







## THE SHINING ROAD TO FLORIDA'S DREAMS OPENS BEFORE US IN THE DAWN OF A NEW DAY

**Aided with progress and experience Florida approaches a new horizon with greater Faith**  
A NEW DAY has dawned in Florida. Opportunity greets that day with outstretched arms. The future, realization of this new-dawned day, is a common challenge.

The shining road of our dreams is open ahead. The past, with all its progress and its passing moments of depression is the foundation upon which we stand . . . the threshold to a greater Florida!

Florida had a boom—an incident in a hundred years in building—and perhaps national enthusiasm will be concentrated in another such expression . . . it will still be an incident—Florida is eternally marching toward finer and higher horizons. No incident can retard destiny!

The boom has long since passed . . . likewise, now, the effects of that economic conflagration are in the discard; facts of the moment have replaced fiction conceived in the estimate of tomorrow. The low mark of reaction is behind us—Florida is headed upward! And values walk hand in hand with this movement.

Florida's golden citrus crop means gold. Vegetables springing from our rich soil are going forth to feed a nation and enrich us. The rolling tide of tourists is coming. On every hand, in every section of this commonwealth, the elements of prosperity are afoot.

Florida is a commodity which the whole nation wants . . . its sunshine is the dream of millions today . . . its mild climate is the hope of multitudes who love life and are dominated by the urge to preserve it.

Our problem is to merchandise these things which the public already wants and to embellish them with friendliness and fair dealings so that the human factor will facilitate the endowment of nature rather than constituting a liability.

Faith and courage have been ever-present factors in the development of this commonwealth—faith over the whole period which has seen the state rise from wilderness and woods to the present hour; courage especially in the rare spells of temporary setback. The hour has come when this courage expressed defensively against discouragement can join with the undimmed faith of all time and launch the offensive aimed at fuller realization of our hopes.

Making more secure the glorious future which faces Florida, the whole southern section of the United States is entering an unprecedented era of development; and aside from all the things which make this state appealing, Florida will feel the strong impetus of this movement.

The new day is here, Florida! In the immortal words, let all the lines advance!

One of a series of advertisements on the FLORIDA OF FLORIDA being published by the Florida Chamber of Commerce in cooperation with Bellows in Jacksonville, Inc.

Realty Operator Here

From Page One
charged with larceny
to have been ad...

breeding promotion
elaborate proposition. The
Rabbit Association was
a "rabbit show" in the
Central Palace, New York...

which Mrs. Ful
the president was a real
mistake that operated in 1922...

Wants Santa
Bring Bicycle
Or 2nd-Handed
(continued from page one)...

WALTER HOPKINS
JOYCE HUNT
Seven years old...

ALFRED SCOTT
bring me a new doll car
and a rag one that I can...

JOYCE HUNT
Seven years old
I would like to have...

JOYCE HUNT
Seven years old
I would like to have...

EVERYDAY MOVIES



"And he says I should dust the desk every morning," says I, "I say, 'I'm on' office boy, I ain't no porter."

New York Stock Exchange Reports

Table with columns for stock symbols and prices. Includes NY Control, NY NH And II, NY And T, etc.

MEDIATORS IN BOLIVIAN ROW GROPE IN DARK

(continued from page one)
was said the Standard Oil Company has large oil concessions in Bolivia...

KING'S HEALTH MAID AT HOTEL REMAINS SAME SAYS BULLETIN REVEALS KILLER

(continued from page one)
night after a long consultation with the physicians. They had been constantly in the company of Queen Mary during and after the operation...

Warren sent his resignation to City Hall yesterday, shortly after denying he would take a day because of criticism directed at him in connection with the Rothstein case...

Baby's Colds Vicks Vapo-Rub advertisement with logo and text.

PERTUSSIN advertisement: 'Clears the throat! PERTUSSIN not only relieves the cough, but helps to clear out the infectious mucus...'

Telephone Numbers advertisement: 'You Should Know' with a telephone handset illustration.

SHE HAD 6 SONS advertisement with a small illustration.

CARNEGIE TO GO WEST advertisement: 'Pittsburg, Pa., Dec. 13.—(INS)—Carnegie Tech will play a later official contract with the University of Southern California...'

BEWARE THE COUGH FROM COLDS THAT HANG ON advertisement with a small illustration.

BOYS ENTER

THE SANFORD HERALD'S CHRISTMAS CONTEST

COLUMBIA BICYCLE and \$25.00 IN CASH OTHER PRIZES & CASH

In addition to the prizes named above there will be two pairs of skates and numerous cash commission prizes provided the contestants remain active throughout the entire campaign according to the rules.

ENTER TODAY YOU CAN WIN! GET DETAILS FROM CAMPAIGN MANAGER

HAMMERLESS SHOTGUN \$15.00 IN CASH

The Sanford Herald

Published every afternoon except Sundays, Florida, under act of March 3, 1907. Published by Sanford Herald, Inc., Sanford, Florida. Editor: EDWARD BIRD. Managing Editor: HENRY L. JONES. Business Manager: HENRY L. JONES. Subscription Rates: Single Copy 5 Cents. Monthly 1.50. Quarterly 4.50. Yearly 15.00. In Advance.

THURSDAY, DECEMBER 13. BIBLE VERSE FOR TODAY: PRAYER—O Lord with my voice I will praise Thee.

AUTUMN MISTS: Mist is the pearly dawn, With lines of rosmarin on its wings. It is like a certain dawn, With the shimmering murmur of sea.

Do your Christmas Shopping in Sanford stores. Start your next year's Christmas savings fund now. This is Stocking Darning Week—ready made for Christmas Eve.

Florida should not laugh at California's proposal of the first amendment. Remember that he who laughs last laughs best.

A sub reporter has just inherited an estate which pays him one thousand dollars a day. Now, wouldn't you, if you were in his shoes, just enjoy a home for aged parents?

The New York Herald Tribune has received nearly an entire issue of a Sunday edition of the Sanford Herald. It was given over to the state news, as is the custom of the right sort.

Paul Bernadette, who has been in the American business for many years, has been named as the new president of the Florida Automobile Club.

At once he was found in the back yard had been cut and gathered in a pile. He was reducing his sides of wood to little sticks, and had three or four more in his hand.

When the doctor went down to the back yard, he found the man lying on the ground. He was dead.

Coming To Florida

Floridians should take due pride in the recent announcements that President-elect Herbert Hoover will spend some six weeks in this state preceding his inauguration, and that President Coolidge will pay a visit in February upon the occasion of the dedication of the Bok "singing tower" in Polk County.

There is no gainsaying the wonderful advantages that will accrue from the publicity attendant upon the visits of the two men. This state has entertained notables by the scores every season since it became a national winter resort.

Meanwhile the state will be banking happily in the spotlight of a hundred and twenty million persons. Floridians recall a short vacation spent here by President Harding some two years before his death.

The possibility that Florida may become the winter vacation place for presidents of the future is not remote in its proximity to the capital is a decided advantage.

Too Busy To Die

How old does a man have to be before he is ready to die, we are moved to wonder after reading an editorial in the Palm Beach Post in which the career of Ezra Meeker is described.

Recently Mr. Meeker made the trip again at the age of ninety-eight, this time flying lightly in an airplane over the mountains and desert sands which had proved so difficult a cross before.

But Mr. Meeker is not ready to die yet. The Post explains that not long ago he lay sick in bed, with a malady from which younger men might not have been expected to recover.

We wonder if that is not, after all, the secret of long life. As long as you have too much to do, you cannot be expected to die.

Some day Ezra Meeker will be through. He will finish his work and lie down, just as everyone must, but he will have prolonged his life by many years simply because he was too busy to die.

A BOY IN A BIG VEST

A boy of about twelve dropped in the office. We had never seen him before. "When did he come into business?"

When told that it belonged to a neighbor, he said, with disappointment in his lowering voice: "Well, I thought maybe it was yours and you'd want it carried in."

He looked at the folded note as though it were a warrant. He was a dirty little rascal, his face smeared with yesterday's jam and several sittings of cod fish.

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This Afternoon



Beware of desperate steps! The darkest day, Live till tomorrow, will have passed away.

The gasoline tax, which provides the state of Florida with almost half its annual revenue and which is probably the easiest and fairest method of taxation ever employed by Florida, is scheduled for some analysis when the legislature meets next spring.

The present gasoline tax is five cents a gallon. Of this, two cents is retained by the state for its road building program, one cent goes into the general state school fund, and one cent is divided equally among the sixty-seven counties.

This distribution is being criticized in several quarters as unfair to the counties. Division equally among counties of the income from one cent of the tax is opposed as forcing certain counties to finance other counties.

The Times thinks this unfair. It wants (1) the distribution among counties to be made not equally but in proportion to each county's gasoline tax payments, and (2) a return to counties of two cents rather than one cent of the state's gasoline tax income.

Under the present practice of returning one cent of the gasoline tax income to the counties, the state government would seem to be stopped from any claim that the proposed return of the 11 cents from two cents of the tax is either unconstitutional or uneconomic.

The Times' proposal would decrease by one-third the present income of the state road department. Certainly there will come a time when the wise and supposedly valuable road program which the state has laid down for itself will require less annual revenue than heretofore.

On the other hand, it is not to be denied that many of Florida's county governments are woefully backward with financial burdens to bear and that the road tax burden on Florida's poorer rural counties is unequal and should be revised.

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NOT THE MOST DIGNIFIED WAY TO ADVERTISE HIM



UGLY CHURCHES

PROTESTANTS have wasted between \$500,000,000 and 700,000,000 in producing "unbeautiful churches" in the United States, the Rev. Dr. S. Parkes Cadman declared before the New York Methodist Ministers' Association.

In the future, Dr. Cadman asserted, Protestants will turn away from edifices which proclaim ignorance and ugliness to the erection of buildings whose outward loveliness and eternal beauty will be an inspiration to greater devotion.

Dr. Cadman is somewhat excessive in his condemnation, but there is a soundness to the criticism. In the past people have given less thought to artistic appeal and more to utility in the construction of edifices.

The danger follows a border clash between soldiers of Bolivia and Paraguay. Both nations have been thrown into a state of high excitement. Both seem ready to reach conclusions on the field of battle.

Herbert Hoover's good will mission in South America is not effective in keeping the Bolivian and Paraguayan dogs of war from snarling and straining at their leashes.

Border disputes between nations are kin to the line disputes of neighbors. The difference is in degree. Two men quarrel about their line, and their bitterness grows until they come to personal conflict.

Official advice received by the Latin office proves without any doubt that the clash between Paraguay and Bolivian forces near Fort Galvez took place in a very different manner than referred to in your book.

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this sanctuary. An interesting ring forth the tidings of Peace, Earth, Good Will, and many, many will only see the sanctuary. — Marie Harlow Walker, in Lake Wales Highlands.

CHULUOTA INN On Lake Wales Highlands, Chululota, Seminole County, FLORIDA. A quiet retreat in the lake section of Florida, an hour's ride by auto from the coast. In forty minutes over land highway from Sanford and Orlando.

A modern hotel, comfortable, roomy, heating, hot and cold running water and hot meals—fresh eggs, rich milk and cream, fresh vegetables from our own and local farms.

For recreation, the lake offers a wealth of natural sport and fishing in CHULUOTA and in that delightful climate the feeling of outdoors is a recreation in itself.

For information write A. G. WAGNER, Manager, Chululota—Florida.

SPECIAL REDUCTION in prices in TIRES for 18" and 22" Wheels. 1 Player Piano in good condition \$100.00 cash. \$30.00 Portable phonograph \$18.00 cash. Used phonographs cheap in cash.

RINES SERVICE STATION 1113 Sanford Ave. Sanford, Fla.

Elton J. Moughton Architect First Nat'l Bank Bldg. Sanford, Fla.

Sunset And Stillness By Maude Walker Lake Wales Highlander

Across the vast expanse the mighty tones of the king of all the bells, pealed forth the stroke of the magic hour. A hushed expectancy—dreams about to be realized—a longing for dear ones to share in this feast for the soul—surges of emotion as hope and trust in the Eternal was voiced in "Lead Kindly Light, Lead Thou Me On"—a sigh of contentment in the realization of an actuality—Our Singing Tower came to life!

Weeks, months, even years have marked the blossoming of this gift of love. Surely the giver's heart was nigh to bursting as that endless caravan pressed into byways and hedges and, in great solemnity gave ear to the beautiful tones of the Carillon.

"America, the Beautiful," a "hardened pride fills our being, 'Swanee River,' 'Old Kentucky Home,' our own folk songs, which set us all a-singing; then those rare old songs of other nations, 'Drink to Me Only With Thine Eyes,' 'The Cuckoo,' 'At Evening When I Go to Sleep'—songs we have known and loved so long; the stately 'Minuet in G'; the impassioned 'Volga Boatman,' and, in memory of another master, Schubert's 'Serenade'; 'God's Hand,' and 'Our United States,' a majestic and dignified climax. The program a work of art, played by a master craftsman whose personality was lost in the greatness of his music.

"Make you the world a bit more beautiful and better because you have lived in it" has become a mighty sermon, reaching deep into the hearts of the wayfarers through

COAL Grates Moss Peat NITRAPO 5-5-5 GOAT Bone Meal Colloidal Phosphate

Continuously in stock in our Warehouse Call us Pearson & Co. Phone 120

Loch Arbor The place to build your home De Forest Sanford Realty Co.

Good Delicious Aromas

Coffee Purifiers are the most popular household appliances known to date. It distills the coffee, rich, delicious, and pure, and removes all the impurities, leaving it to the eye and palate.

A family delight. It is made in heavy copper of the finest quality, with all attachments. Costs about 6 cents per cup.

Many attractive designs in display. See them now.







