





The Sanford Herald

Published every afternoon except Sunday at Sanford, Florida. Office at 211 Magnolia Avenue.

Subscription Rates: One Year \$7.00, Six Months \$4.00, Three Months \$2.00, Single Copies 10c.

Advertising Rates: One line per week \$1.00, One month \$3.00, Three months \$8.00, Six months \$15.00, One year \$28.00.

WEDNESDAY, JANUARY 2, 1929. MIBLE VERSE FOR TODAY: PRAYER: We rejoice in the love of God which is broader than the measure of man's mind.

THE NEW YEAR'S COVENANT: I, Thou wilt walk, O Father, by my side. Along the climbing pathway of the year.

Along the climbing pathway of the year. On lowland mist, through for at gloom on radiant height I will not fear.

As man, can harm me but myself gray ghosts. As I stand in faith's dawn. What I must do.

As I stand in faith's dawn. What I must do. Can Death? He is but doorkeeper to life.

I will be true. I will be true. I will be true. I will be true. I will be true.

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Is Mr. Coolidge A "Political Accident?"

As President Coolidge prepares to relinquish the office which he has held for the past six years, the press of the country is engaged in widespread comment upon his conduct as chief executive. The published remarks are as much at variance as human minds are capable of being. By some writers the President is pictured as a man of extraordinary ability, by others as one of ordinary talents, who by a fortunate chain of circumstances, became president of his country. Some have given Mr. Coolidge credit for being a great executive; others have pictured him as a mere figure-head, incapable of doing things for himself and relying solely upon others for decision in every matter of consequence.

The Century Magazine is among those having something to say about the President's administration. It is moved to ask, "Is Mr. Coolidge a uniquely dull case of political accident who knew enough to steer a middle course and keep his teeth together, or is he, as we begin to suspect, the ultimate expression of Yankee hosiery sagacity, the apotheosis of non-committal prudence and straw-colored good sense? As its own answer to the query, Century believes "if he hadn't been president of the United States he would have made a splendid, if rather too cautious, president of a country bank." This remark, the Charleston News and Courier thinks, "doesn't appear complimentary to the New Englander."

Whatever may be Mr. Coolidge's faults, we think that two or three virtues, which he has displayed prominently throughout his occupancy of the White House, are the dominating factors in what we believe to have been a most successful administration. The President's reticence, we think is not feigned to conceal indecision or lack of ability, but can be attributed to a happy faculty for knowing when to talk and what to say when he does speak. Our observation has been that Mr. Coolidge is a patient man, willing to listen to reason so long as there is the remotest excuse for doing so. Once he is aroused, we have not noticed that he has been uncertain in taking a positive stand.

Two noteworthy examples of this are immediately brought to mind. There is no gainsaying the fact that Mr. Coolidge could have been renominated if he had so desired. But he didn't want the honor and he put his party on notice long before the convention. Despite pressure of the most intensive kind, he refused to yield. If he had been the machine man, of which he has been accused, his voice would not have been heard. Again, the President's recent arraignment of European nations for their lack of sincerity in the matter of disarmaments, forcefully demonstrated the man's personal convictions. That Mr. Coolidge possesses outstanding executive ability is proven by the highly systematized manner in which the affairs of government have been handled under his direction. His close personal touch with the various departments is another indication of the deep study which he devotes to the task of guiding the destinies of the nation. Lastly, Mr. Coolidge's most important attribute is his talent for surrounding himself with some of the most capable men in the country. His cabinet is composed of those with recognized ability, each a specialist in his field. The President's knack for picking the right man for the right job has given him a corps of departmental heads and trusted advisors, who have done much to reduce the burden resting on his shoulders and have in a large measure contributed to the success of his administration.

Save The Ribbons

The aftermath of Christmas often perplexing, especially to those who were favored with numerous presents, is the problem of disposing of the quantities of ribbon and fantastically designed paper in which the gifts are wrapped. Along this line the New York Herald Tribune has the following to say: "For once the imprudent beauty lover, is at one with the thrifty minded. Both find it hard to throw away the 'leavings' of the Christmas packages. Not the string! Oh, no! the grasshopper just as gayly as ever tosses into the wastebasket the odd bits of twine and cord and ribbon which the ant in some families retrieves a little later and painstakingly winds into particledored balls. It is the bright, fancy wrapping paper that the artistic soul is finding it hard to part with."

"Surely they must be reckoned among the minor joys of Christmas, 1928, these decorative papers. A few appeared last year, but they did not begin to have the vogue that they have had this year. Gone are the modest white and plain green and red tissue papers with which we were wont to wrap our offerings tied up in holly ribbon, and in their place comes this riot of color and design; against an ivory-colored background golden stags leap over tall cornucopias filled with pale red holly; a procession of odd little figures in red cross-stitch pattern walks sedately across the next; graceful green deer with feet delicately planted poised for flight, their antlers lying straight back from their heads as though blown there by the swiftness of their motion through space; here is a strange, plum-colored red paper with silver moons and stars, and how it ravished the eye when tied up with silver ribbon!

"When it has been decided reluctantly to part with all these and to scrap everything except the cherry-red one with the ladies in hoopskirts and the butter with a plum pudding and the Dickensian fiddler and flute player, then the eye falls on the most delectable of all—the little Noah's Ark village, with houses and church, with a little coachman driving a little wooden horse on wheels hitched to a box cart, and with a little square blue train with red wheels running straight through the streets, all this carried out in gold and yellow and blue, green and Chinese red.

Our advice is to keep them all in order to save painful decisions, and out the creases and use them to wrap up packages for sick or sorry people all through the year."

OUR PART

ORLANDO SENTINEL. When your edition and... Our part is to keep them all in order to save painful decisions, and out the creases and use them to wrap up packages for sick or sorry people all through the year."

This Afternoon



by JOHN TEMPLE GRAVES II

"God lives! He forged the iron will. This clutched and held that trembling hill." The terrain of nineteen twenty-nine has many trembling hills to be clutched and held. And those who hold them will be those who approach with the confidence and courage, that go with such youth as now belongs to the new year.

Age is a point of view, not a matter of mere years. Man is old who no longer has to walk up in the morning (no matter what the defeats and discouragements of the day before) feeling that he can accomplish anything and ready to dare everything.

If Herbert Hoover and Alfred E. Smith meet on vacation in Florida, history may have another famous remark to record.

Young Striking, the South's entry in the heavyweight championship "free-for-all, is to meet Sharkey, the Garrulous Gob from Boston, in Miami. Short of Dempsey himself there is no more perfect-looking human fighting machine than Striking.

"Coming from Tampa to Orlando," says Harvey Firestone, "it is easy to see that you are situated in the midst of a rich agricultural section which I believe is unbounded in possibilities." And unbounded in beauty too, Mr. Firestone might have added. If there is a lovelier land than the lake, hill and grove sections around Orlando we have yet to see it.

Mr. Firestone is en route to Fort Myers for one of the famous reunions of Messrs. Ford, Edison and Firestone. There is no restraint of trade in this combination at least. It represents three minds so distinguished and so free for disinterested attention to America's scientific and economic progress that their meeting is appropriate to the Olympian setting Florida affords.

Calvin Coolidge's learning to play is the nation's most dramatic and typical spectacle these days. Like many other successful Americans whose lives have been devoted to the process of that success, he has discovered play so late that his enjoyment of it has a strange pathos.

Chaperoned by Arthur Brisbane the New York stock market approaches the new year with every promise of decorous advance. Mr. Brisbane's conscience tells him he should not use his enormous prestige to encourage speculation but his own interest in the thing makes it hard for him to keep quiet. The market is going up, he says, but don't speculate.

The dividing line between speculation and investment, of course, is thin. It is mostly a matter of success or of the degree of chance taken. Every man who puts money into a project which he himself has not conducted is taking a chance on the future of business and on the men who are to handle his money.

The real difference between speculation and investment is the extent of judgment exercised. To stake something on the blind turn of a card is gambling; to stake it on a reasonable estimate of the future trend of values is not. If it were almost every businessman would be gambler and the term would lose its significance.

slightly here in the life of the nation. Florida is the natural supplement to every state in the south as every other state is to Florida. If another state furnished us products, no less do we furnish it citrus fruits and winter vegetables and furs and earth and phosphate for soils and kelp.

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GHOSTS IN PEACOCK ALLEY—THE WALDORF PASSES



A "BOOST" YEAR IN FLIGHT

The year of aviation's twenty-fifth birthday has been one of outstanding progress in every department of aeronautics. It was a year of great flights, surpassing in many respects those of the year before and only inferior in spectacularity because the public has ceased to regard them as a novelty. Mr. Francis D. Walton, in yesterday's Herald Tribune, discussed the year's progress in aviation, mentioning the Wrights' first flight at Kitty Hawk, the Curtiss' first flight from London to Paris in an autogyro, the public test of another autogyro by the Pitcairn Company in Philadelphia and the first game of chance they come across—a Tampa (Fla.) Times.

DESERVES A MONUMENT

TAMPA TIMES

Who originated the Christmas saving club? His name should not be lost if it has not been. Whether or not it may some day be deemed advisable to build a monument to his memory, he built his own monument, and it is an impressive one.

The commerce of early and middle December is tremendously stimulated by the release from the banks of accumulations made through 11 months for this major celebration of Christendom. Merchandising is built around the "holiday" trade, more and more. Few lines can disregard it. To have the right Christmas goods at prices that will move them means the difference between profit and loss in the year's operations. Even staple goods must be adapted, if it can be done, to the seasonal demand. It is difficult commerce to handle in that it is crowded into a short period when the establishment must do a much greater volume of business than it is organized to do; either the regular force must work right up to the limit, or additions, necessarily more or less unsatisfactory, must be put on, or both, if a satisfactory share of the business is obtained. It is work that grows harder for a week or so and stretches endurance to the utmost. The Christmas savings do not add to the amount of money available for spending in the community; the banks get the use of it, but the resulting volume of commerce would be the same if all was spent as earned, along through the year. It is probable that the increase of the commercializing of Christmas, so distressing to so many people, is due more to the Christmas funds than to anything else.

Perhaps this commercialization will fall of its own weight, will presently reach its climax and decline; we live in a day of quick changes in mass impulse and habits. The Christmas saving fund idea is perhaps much more, essentially, than a stimulation of buying for a festival, in which business there is obviously much economic waste. The really significant thing may turn out to be not that so many people have formed the habit of systematic saving for Christmas as that they have in this way formed the habit of systematic saving.

Kangaroo tendons are used by surgeons in stitching wounds. Perhaps that is why the patient jumps so.—Mobile (Ala.) News-Journal.

All men are created free, and equal—then some get married and others lose their equality the first game of chance they come across.—Tampa (Fla.) Times.

LONG DISTANCE TELEPHONE SERVICE CHANGES. Appointment and Messenger Service Rates. Effective February 1, 1929, all rates for appointment and messenger calls will be reduced, and will be the same as the rates for person-to-person calls. This reduction will apply to long distance calls between points both within and without the state. Reductions in Long Distance Rates. Effective the same date there will be reductions in certain day telephone rates to many cities outside the state, at distances not exceeding 1,500 miles. For example — the basic station-to-station rate from Jacksonville to Atlanta, Ga., will be \$1.40 instead of \$1.55; to New Orleans, La., \$2.05 instead of \$2.30; to Washington, D. C., \$2.55 instead of \$2.80; to New York, \$3.25 instead of \$3.50. Proportionate reductions will be made in the person-to-person rates. Thus many cities and towns which you already reach quickly and easily will be reached more economically than ever. This reduction in telephone toll rates—which means an annual saving to the American public of more than \$5,000,000—is the third to be made by the Bell System during a period of little more than two years. It is in keeping with the fundamental policy of the System to furnish the best possible telephone service at the least cost to the user. DAVID LAIRD, Florida Manager. SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY. NOTICE! All City Licenses became due and payable October 1, 1928. The list of delinquents will be turned over to the Police Department for collection on January 1st. ELLEN HOY, Tax Collector.







**FUR TRIMMED COATS**  
 WITH BIG FUR COLLARS AND CUFFS. REGULAR \$29.50 VALUE. **SALE PRICE \$19.98**

**ALL WOOL DRESSES**  
 JERSEY AND FLANNEL DRESSES **SALE PRICE \$4.98**

**SILK DRESSES**  
 \$6.95 AND \$7.95 VALUES. ALL SHADES INCLUDING NEW SPRING SHADES. **SALE PRICE \$4.98**

**FUR TRIMMED COATS**  
 REGULAR \$5.95 FUR TRIMMED COATS, ALL LINED. **SALE PRICE \$3.75**

**REGULAR \$12.95 COATS**  
 FUR TRIMMED AND NICELY LINED **SALE PRICE \$8.95**

**\$19.50 & \$22.50 COATS**  
 FUR TRIMMED AND SILK LINED **SALE PRICE \$12.95**

**Skirts, Dresses, Coats**  
 DISCONTINUED STYLES PRICED UP TO \$14.00 **SALE PRICE \$1.75**

**NIGHT GOWNS**  
 IN MUSLIN AND NANSOOKS **EACH 75¢**

**CREPE GOWNS**  
 HIGH QUALITY AND BIG BARGAINS **EACH 50¢**

**CREPE DECHINE SLIPS**  
 \$2.95 VALUES. **SALE PRICE \$2.49**

**CHINESE SLIPS**  
**SALE PRICE \$1.59**

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**SALE!** ALL S FIN

**NEW YORK**

**SALE STARTS  
9 O'CLOCK  
Thursday Morning  
January 3rd**

**ADJUV**

HAVE TAKEN OVER THE

**THE O**

FIRST STREET OPPOS

And I Am Here To Sell T



**Dan J. Norton**  
 President of New York Sales Adjustors

I am known all over the United States as the man that really gives bargains and cuts prices with a real cut!

This stock is nothing to me now. Hear public can't help but buy, and believe one better--I will give you bargains new lieving. My word is my bond. These

**Sale Starts Thursday Morning**

**A NEW LINE OF FALL AND W PRICES THAT DE**

That Means Everything Must be Sold at Prices New Mistake Attending This Sale. It Will Be

**Hundreds Of Other Items**

**CREPE DE CHINE UNDERWEAR**  
 STEP-INS BLOOMERS DANCE SETS  
 REGULAR \$1.89  
 SALE VALUE



**SALE!** 10

**SALES**

**EVERY**

SALE STARTS  
9 O'CLOCK  
Thursday morning  
January 3rd

**BIG DAYS**

ENTIRE STOCK OF

**OUTLET**

TE POST OFFICE — SANFORD

is Stock At Any Price

orders, "Mark it so low the  
icks, I sure will do it. I will go  
herd of before. Seeing is be-  
ice can't be beat and never will.

January 3rd, at 9 A. M.

TR COATS AND DRESSES

ATTENTION

ard Of. You Positively Will Not Make a  
Your Time to Look Our Stock Over.

umerous To Mention!

**OUR \$29.00 DRESSES**

INTRAPAREN VELVETS, SALE PRICE  
CHIFFONS AND DULL \$19.98  
PEPES.

**PARTY AND DANCE DRESSES**

VALUES SALE PRICE  
UP TO \$9.75  
\$15.00

**OUR \$12.98 DRESSES**

IN ALL COLORS, FPAT SALE PRICE  
CREPE, CANTON CREPE \$8.75  
AND GEORGETTE.

**OUR \$16.50 DRESSES**

IN FLAT CREPE, GEORG- SALE PRICE  
ETTE, SATIN, SATIN-FACED \$12.95  
CREPE.

**NEW SPRING DRESSES**

JUST RECEIVED, SALE PRICE  
IN \$14.95  
PRINTS AND STRIPES

**HATS**

ONE LOT OF FELT METALLIC HATS  
HATS IN BLACKS AND BETTER  
AND COLORS — FELTS AND VELVETS

\$1.49

\$2.98

**SHOES**

PATENT LEATHERS WITH CUBAN  
HEELS IN PUMPS, STRAPS AND OX- \$3.75  
FORDS. \$5.00 VALUES FOR

HIGH HEEL PATENT PUMPS, STRAPS  
AND OXFORDS—NEW NUMBERS \$3.75  
AMONG THEM. SALE PRICE

ONE LOT OF SATIN SHOES, \$4.50  
VALUES, CUBAN HEELS. SALE PRICE \$2.88

SCHOOL GIRL OXFORDS IN LOW AND  
CUBAN HEELS, GUN METAL, TAN \$2.75  
CALFSKIN AND PATENT LEATHER  
NOT ALL SIZES.

**FIBRE SUIT CASES**

WITH TWO STRAPS SALE PRICE  
AND 89¢  
GOOD, STRONG LOCK

**Full-Fashioned  
HOSIERY**

SILK FROM  
TOP TO  
TOE, VERY \$1.23  
SHEER. IN  
ALL THE  
WANTED  
SHADES. PAIR

\$2.00

**HOSE**

FANCY  
HEELS IN  
ALL COL- \$1.69  
ORS. SALE  
PRICE.

**FIBRE SUIT  
CASES**

GOOD  
LOCKS,  
WITHOUT  
STRAPS— \$69¢  
BLACK OR  
TAN. SALE  
PRICE







