















## 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 astir.

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 prodding of this movement.

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

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