member of the Rotary Club and Sec-
retary of the Orange County Cham-
ber of Commerce.

When? Do you wonder that Karl
Lehmann travels in high gear and
speaks in eight cylinder language?
And is it any wonder that such a man
should have two homes—one in Or-
lando and one at Montverde? Even
with the multiplicity of things he
does the story is not all told in the
foregoing. He preaches a sermon
or two every Sunday, and is as much
at home in the pulpit as he is at the
dinner table, and he never misses
dinner.

It is good to know Karl Lehmann
and The Chief is proud of the fact
that he is one of the big braves in its
revolution. All Orange County is
proud of him and the great work
he is doing in making the county famous
from one end of the country to the
other.

The big fellow is happily married
and his good wife is not only his
constant companion, but a genuine
helpmeet. For many courtesies ex-
tended by these two good friends, the
editor of The Chief is deeply grate-
ful and his advice to Orange Coun-
ty is never to let go of Karl Leh-
mann. Some day, when he wants to
settle down in a real nice place, we
expect that he will select Apopka and
make this his permanent home. From
this place his energies could radiate
in all directions and Apopka will then

become the center of the universe,
for where Karl Lehmann is there is
the center.

APPOINTED OIL AGENT

Mr. Marshall A. Martin, of Jack-
sonville, has recently been appoint-
ed Florida representative for the
Pennsylvania Oil Company, of Oil
City, Pa. The young man, who is a
brother of Albert O. Martin, and a
nephew of the Misses Orent, of this
city, has visited here on numerous
occasions and has hosts of friends
who will learn with interest of his ap-
pointment and wish him much suc-
cess in his new vocation. Mr. Martin
will have his headquarters in Jack-
sonville.



Buy Lubrication —not just "oil"

Poor oil is the most expen-
sive accessory you can buy.
Good oil of the wrong type
is equally so.

Seventy-five per cent of all
motor repairs are caused by
oils poor in quality or wrong
in type. Think of it!

Stop taking a chance on just
"oil." Let us supply you with
SUNOCO Motor Oil. You'll
forget what a repair bill looks
like.

Distributed by
PENINSULAR STATE OIL CO.
Orlando, Fla.

For Sale by
APOPKA OIL & GAS CO.
Apopka, Fla.

PRICES TO MAKE HOUSEWIVES SMILE

The reader will find below prices that mean
great savings to the shopper and many will find
it even worth while to drive here from a dis-
tance to take advantage. We are out of high
rents so come where your trade is appreciated.

| | |
|--------------------------------------|--------|
| 10 lbs. Potatoes | 29c |
| Large can Fancy Peaches | 24c |
| 4 cans Large Milk | 43c |
| Orient Flour, 24 lbs. | \$1.25 |
| O. K. Flour, 24 lbs. | .98c |
| White Bacon, per lb. | 12½c |
| Fancy Breakfast Bacon | 19c |
| Hams | 24c |
| Argo Salmon | 28c |
| Large can Fancy Apricots | 24c |
| Large can Pork and Beans | 9c |
| Small size package Crackers | 5c |
| Large size package Crackers | 10c |
| Large size Snowdrift | \$1.65 |
| Large size Catsup | 28c |
| Kellogg's Corn Flakes, 3 for | 29c |
| Mother's Aluminum Crushed Oats | 30c |
| Cream Cheese, per lb. | 35c |
| Canned Oysters | 15c |



The Orange County Chamber of Commerce

Congratulates Apopka, North Orange and all
Orange County on the completion of the new
home of the Apopka Chief, a truly remarkable
newspaper.

"May You Live Long and Prosper"

Cash and Carry Store

"The Store at the Gateway"
PLYMOUTH

FLORIDA

LONG TOUR

Editor:—
 I have just returned from a long tour of the state, and I am glad to see that you are interested in our progress. I have seen the state from the coast to the coast, and I have seen the people who are making it a better place to live in. I have seen the progress that is being made in every part of the state, and I am glad to see that you are interested in it. I have seen the progress that is being made in every part of the state, and I am glad to see that you are interested in it.

My tour was our starting point and in a few minutes we were running by the orange groves; and with a side trip to the wonderful prize farm of Mr. Goodson, we reached the bustling little town of Apopka. Here we oilied up and took our supply. Our road led through the city of Orlando, flag-boarding and raiding in its annual fair. It was slow work through the hundreds of automobiles, but at last we settled down to work, headed for Kissimmee. There is a striking change in the appearance of the country. For miles around Apopka you have evidence of solid progress and prosperity, orange groves and truck farms and little industries cover the soil. But most of this has yet to come south of Orlando. The land is cleared, or burnt over but still awaits the settler. An active campaign for genuine land-workers would do more for the state than all the real estate booms ever launched. The small town of Kissimmee looked bright and cheerful. It had its quota of visitors in the streets and hotels. Situated on the main east and west highway that is nearing completion, its prospects of development are good. The wide-awake townspeople are fully alive to the situation. Here we made inquiries about the road to Melbourne on the East Coast. Our information prepared us for adventures ahead. The road is good to St. Cloud, an ambitious town, with some well built edifices. We stopped for a moment to examine and price some of the huge alligators that had been caught.

There our troubles began. The word "detour" in these parts chills the heart of the motorist. A detour may be a hundred yards or five to ten miles. It is generally the latter. We groaned and plunged and rocked through sand and bogs for many

CLARCONA

The regular meeting of the Clarcona Chamber of Commerce will be held next Wednesday night, March 22. Matt Robinson is expected to be present. Mr. A. P. Gilliam and family spent Sunday with Mr. and Mrs. L. C. Reed at Orlando.

Mr. N. M. Cogwell has sold the machinery in his packinghouse and it is being moved to Ocoee.

Mr. and Mrs. Chas. Wiggins and the three English girls of Lakeland motored up to Mr. Owen's on Sunday. Mrs. Wiggins will be here for a week or two to care for her grandmother, who had the misfortune to break her arm last week.

Mr. George Pell sold his fruit to Blodoo and Ward of Winter Park. Mr. Dailey is setting out ten acres to grove on Long Lake, along the Clarcona road.

Mr. N. M. Cogwell's son, John, and family, of Lawrence, Mass., recently moved to Orlando where he has bought a home.

Mr. Chas. Marden and family, Mr. Clinton Beckham, and Mr. and Mrs. Longenecker, were guests at the home of Mr. and Mrs. Owens on Sunday afternoon.

The Clarcona store was broken into Sunday night. Cigars, groceries and some small change were taken. The sheriff was called but the guilty one has not been located yet.

Mr. Dann has been doing some

inspector work for Mr. Pell. Mrs. Calvin and Mrs. Mahard Marden spent the day Tuesday in Fortson and Orlando visiting friends.

Mr. C. W. Waughel is expected back from Georgia next week. Mrs. Kellogg and Mrs. Fowler attended the Live Wire meeting at Mrs. Totman's in Leckhart Wednesday afternoon.

Third: Complete eradication of sectional feeling, practically all of which has resulted from an effort on the part of each congressional district to obtain its share, or a little more than its share, of the funds at the disposal of the state road department.

Fourth: Highway beautification and billboard elimination.

Fifth: The adoption of a standard style of architecture to be followed in the building of homes, apartment houses, hotels, and business buildings throughout the state, preferably of Spanish design.

Mr. Felkel appears to have covered the ground very thoroughly. We especially like his first three suggestions.—Tampa Tribune.

NEEDS OF FLORIDA

The Associated Press recently asked a number of leading men and publishers throughout the state to write what in their opinion constituted the chief needs of Florida at this time—the things that should be done first to give the best interests of the state the greatest advancement.

One of the best list of suggestions offered in response to this request came from Herbert Felkel, editor of the St. Augustine Record and also the publisher of Sunshine. Mr. Felkel wrote:

Florida's most urgent needs at this time, in my opinion, are:

First, an ample appropriation by the state legislature for state advertising.

Second: Education of all the people of the state in the advantages to be derived from the ratification of the polls in November of the constitutional amendment submitted by the last legislature proposing to forever prohibit the imposing of income and inheritance taxes in this state.

Income Tax Reports

I will make out the Government Income Tax Reports, for those who are puzzled over the problem, at a reasonable cost. They must be made by March 15.

J. D. MITCHILL,
 Accountant.
 Central Ave., Apopka

McCORMICK-HANNAH LUMBER COMPANY
 Millwork—Lumber
 Building Materials
 ORLANDO — EUSTIS — TAVARES — LEESBURG

W. E. LACKEY, Jeweler
 WATCH REPAIRS
 OPTICAL REPAIRS
 MT. DORA FLORIDA

W. H. BARNSELY
 APOPKA
 TANGERINES
 Total citrus shipments for the season show 20,000 cars oranges, 12,000 grapefruit and only 1,000 cars of tangerines.
 There is one good reason for planting tangerines.

For Sale—Registered Jersey Cows
 From Sydonie Dairy of Estate Jas. Laughlin, Jr. For prices write or see Wm. Edwards, Supt.
 Zellwood, Florida

FERRIS & TERHUNE
 THE PICK OF THE PAGE
 If You Don't Buy This You Don't Want a Grove
 30 acres in land—8 acres in grove—fancy, budded stock—good 7-room house, barn and garage—all kinds of tropical fruit—irrigating plant—on a big lake—price \$8,000—\$5,000 cash.
 7 E. PINE ST. ORLANDO, FLA.

BUICK
 THE
Sensation of 1924
 A MECHANICAL MASTERPIECE
 The Closed Models are the highest achievement of the coach maker's art.
 When Better Automobiles are built BUICK will build them and when better service and greater courtesy are available you will find it at the
Mebane Buick Co.
 West Central at Railroad
 ORLANDO, FLA. PHONE 111
 Branches: Eustis, Ft. Sanford, Fla.

Prize Fishing Contest
 For Record Black Bass
 1st Prize—Shakespeare Kalamazoo Level Winding Reel.
 2nd Prize—\$7.00 Split Bamboo Casting Rod.
 3rd Prize—Feather Weight Fly Reel.
 4th Prize—Kingfisher Silk Casting Line.
 5th Prize—\$10.00 worth of Fishing Tackle will be given for largest Black Bass, caught on Rod, Reel, Line and Bait purchased from any one of our four stores. Winner of this prize also eligible for other prizes.
 6th Prize—\$10.00 in Gold for best Photograph of catch of fish taken on aztek purchased from Joseph Bumbly Hardware Co. This prize to be awarded by committee of three distinguished persons.
 SPECIAL PRIZES:
 Two prizes each month will be given during this contest.
 1st Prize—Silk Casting Line.
 2nd Prize—Choice of any Bait in our stock.
 Fish winning these prizes are also eligible for other prizes.
Free For All
 \$15.00 in gold will be given for the first bass weighing over 15 pounds, we to retain fish for mounting. No restriction in this event as to where tackle is purchased.
 \$5.00 in gold for best fish story of not over five hundred words.
Rules
 1—Fish to be caught on bait purchased from any one of our four stores, except where otherwise specified.
 2—Fish to be caught with rod and reel on artificial bait.
 3—Fish to be weighed and registered at any one of our four stores.
Contest Closes September 1st, 1924
JOSEPH BUMBY HARDWARE CO.
 ORLANDO WINTER GARDEN WINTER PARK

Our Dollar Specials

Below we quote you—take your pick—no limit!

- 10 lbs. Granulated Sugar \$1
- 10 lbs. Fancy California Prunes \$1
- 6 lbs. Fancy California Apricots \$1
- 8 pkgs. Seeded Raisins \$1
- 10 cans No. 2 Tomatoes \$1
- 9 cans No. 2 Fancy Corn \$1
- 7 cans Alaska Pink Salmon \$1
- 11 pkgs. Ivory Soap Flakes \$1
- 8 pkgs. Prince Albert Tobacco \$1
- 8 pkgs. Camel Cigarettes \$1

Call and see us

Yours,

J. S. Rowland & Co.
APOPKA

APOPKA

Dollar Day Saturday March 8, 1924

Up-to-date stores, in every respect of the word, quality, reasonable prices and courteous service, are of inestimable value to any community that hopes to grow; and in this Apopka is blessed.

Every Day is DOLLAR DAY

AT

F. S. Witherby & Son's

Our Specials Are

Quality and Service

Beat This

- 75c bottle Palmolive Shampoo and 50c Garden Court Face Powder \$1
- 4 boxes of Colgate's Assorted Soap, 3 cakes to box \$1
- \$1.20 Syrup Pepsin \$1
- \$1.10 Tanlac \$1
- Novelty Wallet, worth at least \$1.50 \$1
- \$1.50 Fountain Syringe \$1
- \$1 size Alcol Massage and 25c Sterno Cooking Outfit \$1
- 5 cans Lazell Talcum Powder, a big bargain at \$1
- Gem Razor and cake of Shaving Soap \$1
- 2-cell Rayolite Flashlight \$1

APOPKA DRUG CO.

"The Drug Store on the Corner"

W. B. Sheppard, Prop.
APOPKA

We have the most extensive Candy Line in Town

BUY HIM



FOR \$1

SPECIAL COUPON OFFER
2 Yearly Subscriptions to The Apopka Chief for \$3.00.

1 Year—\$2
Extra Year—\$1

"The finest weekly paper in the state," says a prominent Floridian. Send this bit of Florida atmosphere up north to a friend.

Special Coupon

Enclosed find \$_____ for _____ yearly subscriptions to the Apopka Chief. (\$2 for first year, \$1 for second.)

Name _____
Address _____
City & State _____
Name _____
Address _____
City & State _____

_____ years subscription
_____ years subscription
(Write plainly)

Dollar Day Specials

- Men's Buster Brown Silk Lisle Hose, 50c values, 3 pairs for \$1
- Ladies' \$1.25 value Silk Hose, 3 pairs for \$1
- Men's \$1.25 value Work and Dress Shirts \$1
- Ladies' Muslin and Flannelette Night Gowns, values up to \$2.50 \$1
- 36-inch Fancy Dress Voile, 35c value, 4 yards \$1
- Boys' \$1.25 Blue Denim Overalls \$1
- Children's \$1.25 Rompers and Play Suits, each \$1
- Heavy Grade Large Size Bath Towels, 65c value, 2 for \$1
- 18c value Huck Towels, 7 for \$1
- 40c Dress Gingham, 3 yards for \$1
- Ladies' 40c and 50c Lisle Vests, 3 for \$1
- Men's Checked Nainsook Drawers and Shirts, 65c value, 2 for \$1
- Ladies' Embroidered Muslin Petticoats, \$1 value, 2 for \$1
- Krinkle Crepe, Ideal for Underwear, 35c value, 4 yards for \$1
- Men's Handkerchiefs, 15c quality, 10 for \$1
- Ripplette, 35c value, 4 yards for \$1

All Goods at the Above Prices for Cash Only

Champneys Store

"At the Monument"

BUY HERE

The Apopka Chief and this new accessory store celebrate their opening today.

DOLLAR DAY

- Champion Spark Plug and One Set of K.W. Coil Points \$1
- Apco Steering Wheel Brace and Anti Rattler for Brake Rods \$1
- 2 \$1 bottles of automobile polish \$1
- Autovac Oil Saver Cap for Fords, regular price \$3, special \$1
- 1 dozen Hacksaw Blades, regular price \$1.20 \$1
- "Stubby" Auto Duster \$1
- 1 pint of Shellac, regular price \$1.50, special \$1
- Set of 4 End Wrenches \$1
- Set of Front Wheel Bearings for Fords \$1
- E-Z-2-K Leen Ford Magneto Plug, a marvelous labor saving device \$1
- 1 Pump and Oil Cock Wrench, extra special \$1
- 1 box of Valve Cores, and Set of Door Handles, extra special \$1

LYNCH

THE TRADER'S SON
Auto Accessories
APOPKA

APOPKA

Dollar Day Saturday March 8, 1924

Apopka is indeed very lucky in having a fine, progressive lot of merchants that are solely responsible for the popularity of the town as the shopping center of North and West Orange County.

LISTEN FOLKS

If you are going to spend a DOLLAR in Apopka on DOLLAR DAY spend it at the

Apopka Bakery

and get a fat value in trade

They All Meat Here

Specials for Saturday Only:

- 6 lbs. Chuck Steak \$1
- 6 lbs. Compound Lard \$1
- 6 lbs. White Bacon \$1
- 23 5 cent cakes Octagon Soap \$1
- 5 lbs. Round Steak \$1
- 3 lbs. Rexnut Oleomargarine \$1
- 7 9 ounce Mackerel \$1

Walker's Cash Market

Phone 36 WE DELIVER Apopka

Dollar Day Bargains

- 5c Toilet Soaps, 20 bars for \$1
- 10c Thin Tumblers, one dozen for \$1
- Men's Silk Ties, regular 50c, 3 for \$1
- Children's Chambray Dresses, good quality, sizes 7 to 14 \$1
- No. 3 Galvanized Wash Tub, largest size \$1
- Fine Assortment "Betty Bright," pure Aluminum Ware, \$1.25 values \$1
- Curtain Scrim, Cross Bar Pattern, 15c value, 8 yards for \$1
- Outing Flannels, regular 25c value, 6 yards for \$1
- 32-inch Gingham, 25c grade, 5 yards for \$1
- 32-inch Gingham, 35c grade, 4 yards for \$1
- Tissue Toilet Paper, 1,000 sheets, 12 rolls \$1
- Men's 50c Knox Knit Hose, all colors, 3 pairs \$1
- 10c Crystal Sauce Dishes, one dozen for \$1
- Covered Vegetable Dishes, Gold Band \$1
- Fleisher's Silverglow Sweater Yarn, 30c balls, 4 for \$1 \$1
- 65c Brooms, 2 for \$1
- Palmolive and Jergen's Royal Palm Toilet Soaps, 12 bars for \$1
- Children's Percale Aprons, 75c values, 2 for \$1

Ross Variety Store

Apopka, Florida

READ THESE

- \$1.10 Tanlac \$1
- \$1.35 Rexall Iron & Cascara \$1
- \$1.35 Rexall Peptonized Iron \$1
- \$1.25 Lyko Tonic \$1
- \$1.20 Swamp Root \$1
- 25c Tale Powder, 5 for \$1
- 35c Enders Blades, 3 for \$1
- 25c Soap, 5 cakes \$1
- 75c pipe, 3 cans Tobacco \$1
- Razor and package of Blades \$1
- Bottle Pluto, 1 quart Ice Cream \$1
- Bottle Toilet Water and Soap \$1
- 3 bottles Williams Cough Syrup \$1
- 4 Hair Nets and pair Cuff Buttons \$1
- 3 Boxes Red Cedar Compound for Moths \$1
- 3 bottle Ginger Ale and No. 2 Epsom Salts \$1
- 50c Klenzo Lotion, Hair Tonic, Dog Soap \$1

All records from October to January numbers. See them in the window and hear them on the inside **2 for \$1**

Rexall Drug Store

Apopka Florida
J. B. STANDARD, Manager

POPKA OVER OIL POOL?

WEST VIRGINIAN BELIEVES THIS IS PROMISING TERRITORY

SHOULD MAKE TESTS

Surface Indications Here Held Out Promise of a Profitable Petroleum Field, Which Should be Exploited Without Delay

These are the days when everybody in and out of Washington, is talking about oil. A good many folks are being smeared with it and so much of the stuff is running around here that even the automobiles up north are kidding because of it and making up a good many reputations. It is always interesting to talk about oil. The history of the development of the oil fields is fascinating. Some of it is sad. Oil has brought the cause of more bloodshed throughout the world than perhaps any other single cause. It has swayed more fortunes and ruined more people than any other of Nature's beautiful commodities. It has developed a multitude of crooks in rich and low places. But the oil story is still fascinating. If you are a romantic turn of mind you can add both poetry and romance in it. You are in search of thrills you can find them by drilling for a "gusher" in a real oil field. Nothing can be more fascinating than the exploration of a new field in search of oil. Just now every nook and corner of the earth, where oil is supposed to be, is being bored into in the hope of finding new Eldorados. Some sections of Florida are even being explored and investigated and some hopes that are oily may flow here and there are evidences that it is so.

The pioneers in this field are not the dreamers. They are to be commended for their grit and their courage, for it takes both and money, too, to go forward in this new field of development. There are entire counties in Florida that have never been touched in any way for petroleum.

In conversation with a visitor who has recently from the oil fields of West Virginia, he told The Chief that he believed this immediate ter-

ritory was a promising field. He says he knows this fact has never been investigated, but this gentleman looked about carefully recently, gave it as his opinion that there was a true bonanza in the highlands of Apopka and that an oil belt extended through this State as far South as Okalochee. This man is familiar with oil fields and talked interestingly about those in West Virginia, which State boasts of the deepest well in the world, reaching a depth of nearly 9,000 feet. Judging from surface indications he said the richest oil pools may be at our very doors. He expressed wonder that there had not been thorough tests here. He says the deepest petroleum strata have yet to be reached. In the old proven territory new strikes are constantly being made.

The gentleman who talked with The Chief said that with the vast amount of money constantly going from this State for petroleum products, we could well afford to spend some of it at home in testing for oil. With the market advancing and the uses of petroleum steadily multiplying he declared the time opportune for the exploration of Florida's vast territory, which may prove as rich as any in any part of the world. Getting into the State for petroleum products, he declared the time opportune for the exploration of Florida's vast territory, which may prove as rich as any in any part of the world. Getting into the State for petroleum products, he declared the time opportune for the exploration of Florida's vast territory, which may prove as rich as any in any part of the world.

With regard to locations for test wells it would appear in a state where little prospecting has been undertaken that if tests are to be made in those areas in the state that are shown to present regional high structure should be selected for the first tests.

The time has come, said The Chief's informant, when you Floridians should get into the game. For when the Great Scorer comes to write against your name He writes not what you won or lost, but how well you played the game.

There have been some rumors floating around this section of tests that have been made, but we have no authentic facts in relation thereto.

OH MY!

Another conspicuous feature of the bird's costume was a stylishly beautiful corset of rare orchids, presented by the groom—Lake County (Ind.) News.

THE PUBLIC UTILITIES

SOME FALLACIES OF MUNICIPAL OWNERSHIP FOR CONSIDERATION

At the national convention of City Managers held at Kansas City in November, 1922, the late Paul P. Haynes, a former member of the Public Service Commission of Indiana, addressed the meeting and pointed out the fallacies of municipal ownership of public utilities. He called attention to the utter impossibility of modifying the inherent political character of city governments, and stated that it is the political foundation which will always prevent the successful public ownership and operation of public utilities. He presented the results of a study of private and municipal electric plants in Indiana, showing that in the year 1920, out of every \$100 of revenue received, the municipal plants spent \$17 more for operating expenses than did the private plants.

As an illustration, recently published figures show that in 1922 the municipal ferries in New York City lost \$1,549,322.25 for the taxpayers to make up. The Real Estate Board of New York in commenting on this, said: "Under private management these ferries were all self-sustaining as far as expenses of operation was concerned and more than half of them paid a profit on the investment in them. It must be remembered that the expense of maintenance and operation in the city statement does not include depreciation, interest charges for taxes."

Recent disclosures relating to high public officials show the plight the taxpayers would be in if a program of public ownership of industries were adopted leaving the taxpayer at the mercy of political control and political methods where cost means nothing, personal responsibility is absent and deficits may be charged to the public treasury. Keep away from such a system, is the advice of many municipalities that have tried it.

Some Ohio fellow advertises a new adding machine. But what new paper men need is a subtracting and dividing machine to help us out in perilous moments of pay day.—Orlando Reporter-Star.

Your Money Deserves the Best

If you can get the best for the same money, there isn't any business reason why you should take an inferior article.

We are willing to stack our work up against any you have ever seen. We firmly believe that our abstracts are better than any obtainable elsewhere. We take pride in the minuteness of detail; accuracy; form and appearance of our work and our service to the public.

Every improvement in the abstracts now obtainable in Orange County is due to the influence this company has had in educating the buying public to get their money's worth when buying an abstract.

We are prepared to give you good service on a single abstract or by the hundreds. We make but one kind; the merchantable kind; every abstract an original; complete in detail and fully dependable.

We are here for service to you.

Central Florida Abstract & Title Insurance Company

27 E. Central ORLANDO Phone 496

Makers of Merchantable Abstracts

Sprays and Sprayers for Groves

FICO-60 is an oil emulsion that mixes with either hard or soft water and is death to Scales and Whiteflies. It is unexcelled for the prompt removal of Soot from the trees. It dilutes 1 gallon to 60 or 70 gallons of water for summer spraying, and 1 gallon to 60 or 50 gallons of water for dormant spraying. For bad cases of Purple Scale or Florida Red Scale Fico-60 has no equal. If you will take the trouble to make a thorough application, you will be amazed to find that one dose does as much as two successive sprayings of the ordinary oil emulsions. Fico-60 costs 50 cents per gallon in barrels.

FICO-20 will also mix with hard water and is made for killing out the infestations of Cottony Cushion Scale and Mealy Bugs. Dilutes 1 to 20, when used with 200 pounds pressure, but 1 to 15 in hand sprayers. Do an extra thorough job of spraying and make a second application 3 weeks after the first.

LIME-SULPHUR SOLUTION is for Rust Mite and Red Spiders, as well as being practical for the prevention of Scab. For Scab use 1 to 40; for Mite and Spiders alone, 1 to 70.

FICO-SULFUR is a rather heavy spray that requires stirring, like paint, before pouring from barrels. It is used for the same purposes as lime-sulphur, and is at least as effective. Costs a little less and lasts longer on trees. For Scab 1 to 50 and for Mite and Spiders alone, 1 to 80. The experience of the past four seasons has shown that Fico-Sulfur stays on trees and protects from rust longer than lime-sulphur solution. It costs 18 cents per gallon in barrel lots. Sticks like paint, and will not burn your fruit.



CITRUS LEAF—We issue a leaflet called the Citrus Leaf once each month which we distribute without charge to growers of citrus fruits. Its purpose is to help growers secure the most profitable results by the production of clean, bright fruit and it contains timely articles on spraying, fertilization, cultivation and pruning. We will be glad to place your name on our mailing list.

Florida Insecticide Company
Apopka and Tampa

THE WINCHESTER STORE

PLAY BALL

We have recently added a neat little assortment of

Winchester Base Ball Goods

Like all other Winchester products, these stand at the head of the list as to quality.

To our Out-of-Town Friends

Make our store your headquarters. Send us your mail orders for anything in hardware. We guarantee satisfaction. We are here to serve you to the best of our ability. Give us a tryout.

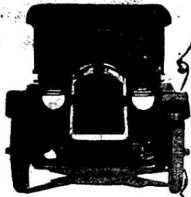
Dixie Hardware Company

35 W. Church St. Phone 1536
ORLANDO

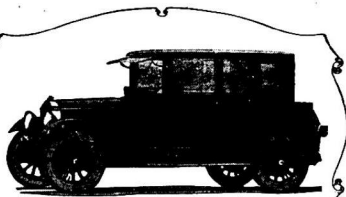
THE WINCHESTER STORE

STUDEBAKER

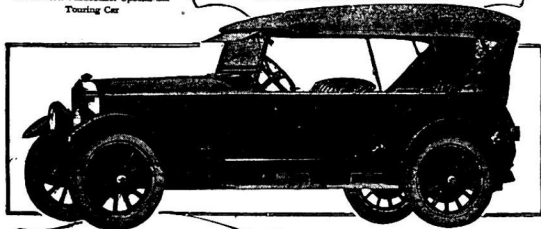
Special Six



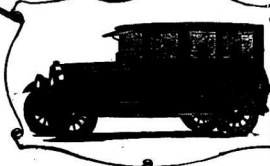
Front View—Studebaker Special-Six
Touring Car



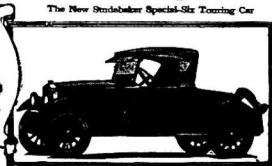
Studebaker Special-Six 5- Passenger Coupe



The New Studebaker Special-Six Touring Car



The 1920 Studebaker Special-Six Sedan



The New Special-Six 2- Passenger Roadster

WHILE ALL STUDEBAKER CARS have enjoyed tremendous popularity and have been distributed in great numbers throughout the world, it is to the SPECIAL SIX, perhaps, that greatest credit goes for the dominating position of Studebaker in the six-cylinder field.

Since the introduction of the first SPECIAL SIX, five years ago, Studebaker has attained a position of leadership in the production of quality motor cars.

In the SPECIAL SIX engineers have produced a chassis so sturdy in construction, so accurate in design, with parts so carefully machined and assembled that the car performs in a remarkable way and shows unusually low cost of operation.

Only actual driving brings out the mechanical perfection of this car to its full degree. Beneath its exterior of harmonious lines are mechanical fixtures which assure economy and efficiency and long life that are at once apparent to the experienced motorist.

The smooth, steady pull of its perfected 50-horsepower Studebaker-built motor—its acceleration and flexibility—gives one confidence in its ability to meet any need—to deliver lasting satisfaction.



For Economical Transportation

Health Insurance

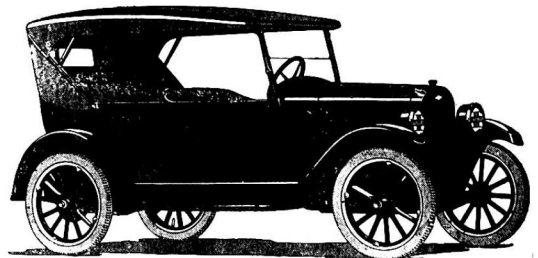
For The
Whole Family

WITHOUT COUNTING the daily utility of a Chevrolet for going back and forth to work, shopping or taking children to school, etc., its value in saving doctor bills, broadening your mental horizon and keeping the whole family physically fit, amounts to more than the cost of the car and its upkeep.

It is more of an essential to the modern family than anything else but a home.

Chevrolet meets the requirements of the modern family because it is economical to buy and maintain, because of its excellent appearance and riding comfort, because it can be depended upon, and because it is so easy to drive that any member of the family can use it.

Call at our show rooms and inspect the automobile which has doubled the happiness of thousands of families at little, if any, added cost.



“Living Up to the Name”

SERVICE GARAGE

APOPKA

WEKIWA WATER NOW POPULAR

NOW BEING DELIVERED TO MANY HOMES IN FLORIDA AND ELSEWHERE

The Apopka Printing Company's plant is equipped fully, from the latest model linotype to the Rotax Cooler for Wekiwa water—and we have the water. Another page of the Chief today carries a full page advertisement of the Wekiwa Water

Company, which is now bottling this famous water and putting it on the market. Mr. H. L. Nelson is at the head of the company and Mr. A. R. Allan is the junior partner, having recently acquired an interest in the concern. He will act as manager and distributing agent. The company has put in a thoroughly modern equipment and is already putting out the water for family use in great quantities.

The possibilities before this concern are almost incalculable. The Government analysis of the water, printed in the advertisement, shows that it contains important medicinal

qualities, and in addition it is a lately pure and deliciously palatable. The fact that a number of hospitals in Florida have, after thorough investigation, discarded all other water and decided that this be supplied to all patients, is very significant and indicates that it will come into very general use, as rapidly as people become familiar with its desirable properties.

The convenient way the water is put up for family use and the very reasonable price at which it is delivered, is rapidly increasing the demand. The general offices of the company will be in Apopka and the water will be bottled here.

The Wekiwa spring, from which enough water gushes to form the Wekiwa river, is famed all over Florida and the South, as one of the wonders of the Southland. Many visitors are attracted to it, just to marvel at the great quantities of water that boils up. It has a decidedly sulphury smell at the springs, but it has no unpleasant taste. It is estimated that the springs yield 50,000 gallons of water a minute.

POPULAR SERMON SERIES

The third sermon of the series on the subject of "Joseph and His Brethren" will be preached Sunday at 7:30 p. m. at the Methodist church by the pastor, Rev. Jackson. The theme for Sunday night will be "How To Get Out of Jail." Good audiences are coming to hear these studies in the life of this popular Old Testament character.

THE METHODIST EPISCOPAL CHURCH SOUTH

J. W. Jackson, Pastor.
 Preaching at 11 a. m. and 7:30 p. m. by the pastor.
 Sunday school at 9:45 a. m. A. M. Hall, superintendent.
 Prayer meeting Wednesday, 7:30 p. m.
 Missionary society meeting, Tuesday after the second Sunday. Mrs. J. J. Anderson, president.
 Board of Stewards meet Monday after the first Sunday in each month. Choir rehearsal each week. Mr. E. B. Morrey, leader.
 The public is kindly invited to all these hours of worship. Come to a church with a hearty welcome.

PRESBYTERIAN CHURCH

Sunday School at 9:45 each Sunday. W. H. Stephens, Superintendent.
 Regular preaching services second and third Sunday of each month. Rev. T. J. McConnell, pastor.

BAPTIST SERVICES

First Baptist Church of Apopka, Sunday, March 24, 1924.

Sunday school at 10 o'clock. All the classes were full last Sunday. There is much of thrilling interest for present day life in these Old Testament lessons.

Regular preaching service at 11 o'clock. Subject, "Fruitfulness Under God." Our class in Stewardship meets every Wednesday night in connection with Prayer Meeting.

The B. Y. P. U. meets at 6:30 P. M. A very practical program is prepared for each meeting.

The regular evening service of song and gospel message begins at 7:30. All are very cordially welcomed to these services.
 Pastor H. W. Buckles.

EVERYBODY WILL GO

The Old Maids Convention will be presented in the City Hall tonight under the auspices of the Eastern Star. This comic play has been given in Apopka once before, so people know what a scream it is, and now, with a different cast of characters which includes some of Apopka's best theatrical performers and some of our most prominent citizens, it is sure to draw a crowd. Better be there early if you want to get a seat.

A LAYMAN'S SERVICE

The Presbyterians announce a Layman's service at their church this coming Sunday morning. This will be interesting news to members of the congregation, and the public in general, for these services, in charge of Mr. Mileham, the County Y. M. C. A. Secretary, have always proven unusually interesting. It is hoped that they may continue regularly in Apopka.

CHICKEN PIE SUPPER

The ladies of the Methodist church at Apopka are giving another of those famous suppers in their church basement Saturday from six to eight o'clock. It will be served cafeteria style. There will be chicken pie and all of the accessories. The proceeds will go for church indebtedness. This auxiliary has a pot that comes due the first of April and they are doing the work to meet this urgent obligation. The public is invited to help them in this effort.

Important Detail.

A lot of people make the serious mistake of forgetting that it is necessary to have done something before it becomes advisable to employ a press agent.

The Pittsford line is meant to mark on a ship, which, by the British merchant shipping act of 1876, forced through parliament by Samuel Pittsford, must be visible above water, thus preventing overloading.

The Pittsford Line.

The Pittsford line is meant to mark on a ship, which, by the British merchant shipping act of 1876, forced through parliament by Samuel Pittsford, must be visible above water, thus preventing overloading.

Words With Meanings
 The meaning of a word is indicated by the context in which it is used. When you have an understanding of the word as used in a sentence, you can determine its meaning.

BEACHAM THEATRE ORLANDO

Program for week beginning March 10th
 Monday—Tuesday—Wednesday

EDNA PURVIANCE

'A WOMAN OF PARIS'

Personal Direction of Charlie Chaplin
 Added
 AROUND THE WORLD WITH SPEEJACKS
 An Amazing Picture

Thursday—Friday

AGNES AYRES, JACK HOLT
 NITA NALDI, ROD LA ROCQUE

'DON'T CALL IT LOVE'

True to life, delicate, charming and Exquisitely Appealing

Saturday

KEITH VAUDEVILLE

New show every Saturday. See them all

PHILLIPS THEATRE ORLANDO

Program for week beginning March 10th
 Monday—Tuesday

TOM MOORE, EDITH ROBERTS

'BIG BROTHER'

It has a theme that digs into your heart

Wednesday—Thursday—Friday

D. W. GRIFFITH'S

'WHITE SISTER'

Special Orchestra

Saturday

DUSTIN FARNUM

'THE MAN WHO WON'

Added
 'SOMEBODY LIED'

North Orange County Invites

You to the Section of Opportunities

Let Us Show you the best locations for a HOME or an INVESTMENT.



See "LONGVIEW" properties on the Dixie Highway before you buy.

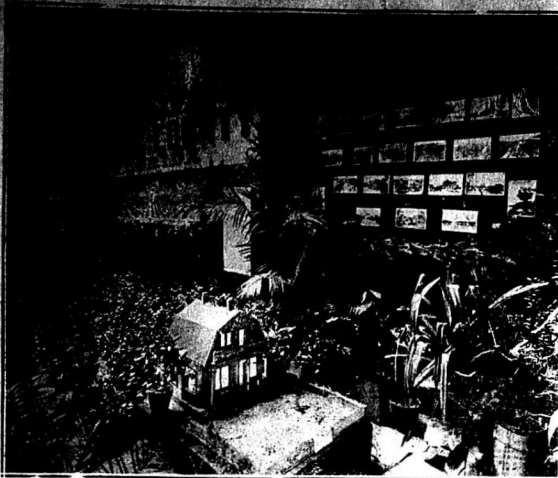
North Orange Land & Co. DEVELOPMENT Co.
 REALTOR'S

OFFICERS
 WM. EDWARDS, President
 SAM S. SADLER, Vice President
 LOVELL, Secretary-Treasurer

Home Office Argone Bldg., Apopka

DIRECTORS
 Wm. Edwards
 P. T. Warlow
 S. S. Sadler
 J. C. Merrill
 J. B. Schimms

AT MADISON SQUARE GARDEN



ANOTHER VIEW IN THE GARDEN

WILL BE GREAT BOON TO APOPKA

residence in Audubon Park, and make Apopka the headquarters of the enterprise. It is hoped that work may be commenced early in the summer, so as to permit the main build-

Secretary of the Massachusetts branch; by Mrs. Katherine Tippetts, the president of the Florida branch, and by Mr. Peirsons, the eminent president of the National soci-

(Continued from page one)

FLORIDA'S NEXT GOVERNOR



JOHN MARTIN

A MIXED PRAYER

Little Edith, aged three, could recite three or four rhymes, but sometimes got them slightly mixed. She very sleepily started her prayers one night and dozed off in the middle.

"Now I lay me down to sleep, I pray the Lord—my—soul—to—keep."

"If"—prompted mother. Edith awoke with a start and sang out energetically.

"If he hollers let him go. Feeny, meeny, miny, mo!"—From Everybody's Magazine for January.

HAS NON-CONTAGIOUS COUGH

"Do you Cough?" asks the Fall River Evening News, editorially. We do. We refer you to the butcher, the baker and the fuel merchants.—Lewiston Journal.

CANDIDATES ARE WARNED

PICTURES ON POSTS AND TREES ARE NOT TO BE TOLERATED

This year, the candidate for office who sticks his name and picture on posts and trees along the highways is going to feel the displeasure of the general public. The candidate who resorts to placards to announce his candidacy and show his name and features had just as well go home and go to bed. He will be defeated the moment he starts tacking his cards along the highways.

Recently a county fair manager decorated a fine forest on the highway between Mount Dora and Eustis with three foot banners held in place by two laths. They hadn't been up 20 minutes before complaints began flowing into the county engineer's office, by phone and in person, the "in person" being irate women. Within an hour a man was sent out to knock down the offensive posters, but someone had "lathen him to it"—they were already down.

A political placard has no more chance along the highways of Florida than a snow ball in Key West. The politician who uses the same and posts to advance his candidacy had better think twice before he does so—for the woman vote is a strong one and 20,000 Florida women have practically banded together to boycott those things exploited by desecrating highways—and they probably will consider a candidate a thing.—Tampa Tribune.

Subscribe for the Chief \$2.00 per Year

NOT BRAGGING ABOUT The Methodist led the pole of green at a recent survey, that made, but we are not at all sure the Methodists at large will be boastful of this fact.—Portland Herald.



Silvertown means—highest quality, low cost, long service,—and finally—Tremendous satisfaction. Goodrich Silvertown CORD

"Thirst Knows No Season"

DRINK



We Are Proud to Say We furnished the Mill Work for the fine new plant of the Apopka Printing Company

McCormick - Hannah Lumber Co.

Orlando, Florida

Interior Finish

- Sash
- Doors
- Lath
- Shingles

Lumber & Building Materials

Branch Offices

EUSTIS — LEESBURG — TAVARES

Cement

- Lime
- Plaster
- Brick
- Millwork

"Yours for a Well Built County"

SADLER A BOOSTER

EFFICIENT COUNTY COMMISSIONER MEMBER OF "THE CHIEF" TRIBE

The foregoing is an excellent picture of County Commissioner, Sam Sadler, to whom the people of Orange County owe much for his efficient and painstaking service he has given them on the County Board of Commissioners. He has been ever watchful of the interests of this section of North Orange, and has not been unmindful of the interests of other sections. Indeed, his service on the Board has been of the utmost value to all the people of the county, because he brought to the attention splendid engineering knowledge and ability that enabled him to keep public improvement projects in practical way. He is now serving a second term.



Sam S. Sadler

Commissioner Sadler is a member of the Chief Family, and we are proud of it. His home is at Tangerine, where he owns the finest farm in Florida. This is saying a good deal, and Mr. Sadler stands ready to make good. It consists of 300 acres and is in high state of cultivation. He is an officer and director of the North Orange Land & Development Company, Treasurer of the Orange County Chamber of Commerce and a member of the Beautification Commission for Orange County.

Mr. Sadler has had an interesting career. He was born in Pittsburgh and came to Florida when he was six weeks old, so he may justly lay claim to being a "Florida Cracker." He was educated in Penn State College, Rollins College at Winter Park, and took a post graduate course at the University of Toronto, after which he entered the employ of the Dominion Government. He was also Forest Engineer for the Pennsylvania Railroad for two years. Returning to Canada, he went to Saskatchewan as assistant Chief of the Tree Planting Division for the Canadian Government. He could not get the Florida sand out of his shoes and came to the State permanently in 1914.

Commissioner Sadler is a man of pleasing personality and has a host of friends throughout Orange County, who know him for a man of genuine worth and substantiality.

EXCUSE US, PLEASE
An automobile ran over a stick, causing it to hurtle through the air and wound a visitor. We hope the visitor will not think that when a Memphis automobile misses a man it throws something at him.—Memphis Commercial Appeal.

WELL, THIS IS LEAP YEAR
Helen—Father asked me if you were a good business man.
Harry—And what did you say?
Helen—I said you had never talked business with me.—Portland Evening Express.

SCHOOL BOARD ORGANIZED
The School Board met at the Chief office on Monday and organized by the election of W. D. Morton, President, W. W. Carpenter Treasurer and A. M. Hall, Secretary. The Board will hold regular meetings once a month. Members with the exception of the latter, accompanied by County Superintendent Johnson and several citizens, went on a tour of inspection of school buildings on Thursday of this week, with a view of determining the best line of construction for the new building that will be erected at Apopka during the summer.

ALWAYS WELCOME
Mr. and Mrs. Geo. Stamm, prominent hotel people of Wheeling, W. Va., who are touring Florida, passed through Apopka on Sunday and had a pleasant visit with some of their West Virginia friends here.

TO HELP MAKE ROADS SAFE

PLEDGES TAKEN BY TWELVE THOUSAND AUTOMOBILE OWNERS

Major A. A. Stewart, of New York City, recently formed what he knows as the Argus Association, composed of motorists all over the country who are willing to take the pledges of the association as to safe driving. These pledges are:

- 1—To be always ready for any emergency by keeping my eyes on the road and my thoughts on what I am doing.
- 2—To particularly watch out for curves, crossings, and bridges.
- 3—To always keep my car under perfect control.
- 4—To keep the brakes and steering gear in good working order.
- 5—Never to stop or slow down without signaling to the driver of the car behind.
- 6—Never to take a turn without care and a warning to drivers of other cars.
- 7—Never to cut off another car unless I am positive that there is ample space.
- 8—Never to stop in a narrow place on the road if by doing so I inconvenience the driver of other cars.
- 9—Never to start out from the curb without making sure that the road is clear.
- 10—To consider the safety and comfort of the other car's occupants as well as my own.
- 11—Never to try to save a minute or two of time if by doing so I am risking the life of a human being.
- 12—To obey all the rules of the road as laid down by law or common sense.
- 13—If I do not drive my own car, to require my chauffeur or members of my family to live up to these principles.
- 14—To be always careful, vigilant, courteous and thoughtful—a gentleman of the highway.

More than 12,000 motorists are stated to have taken this pledge.

WILL YOU COME THIS YEAR

Mr. Wm. Carr, of Rossmore, Va., is enjoying an extended visit in Apopka. Mr. Carr is a brother of John D. Carr, who is well known in Apopka and whose many friends will regret to learn that he will be unable to make his usual visit to Apopka this winter. "Uncle John" as he is familiarly known, is at Newport News and his work will keep him there for some time.

VISITED DAYTONA
Mr. and Mrs. I. M. Jackson, Mr. and Mrs. H. Waterhouse, Mrs. Sam D. Stewart, Mr. Wm. Carr and Mr. and Mrs. J. H. Patterson, were a congenial party of West Virginians motoring to Daytona Beach on Sunday. They visited DeLeon Springs, and other points of interest in that section and had a most delightful day.

TOUR OF INSPECTION
Colonel E. M. Chance, of Day & Zimmerman, Inc., the famous engineering firm of Philadelphia, brother of T. M. Chance, consulting engineer; Mr. Richard Whitney, President, and Mr. F. E. Mygatt, Secretary of the Alpha Company, operating the big nest development at Zellwood, accompanied by Mr. Burnham, of New York City, came down for an inspection of the operations last week. Mr. Lorenzo Wilson, of the Wilson & Loomer Fertilizer Company of Jacksonville, was also of the party. Extensive experimental work is being done at Zellwood and the company will soon be ready to ship the fertilizer in great quantities. This is one of the most important developments ever undertaken in this section and when in full operation will mean much to this section.

CAME ON SAD ERRAND
Misses Florida and Mary Newman, who accompanied the remains of Mrs. Mary E. Newman here, the early part of last week, left on Friday morning for their homes in Georgia. Miss Florida Newman is head nurse at the Georgia Tech. Institute and her niece, Miss Mary, is music teacher in the public schools at Buchanan, Ga. Their many Apopka friends were pleased to see them again.

NOTICE
Registration books for Precinct Number 6 are now open at my office. Come in and register! Books close on April 1st.
47-31 Harry P. Witherington, D. S.

MUST HAVE A LICENSE

COMPLAINT TO ORLANDO REALTY BOARD OF UNLAWFUL METHODS AT APOPKA

A class of Apopka recently gave notice to the Realty Board of Orlando to the effect that several tourists, boarding here for the winter, were selling real estate without a license. No names were given. The Realty Board in consequence warns purchasers of real estate to deal only with licensed dealers. It is stated that many persons carry on a brokerage business in real estate and fail to take out the proper license, some of this neglect is indicative of the "Fly-by-night" concern.

Dealing with a reputable broker are precedent to satisfaction in all instances. While a permanent real estate operator, for newcomers a safe rule is to consult a realtor. A realtor is a member of the Orlando Realty Board which is composed of the Realtors of Orange County, Florida. The Board itself is a member of the State and National Association of Real Estate Brokers. As admittance rules are very strict, it naturally follows that of the great mass of real estate operators, those having the distinction of being realtors can be relied upon.

Attention of the authorities has been called to the fact that there are several people operating in and about Apopka who do not have either a State, County or City license. If any one is in doubt as to the particular qualifications of a person who holds himself out to be a real estate man, that is as to whether they are licensed or not, it would be well to communicate with the Secretary of the Orlando Realty board.

SENIORS ENTERTAIN JUNIORS
The Seniors of the Apopka High School entertained the Juniors at a Chicken Pillesau, at Lake Pleasant, on Saturday evening. There was an abundance of the delicious pillesau and all the frills that go with it to make a perfect picnic supper, and a most enjoyable evening was spent. Mrs. Yaden chaperoned the jolly party of young people.

One of the most interesting social events given by the Apopka Women's Guild was the card party given at the home of Mrs. J. H. Patterson on Saturday evening. The card tables were set for a most interesting and profitable evening. The tables were set for a most interesting and profitable evening. The tables were set for a most interesting and profitable evening.

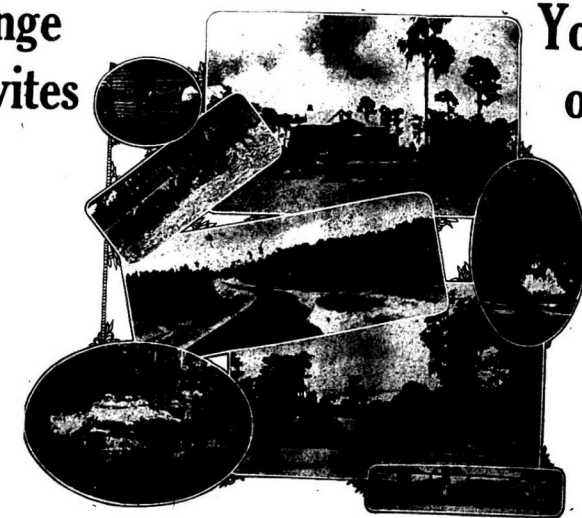
After several interesting games of Bridge it was found that high score was held by Mrs. Walter Coble and she was awarded the first prize, a beautiful pair of white silk gloves. While the second prize, an attractive bridge set, went to Mrs. Geo. P. Stewart, Sr. Mrs. Claude Jacquart was winner of the consolation, a deck of cards, and the prize among the teenagers was won by Mrs. C. E. Kalbach, this being a beautiful vanity. Late in the afternoon a very delicious refreshment course was served on the card tables. Mrs. Spicker was assisted in entertaining by her sister, Miss Marie Pryor, and daughter, Mrs. Mallory Welch, and the afternoon proved one of unusual enjoyment.

Enjoying Mrs. Spicker's cordial hospitality were the following guests: Mesdames Flora Belle Lee, Edna Katz, Walter Coble and Roy L. Starbird, of Kissimmee, and Mrs. J. S. Edwards, of Zellwood, and her mother, Mrs. M. J. Roser, Miss Pauline Stewart and Mesdames Francis E. Upham, Albert C. Hall, Jessie M. Jewell, Geo. P. Stewart, Sr., A. P. Swan, W. Strauss, Alice Lueders, Glenn McClure, J. G. Grossenbacher, B. G. Bagdale, A. O. Martin, J. D. Jewell, W. C. Haglegans, T. R. Smith and J. A. Jackson. Invited for tea were Mrs. C. Ellwood Kalbach, Miss Ella McGee, Mrs. Lee F. Lovell, Mrs. W. W. Walters, Mrs. William Barry and others.

The man or woman who doesn't read the home-town newspaper can never be counted on to know what is going on.

North Orange County Invites

Let Us
Show you the best locations for a HOME or an INVESTMENT.



You to the Section of Opportunities

See "LONGVIEW"
properties on the Dixie
Highway before you
buy.

North Orange Land & Development Co.
REALTOR'S

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SAM S. SADLER, Vice President
S. S. LOVELL, Secretary-Treasurer

Home Office Argone Bldg., Apopka

DIRECTORS
Wm. Edwards
F. T. Warlow
S. S. Sadler
J. G. Marshall
J. B. Stewart

FLORIDA IS BOOMING

WEEKLY INDUSTRIAL REVIEW GIVES NOTICE OF MANY NEW PROJECTS

St. Petersburg—\$500,000 office and theatre building to be erected.

Jacksonville—Contract to be let for construction of McGirt's and Trout creek bridges.

Florida Banana Growers' association reports growing of bananas in commercial quantities rapidly increasing throughout state.

South Jacksonville—Construction of Bowden-Sunbeam road being rushed to completion.

Everglades drainage board plans to connect Atlantic Ocean with Gulf of Mexico via Lake Okechobee and canals on east coast.

West Palm Beach—Florida Pineapple Growers' association perfects marketing organization.

Mount Dora—Rapid progress being made on new road connecting Crooked Lake drive with Belleau Manor.

Fort Pierce—Contract to be let for construction of new high school building.

Noma—First carload of sweet potatoes shipped to market from this point.

Rock Bluff—Local turpentine business changes hands extensive operations planned.

Yulee—Work started doubling capacity of Edwards tomato packing house.

Quincy—Development of water power in Oklocknee river swamp under consideration.

Dunnellon—Construction of 12 mile stretch of state highway to be given here and Romeo progressing rapidly.

Lake Worth—Contract to be let for improving 15 streets and 14 alleys.

Fort Myers—State Highway from Georgia line to this city to be hard-surfaced.

Avon Park—New \$50,000 factory of Avon Canning company begins operation giving employment to 100 workers with weekly payroll close to \$2,000.

West Palm Beach—\$7,000,000 contract set for construction of 200-mile stretch of new Seaboard railroad from this point to Wildwood.

Palma Cais Park—Work of laying paving and curbs in several streets well under way.

New Cotton Mills and extensions completed in 1923 added 484,904 spindles and 14,698 looms to textile plants of the country, principally in the south; North Carolina led the development with 175,228 spindles and 4,836 looms added and South Carolina was second with 167,776 spindles and 5,468 looms.

Orlando—Seaboard Air Line freight and passenger depot to be built on West Central avenue.

Pensacola—Shipments of lumber and timber to foreign points steadily increasing.

Panama City—Growers in this vicinity dividing acreage between cotton and grapes.

Bluff Springs—Plant of Martin Vesper company begins operation on full-time schedule, output one car per day.

DeFuniak Springs—200 acres to be planted in sweet potatoes this season.

Lakeland—Contract let for construction of new apartment house to cost \$14,000.

Orange County contains 22,107 1,288,781 orange trees, 223,153 apple fruit trees, 63,280 tangerine trees, 1,441 lime trees, 473 lemon trees and 367 kumquat trees.

Pensacola—Hotel costing \$1,100,000 and bathing pavilion costing \$250,000 to be built at end of Gulf Beach highway.

Apopka—Deposits in State Bank of Apopka show increase of \$100,000 over last year.

Building in Florida in 1923 of \$49,261,619 in twenty cities reported a gain of 40.2 per cent over their average for 1922.

Milmmee—Extensive tree planting on Saint Cloud road, Orlando and Ruby avenue well under way.

Petersburg—Contract to be let for installation of boulevard lighting on Central avenue.

South Jacksonville—Construction under way on Gamble & Stock-crowder and tile plant.

——\$50,000 Elk's home soon.

Spings—First National building to be erected on Tar-

Group Two, subject to the Democratic Primary to be held in June.

I wish to thank my friends and the voters, most heartily, for their support and co-operation in the past. Having acquired some knowledge of the work to be done, I hope to be able to serve them more efficiently in the future.

Thanking you in advance for continued support and co-operation, I am,

Sincerely,
47-134 H. H. WITHERINGTON.

For County School Superintendent I hereby announce myself as a candidate for the office of superintendent of public instruction, subject to the primary of June, 1924. I have been a teacher in Orange County for thirty years. If you feel that my training and experience qualify me for the office, I will appreciate your support.

42-184 EUNICE DELANEY.

I am a candidate for tax collector. If elected I will give you better service by mailing you a statement when your taxes are due, and the amount thereof; if you desire this service and think 20 years is long enough for the present incumbent to retain this office, I will appreciate your support.

J. EARL VICK

For Sheriff I am a candidate for Sheriff of Orange County, subject to the forthcoming Democratic Primary. I have been competing with the Sheriff's office the greater portion of the past eight years. My experience has given me a thorough knowledge of every department of the office. I will appreciate your support and if nominated and elected, I will strive to faithfully discharge the duties of the office.

P. M. MOSLEY.

Deeply appreciating the confidence and co-operation extended me as your county superintendent of schools during my present administration by the people of our county, I again announce myself a candidate for re-election in the June primary.

A. B. JOHNSON.

TO THE VOTERS OF ORANGE COUNTY—I hereby announce myself a candidate for reelection as Tax Assessor of Orange County. If nominated and elected I pledge my faithful service.

32-21 ARTHUR BUTT.

To the Voters of Orange County—I am candidate for County Solicitor, subject to the primary. If elected, I will do my best to be an efficient, loyal and impartial servant of the county.

CHANCEY A. BOYER.

FOR SHERIFF I hereby announce myself a candidate for sheriff, subject to the democratic primary, June next. If nominated and elected I pledge my term in office to the enforcement of law. Your support will be appreciated.

47-134 GEO. W. BROWN.

For County Solicitor I am a candidate for a second term as County Solicitor and if re-elected will continue to serve the people of Orange County in a vigorous and impartial enforcement of the law.

13-1 W. M. MURPHY, Jr.

For County Judge I hereby announce myself a candidate for reelection to the office of County Judge of Orange County. If nominated and elected I will continue trying to faithfully perform the duties of the office, and furnish courteous and efficient service.

I will appreciate your support.

15-14 FRANK A. SMITH.

DO YOUR FEET HURT where the foot is sore? CALLOUSES CURED, NOT TRIMMED. Rheumatic condition, BUNIONS, heavy callouses, painful heel, weak ankles, weak arches, or tired, aching feet. Consult C. L. Giesler, Yowell-Drew Bldg., 4th floor, Orlando.



Tyndall Furniture Co.

(Successors to Tyndall Bros.)

High Grade Furniture

Free Season Tickets to the

Chautauqua, March 17 to 21

with each purchase of \$25.00. Don't fail to come and make our store your headquarters.

Tyndall Furniture Co.

John D. Tyndall, Prop. Phone 71
Winter Garden, Florida

WE HAVE NOT RAISED OUR PRICES

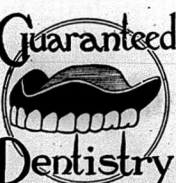
Guaranteed Prices

We Still Continue to be the Largest INSTITUTION OF OUR KIND in the STATE catering to the RICH AND POOR ALIKE

Free Examinations Painless Extractions 50c

Orlando Dental Offices

Corner Orange Ave. and Pine St.



Sale of Bedroom Furniture

Beginning today, Friday, and continuing for one week, we offer a number of unusual values in Bedroom Furniture. These suites and pieces are of the highest quality and workmanship and the prices illustrated below are 33 1-3 per cent lower than the regular retail. We suggest that you come early to insure careful selection for it is an opportunity that will be grasped by many and the quantity is limited. A few of the many values are shown below.



This suite, exactly as pictured, finished in Ivory, Walnut or Mahogany can be purchased as a suite, or the pieces can be bought separately or in groups as desired. Prices as follows:

| | |
|----------------|---------|
| Dresser | \$39.50 |
| Bed | \$37.50 |
| Dressing Table | \$38.50 |
| Chiffonier | \$38.00 |
| Bench | \$7.50 |
| Rocker | \$8.50 |
| Chair | \$7.50 |



This beautiful Suite is also finished in Ivory, Walnut and Mahogany. The pieces can be purchased separately as a suite, or in any desired group, the privilege of any person who is fortunate enough to make their selection early during this sale. Exactly as pictured. The prices:

| | |
|---------------------|---------|
| Dresser | \$45.00 |
| Bed | \$39.50 |
| Semi-Vanity Dresses | \$45.00 |
| Chiffonier | \$38.50 |
| Bench | \$7.50 |
| Rocker | \$8.50 |
| Chair | \$7.50 |



Here is one of the handsome suites in our store, and this sale offers the unusual advantage of purchasing (this week) at exceptionally low prices single pieces, any group or the entire suite. Also finished in Ivory, Walnut and Mahogany. The prices are as follows:

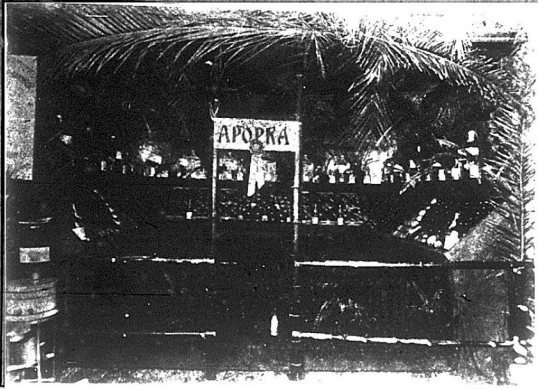
| | |
|-------------|---------|
| Dresser | \$55.00 |
| Vanity | \$78.00 |
| Chiffonette | \$42.50 |
| Bed | \$42.50 |
| Bench | \$7.50 |
| Rocker | \$8.50 |
| Chair | \$7.50 |

— Easy Terms May Be Arranged —
Exactly as pictured

WILEY FURNITURE COMPANY

B. A. WILEY
SUCCESSORS TO ESTES—WILEY
440 NORTH ORANGE AVE. ORLANDO

APOPKA'S PRIZE-WINNING BOOTH AT MID-WINTER FAIR, ORLANDO



The Chamber of Commerce... ing was held Tuesday evening... school. Despite the inclement... er, a goodly number were pres... Mesdames Clyde and Jim P... Sam Scott, little Misses Christi... Rhoda Pounds and Mildred... went to the Beacham Wedding... see "Bringing Up Father."
Mr. and Mrs. T. N. Camp, M... Mrs. John Butner, Messrs. Ton... ner and Jesse McDonald enjo... very pleasant trip this week to... Beach, Miami and Coral Gables... ing the trip down on the Coral... bus.
Messrs. William and Grey... of Tampa, were the guests of... and Mrs. J. Z. Echols, over last... end.
Mr. and Mrs. Dave New and... of Orlando, were the dinner g... of Mr. and Mrs. F. J. New, Frid... Mr. Jack Minor, of Minorville... serving on the jury in Tampa... week.
Mr. Russ, of Minorville, was... badly hurt Saturday in an autom... accident, which occurred on the... road near the Gotha asphalt... His many friends will be glad th... is reported to be much better.
Mr. and Mrs. Holt Henly... purchased a new Essex.
Mrs. Ernestine Roland, of K... mee, is the guest of friends in... this week.
To the regret of friends... Ocoee Inn, Miss Catherine... mond leaves for her home in J... and Chicago.
Mesdames Spence Carrick, E... Bassett and Miss Catherine we... tors in Orlando, Thursday.
Mr. and Mrs. W. S. Pound... returned from an extended... to Brooksville, Plant City, an... ped enroute home by Tribb... Mr. O. L. Harper and their... liam Pounds, who are cashie... Tribby Bank.
Mr. Tom Minor has return... a business trip to Lakelan... Mrs. C. D. Johnson and... of Stone Mountain, Ga.,... been the recent guests of... Mrs. Guy Britt, have ret... her father's home, Mr. J... in Winter Garden.
The many friends of... will regret that he is servin... the Orange General Hospi...
One thing for which A... ler and his family must... credit is the amount of... they furnish for the nov... Clearwater Sun.

NO EXTENSION OF TAX TIME

ALL INCOME TAX RETURNS
MUST BE IN ON
MARCH 15

Hon. D. T. Gerow, Collector of Internal Revenue, issues the following statement to employers, and requests their co-operation:

Your attention is called to your obligation, under the law, to file with the Commissioner of Internal Revenue at Washington on or before March 15, information returns. These returns are prepared on Forms 1099 and 1086, and must be filed by every individual, firm, corporation, partnership, receiver, trustee, executor, administrator and employer who, during the year 1923, paid out salaries, commissions, rent, royalties or other fixed and determinable gains in amounts of \$1,000 or more to any one individual. These infor-

mation returns are entirely distinct from income tax returns.

No extension of time can be granted by the Collector for the filing of information returns.

It will be appreciated if you will present to your employes the necessity of filing income tax returns. A return is required from a single person receiving \$1,000 or over per year, and from married individuals receiving \$2,000 or over per year. It is necessary that the return be filed regardless of the fact that allowable deductions may indicate no tax due. The erroneous impression is prevalent that where no tax is due the individual is relieved from filing returns, but this is not in accordance with the law. As an illustration, a married man whose net income does not exceed \$5,000 has \$2,500 exemption as the head of family, and \$400 for each dependent. A married man with two children would, therefore, be entitled to an exemption of \$3,300 but if the total income is \$2,000 or over a return must be filed. This office will appreciate your

co-operation. We want to avoid all penalties, as far as possible, for failure to file returns.

OCOEE

Mrs. Baron A Minor delightfully entertained the members of the Tuesday afternoon Bridge Club. Lovely roses of red and white in vases adorned the room where the guests were received. After several rounds of auction, scores were counted, finding Mrs. G. A. Washburn high, who was given a beautiful pottery vase. The consolation went to Mrs. Walf Sims, which was a delicious box of crystallized grape fruit. After prizes were given a delicious lunch was served. Those present were: Mesdames Kerr, Eugene and Fred Bartlett, Walt Sims, J. Z. Echols, Edna Ingold, P. J. New.

Mrs. Sam Salisbury was hostess to the W. C. T. U.'s Thursday afternoon.

We are sorry to report little Catherine Tullman is sick.

Where to Go For Your Supplies

PLYMOUTH'S BIG STORE NO OLD GOODS FRESH, CLEAN STOCK

Plymouth Fruit & Electric Company
Plymouth, Florida
"The Corporation With a Soul"
24 Hour Service of
Light and Power
Rates Lower than any other Suburban Town. Electrical Material & Supplies always on hand.
**RADIO SYSTEMS
SCIENTIFICALLY INSTALLED**
Get our figures on your electrical work.

| GROCERIES | | DRY GOODS | |
|--------------------------------------|-------|---|-------|
| FLOUR | | 32-inch Amosk. Gingham, yd. | \$.28 |
| Pillsbury's Best, 24 lb. sack | \$.33 | 32-inch Romper Cloth | \$.28 |
| Pillsbury's Best, 12 lb. sack | \$.68 | Printed Voiles | \$.48 |
| Gold Medal, 24 lb. sack | \$.33 | Unbleached Cotton, 20c, 23c and | \$.28 |
| Orient, 24 lb. sack | \$.33 | Bleached Muslin | \$.25 |
| Orient, 12 lb. sack | \$.68 | Ladies Vests, 25c, 30c, 50c and | \$.60 |
| Preserves 15 oz. glass | \$.28 | Ladies Union Suits, 60c and | \$.60 |
| White Rose Grated Pineapple | \$.39 | Ladies Hose, 25c to | 1.25 |
| W. W. Clarke's Sweet Pickled Peaches | \$.28 | Men's Dress Shirts, \$1.00 to | 2.00 |
| Premier Sliced Peaches, small | \$.25 | Men's Work Shirts, \$1.00 to | 1.80 |
| White Rose Stringless Beans | \$.18 | Men's Jumpers and Overalls and Boys' | |
| Eatmore Peas | \$.18 | Khaki pants. | |
| Golden Bantam Corn on Cob | \$.35 | Men's Dress and Work Shoes, from \$3.75 | |
| Columbia River Salmon, 1 lb. can | \$.23 | to | 8.00 |
| | | Men's Hose, Gloves and Ties. | |
| MEATS | | | |
| White Bacon | \$.15 | | |
| Smoked Bacon | \$.25 | | |
| Steaks, 25c, 28c and | \$.30 | | |
| Fruits and Vegetables in Season | | | |

**Plymouth Citrus
Growers Association
The Mayflower Brand**
The Association has shipped 90,000 boxes of fruit this season, and has 50,000 more to ship.
Ninety per cent of the growers of the vicinity are members of the Plymouth Association.
The Association is growing better and stronger every year.
Full information upon request.

EVERY PURCHASE A BARGAIN

Call on us and let your needs be taken care of at Plymouth's Big Store

Plymouth Fruit & Electric Company

PLYMOUTH FLORIDA
E. A. LEACH, Manager

ORANGE AND LAKE LEAD
Editors again lead American
Association of membership in the
Editorial Association, ac-
to an announcement by John
of Clermont, vice-pres-
the organization in this
Orange and Lake with hun-
cent membership lead the

FOR FRUIT GROWERS

Edited in Collaboration with the
Plymouth Citrus Exchange
In an address before five hundred
citizens of Polk County on March
8, Mr. E. H. Desell, president of the
California Citrus Growers Association,
declared that co-operation is the
biggest need of the day. He traced
briefly the showing of the California
Association, showing its growth to
the present time whereby it controls
75 per cent of the growers. A
great deal of Mr. Desell's address was
devoted to the part citrus fruits are
playing in the promotion and conser-
vation of the health of the nation,
and he thinks this factor should be
emphasized in all advertising cam-
paigns.

amount of fruit sold would more than
compensate for the reduction in
prices.

Under the terms of the Federal
Food and Drug Act citrus fruit is
considered adulterated if shipments
contain an excessive amount of free
deter fruit. Such fruit is worthless
and is liable to seizure if shipped in
interstate commerce and the shipper
thereof subject to prosecution. A let-
ter has recently been sent out by the
United States Department of Agri-
culture warning shippers that the
law will be rigidly enforced this year.

and in Porto Rico it is estimated that
each person needs only 100 lbs. of
oranges a year and that the average
consumption is only 30 lbs. a year.

The citizens process for coloring
mature citrus fruit, a method devel-
oped by the Bureau of Chemistry of
the U. S. Department of Agriculture,
is now being generally used in Cal-
ifornia. The use of sulphur dis-
places entirely the old process of
bleaching by means of sodium bor-
ate with or without sulfidizing
agents. In the new method the sul-
phur is merely formed into the spray
room, and if the room is tight only
about one cubic foot of gas will be
needed twice daily for 2,000 feet of
air space. The coloring, depending
on the amount of green color in the
fruit, is accomplished usually in two
or three days, the maximum being
five days and the minimum one and
a half days.

The Reporter-Star has inaugurated
a plan to advertise Orlando by the
free distribution of oranges and
grapefruit. A large amount of fruit
has been donated for the purpose and
small stands have been built in prom-
inent places. A card explains that
the fruit is free to visitors. Tourists
who come to Florida expecting to
find an abundance of oranges and
grapefruit will certainly not be dis-
appointed, if they visit Orlando dur-
ing the next few weeks.

It is said that if the people of the
United States consumed all the citrus
fruit now produced in this country

THE WAY TO DO IT
DeSoto City will visit on bonds to
build a school here that will ultimately
cost \$40,000.

The Three R's of French diplo-
macy are the Rub, the Rhine and
reparations.—Providence Journal.

MUNICIPAL OWNERSHIP

(continued from page one)
to be in favor of municipal
ship, if a way can be devised
ing over the plant.

After that our citizens may have
accurate information Mayor
was asked to call a mass
ing at the City Hall for the com-
Monday night, to discuss the
an still further. In the mean-
ata is being collected and will
ented at Monday night's meet-
which all citizens are urg-
Chief is not in position, for
accurate information, to ad-
way or the other. In all
to our citizens and to the
and Light Company, all infor-
should be brought forward
ely laid before the people
matter may be decided wise-
judiciously. All cards should
servedly laid on the table,
not know that the present
desires another contract,
interests of the city of Apopka
be, and undoubtedly they
safeguarded. Let all citi-
out to the meeting on
right and come prepared to
their opinions.

On Tuesday, March 4, Mr. Desell
spoke at the Court House in Orlan-
do and frankly and cordially replied
to the many questions asked him by
growers, shippers and others inter-
ested. Mr. Desell had no sure cure
to offer for remedying present con-
ditions in Florida but again empha-
sized the importance of co-operation
and the necessity of supporting an
organization that would have con-
trol of a large percentage of the
crop.

Not only should it be possible o
get the best oranges and grapefruit
in any hotel or restaurant in Flor-
ida but it should be easy to secure
them at very reasonable prices. Com-
paratively few managers, however,
make any special effort to feature
Florida's golden fruits on their
menus and several movements were
recently started to bring this matter
to their attention. The movement
of Polk county to promote more gen-
eral use of Florida fruit, in hotels, is
the direct result of the South Flor-
ida fair, where visitors complained
over and over that the wonderful
fruit there displayed was very diffi-
cult to get and very expensive. Part
of this program is to make March an
"Eat Florida Fruit" month.

In Orlando, where practically all
the large marketing agencies have
their principal headquarters, a more
extensive movement has been start-
ed to bring pressure to bear on the
hotel and restaurant managers in be-
half of the plan to establish popu-
lar prices for oranges and grape-
fruit served to the public. Mr. Chas.
Griner of Jacksonville, president of
the Florida Hotel Men's Association,
has addressed a letter to all
hotel men in the state urging them
to cut prices fifty per cent and point-
ing out that the increase in the

THINGS FOR APOPKA

ing of a causeway span-
ning of Tampa Bay
Point to Pinney Point
ly converting Hillsbor-
old Tampa Bays into the
fresh water harbor in the
ly connected with the
ome of the features of a
development plan outlin-
in O. Adams, Tampa
Wednesday's luncheon
the Kiwanis Club. The
sure, however, was only
the plan, which also
construction of a boulev-
ing from St. Petersburg
county and probably,
ly, to Sarasota and Venice.

It is said that people living in glass
houses in Washington should not
throw.—New York Tribune.

D. J. Mason Chas. C. Potter Chas. L. Graham
Mason, Potter & Graham
Auditors and Accountants—Income Tax Specialists
Watkins Bldg. ORLANDO Phone 1095

BROKAW & CLARKE
NURSERYMEN
4 Watkins Block Orlando, Fla

RYAN & COMPANY
Apopka Lumber Yard Now Open
We are now stocked with Flooring, Ceiling, Lath, Shosting, and
other lines. If you are going to build, come and see us.
Orange Boxes, 25c each, in carload lots
BUY AT HOME—SAVE HAULING

LUMBER—MILLWORK
BUILDING MATERIAL
If it's made of wood we can make it. Our
specifications:
Courtesy, Quality and Service

Southern Millwork
Company
227 W. Business Ave., Orlando, Fla. Phone 421

BUSINESS CARDS

DR. R. C. TURNER
VETERINARIAN
Phone 1548W
ORLANDO, FLA.

APOPKA NOVELTY WORKS
Door and Window Frames
Special Millwork Staining
Your Business Will be Appreciated
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Apopka, Florida

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Funeral Director
PRIVATE AMBULANCE
PHONE 639 ORLANDO

Fred J. Hoffman
Contractor and
Builder
Estimates Cheerfully Given
P. O. Box 144
APOPKA, FLA.

BICYCLES
Phonographs Re-
paired—Keys Fitted
Tennis Rackets Re-String
Repairing of all Kinds
Young's
Repair Shop
ORLANDO PHONE 1117

G. W. LAWTON
JEWELER
BRACELET WATCH WORK
A SPECIALTY
Astor Hotel Bldg. Orlando

You Should Use
-ICE-
Our ice is made from deep well
distilled water, and is pure.
Prompt delivery anywhere. For
economy and your family's
health, use ICE.
Apopka Ice Co.
PHONE 624

Womble and
Starbuck
Builders and
Contractors
Estimates always cheerfully
furnished. Specialty on First
class Work.
PHONE 18-2 APOPKA, FLA.

C. R. YONGE
Practical Plumbing
Steam and Gas Fitting
All work guaranteed
Estimates cheerfully given
APOPKA, FLA.
PLYMOUTH, FLA.
PHONE 10-M

Biltmore Hotel
(Under New Management)
APOPKA, FLA.
Rooms and Meals
Reasonable Rates
Breakfast Luncheon Dinner
6 to 8 12 to 1 6:00 to 7

Lone Pine Realty
Company
APOPKA, FLORIDA
Some good bargains in groves,
wild lands and other property.
Open for listings of all kinds
of real estate.
Lee Smart W. W. Walker

Shoe Repair
Shop
WE "FIX IT"
Skilled Workmanship
Best Materials
Reasonable Prices
Make the old shoe good as new
V. E. ARNETT, Apopka

F. E. ZEPF A. S. ZEPF
Phone 2M Phone 2C
BUILDERS
QUALITY CONSTRUCTION
IS OUR AIM

H. H. Withington
Real Estate
and
Insurance

...ative Weekly paper of
Orange County. With its conten-
tious, ambitious, for the service it
is proposed to give. But we can not
get very far without friendliness and
co-operation. We desire the friend-
ship of all in our efforts to give this
service and friendship will bring the
recognition. If you are a real
friend of the paper and are in sym-
pathy with its purposes and its policies
and believe it can give a service
worth while to the people of the

...ed party politicians have pretty
thoroughly stripped the voter of his
independence and his courage.
Glenn Frank has conceived the
ideal President and describes him in
"The Man Who Should be President"
in the January Century.
He says: "The next President
should be a man of courage, should
live intellectually and morally enough
above the battle of politics to enable
him to think and to act with the re-
quisite realism and courage.
"The service such a President
could render would help us break the
paralysis that has fallen upon Amer-
ican politics. He would help us re-
invest the political process with real-
ity. There is nothing more certain
than that representative government
is doomed unless we do away with
the anonymous blackmail which our
democracy practices on its political
leadership, with the result that
courage gives way to cowardice and
the statesman turns politician."

Eight per cent on your Surplus Funds
The Central Savings and Loan Associa-
tion offers this income payable semi-an-
nually on the best security. Homes in
the North Orange District. They will be
glad to explain fully.
Address Box 323 Apopka, Florida

FOR SALE
Dream Lake Lots, Lake Frontage
A few of my lots, on and overlooking Dream Lake, in a
beautifully landscaped area, cleared and ready for building.
Fronting the Lake, will carry with it a Deed to water
rights at the proportion of about \$500 per acre, de-
pendent on school. Apply to
J. D. MITCHELL
Apopka, Fla.

A Wonderful Gift of Nature DRINK "Wekiwa"



A Gallon a Day Will Keep the Doctor Away
Pure Water ————— Health ————— Red Blood

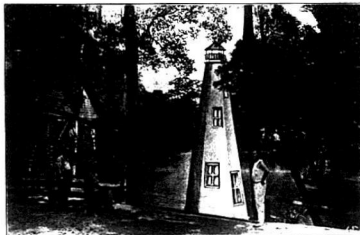
Wekiwa Springs is located at Apopka, Florida. Good roads, wonderful grounds, a rolicking time, boating, fishing, swimming and water sports all the year round.

Wekiwa Springs is the source of the Wekiwa River which flows into the St. Johns River and also has connections with several lakes. The Springs gush out from under a tremendous hill, fifty thousand gallons per minute and has a uniform temperature of 7 degrees both winter and summer.

The use of pure water is essential to good health. All physicians of advance thought and knowledge agree on the value of pure water.

Many people feel they owe their health and in some cases their life to "Wekiwa" water. It cleanses the kidneys, flushes the bladder, regulates the bowels, gives an appetite, and its daily use will tune up the whole system. Highly recommended for rheumatic and diabetes ailments.

So marvelous is its action in both internal and external use that the Seminole Indians called it Wekiwa, "Mystery Water."



The Famous Wekiwa Springs

Drink
Wekiwa
Water
and
Wear
the
Wekiwa
Smile

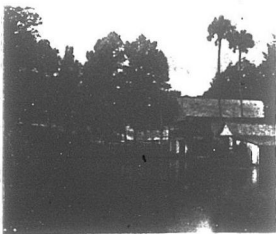
Modern equipment is used in the handling and bottling of Wekiwa Springs Water and special attention and care is given to the sanitation of all equipment and supplies used.

The water is taken from the heart of the gusher into the bottles and at once sealed into the various types of bottles and containers with our trade mark seal and a reward of \$250 is offered for the protection of this seal and "Wekiwa" purity.

The standard 5 gallon bottle is offered in tilting crate or latest Rotax Cooler for family, hotel and office requirements. This crate is our own special design and is also convertible into a shipping crate.

The standard 1 1/2 gallon green bottle with crown cap, 10 bottles to the crate, is very popular for family and hotel trade.

Our Special bottle of square decanter design with nickled cap, 12 bottles to the crate, is without doubt the most practical and unique container on the market. This bottle is 4 inches square and 9 inches high with a long neck, convenient for pouring purposes and holds five glasses of water. The bottle is designed to place one or more in the ice chest or cooler and eliminates pouring a pure water on ice which may contaminate the water. The square bottles can be placed in the cooler in any position without danger of rolling.



Boating at Wekiwa is a Very Popular Sport



A recent picnic crowd numbered over 1,000 having about 1,000 cars parked at one time.

Thirty days continuous use of Wekiwa Springs Water in any family without health results, water charges will be refunded.

Phone or write us your order at once

Our truck service reaches all points in Orange County.

Tilter Crates—Rotax Coolers.

Department of the Interior
United States Geological Survey
Washington, D. C.

Subject:—Analysis of water from Wekiwa Springs, Fla.
The sample of water from Wekiwa Springs has been analyzed with the following results:

| Constituents | Parts per Amt. Water | |
|-----------------------------|----------------------|------|
| | Million | Used |
| Total solids at 180 deg. C. | 128 | 1000 |
| Silica (SiO2) | 11 | 1000 |
| Iron (Fe) | 0.05 | 1000 |
| Aluminum (Al) | 0.3 | 1000 |
| Calcium (Ca) | 29 | 1000 |
| Magnesium (Mg) | 9.0 | 1000 |
| Sodium and Potassium (Na+K) | 5.0 | 1000 |
| Carbonate radicle (CO3) | 0.0 | 100 |
| Bicarbonate radicle (HCO3) | 130.0 | 100 |
| Sulphate radicle (SO4) | 5.2 | 1000 |
| Nitrate radicle (NO3) | 0.2 | 100 |
| Chlorine (Cl) | 5.8 | 250 |

The U. S. Geological Survey made a test of the keeping quality of Wekiwa Springs Water for five months and found no change for this period.

We make express shipments to any part of the U. S. A. Special five gallon carriers for long distance shipment. Quotations on quantity shipments.

The only positive cure for
"WEKIWA" thirst is more "WEKIWA"

Wekiwa Springs Water Company

APOPKA, FLORIDA

"If Nature Don't, WEKIWA Will"
GET THE HABIT

Distributors Wanted

Exclusive Territory Contracts

The State Bank of Apopka
 Apopka, Orange County, Florida
Capital and Surplus - - - - **\$35,000.00**

This bank represents a natural growth attracted through its superior facilities, stability and capabilities

| | | |
|-------------|-----------------------------|-------------|
| | \$13,626.00 1912 | |
| | \$25,277.00 1913 | |
| | \$60,460.00 1914 | |
| | \$64,970.00 1915 | |
| | \$70,786.00 1916 | |
| | \$99,465.00 1917 | |
| | \$122,177.00 1918 | |
| 1912 | \$157,778.00 1919 | 1924 |
| | \$175,582.00 1920 | |
| | \$231,460.00 1921 | |
| | \$237,327.00 1922 | |
| | \$280,516.00 1923 | |
| | \$313,848.00 1924 | |

Our greatest ambition is to grow in the future, as in the past, proportionately to the ever expanding needs of the fast developing community

OFFICERS

WILLIAM EDWARDS, President **A. C. STARBIRD, Vice-President**
WILLIAM G. TALTON, Cashier

DIRECTORS

JUDGE T. PICTON WARLOW
AUSTIN C. STARBIRD
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