

The Sanford Herald

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"Begin Right, Now"

The circumstances surrounding the death of Tex Rickard early Sunday morning only tend to emphasize the danger of putting things off. Had Tex taken the bull by the horns and undergone an operation the first time the pains of appendicitis made themselves felt, he would be alive today in the full enjoyment of Florida's climate.

Doctors first told Mr. Rickard about his infected appendix twelve years ago. Since that time he has suffered repeated attacks, and he has always been advised to have the internal sore removed. Just before the Dempsey-Carpenter fight in 1921, he had an attack which caused him untold agony, and was able to attend the bout only with the greatest difficulty.

A few days before New Year's, he began to have pains again. Acute indigestion, he called it, which would soon pass away. Acute appendicitis, doctors said, which required an operation. Mr. Rickard, confident in his ability to overcome the trouble, steadfastly refused to have the sore removed, until his body could stand the suffering no longer and toxic poisoning had spread through his whole system.

There were probably many reasons, possibly good reasons, why Tex put off this, what he regarded as, a drastic action. He had an innate aversion to operations. Besides, he was raised a cowboy in Texas, had served as a lumberjack in Canada, had dug gold in the Klondike, and had punched cattle in the Pampas of Argentina. Why should he, a big husky fellow like that, be afraid of a little diseased appendix?

But the insignificant appendix, probably no bigger than the end of his little finger, stealthily went about its task of ruining his whole body, and when Tex least expected it, on the very night of the opening of his new \$250,000 racing plant at Miami Beach, it knifed him. When Tex first discovered it was diseased, he should have had it removed.

As Dr. Belk, Presbyterian minister from Orlando who has frequently spoken in Sanford, repeatedly points out: "The way to begin RIGHT is to begin RIGHT NOW."

Spelling Words

It has been a long time since the old-fashioned spelling bee was in vogue, but now, we presume, since Mr. and Mrs. Hoover have given one their attention, it will become as popular a fad as cross word puzzles were for a time. No doubt the routine life of the battleship Utah must have become very monotonous when the President-elect and his wife sit around spelling difficult words.

The list attempted were eighteen in number and comprised some of the most difficult words in the English language. Mr. and Mrs. Hoover, who are given credit for having won the contest, could spell only fourteen correctly. Mr. Webster's well known dictionary was used by the judges as reference book. Try these eighteen words on your friend and see how many he can get right:

Table with 3 columns of words: chicanery, embezzlement, corruption, intriguing, retrenchment, embarrassed, Philippine, inoculate, caterpillar, religious, rarefied, vilified, desecrate, plaguy, combated, pickmicking, innuendo, sacrilegious

GEORGE A. DECOTTES is suing The Sanford Herald for \$300,000 damages for alleged libel. It seems that The Herald said that Mr. Decottes drew too much salary and fees as city attorney of Sanford—something like \$200,000 a year. Now if the city attorney can collect that \$200,000 out of The Herald it will be equivalent to 15 years work for the city, and none can blame him for reducing the usual time required to get rich. George used to be our state attorney, and the writer had to chastise him so severely that it required 18 men (an entire grand jury) two or three days to whitewash him. We trust the Herald won't wash all that coat off and leave George bare again.—Daytona Beach Times.

THE HERALD'S EXPOSITION of what the office of city attorney has been costing the taxpayers of Sanford should be of keen interest to the taxpayers of every other Florida municipality. During and since the boom many Florida cities have been burdened with an outrageously excessive upkeep of municipal officials and other employees. It is time to call a halt and bring down these salaries to figures more within the bounds of reason and which would more nearly represent the value to the municipalities of the services for which they pay.—St. Petersburg Independent.

THE CITY OF SANFORD is called upon to pay the city attorney \$10,560 for services rendered over a period of eight months. Not so bad when you consider that in twelve months Mr. Taft receives \$15,000 for attending to business involving the entire United States. No wonder the circus people like to play in Sanford.—DeLand News.

FLAVORING THE BUSINESS

So much has been said about cooperative shipping, and so little done about the matter, that when we find that an experiment has been successful we are inclined to be surprised. Down at Naranja there is an avocado grading, packing and shipping plant that is a case in point. Taking a lesson from the immense publicity campaign instituted by avocado growers in California, this plant has added to the name "avocado," or, at least, part of the name, another syllable that tells a story. The Florida Avocado Growers Exchange ships these grades of fruit under the name "Flavocado." It is described as the Florida avocado with the flavor and the name has brought business and, consequently, better prices. This season's shipping has just closed and the fruit growers call it a successful one. Some sixty-five per cent of the growers in that locality have shipped through the exchange. Next season there is a probability that eighty-five per cent of the fruit will be handled by the exchange. The California avocado is small, has little flavor and is generally known in the trade as the "California golf ball." The Florida fruit is so much larger, better flavored and more saleable that it must eventually gain the largest end of the northern business. This co-operative organization has shipped out about 120,000 fruits ranging from ten ounces to over four pounds each. Some \$500 separate shipments have been made and the price has been good on account of the careful grading, packing in excelsior and shipping in strong packages and crates.

BIG BERTHA

The United States government has bought from Germany one of the "Big Berthas" built during the last days of the war. But it failed. Big Bertha was a white elephant in the war and would be after the war. Knowing that the United States is the best market in the world for white elephants, the thrifty German disposed of one of them to be placed in our national museum. As the weeks of battle clear away and we are able to see more clearly, we are not apt to change our views on the responsibility of the German government for the war, but we do once more take off our hats to the German people for their industry and their thrift that is enabling them to come back faster than any European nation notwithstanding the penalties laid upon them. The Germans who came to this country in pioneer days were among our best developers. Most of them settled in the country, bought land, built homes and became thrifty farmers. Many of our largest industries were devel-

This Afternoon by JOHN TEMPLE GRAVES II

Great fleas have little backs on their backs to bite in and little fleas have lesser fleas and so ad infinitum.

Unfair as I may seem, the cost of Christmas presents is not an item of expense deductible from gross earnings for income tax purposes.

In Jacksonville there has recently been organized a Bureau of Public Beaters, whose purpose is the creation of interest in public affairs among the citizens of the city and county, and the assistance of public officials in the administration of public affairs. The personnel of the board is non-partisan and includes a number of the city's most public spirited non-political figures. What such a bureau can amount to is not rightly handled.

Recently attempts in Florida to seal fake income tax payment into the exciting days when income tax returns were made public and everybody could know what everybody else was earning (or admitting earning). During that period income tax offices received many requests from taxpayers asking to be allowed to pay a greater tax than the income actually called for. To be reported in the newspapers as paying a tax on an income of ten thousand dollars was worth enough in social and business standing to some five thousand dollars to justify the annual tax.

The cautious, unselfish, thoughtful man or woman of fifty years of age, according to St. Arthur Levitt, secretary of Forty-four, says, "at the high tide of life after which the faculties begin to fail, I want to live to eighty or a hundred, in his opinion, is a self-centered attitude to take. One should not forget the younger generation. Those who belong to it are entitled to their chance in life. They cannot get this chance if the older folk hang on too long. Nature prefers a short service system in her human army."

St. Arthur talks interestingly out through his hat. Bernard Shaw has pointed out that most of us die just when we have lived long enough to know how to be useful. We ought really to live to four hundred years to amount to anything, he thinks. And if a few physical faculties fail after forty-five or fifty the thing merely introduces that long and delightful era of life in which we brag about what we once were and exaggerate to our heart's content.

With sounding brass, beat of drums, march of feet and the pageantry of costume and float Doyle Carlton will be inaugurated governor of Florida next Tuesday. Let who will deny the expense—as for us we think it a glorious thing to be governor of Florida and we are glad Doyle Carlton thinks so too. The expense of the celebration at Tallahassee will be comparatively small and will be an investment in honor and dignity which should pay a rich return.

If President-elect Hoover's return to Washington prior to visiting Florida means that he will pick his cabinet before taking his vacation, he has done much to guarantee himself against interruptions on that vacation. But maybe he has gone to Washington merely to ask Fisherman Calvin Coolidge about the vagaries of Southern fish.

oped by Germans. They developed into full-fledged Americans as rapidly as any people who came to our shores from foreign lands. They hold the United States in higher esteem today than any other nation. The rank and file of German people deplored the way, but no people show a greater loyalty to government than the German people, and hence they take their medicine without making a sour face. Trade relationships are being established between the United States and Germany in other articles than "Big Bertha," however. Yankee enterprise commands the respect of the thrifty German trader, and American-made products find a more ready market in Germany today than in any of the other European countries lately at war. And German credit is good with business houses in the United States because the German people are industrious and thrifty and in the habit of paying their debts. Such a reputation enables individuals and governments to charge a comeback even under most trying conditions.

THE BREAD LINE



Copyright Press Publishing Company, New York World City

THE NEW SOUTH

Florida's new year has opened with a new spirit of optimism and hope. The state is now in a position to meet the challenges of the future with confidence and courage. The people are united in their determination to build a better and more prosperous South.

The young men of the South are now taking pride in their victory over the old South. They are now taking pride in their victory over the old South. They are now taking pride in their victory over the old South.

The young manhood of the South is today facing a future that ought to be inspiring. Here in this land of opportunities that have been lying dormant for three-quarters of a century, there is call for young men who can

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

SOCIAL DEPARTMENT DANCE Postponed Date Will Be Announced Later

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 10th. ELLEN HOY, Tax Collector

Many Visitors Coming

Sarasota Times

Railroad officials have announced that for the past several weeks that all railroads point to a great season for Florida. The season is now well advanced and the railroads are expecting a large increase in traffic.

The Atlantic Coast Line and the Gulf Stream Line railroads have reported excellent business for the past several months. The railroads are now in a position to meet the demands of the season.

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FLU is now Epidemic!

Compared with 1918, this epidemic, so far, is mild, and yet, in spite of vastly increased capacity, the Vicks laboratories are once more operating night and day to meet the emergency demand for more and more Vicks VapoRub. Over 375,000 jars are now being produced daily.

How best to use Vicks VapoRub

- 1. AS A PREVENTIVE: Several times a day, insert Vicks up the nostrils. Also melt a little night and morning in a bowl of boiling water and inhale the steaming medicated vapors. This helps to ward off germ-infection.
2. IF A COLD STARTS: If possible, go home and go to bed. Take a laxative and a hot lemonade. Apply hot, wet towels over throat and chest until the skin is thoroughly reddened. Then rub vigorously with Vicks. Spread on thickly and cover with warm flannel. Leave the bed-covering loose, so that the vapors, released by the body-warmth, may be freely inhaled. At the same time, Vicks also acts through the skin like a poultice. Repeat this treatment every four hours, eat lightly, and stay in bed until the cold is broken. Complete rest helps the body throw off the cold more quickly.
3. AFTER A FLU ATTACK: Physicians advise that the chief danger in this epidemic is after influenza. Then, more than ever, colds, attacking the weakened system, may lead to bronchitis, sinus-trouble or pneumonia. This is especially true of children or old folks. Heed even the slightest cold as a danger signal. Vicks is especially valuable here, because it is applied externally, and so can be used freely, as often as needed, without upsetting delicate digestions, as too much "dosing" is so apt to do.

375,000 Jars Every 24 Hours!

VICKS VAPORUB

