



Best Wishes

From
HAROLD S. MAY

We feel that no Christmas Season is quite complete without publishing Little Virginia O'Hanlon's letter to the editor of the New York Sun, which appeared in that paper many years ago. Her letter read:

Dear Editor:

I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says: "If you see it in the Sun it's so." Please tell me the truth, is there a Santa Claus?

Virginia O'Hanlon

The able editor of the Sun, Francis P. Church wrote an answer to Virginia's letter which has remained a classic throughout the years. The date—September 21, 1897. The letter:

"Virginia:

"Your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be that is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

"Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! How dreary would be the world if there were no Santa Claus! It would be like dreary as if there were no Virginias. There would be no child-like faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"Not believe in Santa Claus! You might as well not believe in fairies! You might get your Papa to hire men to watch all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

"You may tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view the picture of the supernatural beauty and glory beyond. Is it all true? Ah, Virginia, in all this world there is nothing else real and abiding.

"No Santa Claus! Thank God, he lives, and he lives forever. A thousand years from now, Virginia, may ten thousand years from now, he will continue to make glad the heart of childhood."

What, indeed, is the Spirit of this Holiday Season? Ask any child and he may tell you that it is the time of bright lights, maybe some snow, and Santa Claus—and presents under a tree. Ask a hundred grown-ups and you may get a hundred slightly related answers, for this special season in many things to many people.

The happiest memories of most children are those associated with the celebration of this annual holiday. How easy it is to vividly call up scenes of long ago when a happy family gathered by the warm glow of an open fire; to close the eyes to see again the wide brown or snow covered fields and visualize the little house of worship on the hill. In the silence of a darkened room one can so easily revisit these scenes, breathe again the aroma of evergreens and burning candles and sense anew the presence that is so obvious in the quiet and solemn stillness.

These are the things about this Holiday Season that have not changed and will not change with the modes and manners of new generations. These are the things that reflect the true spirit of this Holiday Season. It is the spirit of love and goodness, of close communion with God and with mankind and with it all the mellowing of the inner self that extends the helping hand of true fellowship to those who need understanding aid. This is the spirit of which we speak—and so it shall remain until the end of time.

A good year comes to an end with a warm spirit in our hearts and the will to go forward into a New Year.

MERRY CHRISTMAS

United States Launches World's Largest Satellite

Atlas Successfully Receives And Transmits Messages From Space

The world's greatest satellite was launched Thursday from the Army's launching base at Cape Canaveral, Fla. The four-ton Atlas dwarfed the Soviet Union's 1½-ton Sputnik III, and even though it will not have the length of life possessed by the Russian satellite, the successful orbiting of the giant 85-foot missile has already done much for United States prestige. Its 8,800 pounds nearly double the weight of Sputnik III launched May 15.

Unofficial sources described the Atlas as being a super-accurate military missile, that it could strike accurately at a military target of close proximity as well as come within a mile of a 6,000 mile target.

Ike Sends Message

Climaxing the missile's orbiting the United States Saturday successfully sent President Eisenhower's Christmas message to the Atlas' delicate receiving instruments in electronic code. Another instrument decoded and sent the message back. Another message, also in code was successfully sent and received from the Atlas.

The reception from the Atlas was described as "only fair," Mr. Eisenhower's message follows:

"This is the president of the United States speaking. "Through the marvels of scientific advance, my voice is coming back from a satellite in outer space.

"My message is a simple one. Through this unique means I convey to you and to all mankind America's wish for peace on earth and good will toward men everywhere."

Officials stated that the Atlas and similar satellites could well pave the way for worldwide television transmission.

The Defense Department said signals of both messages were received directly back without benefit of any storing device within the satellite. The experiment was done during the big missile's 27th pass around the earth. Messages will be sent by the California satellite experiment station which will be stored within the missile since it is equipped with such a device, it was announced.

Alabama Cities In Airport Plan

Groundwork Laid For Basis Of Construction Program Under CAA

Sixty-three Alabama cities have been recommended by the Alabama Department of Aeronautics for inclusion in the 1959 National Airport Plan. Recommendations were submitted Friday.

The Federal Airport Act specifies that the National Airport Plan shall be revised annually by the Civil Aeronautics Administration. To be eligible for a federal grant, a city must be listed in the current plan.

Each year since 1946, when the National Airport Plan was established, the Alabama segment has been coordinated with the Alabama Department of Aeronautics and based on the recommendations of the department.

The National Airport Plan is not a construction program, but it is the basis for the construction program. A listing in the plan is necessary for a federal grant, but listing does not automatically insure a grant. Federal grants are dependent on the submission of an application to CAA, the availability of funds and the approval of the application.

The recommendations of the Alabama Department of Aeronautics cover current or pending airport needs and are in line with its policy to anticipate and plan for the needs of Alabama Aviation.

With the steady flow of new industries into Alabama and the increasing needs of business flying, new airport requirements are developing rapidly in many cities.

Among the 63 cities recommended are Muscle Shoals (Florence, Sheffield, Tusculumbia).

Miss Elizabeth Brock has arrived from Birmingham for a few days visit with her brother and sister-in-law, Dr. and Mrs. Hoyt Brock, on Olive Street. She will leave Dec. 26, for New York City where she will remain a week.

NO. 5794 BEING SOUGHT

Holder of No. 5794 is the proud owner of the British - Built Metropolitan Hardtop being given away by Ray's University of Beauty if said "owner" comes forward with the correct ticket. If no one does, correct report in 10 days, a new "owner" will be announced.

Gifts Galore For First 1959 Baby

Once again the first baby born in Lauderdale County in the new year is going to receive a host of nice gifts from the merchants of Florence who are co-operating with the Herald's annual First Baby Contest.

The rules of the contest are simple and all babies born after midnight December 31 are eligible. However only the first baby born in Lauderdale County in the new year wins. Parents must show proof of the time of birth and also the fact that the baby was born in Lauderdale County. This information together with the parents name and address must be in this newspaper's office by 5 p. m. on Monday, January 5. The name of the winning baby will be published on Thursday, January 8.

A list of the cooperating merchants and the prizes to be awarded are as follows:

Belk-Hudson, business from the store's new Baby-B-Shop; First National Bank, \$5.00 placed in a savings account in the baby's name; Rogers Dept. Store, Blanket by du Pont; City Drug Store, Johnson's Baby set; P. N. Hirsch & Co., baby blanket; Davidson - Lovelace, Universal automatic iron; Corner Drug Company, 1 doz. Curly diapers; Mefford, Jewels, engraved sterling cup; Wornton Drug Co., baby thermometer; Shumake-Posey, child's rocker; Grogan & Son, jeweler, engraved sterling spoon; Garvin Witt, solid gold baby ring; Dan Glenn, 8 X 10 portrait; Killen's, 2 doz. Birdseye diapers; Liberty Super Market, 1 dozen cans Baby food, any brand; Darby's Shell Service, 5 qt. crankcase refill or 5 gallons gasoline.

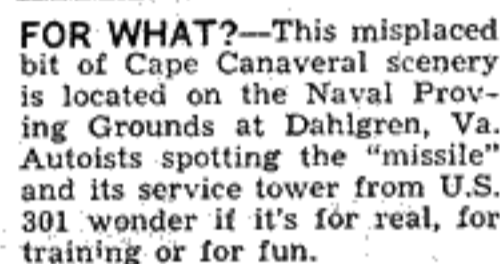
Wm. H. Martin, Sr., Claimed By Death

Funeral services for William H. Martin, Sr., of 905 Montgomery Avenue, Sheffield, who died Tuesday morning at 5:45 o'clock at Colbert Hospital, were held Wednesday at 10:30 a. m. from the First Presbyterian Church in Sheffield. The Rev. John D. Hunsford, officiating. Burial will follow in Atlanta's West View cemetery Friday at 3 p. m.

Mr. Martin had been ill about three months and would have reached his eighty-eighth birthday on December 29. Shortly before his death he expressed the wish that nothing be allowed to interfere with the annual Christmas party for Martin employees that has been an institution with the firm he founded and headed for many years.

A native of England, Mr. Martin as an infant came to Atlanta with his parents. On attaining manhood he became affiliated with the King Hardware Company, later founded the King Stove and Range Company. Eminent success and enterprising Mr. Martin founded the Martin Stove and Range Company in Florence in 1918 and in 1939 established the Martin Stamping and Stove Company in Huntsville.

He is survived by six sons: William H. Jr., Robert B., Louis J., and John C., all of Sheffield; Frederick H., and George A., of Huntsville; Seventeen grandchildren and 10 great grandchildren also survive.



FOR WHAT?—This misplaced bit of Cape Canaveral scenery is located on the Naval Proving Grounds at Dahlgren, Va. Autoists spotting the "missile" and its service tower from U.S. 301 wonder if it's for real, for training or for fun.

Wage-Hour Law Will Be Revised

On February 2, 1959, new salary requirements for the exemption of executive, administrative and professional employees from the Fair Labor Standards Act will go into effect, it was announced today by Clarence T. Lundquist, Administrator of the U. S. Labor Department's Wage and Hour and Public Contracts Divisions.

Under the revised salary tests, an executive employee, to be exempt from the Act's minimum wage and overtime provisions, must be paid a salary of at least \$80 a week instead of the \$55 now required. Administrative and professional employees, to be so exempt, must be paid at least \$95 a week instead of \$75, as at present. This amended scale will apply in the continental United States, Alaska, Hawaii, the Canal Zone, Guam and American Samoa.

The Fair Labor Standards Act exempts executive, administrative and professional employees from its minimum wage and overtime pay provisions, if they meet tests specified in the Divisions' regulations, Part 541. In addition (Continued on Page 3)



HOSPITAL EXPANSION CONTRACT SIGNED—Formal signing of the contract between Lauderdale County, the City of Florence and the Ray M. Lee Construction Co. Atlanta, bid bidder on the construction of new additions to Eliza Coffee Memorial Hospital, occurred Friday afternoon in the auditorium of the municipal building. Showing, affixing signatures, left to right, Ray M. Lee, Probate Judge Herman K. Longshore and Mayor E. F. Martin. Interested observers are R. C. Barnes, hospital administrator, and Allen Northington, architect. Others present for the signing of the \$1,292,299 contract, of a total building and equipment cost of \$1,782,780, included members of the hospital board of governors, the city and county commissioners and other city and county officials.—(Staff Photo.)

De Gaulle Wins In Landslide As President French Republic



WINNER BY LANDSLIDE—General Charles de Gaulle is greeted enthusiastically by his countrymen after his election to the presidency of France's Fifth Republic. De Gaulle has promised a stable government. He will take over the office of Rene Coty on January 8.

General To Have Broad Powers; To Take Post Jan. 8

Gen. Charles de Gaulle was swept into office this week by an overwhelming 78.49 per cent of valid ballots cast by 81,528 grand electors of the country's electoral college. It was hailed as the most tranquil election in the nation's long and turbulent political history.

The World War II hero, now 68, will take over the presidency of the Fifth Republic on January 8. Only token resistance was evidenced by de Gaulle's two rivals for the presidency. De Gaulle ran on a pledge that he would give France a stable government.

Georges Marrane, 70-year-old mayor of suburban Ivry and a Communist candidate, received 10,354 votes. Albert Chatelet supported by the non-Communists opponents of de Gaulle, received 6,722. He is the dean of the College of Science at the University of Paris.

Until de Gaulle takes office he still has time to issue decrees putting into effect under emergency powers that will expire when he becomes president.

De Gaulle succeeds Rene Coty as chief executive of France. Coty's job was largely honorary. He telephoned de Gaulle to assume the premiership during the trouble in Algeria last May. Coty will formally step out January 8 at which time de Gaulle will be sworn in. De Gaulle's first appointment is expected to be that of a premier to succeed himself. In line for this important post is Michael Debre, Debre, justice minister at the present time, handled the rewriting of the new French constitution.

The interior ministry, in charge of the elections, announced the results of the balloting within three hours after the polls closed.

Phone Almanac Now Available To Customers

Inventions that have grown out of extensive telephone research are highlighted in the 1959 edition of the Telephone Almanac which is now available to Southern Bell customers in the Tri-Cities.

F. A. Reynolds, local Southern Bell manager, said that the attractive 24-page booklet may be obtained upon request at the company's business office.

The Bell Laboratories at Murray Hill, N. J., is featured on the Almanac cover and the 12 calendar pages outline significant scientific contributions by the Bell System. Among these are the development of the solar battery—the ingenious device that converts the sun's energy into electricity—the transatlantic cable, and construction of the Arctic defense system (DEW Line).

Another is the science of radio astronomy, discovered in the early 1930's by Karl G. Jansky, a physicist of Bell Laboratories. Jansky ultimately discovered radio waves from the Milky Way as a result of the experiment.

Also featured in the Almanac are sun and moon tables, a complete 1959 calendar, and historical events for each day of the year.

This is the 37th edition to be published by the Bell System. The first appeared in 1922.

Theatre Program

SHOALS—Florence
Tues.-Wed.-Christmas Day & Fri.
Dec. 23-24-25-26
One show starting Wed. Dec. 24
SENIOR PROM—starting Jill Corey, Paul Hampton with Louis Prima, Keely Smith, Mitch Miller, Connie Boswell, Freddy Martin and his orchestra, Bob Crosby, Les Elgart with guest star Ed Sullivan.
THE LINEUP—starting Eli Wallach, Robert Keith, Warner Anderson
Sun-Mon-Fri.-Wed. & New Year's Day
Dec. 28-29-30-31-Jan. 1
THE TUNNEL OF LOVE—starting Doris Day, Richard Widmark with Gie Young, Gie Scala. Not recommended for children. Admission: Sunday, nights & New Year's Day Adults 75c, students 50c, children 25c, colored 50c. Matinee (except Sunday & New Year's Day) children 15c, all others 50c.
CINEMA—Florence
Tues., Dec. 23
Double-Feature—Science Show
GIANT FROM THE UNKNOWN. Also SHE DEMONS.
One show starting Wed. Dec. 24
Cecil B. DeMille's THE BUCCANEER—VistaVision, Technicolor, starring Paul Brynner, Claire Bloom, Charles Boyer, Inger Stevens, Charlton Heston as Andrew Jackson. Admission: Matinee (except Sunday) Christmas Day children 15c, all others 50c. Night, all day Sunday & Christmas day children 25c, adults 75c, students 50c.
Wed.-New Year's Day & Fri., Dec. 31-Jan. 1-2
TORPEDO RUN—CinemaScope, MetroColor, starring Glenn Ford, Ernest Borgnine with Diane Brewster, Dean Jones. Shoals prices.

Late News

Ingrid Bergman married Swedish Businessman Lars Schmidt Sunday in a hush-hush register office ceremony. The 42-year-old Swedish actress, married twice before, was smilingly radiant as she and her new 41-year-old husband flew off to Paris on a honeymoon.

The New York Giants, who with Church Conery, the man who never runs, and Pat Sumner scoring the teams 10 points and a stubborn defense that would give nothing, won the playoff for the Eastern Conference championship of the National Football League Sunday. The win set the stage for the championship playoff with the Baltimore Colts, the Western Conference champions, at New York this coming Sunday.

Bernard Goldfine, Boston industrialist who was charged with contempt of court in failing to turn over company records in a tax probe, was sentenced to three months in jail, Monday. Goldfine had recently been involved in a congressional probe concerning gifts he had given to presidential aide, Sherman Adams. An appeal was granted following the sentence and Goldfine and his secretary, Miss Mildred Pearlman, were released in personal recognizance of \$1,000.

Gessner T. McCorvey, Mobile attorney and a long-time power in the Democratic party in Alabama, has asked Gov.-elect John Patterson to disassociate himself from the battle for chairmanship of the Alabama Democratic Executive Committee. Patterson has announced his endorsement of Sen. Sam Eggenhardt for the chairmanship.

Progress Report Shows Growth Of Community

T. M. Rogers, Jr., Retires as President, Lauds Work Of Chamber Committees

Craig Named To Presidency Of Florence C Of C

Karl Tyree, Jr., Elected Vice-President; Jackson Re-Elected Manager

Ben Craig's election as president and Karl T. Tyree, Jr., as vice president, together with the reelection of C. Hewlett Jackson, manager, as officers for 1959, featured the annual joint meeting of the old and new boards of directors of the Florence Chamber of Commerce at the Chamber of Commerce on Thursday afternoon.

Mr. Craig succeeds Tom Rogers as president and Mr. Tyree succeeds Charles L. Peery as vice president. Following his reelection as manager by the officers and directors, Mr. Jackson said that Mrs. Wilma C. Hardin will continue to serve the Chamber as office secretary.

Incoming directors beginning two year terms are W. F. (Bill) Baker, Byron Bower, Leonard Johnson, Ed Smoot, Henry Lamar and T. Ed Campbell; holdover directors, with a year yet to serve, are Charles L. Peery, Ben Craig, Kenneth Darby, Dan Davis, Karl T. Tyree, Jr., and Ellis Wilson; retiring directors are, Tom Rogers, Clyde W. Anderson, Jewell Archer, E. B. Haltom, Jr., Rufus G. Hibbett, Sr., and Probate Judge Herman K. Longshore.

The new officers met this morning with the industrial committee composed of Allen Northington, chairman; Byron Bower, T. E. Burch, Jr., Joseph Giobbi, S. U. Hardie, Jr., Fred Holt, Barksdale Jordan, Gray Lovelace, Mayor E. F. (Ellie) Martin, W. H. Mitchell, Jr., Mims Rogers, Horace D. Springer and Charles L. Peery, liaison.

Coffee Scores Fifth Straight

Undefeated Coffee Yellow Jacks coasted to their fifth straight victory of the season with a 69-39 win over winless Rogersville in last Saturday's encounter. It was an easy victory as all 12 of Coffee's players shared in the scoring.

Coffee now awaits their holiday encounter with Central, the area's other undefeated quintet. After starters Hoyte Staggs, Robert Koonce, Keith Fraser, Frazier Hollis, and Bill Marks had jumped off to a 20-10 first quarter lead, Coach Harold Glasscock began experimenting with alternate line-ups and didn't once reinstate the entire first unit.

Mr. and Mrs. Rufus Hibbett, Jr., and children arrived last week from Pasadena, Calif., to spend Christmas with family members in Florence.

Retiring President T. M. Rogers, Jr., at the joint meeting of outgoing and incoming Directors Thursday, December 18, made the following report, covering 1958 activities of the Florence Chamber of Commerce.

"It is with much pleasure that I submit this report of the activities of your Chamber of Commerce during 1958, Mr. Rogers said.

"The Florence Chamber of Commerce does a sound job of promoting the economic growth and development of our area. Its membership, formulates the policies of the organization and the Manager and staff handle the multitude of day to day administrative problems. The bulk of Chamber activities, however, are conducted through its Committees, on which more than 200 of our members are currently serving."

This annual report made by the president is principally a report of the activities of the various Committees and is arranged according to the fields of endeavor to which they have directed their efforts.

A list of the active committees for the year are: Agriculture, Aviation, Civic, Education, Entertainment, Highway, Industrial, Retail Merchants Division, River Development Committee, Small Business, Tourist and Convention, Traffic and Utilities, and TVA.

Some of the activities entered into by these committees were the sponsorship of the 4-H Club Fair, Cal Shows, varied activities in civic affairs, conducting tours for visitors to our city, the never ending effort to induce several manufacturing plants to locate here, being host to the State Docks Commission and sponsoring the dedication ceremonies of the docks, to the participation in two meetings of the Tennessee Tombigbee Compact held in Columbus, Miss., and helping new small business get established in Florence.

In conclusion Mr. Rogers said, "Florence and Lauderdale County continue to be wonderfully blessed economically. While there were undoubtedly some soft spots in business activity, the over-all situation is reflected in the fact that retail sales for the past 12 months totaled \$36,696,076 a nine percent increase over the preceding 12 months. Contributing to this steady progress of Florence as a trade center were 82 new businesses that were established within the city this year. Meanwhile, construction continues at an unprecedented pace with building permits for the last 12 months, 45.6 percent over a year ago and amounting to \$4,505,960 for the 12 months ending December 1."

BASKETBALL RESULTS

Central 69, Red Bay 43
Tanner 61, Rogers 59
Coffee 68, Rogersville 39
Red Bay 54, Rogers 50
Central 71, Tanner 65

BASKETBALL SCHEDULE

Saturday
Florence St. at Auburn
Tuesday
Russellville at Hamilton
W. Limestone at Rogers
Hazlewood at Lexington

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The True Spirit Of Christmas

What is Christmas? Is it the mistletoe, the holly wreaths and the sparkling tree... is it the gifts all wrapped in shiny paper and bedecked with gay ribbons... is it the Christmas feast with all the family gathered around?

Yes, Christmas is all that but more important, Christmas means a reassurance that God is the Creator of all mankind who revealed his love for the world so many years ago in a lowly manger in Bethlehem.

Christmas demonstrates the power of God's infinite love by living through the centuries to bring each year its inspiring message of supreme joy and sacrifice, prevailing over the evil and sorrows that beset the world.

Christmas, to those who are willing to understand its true meaning, brings a spirit of oneness... a spirit that springs up from beneath, issuing from the wells of faith and brotherly love.

Being human we unfortunately do not carry the spirit of Christmas with us throughout the year but the very fact that it is there despite this failing, is another reason why it is important for us to remember once each year the glad tidings revealed to the simple shepherds by the Angel of the Lord.

Fortunately the true Christmas does prevail over the superficial when we let it. And when we do find how very disillusioning and unrewarding is the every day existence we lead with our goal of sheer self-seeking.

May this be our meditation on this Christmas day and for the days to follow.

Board Of Education Moves Quickly

The Florence City Board of Education and Superintendent Rufus G. Hibbett are to be congratulated on the manner in which they acted without delay in meeting the serious situation faced by them when the Burrell-Slater High School was destroyed by fire.

With the new J. W. Powell Elementary School sufficiently completed to allow students to move in on January 5th, the use of Patton School for the 360 students that have been attending Burrell-Slater appears to us to have solved, temporarily, a serious situation. Now, with the announcement that plans will be pushed for a new high school to take the place of the destroyed structure, the school system of Florence will continue its splendid improvement that has been marked in recent years by the erection of several fine school buildings.

All of Florence can point with pardonable pride to our schools and to those who have been and are now charged with their administration.

We Have Made The Start

There are some things that we too often consider as necessary evils but which in reality constitute an economic burden on the taxpayers. Unless we are brought into direct contact with such problems we are prone to dismiss them as too unimportant to bother with. One such problem has been the plight of our thousands of mentally ill, until recently woefully neglected.

The news that Bryce and Partlow hospitals will soon embody the most modern treatment facilities for the mentally ill is heartening indeed. Construction of new buildings and the installation of new and modern equipment will start soon and is scheduled for completion before the end of 1959. Funds for this vitally important work will come from the four million dollar bond issue voted by Alabama citizens last summer. Coming in also for a share of this money will be the Negro mental hospital at Mount Vernon.

Best of all the new buildings have been designed with the idea that potentially curable patients will get well faster in cheerful surroundings and a "homey" atmosphere, with special emphasis on lighting, recreational facilities, landscaping and the like... important factors in promoting recovery of the mentally ill.

However we should not consider all this enough and stop there. The state's mental hospitals will still be crowded. This is a wonderful start and Alabama will no longer have to hang her head in shame because her facilities have been so inadequate, but we must continue to expand these facilities. There are many thousands in the state who are in need of mental treatment and who must have it if they are to resume their places in society and with their families. It is cruel to deprive the hopelessly incurable of treatment and comfort but still more inhuman to deprive those who are curable of the chance for recovery.

We have made the start... let us march forward to complete victory.

Electromet Party At Country Club

Salaried Employees Of Local Industry Enjoy Annual Dinner-Dance

The Florence Country Club, last Wednesday night, was the scene of the Electro Metallurgical Company's annual Christmas dinner-dance for salaried personnel.

The traditional Christmas tree and other decorations, artfully arranged by Walter Sedenquist and his committee, added greatly to the festive spirit of the evening. A social hour preceded the "turkey-and-trimmings."

The traditional Christmas tree and the occasion was Albert J. Moberg, who introduced Charles E. Green, Electromet Plant Superintendent. Mr. Green welcomed the guests, thanked them for their loyal service to the Company during 1958, and presented Twenty-five Year Service Certificates to Curtis Clendenon and C. Edward Clendenon. A recitation of "The Littlest Angel" was then given by Mrs. Frederick W. Bitters. Other entertainment during the evening included a piano duet by Myra Ann

Davis and Ronnie Pounders, 1957 State 4-H Club Talent Contest winners; comedian Tom Stevens; imitator-comedian Jim Dempsey; and the well known Wagon Sitters. Dinner and dance music was provided by the Johnson-Robbins Quintet.

The Christmas party committee was headed by George Rieder and included Lena Headley, Doris McCluskey, Martha Braxford, Joyce Cochran, Warren Keenum and George Tarbox.

NEW PROGRAM AT U OF A TO AID REHABILITATION

Effective rehabilitation to restore capacities of thousands of Alabamians is the aim of a newly announced program between the University of Alabama and the Alabama Division of Vocational Rehabilitation.

Dr. John R. Norton of the U. A. Extension Division said that the program will include study and research activities in testing and counseling, occupational information including job analysis and placement opportunities and use and maintenance of prosthetic equipment.

Be loyal to your flag—you need more than it needs you.

In The Week's News

The giant Titan, the nation's latest war rocket built by the Air Force, failed to get off the ground at Cape Canaveral Saturday, the 90-foot missile remaining on its launching pads amid clouds of steam and black smoke. It is classed as an ICBM and is said to have a greater range than the Atlas just orbited by the Army.

Six Alabama officials will argue their immunity on Jan. 5 when they have been ordered to appear before the U. S. Civil Rights Commission to answer charges of discrimination against Negroes. All have thus far refused to testify or surrender the voting records of their counties to the Commission.

Germany is now in third place in NATO military-wise, officials of the pact said Thursday. West Germany takes the place of France due to gains made by Chancellor Adenauer and losses sustained by French Premier Charles de Gaulle. The circumstance was due mostly to France's troubles in Algeria and disputes with her allies.

The nation's second major airline was grounded Saturday by a strike of its pilots. The Friday midnight walkout is said to have stemmed from an 18-month dispute. Eastern Airlines flight engineers and machinists walked out over wage demands on Nov. 24. C. R. Smith, president of American said, "No responsible airline could agree to the present demands of the Air Line Pilots Assn." He said the demands were arbitrary and unjustified.

The Tennessee Valley Authority Friday increased the pay of nearly 10,000 employees by an average of 4.69 per cent. The boost will total 2½ million dollars annually, it was stated. A. J. Wagner, general manager said TVA must pay the prevailing wage and the raise is in line with private industry.

Russia's newspaper Pravda said Friday that the North Atlantic Treaty Organization has no business concerning itself over the Berlin situation. The NATO Council of Foreign Ministers however said all NATO nations are behind the U. S., Britain and France in defiance of the Soviet Union over Berlin.

A family of six perished in the Cumberland mountains near Laffollette, Tenn., Saturday when their light plane crashed after becoming too heavy with ice. Loe Black, his wife, three children and mother-in-law were enroute from Ohio to spend the Christmas holidays in Florida when tragedy overtook them.

Birmingham's police commissioner Eugene (Bull) Connor said Saturday a white minister, the Rev. Glenn E. Smiley, representing the Fellowship of Reconciliation, had been working with local Negro integration groups. He said Smiley had spoken to Negro mass meetings and had tried to use his influence to get other white ministers to come out for integration.

An Israeli Air Force fighter plane battled with a Russian-built MIG jet high over the Negev Desert, an Israeli Army spokesman said Sunday. Hits were scored on one of eight Egyptian fighters which penetrated Israeli air space around noon Saturday.



Let's Talk It Over
By SARA SAZE

Dear Sara Saze,
I have made several efforts to become acquainted with a very nice and eligible gentleman who seems very timid and, 'tho he hasn't been what you could call rude, he certainly hasn't cooperated with me. You see, we haven't actually met. He knows I'm trying to swing a meeting and what does he do? Nothing.

But I do think he's interested. The last time I sat near him in church he hardly took his eyes off me. But after church he just suddenly wasn't there. I believe he fears being kidded by some people who just seem to be watching for something.

But we have both been left alone in recent years and I think it's a shame for us not to have some pleasant evenings together.

You don't suppose he thinks I have marriage in mind, do you?

Attractive Widow.

Dear Widow,
What the gent thinks I couldn't possibly say, but to me you sound

like you mean business.

You see, you made a couple of slips. One was when you used the word 'eligible' and the other, when you admit that you (sort of) habitually, I imagine) sit near him in church.

I think you should give the man a chance. If run away is what he wants, then let him. You're probably making yourself ridiculous, which is never the way to attract a "nice gentleman," or anyone else.

And, forget that timidity stuff. There's not one man in ten thousand that is timid. Get interested in someone else for a while and, if that doesn't turn the trick, look for other fish to fry.

Dear Sara Saze,
I am at home from college for the holidays and I would like to send a box of cookies to a boy I have met in the college town. He is working there and would not be able to go home for Christmas. I have had three dates with him and he took me out dancing but he has never given me anything, like a box of candy even.

Do you think he will think me forward? I really do have designs on him but I don't want him to guess.

Just Eighteen.

Dear J. E.,
I know a young couple, now married, whose love affair started in exactly that way.

Proceed as per "design" and my blessings upon you.

May you both have a happy Christmas!

WEEKLY CROSSWORD PUZZLE

State Flag

HORIZONTAL

1 Depicted is the state flag of

9 Its capital is

13 Intensity

14 English river

15 Mystic ejaculations

16 Wind indicators

18 Goddess of infatuation

19 West Indies (ab.)

20 Is sorry

22 Tellurium (symbol)

23 Poker stake

25 Image

27 Prevaricates

28 Browns

29 Nickel (symbol)

30 Higher

31 Pronoun

32 To (prefix)

33 Skin blemish

35 Duration of office

38 Curved molding

39 Iroquoian Indian

40 Negative reply

41 It has the only known deposit in the United States

47 Mail (ab.)

48 Excavated

50 Barter

51 Cooking vessel

52 Famous English school

54 Formal exposition

55 Ceremony

Here's the Answer

VERTICAL

1 Affirmation

2 Italian city

3 Indian measure

4 Masculine nickname

5 Granular snow

6 Crack

7 Skin disorder

8 Observed

9 Egyptian sun god

10 Eggs

11 This state produces —

12 Genuflects

17 Thoroughfare (ab.)

20 Withstood

21 It is —

24 Holding

26 Trim

33 Marvel

34 South

36 Crevice

37 Thawed

42 Pronoun

43 Wiles

44 Female horse

45 River in Germany

46 Close

49 Obtained

51 Hole

53 Direction (ab.)

55 Tantalum (symbol)

Modern Docks In State Take Shape

Old, Wornout Locks Which Served River Traffic Being Replaced

Each year a few more miles of nine-foot barge channel are added to Alabama's system of navigable rivers, and on the improved river systems modern locks replace the old, worn-out locks which served yesterday's river traffic.

Each year the tonnage on these rivers increases, also, as more commodities move to take advantage of the low-cost barge transportation on these river systems.

The barge tows grow larger, and the tonnage pushed by a single towboat increases.

There must be landing and distribution points to utilize this barge movement, and so a system of docks has been developing along the rivers.

The docks fall into two major categories, those which are publicly owned and those which have been built by private industry. Among the former are municipal docks and the new docks being built by the Alabama State Docks. Among the latter are many docks which serve a great variety of industries.

The largest group of docks in Alabama is on the Tennessee River. Over near the Mississippi Line, on Bear Creek, there is a large pulpwood landing dock, and another at which rock asphalt is loaded on barges. Nearer to Florence, the Colbert Steam Power Plant has a coal unloading dock, equipped with two tower unloading cranes and belt conveyors to carry the coal to the plant.

In the Florence-Sheffield area there are numerous docks, some to handle sand and gravel, others for petroleum products, concrete blocks, etc. The City of Sheffield owns a municipal dock, and the Alabama State Docks is constructing a modern public terminal at Florence.

Decatur has become another important river terminal, with grain a leading commodity, but there are also chemical plants, brick and tile makers, shipyards, asphalt, sand and gravel, and public use terminals, including another of the Alabama State Docks installations.

On up the river, Redstone Arsenal and the U. S. Industrial Chemical Company have modern docks near Huntsville, and the Alabama Brick and Tile Company operates a clay-loading dock. Another State-owned dock is being completed here.

Guntersville, famous as the

terminal for automobiles, is also a major grain port, and several flour and feed mills and elevators operate at the waterside. There are also public use terminals and a coal dock and petroleum facilities.

On the Warrior - Tombigbee Waterway, Alabama's second river system in volume of traffic, chemical companies, petroleum refineries, paper mills, sawmills, concrete manufacturers, and other industries have docks. The largest concentration of docks, outside of Mobile, is at Birmingham, where a dozen docks handle paving materials, iron ore, coal, petroleum products and other cargo. There are also docks at Tuscaloosa, Demopolis, McIntosh and other points, most of these installed by industries for their own use.

At Mobile, where the waterways meet the Gulf and the Intracoastal Waterway, there are numerous facilities, both at the Alabama State Docks and at paper mills, steam power plants, the city wharf, and the giant ore terminal where ore is transferred by conveyor belt from steamship hold to barge.

Over on the Chattahoochee, the first State dock is under construction at Columbia, the present head of navigation, and a privately operated petroleum terminal is already in operation.

Close to a hundred freight docks are now operating along these Alabama waterways, and more are under construction. Each of them contributes to the annual tonnage volume on the rivers, and most of them have been privately built to enable industry to take full advantage of the navigable waterways.

As additional mileage of nine-foot channel are opened up, additional docks will join these to improve Alabama's barge transportation system.

ALUMINUM, NICKEL REDUCE CORROSION

The addition of nickel to aluminum bronze produces an alloy with excellent resistance to corrosion and erosion by sea water, making it highly suitable for ship propellers and other marine applications.

NOTICE OF STOCKHOLDERS MEETING

The annual meeting of the stockholders of The Farmers Bank of Anderson, Alabama will be held Friday, January 16, 1959 at 1:00 O'clock P. M. at the office of the bank for the purpose of electing a board of directors and for any other business that might come before the meeting.

Rayford Raney
Cashier

Dec. 25, Jan 1, 8, 15

Christmas is for everyone!

For the young, for the old, for the timid, for the bold, Christmas is for all. Yes, all of us are as one on this happiest of happy holidays. A Merry Christmas and Happy New Year to you.

Herman K. Longshore
Judge of Probate

Merry Christmas

One wish is good and two are better. So, a Merry Christmas and a Happy New Year too!

WEAVER FUQUA, JR.
Tax Collector

Merry Christmas

Here are our three Yuletide wishes... may they all come true for you!

GOOD HEALTH! GOOD CHEER! GOOD FORTUNE!

FOOTE AUTO CO.

E. Tennessee St. AT 2-9082 Florence

Cheerio!

May your Christmas be bright as a song and radiant with the warmth of neighborly hospitality and joyous good fellowship.

ROSS INSURANCE AGENCY
CHAS. C. ROSS
2912 Jackson Highway EV 9-0323 Sheffield

GREETINGS

May the season of good will remain with you next year and all the years to come.

MRS. DORIS M. DROKE
Authorized Zenith Hearing Aid Dealer
123 S. Court St. Florence

GREETINGS

May the joys of this season be visited upon you and yours, now and always. May your holiday be merry and filled with hearty good fellowship.

CORNER FRUIT MARKET

215 N. Seminary St. Florence

Social and Personal

MRS. GARLAND S. TAYLOR, Social Editor
Phone ATwater 2-3943

Miss Tommie Lou Sumner

In a mid-afternoon ceremony on Saturday, December sixth, Miss Tommie Lou Sumner, daughter of Mrs. Shirley Sumner of Florence and of Tommie J. Sumner of Matherton, Michigan, became the bride of Grinnell Farley Vaughn, son of Grinnell Vaughn of Sheffield and the late Mrs. Vaughn.

Due to the bridegroom's sudden illness, nuptial vows at the Vaughn family home replaced the ceremony which was planned as an event in Pine Street Church of Christ, Florence. Lamar Plunket, minister, heard the three o'clock service.

ing room altar arranged against a mantel background of burning tapers flanked by basket arrangements of white gladioli.

Vocal selections were by Miss Rita Sue Graben, Miss Bonnie Faye Wilks, O. E. Smelser and Wilmer Rikard.

Given in marriage by William C. Olive, a close family friend, the bride was gown in white Chantilly lace over satin designed with moulded bodice featuring a small neckline collar and long, fitted sleeves which tapered to points over the hands. The full, floor-length skirt was accented by soft black-pleats and period hoops and a cluster of miniature pearl bloss-

oms held her veil of illusion. With her white prayer book she carried a yellow-throated white orchid.

Mrs. Carolyn Marshall Chandler served the bride as honor attendant wearing a frock of blue chiffon over taffeta and a sequined headress. Her flowers were white carnations. Sonya Gail Graham flower girl was dressed in pink organdy with a matching bandeau of tiny blossoms. DeWayne Webb was ringbearer.

Best man for the bridegroom was his father and ushers were Everett Smith and Guy Rankin, Jr.

Mrs. Vaughn is continuing her course at Florence State College where she is a member of the sophomore class. They will be at home at 3111 18th Avenue, Sheffield, prior to the time when Mr. Vaughn reports for Army duty in January.

Barr-Wagstaff Plans Told By Bride-Elect

Plans for the January tenth wedding of Elizabeth Barr, daughter of Mrs. Howard Roper Barr of Birmingham and the late Mr. Barr, and James Allen Wagstaff, son of Mr. and Mrs. Roy A. Wagstaff of Sheffield, have been completed.

The ceremony will take place at half past four o'clock in the afternoon at Saint Mary's-on-the-Highlands Episcopal Church, Birmingham, with the Reverend Robert R. Cook officiating.

The bride-elect will be given in marriage by her brother-in-law, William A. Porter, Jr., and her sister, Mrs. Porter, will serve as honor attendant. Bridesmaids will be Mrs. Wilson W. Borden, Mrs. William M. Acker, Jr., Mrs. Eastwood Register and Mrs. J. A. Kitzis.

Best man for the bridegroom will be his father and ushers-grooms will include Donald W. Drennen, Jr., Robert M. Collins, James C. Black, Joseph M. Ware, Carl W. Bradley and Barton C. Isbell.

Immediately after the ceremony Mrs. Barr will entertain with a reception in the church parish house.

A party series is under way for the bridal couple.

Rev. Mrs. Mullen Extend Charming "Merry Christmas"

Eagerly anticipated at each Yule tide approach is the open house courtesy which is traditionally extended by the Reverend and Mrs. Edward Mullen.

Redolent with bouquets of spruce and fir and blossoming plants, their home at 410 North Pine Street was decorated in the reds and greens of old-fashioned Christmases as several hundred Tri-Citians called during the twilight hours of Thursday afternoon.

A great arrangement of poinsettias graced the background of the entrance hall where Mr. and Mrs. Mullen and their son and Robert Mullen, greeted their guests. The livingroom mantel was banked with pine and dotted with colorful baubles, and in the diningroom sprays of bright-berried holly nestled with red tapers along the window sills and above the Jackson press. Overlaid with a cloth of red, the teatable was centered with a five-branched silver candelabrum of burning tapers garlanded with frosted pine cones and Christmas-y foliage.

Assisting the hosts during the hours of five 'til seven were the wives of Trinity vestrymen.

Mrs. Prouty Hostess Contemporary Yule Tea

Mrs. M. D. Prouty and Mrs. W. C. Doss were hostesses to the Contemporary Club's Yuletide tea at the home of the former, 921 Olive Street, on Monday evening, December fifteenth.

A holiday program was presented by Mrs. Franklin Lentz and Mrs. Hester Wulfaert, the latter a newcomer to Sheffield. Mrs. Lentz's narrative, "Christmas in France," was written by Mrs. Wulfaert who accompanied the reading with a musical score, composed as a tribute to Schumann by a pupil, Deodat de Severac, and presented to her by a member of the composer's family during her residence abroad. Later, Mrs. Wulfaert shared with her listeners colorful incidents from her thirteen years in Europe.

Group singing of carols preceded the refreshment hour.

Members and their guests numbered twenty-four.

Schneibele Home Scene Of Holiday Courtesy

A great wreath of Christmas-y foliage, tied with a big, red ribbon bow, announced a holiday welcome to guests arriving at the Open House hosted by Mr. and Mrs. James A. Schneibele at their home, 918 Old Jackson Road on Monday evening, December 22.

An Evergreen Tree, bright with multi-colored lights, and a mantel decoration of Spruce and Hemlock and Christmas Candles, decorated the living room and in the dining room the refreshment table was arranged against a window background where miniature reindeer and snow men posed in a winter setting. An elevated arrangement of evergreens and bright red berries complemented the table, overlaid with a green cloth. Assisting the hosts were Mrs. Leroy Doster, Mrs. Ralph Dasher, Mrs. Walter Sedquist, Mrs. Basil Horsfield, Mrs. W. W. Hairston, Mrs. Russell Newman, Mrs. Leon Clark, Mrs. Carlton Slater, Mrs. Henry Carr, Mrs. Harold Barbour, Mrs. Griggs Christopher, Mrs. Donald Hipp, and Mrs. Floyd McCoy.

More than 100 guests called during the seven 'til nine party hours.

Mr. and Mrs. Bert Norton and daughter, Charlotte, arrived from Auburn during the week-end and are holiday guests of their parents, Dr. and Mrs. E. B. Norton and Mr. and Mrs. J. B. Dobson, Jr.

Mrs. G. E. Roulhac, 468 North Court, left yesterday for a Christmas visit in the home of her son, Dr. George E. Roulhac, and family, St. Louis.

Mr. Mrs. Elmore Honored At Tea

Pink bells and mistletoe decorated the entrance to the Marshall Pless home on Sunday evening, December twenty-first when Mr. and Mrs. Pless were hosts to members of Alpha Chi chapter of Epsilon Sigma Alpha sorority and their husbands as a special compliment to his sister, Mrs. Christopher Elmore, and Mr. Elmore, of Savannah, Georgia.

An enchanting Christmas tree in the entrance hall was a-bloom with pink rosebuds and veiling the teatable was a pink embroidered organdie cloth with full floor-length flounce. Silver appointments completed the setting.

Guests numbered about sixty.

Mr. and Mrs. John Landers and daughter, Lisa, have arrived from Auburn to spend the holidays with their parents, Mr. and Mrs. Harold Koonce, Central Heights, and Mr. and Mrs. Floyd Landers, Sheffield.

Mr. and Mrs. Ellis W. Henderson are here from Miami, Fla., to spend Christmas in their Central Heights home.

Expected from Birmingham on the 26th, Mr. and Mrs. Porter Yates, Jr., and children, Nancy and Stevie, will be guests of their parents, Mr. and Mrs. Porter Yates, and of his grandmother, Mrs. James Lovelace, Cleveland Ave.

Mr. and Mrs. John Weller and small John Jr., are guests of her parents, Mr. and Mrs. Earl Had-dock, Central Heights, for the Yule season. They will return to Auburn about Jan. 1.

Mrs. J. Shipman of Flushing, L. I., is here for a visit to her daughter, Mrs. M. D. Prouty, Mr. Prouty, and their daughters, on Olive Street.

Mr. and Mrs. J. W. Minton of Hannibal, Mo., were recent guests of her parents, Mr. and Mrs. John D. Weeden.

Mr. and Mrs. J. W. Minton of Hannibal, Mo., were recent guests of her parents, Mr. and Mrs. John D. Weeden.

Miss Marie Bryant has arrived from Kansas City to be with her parents, Mr. and Mrs. W. J. Bryant, 302 Park Lane, during the holiday season.

Mr. and Mrs. C. O. Beasley have returned from a pre-Christmas visit to her relatives in San Antonio and Dallas, Texas, and their son, Cloyd Beasley, has arrived from University of Wisconsin for a vacation with his parents at the family home in Spanish Oaks Court.

Frederick Moore arrived Saturday from Cincinnati and Mr. and Mrs. William Moore and daughter, Susan, are expected on Christmas Eve from their home in Stonewall, Miss., to be with their parents, Mr. and Mrs. Frederick Moore, Sr., during the Christmas season.

Mr. and Mrs. Louis McCullough and children of Ames, Iowa, and Dr. and Mrs. W. L. Gilmore of Waverly, Tenn., will arrive on the 26th for a visit to Mr. and Mrs. L. G. McCullough, Meridian Street.

Mr. and Mrs. Hayes Glenn, Memphis, Tenn., will arrive on the 24th for a holiday visit in the home of his sister, Mrs. George Ellis, and Mr. Ellis, 403 Palisade Drive.

Here for a visit to his mother, Mrs. J. C. Weaver, and Mr. Weaver, High Street, are Mr. and Mrs. Hilton S. Beckham of Orlando, Fla.

Those from out-of-town attending the Thursday afternoon funeral of Walter S. Bell include Mrs. Walter Bell, Sr., Atlanta; Mr. and Mrs. Douglas B. Howe, Rome, Ga.; Col. J. B. Bell, Greenville, Miss.; Mr. and Mrs. E. S. Candier, Atlanta, and Berryman Goodrum, Chattanooga.

Carol Prouty is convalescing at the home of her parents, Mr. and Mrs. M. D. Prouty, Olive Street, following a recent tonsillectomy.

Mr. and Mrs. Fitzgerald Hill are here from Chapel Hill, N. C., to be with their parents, Mr. and Mrs. Mack Towles and Judge and Mrs. Robert Hill, during the holidays.

Arriving from Mary Baldwin College, Staunton, Va., Miss Louisa Jones is the guest of her mother, Mrs. Sewell Jones, and of her grandmother, Mrs. J. H. Sewell.

Mr. and Mrs. Albert Proctor are expected from Daytona Beach, Fla., for Christmas in the home of his sister, Mrs. Frank Perry, North Pine.

Holiday guests of Mr. and Mrs. Camper O'Neal, Birmingham, will be his mother, Mrs. E. A. O'Neal of Florence, and his sister, Mrs. William Nuessele of New York City.

Wrapping Gifts Takes More Than Paper And String

There's more to Christmas gift wrapping than just paper and string. A little imagination and a wide range of attractive materials go a long way towards making your packages look especially bright and festive.

First of all, start with a gaily colored wrapping paper that is the right size for the package. Too much paper results in bulkiness. Shape the corners neatly and smoothly. Scotch tape, plain or in a holiday design, will help. Add novelty touches with such items as sequins, tinsel and glass beads.

Try a shopping bag for gifts that would require an unusually large container. Decorate it with gilt, tinsel or color and crown the whole creation with a ribbon bow.

Let The Florence Herald Do All Your Printing.

Don't Let Fire Ruin Christmas

Christmas just isn't Christmas without a tree.

According to API Extension Forester Ivan Martin, nearly every family in the United States has a tree of some sort to help make the Christmas holidays a success.

"However," says Martin, "everything good must be handled with care, and Christmas trees are no exception." For a safe and truly merry Christmas, follow these safety suggestions offered by Martin.

Select a fresh, green tree. "If the needles are turning brown, the tree has already dried out and will be a fire hazard," says the specialist. Saw off the butt end on a slant, at least one inch above the original cut. Keep the butt end standing in water during the entire time the tree is in the house. Be sure to refill the container daily, as the tree absorbs the water.

Be sure your tree is well supported. Keep it away from fireplaces, radiators, television sets, and other sources of heat. The tree should be placed where it won't block an exit in case of fire or other emergency. Never, never use lighted candles or other open flames on or around Christmas trees.

Check electric tree lights and connections. Don't use worn, frayed wires or electric cords. Avoid using combustible decorations and flammable reflectors for lights. Keep metal foil icicles or tinsel out of the bulb sockets. Avoid overloading electric circuits. Accumulations of wrapping paper and placing electrical toys under the tree are also dangerous practices. Have a merry Christmas and insure a happy beginning to the New Year by avoiding fire hazards.

Wage-Hour

(Continued from Page 1)
to salary requirements, the regulations contain tests on duties and responsibilities. Except for the higher salary tests, the exemption requirements remain unchanged. The Act requires payment of a minimum wage of \$1.00 an hour and at least one and one-half times their regular rate of pay for all hours worked over 40 in a work-week to non-exempt employees.

LET THE HERALD PRINT IT.

College Instructor Group Announces Cadet Promotions

Florence State College Headquarters U. S. Army Instructor Group of which Col. Philip Merrill, commanding officer, announces cadet promotions and the designation of two new Distinguished Military Students:

Included in the promotions were

THE FLORENCE HERALD, Thursday, Dec. 25, 1958—Page 3

David C. Ammons to Cadet Colonel; William M. Barnett to Cadet Lieutenant Colonel; Jerry Dollar to Cadet Major; Gerald W. Hatley to Cadet Captain. Promoted to Countess, Ben B. Peete, F. J. Mehr-tens, William T. Newton, and William R. Downing. Raised to Cadet First Lieutenant were Don E. Holt, Eddie J. Pruden, Gary S. Gentile, Carl E. Kelley, Carl VanBibber, Rex Rayfield, and Jerome A. Cook.

Elevated to Cadet Second Lieutenant were James R. Bozeman, George Clemmons, J. R. Eady, L. A. Parham, and N. C. Newman.

The two new Distinguished Military Students designated are Cadet William R. Downing and Cadet Major Gerald W. Hatley. The designation is a result of their outstanding performance in both the academic and military fields.

LET THE HERALD PRINT IT!



Greetings
Season's BEST WISHES

Here is sentiment genuinely felt...
May joy, health and happiness
be yours this Christmas
and continue throughout
the year ahead.

ESTES R. FLYNT
Probate Judge Elect



A WISH FOR A MERRY CHRISTMAS AND A VERY HAPPY NEW YEAR

CLARK-HELLARD AGENCY, Inc.

INSURANCE
323 South Court St. AT 2-0271



Season's Greetings

May this Holiday Season
bless your heart with love,
your mind with peace, and
your life with happiness.

FLORENCE MARBLE WORKS
810 E. Tenn. St. AT 2-5952



Peace... Good Will...

The wonderful story of Christmas again is before us as we reach this glorious season of the year. We think, again, of the Wise Men who followed a Star and soon were able to conceive an idea based on the ideals of Peace on Earth, Good Will Toward All Men which has guided our dreams since.

The wise men of today deal with realities... test tubes, atoms, H-bombs... yet, again, wise men find only one Star of Hope for mankind, although satellites of peace and war and man-made stars of many design circle our earth.

On this Christmas Day, you, too, will take time out from your work-a-day world to think of the significance of these words—Peace on Earth, Good Will Toward All Men—and evaluate the cost of ignoring their full meaning.

With hope in our heart, we are resolved but to one thought and that thought is contained in our prayer that on this Christmas Day to All Men of Good Will, Peace on Earth may be the crowning glory for each.

And for the New Year, may we wish for you a year of prosperity with the added wish that the spirit of truth, faith and democracy may sustain you in the year ahead so that Peace on Earth may sustain you in your every effort.

—E. T. STOVALL

Stovall Poultry Distributors
322 SOUTH ROYAL AVENUE AT 2-4943 FLORENCE



and
A HAPPY NEW YEAR

Thanks to each of you
for your valued patronage

May Every Wish of
Your Heart Be Ful-
filled in the Coming
Year.

Boonery Kaye's
THE SHOE STORE
FLORENCE

DOWNTOWN FLORENCE

THE SPILLWAY



A CHRISTMAS THAT'S merry ...
Twelve months of good cheer ...
That's what you're wished by
The Madam this year ...

IT'S OUR OPEN Christmas card to our dear readers ...
Or perhaps love letter would actually be more accurate ...
Because (as you know) Christmas cards are brief messages ...
and (as you also know) Madam is seldom brief ...

CHRISTMAS CARDS are those friendly missives ...
sent out 'long about this time every year to people you
haven't seen for ages and to people you see every day ...
They're sent to people you work with five days a week for
fifty-two weeks ... and they're sent to "just people" ...

SOME PEOPLE SEND Christmas cards because the ghost
of non-letter writing comes to haunt them ... People like
Sir Henry Cole ... a Londoner ... who could never keep
up with his letter writing ... and so

ON A GRAY DAY in December, 1843, Sir Henry had a
bright idea ... He asked an artist friend ... John Calcott
Horsely ... to design a greeting card to replace the letters
he didn't have time to write ... And thus was born the
Christmas card ...

Sir Henry (and for many years those who followed his
delightful example) used the cards merely to say MERRY
CHRISTMAS ... But things are changed now ... We're
living in a day of specialization and cards are no exception ...
Santa Claus remains a one-to-eight favorite in the CC
derby ... and the religious themes which have been gaining
in popularity for the past few years are hitting a new high ...

FAVORITES WITH US ... received down the years ...
are slipped into our Memory Book to be enjoyed at each
Yuletide approach ... Opened alongside our typewriter this
morning ... our hearts are warmed again as a beautiful
N-O-E-L card comes into view ... (We don't need to tell you
that THIS one is appropriately signed MILDRED and TOM
BENNETT)

A COZY AND colorful reminder of the ROY CRAB-
TREES is their Christmas Greetings of a few years back ...
completely handmade by RUTH with an original hand-
written sentiment ... A BATCH OF five cards ... tied to-
gether with a bit of now-worn tinsel ... expresses in artistic
fashion a special brand of warmth and friendship above the
signature of MARIA and GWYNNE THOMAS ... DITTO
for a group of four which are signed JANE and HELEN
WILLIAMS ...

THE BEAUTIFUL quotation which begins ... "I said
... 'Give me a light' ... used by CLYDE and KARL TYREE
in '56 ... quickly became a conversation piece at every
holiday gathering ... AND THE ALTAR of Trinity Church
... sketched by talented Hilda Mitchell for ANN and DICK
SMITH'S 1955 message ... is a keepsake in many Florence
homes ...

RECEIVED IN this morning's mail are two lovelies
which are sure to join our collection ... A magnificent all-
gold card from Mary and Adin Batson ... And one of the
dearest we've seen ... a miniature "Madonna of the Chair"
done in softly muted shades and framed in lacy filigree ...
You almost know without looking ... It's from Ann and Leo
King ...

THESE ... WITH EVER so many others ... bring the
pleasant memories of other Christmases to mingle with the

Pick The Tree That Fits Your Holiday Plan

Pick the Christmas tree to suit
your holiday plan.

If you intend to keep the tree
for only a few days, the Norway
Spruce has the traditional shape
and good color and is perhaps your
best buy. Its one failing is that it
sheds its needles fairly soon.

Longer-lasting, but more expen-
sive are the balsam fir, Douglas fir
and any of the long-needled pines.

Whichever tree you buy, make
sure it is fresh and not tinder-box
dry. Three experts say to merely
feel the twigs and needles as a
test. If they're dry and brittle, look
at another tree. If you're not quite
sure about the touch test, bang
the tree but on the floor. A shower
of needles will tell you the tree
is dangerously dry.

For general attractiveness and
quality, select the tree that has
pyramidal shape branches that

come well down to the base and
abundant and attractive foliage.
This applies to all Yuletide trees
for ornamentation — spruce, fir or
pine.

Mistletoe Once Symbol Of Evil

Today mistletoe is recognized
throughout the world as a symbol
of lasting peace and from this has
come the custom of giving a kiss of
love or peace beneath it.

Once, however, it was consid-
ered a weapon of death. Later it was
considered a magical medicine.

It was a mistletoe arrow, ac-
cording to Norse mythology, that
Loki used to kill Balder, the sun
god, after Balder's mother had ob-
tained a promise from all living
things, other than mistletoe, that
they would not harm him.

Balder was restored to life and
it was ruled by the gods that the
mistletoe would never again be
used to do harm.

Ancient Europeans considered

the mistletoe a magical medicine.
They carried it about with them
for health and luck, and believed
it a cure for ulcers and epilepsy as
well as a charm promoting fertili-
ty.

Too many people use friendship
as a drawing account, but forget
to make a deposit.



From All of Us
To
All of You

A Very
MERRY CHRISTMAS
And A
HAPPY NEW YEAR

Shirley's
FLORENCE'S FINEST



Christmas ... and the world is aglow with
the spirit of good will! May you share in
all the joys of this wonderful season and
have a truly memorable happy holiday.

Gabel's
Downtown Florence

MERRY CHRISTMAS
Everybody

**May The New Year
Bring You Prosperity**

Plan Your Future
Now For All The
Years Ahead

While enjoying your Christmas
vacation, give a thought to the
good year 1959 and what it offers
you. Does it promise all that you
desire? Do you see yourself reap-
ing a great income from your ef-
forts? If not, heed this advice!

The beauty industry, the na-
tion's fastest growing industry,
offers the finest income possible.
Proper training in this school
will assure you greater income
in the years ahead. Ask us for
details.



OUR BEST
Permanent Wave
WEDNESDAYS ONLY
At
Big Reduction

CHECK THESE LOW PRICES	Shampoo Set	Cut Shampoo Set	Permanent Wave
Junior Students	\$.50	\$1.00	from \$2.95
Senior Students	.75	1.50	from 3.95
Advance Students	1.00	2.00	from 4.95

RAY'S UNIVERSITY of BEAUTY

118 W. MOBILE ST.

AT 2-5411

FLORENCE

Leo Views the College Campus

By Dottie McRae

Ah, sweet rest. With no classes
to meet for the next week, sleep-
ing late and loafing is going to
get to be a habit, but what a
convenient one.

The last week of school was hec-
tic, as usual; everyone has to have
a party, and for some reason all
text books seem to be arranged
so that you have just finished a
section and absolutely have to have
a test that week. It's really most
inconvenient.

The Alpha Frats had their
Christmas banquet last Wednes-
day, and presented their first
"sweetheart," Madeline Hillman
of Florence, with a silver locket
(appropriately engraved) and a
small, fuzzy stuffed animal. I un-
derstand that since their "frat"
pins came, more than one of that
group has had a rather chilly
swim as a result of being "pinned."

They are doing very well in the
intra mural basketball schedule,
too. They are, I believe, third with
the Cadet Officer's Corps and 3rd
floor, section A of Keller Hall in
first and second places.

Two elections added to the ex-
citement last week. In the first, a
field of about 30 or 40 nominees
for Mr. and Miss Florence State
were chosen from a slate includ-
ing Bill Barrett, Jim Bevis, Jac-
kie Burney, Douglas Crawford,
Carrel Daniel, Jerry Dollar, Jim-
my Hooper, Jimmy Moore, Ben
Peete, Maurice Reece.

Betty Aderholt, Betty Baker,
Barbara Brown, "Skipper" Carter,
Lula Dobbins, Mary Ann Holt,
Betty Miller, Gerda Newton, Peg-
gy Norton, and Pat Yeager.

The royalty, Jimmy Moore of
Tusculum, and Barbara Brown of
Paris, Tennessee, will be hono-
red at the Flor-Ala sponsored Cor-
onation Ball January 31.

I saw Mrs. Glenn directing the
decoration of Bibb Graves last
week — she did a beautiful job.
Evergreens around the lights and
over the double doors at the main
entrance, and around the sconces
on the basement and first floor
landings, its really very impres-
sive.

CARD OF THANKS

We would like to thank our
many friends and neighbors who
were so kind to us during the
death of our beloved son and
brother.

The Cole family

GIFTS IN GROUPS

Group several low cost items
together to make one lavish gift.
You might accompany a salad bowl
with a pepper mill and cruet for
oil and vinegar or a cheese board
with a cutter and a variety of
cheeses. A mixing bowl may be
heaped with fruit, candy or gad-
gets.



Legal Notice

STOCKHOLDERS ANNUAL MEETING

The annual meeting of the stock-

holders of the Farmers & Merchants Bank, of Waterloo, Ala., for the election of directors and the transaction of any other business that may come before the meeting, will be held at the office of said Bank, Waterloo, Ala., on January 7, 1959, between the hours of 3:30 and 4:30 o'clock p. m.

A. D. Ray, Jr.,
President-Cashier.

Dec. 18, 25; Jan. 1

STATE OF ALABAMA LAUDERDALE COUNTY IN THE CIRCUIT COURT, IN EQUITY Case No. 4109

J. D. HAMILTON,
Complainant,
vs.
JOHN E. WESSON, et als,
Respondents.

LEGAL NOTICE
TO: JOHN E. WESSON, if living, and his unknown heirs or devisees if deceased, and any and all persons claiming any title to, interest in, lien, or encumbrance on the hereinafter described land or any part thereof:

NOTICE is hereby given that in the Circuit Court, in Equity, of Lauderdale County, Alabama, there is pending a verified bill of complaint filed on December 15, 1958, by J. D. Hamilton, complainant, against the following described land:

All that part of the Northeast 1/4 of the Southeast 1/4 of Section 7, Township 2, Range 11 West, which lies South and West of the Cloverdale Road in Lauderdale County, Alabama, and against John E. Wesson, if living, and his unknown heirs or devisees if deceased, and all persons claiming any title to, interest in, lien, or encumbrance on the above described land or any part thereof.

Said complaint alleges that complainant, J. D. Hamilton, is the owner of the above described land and is in actual, peaceable, and adverse possession thereof; that no person other than the complainant has paid any taxes on said land during ten years next preceding the filing of said bill of complaint, and that said bill of complaint was filed to establish complainant's right and fee simple title to said land and to clear up all doubts or disputes and any cloud on the title of the above described land.

It further appears from said bill of complaint that complainant and his predecessors of title have claimed to own and have been in the actual, peaceable, and adverse possession of said land for more than forty (40) years next preceding the filing of the bill of complaint. That complainant purchased said land from Claud W. Darby and wife, Eva Bell Darby, by warranty deed dated on August 31, 1946, it being understood by complainant from representations of the said grantors, as well as complainant's predecessors of title, that complainant had purchased and was the owner of all the land in the North 1/2 of the Southeast 1/4 of said Section 7, which lies South and West of the Cloverdale Road in Lauderdale County, Alabama. Said bill of complaint alleges that complainant's predecessors of title for more than forty (40) years next preceding the filing of said complaint claimed to own and have been in the actual, peaceable, and adverse possession of said land for and during such period of time.

Said bill of complaint further alleges that the deed records in the Probate Office of Lauderdale County, Alabama, show ownership of said land for a period of time in respondent, John E. Wesson, by conveyance dated May 20, 1904, (Deed Book 66 page 475). That on December 7, 1915, John E. Wesson conveyed said land to H. T. Morrison (Deed Book 70 page 529), who on January 29, 1908, conveyed a lesser number of acres than the said Northeast 1/4 of the Southeast 1/4 to Emma Buskirk (Deed Book 74, Page 74) with additional language in the description as follows: "said lands include all the East 1/2 of the Southeast 1/4 of Section 7, Township 2, Range 11 West, which lie north and east of the Rawhide or Cloverdale Road in Lauderdale County." Finally, complainant alleges that said John E. Wesson executed an affidavit appearing of record in said Probate Office (Book 128 page 270) which stated that the land owned by him and in said Section 7 was the land "lying north and east of the Cloverdale Road." And that while complainant has alleged that he believes the said John E. Wesson never claimed any ownership, right, or interest in the said land against which this suit is brought, that the above mentioned conveyances showing ownership in the name of respondent, John E. Wesson, constitutes a cloud upon complainant's title, and the above named John E. Wesson, if living, and unknown persons are alleged or reputed to claim some right, title, interest in, lien or encumbrance upon said land.

Therefore, the above named respondents, and any and all other persons claiming any title to, interest in, lien, or encumbrance upon said land or any part thereof are hereby given notice to appear in said cause and set out their title to, claim, interest in, lien, or encumbrance upon said land or any part thereof, and show how and by what instrument the same is derived or created, and plead, answer or demur to said bill of complaint on or before the 17th day of February, 1959, so that said claims may be properly adjudicated by the Court, so as to clear up all doubts or disputes concerning the title to said land or otherwise a decree pro confesso may be taken against such respondents, and each of them, and said cause shall be submitted for final decree as provided by law and in accordance with Sections 1109-1132, Title 7, Code of Alabama, 1940, as amended.

This the 16th day of December, 1958.
Elbert L. Daly,
Register

NOTICE OF COMPLETION OF CONTRACT

Ballew & Roberts Construction Company Contractors hereby gives notice that they have completed contract with the Alabama State Highway Department for Lauderdale County Project FAP-195(3). The date set for final settlement is January 10, 1959. All claims should be filed at their office in Sheffield, Alabama prior to date set for final settlement.
BALLEW & ROBERTS CO. Inc.
Dec. 18, 25, 1958, Jan. 1, 8, 1959

MORTGAGE SALE

Under and by virtue of the power of sale contained in that certain mortgage from Robert Paul Hargett and wife, Faye E. Hargett to Billy L. Hensley to secure an indebtedness therein described, which mortgage is recorded in Mortgage Record 591, Page 36-38 in the Office of the Judge of Probate of Lauderdale County, Alabama,—default having been made in the payment of the indebtedness secured thereby, the undersigned will on Thursday, the 8th day of January, 1959, offer for sale to the highest bidder for cash, within legal hours of sale, in front of the Court House door in Florence, Alabama, the real estate described in said mortgage, located in Florence, Lauderdale County, Alabama, to-wit:

Lot No. 2, Block No. 2, Belmont Subdivision, City of Florence, Alabama, as shown on the plat of said subdivision recorded in the Office of the Judge of

Probate of Lauderdale County, Alabama, in New Plat Book 2, Page 193.

This sale is being made to satisfy the indebtedness secured by said mortgage, and the proceeds of sale will be applied as therein directed.

BILLY L. HENSLEY,
MORTGAGEE
Dec. 18, 25; Jan. 1

BANK OF LEXINGTON STOCKHOLDERS' MEETING

The directors have called for the regular meeting of the stockholders of Bank of Lexington, Lexington, Ala., to be held in its banking room on Saturday January 10th 1959 at 10:30 a. m. This meeting is called for the purpose of electing a board of directors for the ensuing year and attend to such other business that may properly come before said meeting.
Chas. P. McMeans,
President.

Dec. 18, 25; Jan. 1, 8

Christmas Special!

\$229⁹⁵

EASY TERMS!

12 cubic-foot capacity
with 62-pound freezer



Whirlpool

★ Big Dial-Defrost refrigerator ★ Big across-the-top freezer ★ Full-width door shelves ★ Full-width crisper and chiller ★ Just 30 1/2" wide ★ Giant trade-in allowance now

FREE

Proctor 17-vent steam and dry iron, with fabric dial and easy switch for instant change from steam to dry. Weighs less than three pounds... sold nationally at \$17.95.

EASY TERMS!

Florence Implement

New Lee Highway

AT 2-2601

Florence

may the magic of

Christmas



bring you
and
your family
the
happiest
of holidays!

Department of Electricity
City of Florence

Merry Christmas

Here is a hope that the joy of the Christmas season will abide with you always. May its spirit of good fellowship live in your heart throughout the new year.

**WILCOXSON & SPURGEON
Hardware Company**

122 W. Tombigbee St. AT 2-2542 Florence

if you ask her, she'll say...

Cosmetics Please

CHOOSE FROM NORTH ALABAMA'S
LARGEST STOCK OF NATIONALLY
ADVERTISED COSMETICS

Give "HER" A Lovely
COMPACT

Yardley, American Beauty,
Coty, D'Orsay, Elizabeth Arden

\$1.00 to \$7.50

L'ORIGAN by Coty, Bath Oil,
Eau de Toilette, Powder, set **\$6.50**

PRIMITIF by Max Factor
Dusting Powder, Spray Mist, set **\$4.00**

SHANGHAI by Lenthieric
Powder and Cologne Set **\$3.00**

QUELQUES FLEURS by Houbigant
Bath and Shower Set **\$3.95**



SPECIAL

MANICURE SETS

By CUTEX

always an acceptable gift

From **\$1.29**

OTHER GIFT SUGGESTIONS

Cigaret Lighters \$1.00 to \$15.00
Electric Shavers From \$24.95
Billfolds 89c to \$7.50
Flash Camera Outfits From \$3.95
Pen & Pencil Sets From \$2.00
Christmas Candy \$1.50 to \$10.00

—Cards, Wrappings, Decorations—
PIPES and TOBACCOS
GIFTS WRAPPED FREE!

DARK BRILLIANCE by
Lenthieric, Powder and
Toilet Water **\$4.50**

BOND STREET by Yardley
Toilet Water and
Perfume, both for **\$5.00**

CHANTILLY by Houbigant
Dusting Powder,
Eau de Toilette **\$3.50**

ELECTRIQUE by Max Factor,
Bath Powder,
Parfum, Cologne Set **\$4.00**

PLUS TAX ALL PRICES

FOR "HIM"



OLD SPICE Shave Set
Lather, After
Shave Lotion **\$1.75**

BUSY MAN'S BAR by Max
Factor, Spray Bottle Hair
Cream, Cologne, **\$2.75**
After Shave

CROWN DUO by King's
Men, After shave lo-
tion, luxury talc **\$2.00**

SHAVE SET By HIS, After
Shave Lotion, Talc
and Cologne **\$3.75**

TOP BRASS By Revlon
Hair Dressing, Skin
Conditioner, Roll-on **\$3.50**
Deodorant

KING'S MEN Skin Bracer
Shave Lotion, and **\$3.00**
Cologne Set

CORNER DRUG COMPANY

NO. FLORENCE
1119 N. WOOD

102 N. SEMINARY ST.
FLORENCE, ALA.

WEEDEN HEIGHTS
3323 LEE HIGHWAY



**SEASON'S
GREETINGS**

THIS GREETING COMES TO YOU WITH
THE HEARTFELT GOOD WISHES OF THE
STAFF AND MANAGEMENT OF THE

FLORENCE.



ALABAMA

**ANNOUNCING NEW CLASSES
DAY AND NIGHT SCHOOL
STARTS MONDAY, JANUARY 5**

Larimore Business College

315 South Court Street

ATwater 2-5732

Florence, Ala.


Florence Yellow Cab & Taxi Co.
215 E. Tennessee St. AT 2-1241

YOUR **FIRESTONE** STORE
416 N. COURT ST. AT 2-1571 FLORENCE



ROSENBAUM THEATRES
SHOALS
FLORENCE

SATURDAY

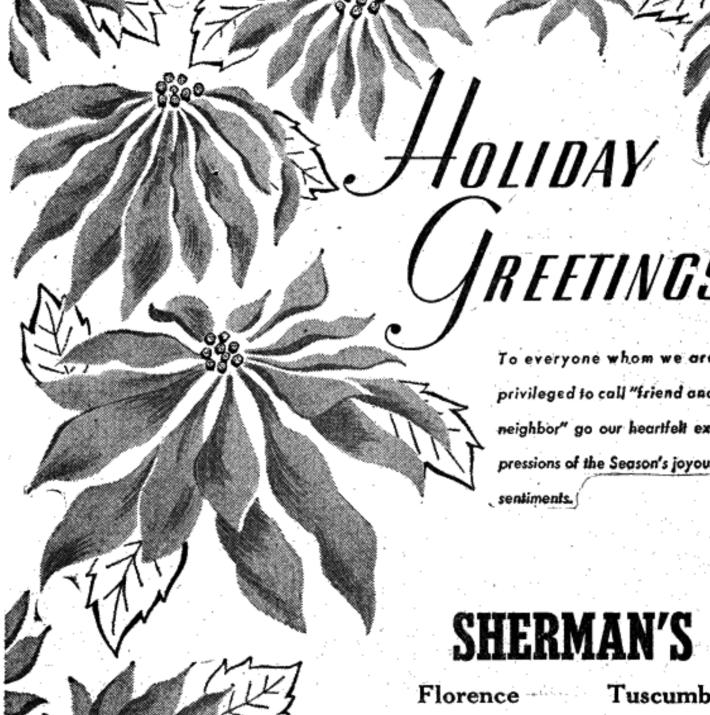
THE CRIME-HUNT STORY
MILLIONS OF FANS HAVE BEEN
WAITING FOR... NOW ON
THE MAN-SIZED SCREEN!



THE LINEUP



STARRING
ELI WALLACH
ROBERT KEITH
RICHARD JAECKEL • MARY LaROCHE



*HOLIDAY
GREETINGS*

To everyone whom we are
privileged to call "friend and
neighbor" go our heartfelt ex-
pressions of the Season's joyous
sentiments.

SHERMAN'S
Florence Tuscumbia

**CHANNEL 15
REALLY LOOKS
GREAT!**

HOW TO START YOUR CAR ON A COLD MORNING

To start your car easily in cold weather, push the clutch in, tap the accelerator once to change the

manifold, then step on the starter. Slight flooding of the carburetor at night will help starting the next morning. Remember that five false starts consume more gas than two miles of normal driving.



Hark,
the herald angels
sing..

"Good news from heaven
the angels bring
Glad tidings to
the earth they sing
To this day
a Child is given
To crown us with
the joy of Heaven"
May your Christmas reflect all
the joys of the Holiday Season.

CHAS. EDGAR YOUNG
Circuit Court Clerk



CHEERIO

Just dropping
in to wish you
a full measure
of all the joys of
the holiday
season... good health,
good luck, good cheer!

SAMMIE'S CELLAR
E. Mobile St.
DOWNTOWN FLORENCE

THE SHANTY
Court at College



CHRISTMAS
Blessings

As brightly as the Star of Bethlehem shone
in the heavens on the night that He was
born, so may the joy of Christmas
shine in your heart and bring you
happiness and peace.

The LONG Man with the SHORT PRICES
BROADHEAD'S

208 E. Tennessee St.

Phone AT 2-6711



Expansion Of Industries In State Is Revealed

New and expanding industries, plus public utility investments announced in Alabama in 1958, came to \$189,470,500. Jack W. Warner, Tuscaloosa, president of the Alabama State Chamber of Commerce, said in releasing the Chamber's annual year-end report.

This nearly 190 million dollars represents investment capital announced by private industries and does not include any Federal or State expenditures, Warner added.

New and expanding industries in Alabama have already announced plans to invest \$109,298,500. Numerically, these are almost evenly divided—there are 48 plant expansions listed, and 47 entirely new industries included in the State Chamber's survey.

These 95 new or expanding plants will be scattered throughout Alabama in 41 different counties and will provide nearly 6,700 new or additional job opportunities for Alabamians when announced plants are completed and in full operation.

Warner carefully pointed out that some of this announced capital investment in 1958 would take a year, or even longer in some instances for the plants to be finished and operating.

One of the best signs of a healthy industrial climate, John M. Ward, State Chamber Executive Vice-President said, is the expansion plans of existing industries in Alabama. During 1958, existing industries announced ex-

pansion plans totaling \$96,832,000. This expansion of existing Alabama industry will provide more than 2,500 additional jobs when it is complete, Ward continued.

Total announced capital investment for new and expanded industries in Alabama including utilities is lower because 1957 saw the largest announced utility expansion in a single year in the State's history.

Utilities have announced plans to spend \$50,172,000 in Alabama. Capital investment announced by electric companies is \$48,872,000 and telephone expansion plans are \$3,347,000, with more than 31 million dollars announced by Southern Bell during 1958.

In the list of counties Colbert and Lauderdale industrial expansion, is shown as follows:

Sheffield, new, Viking Corp.; expansion, Associate Cooperatives, Inc., Muscle Shoals Rubber Co., Reynolds Metals Co.; Florence expansion, Southern Frigid Dough, Inc.

Federal Surplus Property Program Helps Alabama

Agency Has Netted State Property And Equipment Valued At Over \$50 Mil.

The Alabama State Agency for Federal Surplus Property has netted the State property and equipment valued at more than \$50 million over and above any cost to the State.

An administrative review of the Agency under the directive of the State Superintendent of Education reported that surplus property received the first seven months of this year amounted to \$5 million. This property goes to schools, colleges, hospitals, and Civil Defense.

It is estimated that the final users of the property pay about 4% of its value.

The Agency has been very alert in acquiring surplus property.

Examples of Federal surplus property acquired are Northington General Hospital by the University of Alabama, public school site of 40 acres near Veterans Hospital in Montgomery, the Decatur Trade School, and the public school site near Maxwell Air Force Base.

Excellent utilization is being made of the Agency and the property obtained through it. Officials of schools and institutions visited stated that they understood and were complying with the regulations relating to the transfer and use of surplus property.

Maximum utilization is obtained in school systems where the superintendent acquires surplus property for the entire school system, and distributes it in terms of need.

An acceptable perpetual inventory is maintained by the Agency. The affairs of the Agency are handled in a businesslike manner. Records conform to generally accepted accounting principles and practices.

The Agency is making a definite contribution to the peace-time economy of the State.

Since Civil Defense Organizations are now eligible to acquire property through the Agency, it could prove to be of even greater value to the State in case of serious disaster or enemy attack.

Alabama has participated in the Federal Surplus Property Program since 1945. It is being handled by the Alabama State Agency for Surplus Property, which maintains warehouses in Atlanta and Mobile and a central office in Atlanta.

All operations of the Agency are on a pay-as-you-go basis without any appropriations from the State.

YULE WAS NOT ALWAYS CELEBRATED ON DEC. 25

Like Easter, Christmas was once a movable feast, celebrated on a different date each year.

In 337 A. D. St. Cyril, bishop of Jerusalem, with the permission of Pope Julius I, appointed a commission to determine, if possible, the precise date of Christ's nativity.

The theologians finally agreed upon December 25, and since the year 354 this date has been celebrated.

THE FLORENCE HERALD, Thursday, Dec. 25, 1958—Page 7

CHURCHES AVERAGE 339 MEMBERS EACH. States has about 200 members. The average church in the Unit- States has about 200 members.



Just a friendly greeting to wish
you and yours all the joys of a
Merry Christmas and a New Year
full of healthy and happy days.

FLORENCE SEED & FEED CO.

AT 2-9201

213 N. Seminary St.

Florence

Silent Night

Heard in song, told
in story, the
Christmas message comes
anew to lift our spirits,
warm our hearts. At this happy time,
we extend friendly greetings to all.

MUSCLE SHOALS DISTRICT SHOE REBUILDING ASSOCIATION

FLORENCE
CITY SHOE SHOP
HALTER'S SHOE SHOP
SMITH'S SHOE SHOP
YOUNG'S SHOE SHOP
ROBERTS SHOE FIXERY

SHEFFIELD
McCAIG'S SHOE SHOP
GREEN'S SHOE SHOP
STEELE'S SHOE SHOP

TUSCUMBIA
CREASY'S SHOE SHOP
ROY GREEN'S SHOE SHOP

ATHENS
DOBBS SHOE SHOP
RUSSELLVILLE
CITY SHOE SHOP



FIRST BABY CONTEST

Prizes galore are in store for 1959's first baby!

NO ENTRY BLANKS NEEDED — YOU ARE AUTOMATICALLY ENROLLED. LISTED BELOW ARE THE PRIZES THE FIRST BABY BORN IN LAUDERDALE COUNTY IN THE NEW YEAR WILL WIN. IN ADDITION TO THE MERCHANDISE THE FIRST BABY'S PARENTS WILL RECEIVE A SUBSCRIPTION TO THE HERALD FOR 2 YEARS.

— CONTEST RULES —

Parents must be residents of Lauderdale County and the baby born in Lauderdale County. Date, hour and minute of birth, parents' full name and address, sex of baby and full information of birth must be presented to Contest Editor at this newspaper. If birth occurs without the services of a doctor, record of birth must be supplied to the Lauderdale County Health office with the information as set out above.

Parents of the First Baby will be supplied with certificates by this newspaper for all of the gifts listed in the ads on this page. INFORMATION MUST BE BROUGHT TO THIS NEWSPAPER NOT LATER THAN 5 P.M. MONDAY, JANUARY 5, 1959.



Start the Thrift Habit Early

No finer lesson can be taught any youngster than the value of Thrift. When properly applied it assures happiness at all ages. No habit learned profits more than Thrift and the wise parents start this lesson as early as the new arrival learns the value of money. We want to aid in teaching this lesson and offer our full assistance to both the new baby and the parents.

FREE: \$5.00 Deposited in Baby's Own Savings Account

The First National Bank
OF FLORENCE
NORTH FLORENCE BRANCH, First National Bank



ROGERS Congratulates The Parents of 1959's First Baby

—and awards a

A "BLANQUILT" by Du Pont

For Baby's Bed . . . Warmly Interlined with Dacron.
Completely washable, mothproof, non-allergic.

(The Baby Shop)

ROGERS
SINCE 1894

To The Parents
of the
FIRST BABY
Born in 1959
We Will Award a



JOHNSON'S BABY SET
FOR PRESCRIPTIONS CALL AT 2-1762

City Drug Store

Cor. Tenn. & Seminary Sts.

Florence

Who's Going To Be First?



It Will Soon Be Decided

P. N. Hirsch & Co. is ready with a Nice Gift for
that Lucky "FIRST BABY OF 1959"

BABY BLANKET

Soft and Warm In Choice of Colors

P. N. Hirsch & Co.

Court St. AT 2-9431 7-Points Shopping Center



Congratulations
To The Parents
of Lauderdale's
First Baby

We Will Award

1 DOZ. CURITY DIAPERS

CORNER DRUG CO.

201 N. Seminary 3323 Lee Hwy. 1119 N. Wood Ave.
AT 2-2271 AT 2-6502 AT 2-3822



Here's To The
Lucky 1959
First Baby"

We take pleasure in awarding absolutely free to
the First Baby born in 1959 in Lauderdale County

UNIVERSAL AUTOMATIC IRON
DAVIDSON-LOVELACE

Electrical Specialists

E. College Street Phone AT 2-2181 Florence
"You Can Be Sure If It's Westinghouse"

Greetings To The
First Baby Born In
The New Year



We take pleasure in awarding the First Baby a—
STERLING CUP
Handsomely and Appropriately
Engraved for the Baby

Mefford's

YOUR JEWELER

111 E. Tenn. St.

Florence

Congratulations
To The Parents
of the First
1959 Baby



We Will Award a Beautiful
8 x 10 PORTRAIT

OF THE FIRST BABY BORN IN
LAUDERDALE COUNTY IN THE NEW YEAR

Dan Glenn Studios

FLORENCE Medical Arts Bldg. ALABAMA
AT 2-1051



Greetings
to the
New Year's
First Baby

Awarded from Our "Baby-B-Shop"

Is a Handsome

BASSINET by HAWKEYE

Belk-Hudson

North Court St.

Florence



Congratulations!
We Take Pleasure
This Year
In Awarding

Lauderdale County's
First New Year's Baby
A CHILD'S ROCKER

SHUMAKE-POSEY

GOOD FURNITURE — PRICED RIGHT

122 E. Tenn. St.

AT 2-9542

Florence

To The
First Baby
of
1959



We Award 2 Dozen
BIRDSEYE DIAPERS

KILLEN'S

219 N. Seminary

Opposite Post Office

Florence, Ala.

To the Parents of
BABY NUMBER ONE
We will give free a choice of



One Dozen Cans

of Baby Food

You may choose the brand you like as well as

the variety and get it as needed.

Liberty Super Market

NORTH FLORENCE



We Congratulate
The Parents of
Lauderdale's
First Baby

We Will Award a

STERLING SPOON

SUITABLY ENGRAVED

GROGAN and SON

JEWELERS

Cor. Court & Mobile St.

AT 2-9282

Florence



Congratulations
to the
Parents of the First
Baby Born in 1959

And to those Lucky Parents We Will
Award a Choice of Either

5 QT. CRANKCASE REFILL

or

5 GALLONS OF GASOLINE

Darby's Shell Service Sta.

ALVIN and O'STEEN DARBY

401 N. Court St.

AT 2-6272

Florence

Greetings
to the
First Baby
of 1959



The First Baby Gets Its
FIRST RING FREE at—

GARVIN WITT

JEWELER

Shoals Theatre Bldg.

Florence

HAPPY NEW YEAR
To
THE NEW BABY



TO THE LUCKY PARENTS

WE WILL AWARD A

BABY THERMOMETER

WHORTON DRUG CO.

Phone EM 3-1251

7-Points Shopping Center

Florence, Ala.

Central High Honor Roll

Honor roll students for the second grading period of this school year at Central high are:

ALL "A" HONOR ROLL
Sandra Whitten, Mary Lynn Wilson, Charles Rhodes, Reeder Kimbrough, Mary Ann Holt, Faye Neal, Jo Ann Weaver, Martha Sue May.

A & B HONOR ROLL:
Judy Montgomery, Sammy Smith, Jo Anna McKinney, Bar-

bara Lard, Barbara B. Wright, Ronnie Paulk, Ben McGuire, Carolyn Smith, Glenda Ann Balentine, Doris Haataja, Benny L. Kelso, Clifton O'Bryant.

A & B HONOR ROLL:
Barbara June Myhan, Betty Myhan, Rejetta Quillen, Brenda Had-

dock, Nancy Seaton, Johnnie Abbramson, Carolyn Collier, Larry Whitten, Brenda Wright, Barbara Crowder, Sara Paulk, Floyce Donaldson, Wanda Gale Mansell, Willis R. Bonner, Judy A. Davis.

Grace E. Haddock, Patricia Had-
dock, Doris Hanback, Kay Winters, Dorothy Abston, Carolyn McClure,

Many U. S. Towns Have Names Which Relate to Christmas

Scattered here and there about the United States are numerous towns and cities whose name reflects the Christmas idea in one way or another.

Best known, of course, are the towns of Santa Claus, Indiana, Bethlehem, Conn., and Christmas, Fla., whose post offices each year handle floods of mail from senders wishing to brighten their packages with yuletide postmarks.

Indiana's Santa Claus is the only town with exclusive rights to its Yuletide postmark, although there is a Santa, Idaho. The privilege of the exclusive Santa Claus postmark is reserved to the Indiana post office by congressional act. There is only one Christmas, the one in Florida, although Maine boasts a Christmas Cove.

Six Bethlehems
Bethlehem, Conn., has plenty of competition, however, as there are six other Bethlehems—in Indiana, Kentucky, Pennsylvania, Georgia, Maryland, and New Hampshire.

There are two Noels, one in Virginia and another in Missouri.

Looking elsewhere about the country, one can find numberless towns and cities with names which call up Biblical or holiday associations. There is an Advent, W.Va., for the Nativity. Kentucky has a Mary, and Oregon and Utah a Joseph each.

A Wiseman
One Wiseman is found in Arkansas and another in Alaska and it is reasonable to assume that another may be found in Wisemantown, Ky. In the spirit of the season, West Virginia contributes Goodwill; Missouri boasts of Peace Valley, and there is Joy in Illinois, Kentucky, Missouri, and Texas.

For the Christmas party, Turkey is available in four states, Cranberry in three. In the decorative theme, one can find an Evergreen in six states, a Pine in seven, a Holly in three, Trees in Louisiana, and finally, Mistletoe in Kentucky.



SEASONAL SIGHT . . . A bright-eyed youngster talking it over with Santa is a sure sign that the holiday is not far away. This young lad listens attentively as Santa explains why it pays to be a good boy.

Modern Santa Strictly American Conception

Within recent years some of our religious and educational leaders have expressed the belief that Santa the Saint has been lost in Santa the Sugar Daddy, inferring that the whole idea of the Santa Claus myth is bad psychology or just not good horse sense.

The modern concept of Santa, of course, is 99 per cent fiction and strictly American. In Europe, Saint Nick was a tall, angular man who rode a bony gray mare. He acquired his whiskers, his pipe and his paunch in America and traded his hay burner for a speedier means of transportation.

Santa's Spirit!
While there is no doubt that the Santa Claus idea has been abused and somewhat over-commercialized at times, down under it all Santa still typifies a spirit of generosity and thoughtfulness. It is no reflection on Santa himself that many children who eagerly await his arrival each Christmas Eve have never heard the story of the Holy Child from their parents.

So let us not blame Santa, nor the children, if the central idea of Christmas, the birth of Jesus, suffers from neglect. The fault lies with those of us whose duty it is to lead and guide and teach and show the way.

FAMOUS SITES
In the heights above Nazareth, which lies in a cup of the Galilee hills, may be seen the sites of many of the famous place names of biblical history. To the east lies Gilboa where Saul died, and Tabor, where Deborah's men gathered to meet the Canaanites. Westward is ancient Megiddo where the Egyptians defeated Josiah of Judah, and Carmel where Elijah bested the prophets of Baal.

Allegorical Parades Mark Mexican Yule

THE PEOPLE in Mexico build elaborate floats for allegorical parades during the holiday season. For eight evenings before Christmas there is a religious procession at the head of which the figures of Joseph and Mary are borne.

On the ninth evening entrance is permitted and a religious ceremony conducted about the straw-filled manger of the Babe.

Children sometimes tear it up, but they never break up a home.

VA Facts You Should Know

Even though she is not the veteran's legal widow, a woman may be eligible for widow's benefits from the Veterans Administration if she married the veteran without knowing that a legal impediment to the marriage existed.

Harley A. Smith, Manager of the VA Regional Office in Montgomery, Ala., said today that 1957 law authorizes such payments under certain circumstances.

He pointed out that under the law, if the purported marriage was entered into in good faith by the woman, the VA may consider it to have been a valid marriage, provided:

- (a) It would have been valid had the legal impediment not existed;
 - (b) The couple had resided together for five or more years immediately prior to the veteran's death; and,
 - (c) No claim for VA gratuitous death benefits has been filed by a legal widow who is found to be entitled to the benefits.
- Before enactment of the 1957

THE FLORENCE HERALD, Thursday, Dec. 25, 1958—Page 9

law, the establishment of legal widowhood was a prerequisite to widow's benefits from the VA, Smith said.

As the size of swine operations increase, more attention must be given to labor-saving devices in housing.

It takes 40 gallons of water to grow feed to produce one egg and 1,800 gallons to produce feed for one pound of beef.

Soak all cooking utensils if you don't have time to wash them before dinner. They'll be much easier to wash later.



GREETINGS of the Season

May the happiness of the Holiday season, deepened and strengthened by the spiritual inspiration of the Christmas message, abide with you through all the days ahead.

This is our warmest wish for you and yours, as through the soft silence of a Holy night, the shining wonder of Christmas once more dawns upon the World.

Johnson And Johnson

Insurance and Surety Bonds

115 E. Mobile St.

Dial AT 2-8682

The Christmas Season is a glorious season when everyone finds happiness. We cast cares aside, relax, and rejoice in the happiness we can bestow, rather than in the happiness which we receive. Warmth and good feeling spreads across the earth. The Spirit of Good Fellowship and Friendship prevails. It's a time to say, "Merry Christmas. May the joys of this Happy Season be yours in the fullest measure."



Farmers Bank

ANDERSON



To all our friends and neighbors, we wish a Yuletide full of cheer, good fellowship and contentment.

Westmoreland Typewriter Co.

117 E. Tombigbee St.

AT 2-8542

Christmas Cheer!

May all your joys add up to a very merry Christmas.

To all our friends we extend our very best wishes for a happy Holiday.

J. D. McDonald Insurance Agency

Mid-South Insurance Agency

119 E. MOBILE ST.



Merry Christmas to All!

It's Christmas Eve. Everything lies in wait for the Big Day . . . the stockings ready for the filling . . . a tree adorned with multicolored balls prepared for the laughter and joyous voices of all who search 'neath it on the morrow for splendid gifts . . . warm, roomy chairs awaiting visitors to share Yuletide with the family. . . . On this night before Christmas, we wish one and all, a very Merry Christmas and a Happy New Year!

Florence Coca-Cola Bottling Company

Dial AT 2-5921

S. Court St.

Our Wish For Everyone...

COUNTLESS BLESSINGS

For Christmas



The approach of the Christmas season causes us to pause humbly and think of the many blessings we have received... and to express our innermost thoughts to customers and friends. These thoughts have to do with warm friendships — with true appreciation for favors — and a sincere "Thank you" for your patronage.

Farmers and Merchants Bank
WATERLOO, ALA.

Thank You,

MR. & MRS. FLORENCE

for the wonderful way you have received
the amazing



that Homogenizes
vital textile oils
back into the fabric



We knew for a long time that the folks in this town needed a really superior finishing process. A process that would make colors and fabrics look fresh and new as the day they were bought. And when we introduced the new miracle StāNu PROCESS we knew it could create some excitement — but even we never realized that StāNu would cause such a tremendous drycleaning sensation. Yes, StāNu accomplishes what no other process has ever done. StāNu makes clothes look new.

If you haven't tried StāNu — you're missing a new world of drycleaning beauty! And StāNu COSTS YOU NOTHING EXTRA! Try StāNu TODAY!

You can See
and Feel the difference!

SEASON'S GREETINGS
IDEAL LAUNDRY
AND CLEANERS

1157 N. Wood Ave.

AT 2-4503



By Shirley Sargent

"I WANT a bike for Christmas," Terry Applegate said positively, "a 26 inch."

"Why don't you ask for a rocket ship while you're at it?" Hartley was fourteen, two vast years older than his brother. "I want a 28 inch and then you can have my 24 inch."

"That old beat-up job!" Terry's red-headed temper was bitingly vocal. "You couldn't sell that for junk since it got run over."

"Oh, you two make me tired with all your arguing," Marcia Applegate tossed her blond pigtailed disgustedly. She was ten-and-a-half, blond, pretty and knew her own mind. "Now I'm not asking for expensive things with Daddy working only half time. I just want a dollhouse and some new clothes for Bunny Baby and a parakeet and..."

"And all I want," Mrs. Applegate sighed wearily as she glanced up from her pile of ironing, "is peace and quiet! I want a, I want a..."



"All I want," Mr. Applegate said, "is peace and quiet."

"Well, Mom," Terry complained, "Christmas is only a week away and you've got to make plans."

"Hartley, fill the sprinler bottle, will you please?" Mrs. Applegate surveyed her three children with a jaundiced eye. "You're old enough to know Santa Claus is for little children and, as Marcia mentioned, your father is only working half time so he couldn't fill the bill even if he wanted to. Don't any of you remember what Christmas really means?"

A Real Present

"Sure," Hartley said, "we're celebrating Christ's birthday."

"That's right and Christ didn't go around saying 'I wanta.'"

Marcia interrupted excitedly. "No, He found out what people wanted and needed and gave it to them."

Mrs. Applegate almost scorched a shirt in her delight at such a discerning answer.

"What are we supposed to do about it?" Terry demanded angrily. "Forget that we want anything?"

"Not entirely, though you might as well cross off your grandiose dreams for something more practical. Daddy and I simply can't afford bikes and playhouses this year. You might try thinking about others for a change."

They grumbled awhile, then the three Applegate youngsters began thinking and talking excitedly among themselves. They asked for last year's Christmas cards and an advance on their allowances. Hartley and Terry got jobs shoveling snow and banked their earnings in an empty jar. Terry spent half his time counting it lovingly though Mrs. Applegate hated to see him caress the grubby coins. Finally, three days before Christmas, she and her husband were invited by a formal, misspelled invitation to a council of Christmas. The kitchen table was cleared and the children sat around it soberly. The money jar was in the middle.

Christmas For Others

Marcia was official spokesman. "We decided Mother's right, so this year we want to observe Christmas as Christ might have by bringing happiness to others." Her speech concluded, she grinned.

"Besides it's really more fun. Now here's the scrapbooks I've made for the Children's Hospital. See I used old Christmas cards in one and magazine pictures in the other."

"I've been fixing up toys," Terry explained. "Old yo-yos, bean bags — though you'll have to help me. Mother, the sewing's awful hard — and stuffed balls."

Mrs. Applegate felt her husband's hand take hers firmly under cover of the table. She hadn't dreamed of such heartwarming results in her revolt against "I wanta."

"What do you have to report, Hartley?" The pride in Mr. Applegate's voice was evident.

"Well, you know that old man who sells papers at the corner? He gets pretty cold in that little stand so I'm trying to raise enough money to buy him an electric heater."

Mrs. Applegate winked the tears of pride back. "Doesn't look like there'll be much peace and quiet around here, but all I want really is happiness and you three have already given that to us."

The first postal service within Canada was in 1733, when a monthly courier service began between Halifax and Quebec.

Each of the two rudders on the Navy's newest aircraft carrier USS Independence, weighs 45 tons and equals the floor area of a two bedroom house.

BOAR'S HEAD



Turkey dominates the American holiday dinner menu but back in the days of Medieval England it was the boar's head which occupied the spot of honor at the Yuletide feasting table.

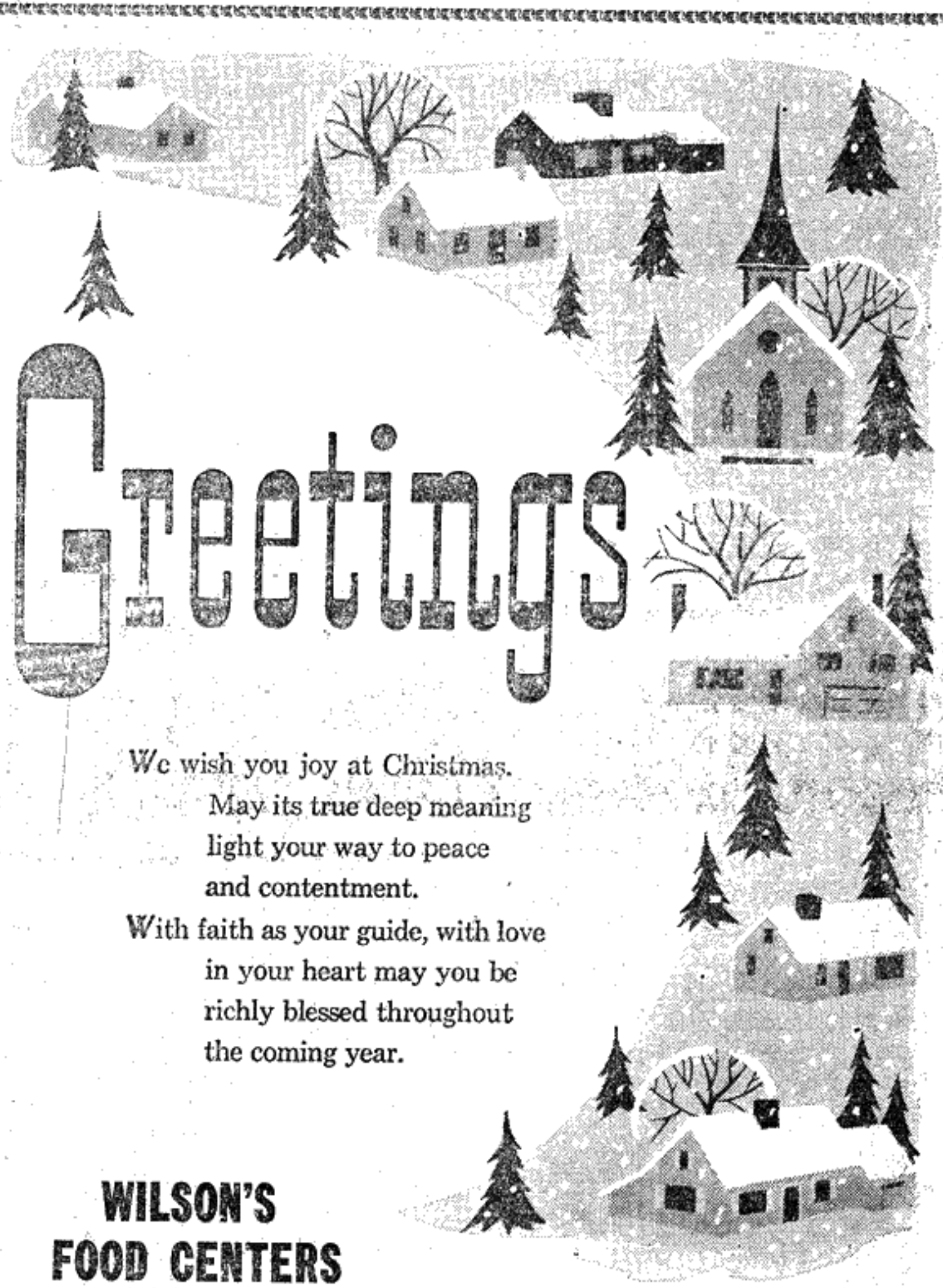
During late September or October, bands of hunters using trained boar-hounds pursued the ferocious boar. Once cornered by the hounds, the wild animal was surrounded and killed by spears or driven into a net and captured.

Chasing the boar was a dangerous sport for the animal was possessed of a nasty temper and very sharp teeth with which he could easily wound and sometimes kill the hunter and his dogs.

But the fruits of the chase were worth the effort and the bolder the boar, the louder were his praises sung as his steaming head was borne to the Christmas table.



UP SHE GOES... It takes plenty of horsepower to hoist the huge Christmas tree in New York's Rockefeller Plaza. The three ton white spruce shown above is estimated to be 65 years old.



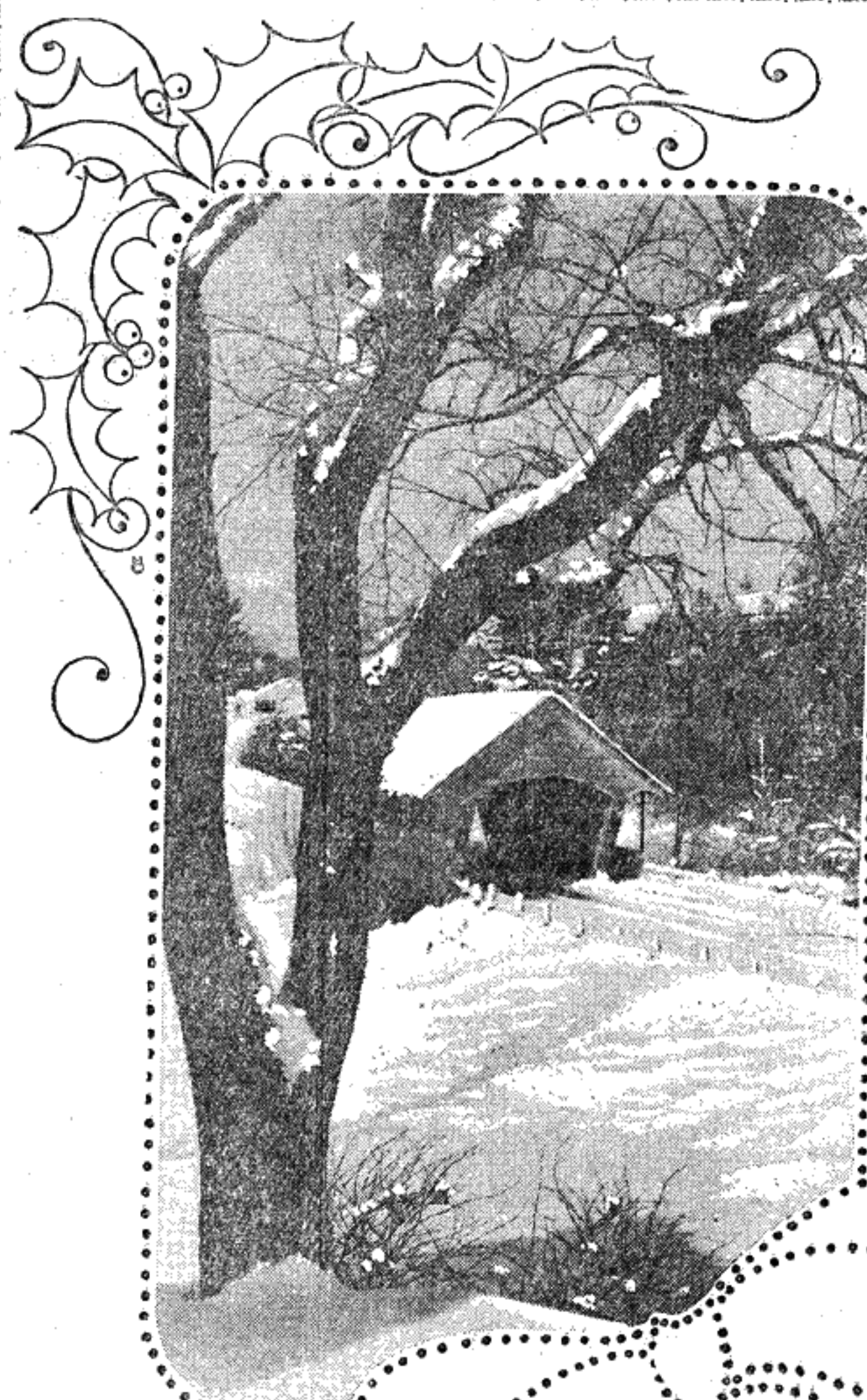
We wish you joy at Christmas.

May its true deep meaning
light your way to peace
and contentment.

With faith as your guide, with love
in your heart may you be
richly blessed throughout
the coming year.

**WILSON'S
FOOD CENTERS**

OLD LEE HIGHWAY and NORTH FLORENCE



Holiday
Greetings

We gladly join in the spirit of the season, and heartily extend our very best wishes, our warmest greetings to all our many friends. May the holidays hold for you the riches of friendship...the treasures of happy hours with loved ones...the priceless joys of good health and contentment.

Richardson Lumber Co.

406 E. Tenn. St.

AT 2-4541

Florence, Ala.

Local Graduate Contributes To Space Probe

Chester L. Hopkins, a 1950 graduate of Florence State College, has made a significant contribution to the U. S. Army's successful space probe.

This historic scientific probe into outer space was conducted by elements of the Army Ordnance Missile Command, Huntsville, at the direction of the National Aero-

nautics and Space Administration. It is a part of the U. S. International Geophysical Year research program.

Hopkins, whose home is Route 2, New Market, is a mathematician in the Army Ballistic Missile Agency's Structures and Mechanics Laboratory. His work was connected with the design of cooling and pressure control systems in the space vehicle. He has been employed at Redstone Arsenal since 1952.

The space probe, a continuation of the space exploration begun with the Army EXPLORER satel-

lite series, is expected to provide scientific data of extreme importance to the nation's space research effort. Main objectives of the probe are: to measure cosmic radiation in the far reaches of space; to establish a high velocity trajectory in cislunar space testing guidance and propulsion systems; and to flight test instrumentation designed for later space probes.

The Army Ballistic Missile Agency, an element of the Missile Command, launched the Free World's first earth satellite and developed the REDSTONE and JUPITER ballistic missiles.

Santa Goes 'Out Of This World' For Xmas 1958

Today's Play Things Keep Step With Level Of Juvenile Interests

Santa Claus has "gone out of this world" to stock up his Toyland for Christmas 1958 with a billion dollars worth of fun—and learning too—for all the children.

The figure of speech applies to a lot more than the record crop of space ships and guided missiles that will be found in virtually every category of new playthings, from the push pull level to the electric train.

The new toys for this year take their inspiration from the science, and fast moving world of science, electronics, and chemistry and fashion all of which influence our modern way of living.

They are interpreted in terms of the higher level of intelligence that is being shown by every age group of today's more knowledgeable and more imaginative youngsters.

As Mel Freud, president of the Toy Guidance Council puts it, from his vantage point at the head of an organization that contributes to the development of their children:

"This year's new toys are geared to keep abreast of juvenile interests, which, impelled by the active imagination of youngsters, are broader and more sophisticated at earlier ages, than ever before."

Science takes the spotlight in Santa's billion dollar pack, as any visit to Toyland will reveal. And this is considered to be all to the good, as Mr. Freud points out, because it can stimulate interest in research in atomic energy, electronics, agriculture, food, and astronomy, among other fields of learning.

Motorized Satellite

Even the primary grade youngster gets a working knowledge of electricity from an educational kit. Girls are recruited to the science fold with their own lab technician principles.

New on the space front is an electric train accessory which raises a rocket from a flat car, moves it alongside a "check out" tower and then fires the rocket into the air by remote control. There's a motorized satellite that operates on a gyroscope principle.

Junior can build his own rocket launching platform and also realistic looking counterparts of nearly every type of rocket with new hobby kits.

Play Stik is an ingenious new space age transformation of the classic stick horse which substitutes a gear shift that moves, a horn that beeps and a wheel that steers for the classic horse's head.

Playtime delight is assured by clicking action of the rear wheels which are practical for use indoors or out. Tightly constructed, this unique action toy has an expansion frame which permits 8 inch adjustment in length to suit height from age three to nine.

This Yuletide the very young scientist may play the role of a fish hatchery operator with a new truck which includes a sieve to remove plastic fish from the tank. He may operate an ant farm with live ants which presents a complete entomological study in community living.

Makes Study Easy

New for young star gazers are planetariums which include devices to set the arrangement of constellations by month and have electric pointers to make careful study easy.

New for junior engineers is a girder and panel set keyed to reproducing highway bridge construction. The playroom architect can take his choice from a variety of suburban development building kits or design a series of skyscrapers which will faithfully reproduce the New York skyline.

Prominent in Toy Guidance Council's prestige toy selections are ingenious developments in musical toys. New thrills include harmonicas with changeable rolls.

Puerto Ricans To Visit Alabama

Visitors From Central America Will Learn About Poultry Industry

Some dozen of Puerto Rico's top banking and farming leaders will spend the next three days learning about Alabama's one hundred million dollar poultry industry.

Claude I. Carter, Vice President and General Manager of Alabama Flour Mills here, host organization for the dignitaries, said the visitors "would be given a real close-up view of all phases of our state's newest major industry."

"They will tour processing plants, experimental farms and other sites in North Alabama," Carter said. "In addition, they will take part in discussions covering poultry programming from financing through research."

The visitors will hear a distinguished group of speakers including J. Allan Mactier, President, Nebraska Consolidated Mills Company, parent company of Alabama Flour Mills, and Rep. Carl Elliott, congressman from the seventh district.

Other speakers include: Dr. D. F. King, head of Department of Poultry Husbandry, Alabama Polytechnic Institute; Arthur H. Kantner, Agricultural Economist, Federal Reserve Bank, Atlanta; Charles C. Mille, Jr., President of Alabama Poultry Industries Association.

Also Dr. L. H. Clemmons, vice chairman, Alabama Industrial Planning and Development Board; Fred A. Bloodworth, president, Alabama Bankers Association.

To add new life to flimsy silk scarves, dip them in very light starch and iron while damp.

Season's Greetings

FROM
OUR HOUSE
TO
YOUR HOUSE

In order that our employees may enjoy Christmas, Belk's will be closed two days, December 25th and 26th.

When we open Saturday we will be happy to correct any mistakes that Santa made . . . please return any wrong sizes, wrong colors, or just plain "didn't suits" . . . we want to help Santa.



Belk-Hudson



Home of Better Values

Florence

Sheffield

Merry



Christmas

It's the season to be joyful...to exchange with family and friends the greetings of the Yuletide. We gladly join in, with happy holiday wishes to each and every one of you.

Brown's Radio & TV Center

102 N. Seminary St.

EM 3-0612



Happy Christmas

to All

and to

All a

Good Night!

Christmas brings much happiness to our daily lives — good fellowship, good cheer and kindness. It strengthens our confidence in each other and makes us all feel happier and more friendly toward our fellowman.

Our heartiest good wishes to you, and yours, for a Joyous and Merry Christmas.

E. Lauderdale Banking Co.

ROGERSVILLE



Our thanks and best wishes for a Happy Holiday to all of you whom it has been our great privilege and pleasure to know and to serve.

GARNET ELECTRIC COMPANY
Florence

Thirty-Five Million Tax Increase Recommended

Far-Reaching Changes In Revenue Structure Would Benefit Schools

The finance committee of the Alabama Education Commission Monday called for a 35 million dollar a year tax increase for the state's schools. Its tentative report recommended the following:

1. An additional 1 per cent sales and use tax earmarked for education. The original 2 per cent tax has already been increased once—to 3 per cent in 1951—to provide funds for teacher salary raises.
2. A flat 5 per cent tax on individual incomes along with a 5 per cent corporation income tax rate instead of the present maximum of 3 per cent. The tax rate on personal incomes now ranges from 1/2 to 5 per cent.

Other far-reaching changes in the state's revenue structure were proposed with heavy emphasis on

increased financial support from local governments.

The committee, headed by Birmingham banker, Mervyn Sterne, said the state should get out of the ad valorem tax (property) field and should help local governments, city and county, step up their efforts in this direction.

Would Abolish 3-Mill Tax
The committee suggested abolition of the state's 3-mill school tax and recommended its replacement as a district tax. Along with the 2 1/2 mill tax for the general fund and the 1 mill conference pension tax, would be abandoned. The 3 1/2 mills would be added to the amounts that cities and counties would levy.

The committee proposed a constitutional amendment that would allow each county to put on five more mills tax if the voters would approve it.

A ten per cent pay raise for teachers was another proposal ranging all the way from elementary teachers through college.

For school building needs, the committee proposed a 50 million dollar program through local money. Another 15 million in bond would be used for institutions of higher learning.

Other committees studying school needs other than financial also reported to the commission which will conduct public hearings on January 5-7 before deciding on its final recommendations.

The commission indicated it would not be possible to double present school expenditures in one year or even four "without irreparable damage to the economy of the state."

It proposed a 25 per cent increase in the first four years followed by 5 per cent increase each succeeding year to bring the present 120-million-dollar annual budget up to 237 million by 1973.

Abolishment of the state's 1/2 mill property tax would hinge on passage of the sales tax increase. Moneys from the state tobacco tax, earmarked for education, would be diverted to the state's general and confederate pension funds to the loss of part of the property tax receipts, it was stated.

Bond Issue Proposed
In a bond issue for school buildings, the committee proposed the money for college needs over a four-year period and the public school money over five years.

Below the college level, each county would get a \$250,000 flat grant out of the 50 million. The balance divided on a teacher unit basis.

Local boards would be given credit for building programs started since Oct. 1, 1956, in the 50-50 matching requirement.

National Safety Council Reports

Reduced Visibility And Inadequate Traction Main Dangers Of Winter

According to leading safety authorities the two hazards that add most to the danger of driving in winter are reduced visibility and inadequate traction. In a check of vision obstructions on vehicles involved in traffic accidents during 1957, the National Safety Council reported that 50 per cent of all such accidents involved visibility obstructions such as rain, snow, etc. on the windshield. The same deadly combination accounted for 39 per cent of the deaths in such accidents.

To guard against dangerously reduced visibility, the Highway Visibility Bureau recommends these simple precautions:

- (1) Any wiper blade that streaks or smears the windshield should be replaced, unless the wiper arm can be adjusted to supply sufficient pressure for a clean, clear wipe.
- (2) Wiper arms should be checked regularly for adequate pressure of blade against the glass. If they exert pressure on the glass of less than an ounce-to-the-inch of blade length, they are probably inadequate for clean wiping. (Car manufacturers in recent years have specified arm pressures equal to or more than one ounce to the inch; for example, a twelve-inch blade should have at least twelve ounces of arm pressure against the windshield.)
- (3) The wiper blade rubber should be occasionally wiped clean when the windshield is cleaned. It takes only a few seconds longer.
- (4) Wiper blades that have been in use for a year or more should be replaced with new blades of "live" rubber to make sure of clean wiping. (Rubber deteriorates from exposure to hot sun, wind and road film, even though it may still look good.)
- (5) If your car has a windshield washer make sure the water contains a solvent with an alcohol base, especially during the winter months.
- (6) For night driving be sure that all front and rear lights are operating, and clean. Replace any burned out bulbs immediately. If driving in rain, sleet or snow—or when there is considerable dirty road spray from other cars—stop at service stations from time to time to wipe off lights. (Stopping at service stations is recommended because of the danger of stopping on a street or highway when it is hard to see.)
- (7) Make sure directional signals are working properly.
- (8) Make sure the defroster blows enough warm air to keep the inside of the windshield clear.

Let The Florence Herald Do All Your Printing.

Instruction For Nursing Care Of Mentally Ill Set

Education for the nursing care of Alabama's mentally ill will take a long step forward early in 1959 with the start of a program in Psychiatric Nursing Education at Bryce Hospital, Tuscaloosa.

Dr. J. S. Tarwater, superintendent of Alabama State Hospitals, said this week that the University of Alabama School of Nursing will administer the program for the state institution. The program will serve students from hospital schools of nursing in the State and the University's baccalaureate program.

In the past, many nursing stu-

dents in Alabama have had to go to other states for the three-months' experience in a "psychiatric setting" required for all nursing school graduates.

Dean Florence A. Hixson of the School of Nursing heads the administration of the new educational program, with Mrs. Elizabeth Shea Dutter as acting coordinator. Mrs. Dutter is experienced in psychiatric nursing, and in the administration of nursing education. She majored in psychiatric nursing at Boston University, and earned the Master of Science degree in Administration of Nursing Education at the University of Alabama.

About 150 veterinarians are needed by the U. S. Department of Agriculture for meat inspection service jobs over the country.



Christmas is here again, bringing a sparkle to children's eyes and joy to the hearts of all. May the spirit of the season enrich your life with its blessings, now and throughout the New Year.

DRANE REALTY COMPANY

New Bliss Bldg.

Dial AT 2-0951



Just as candy canes and evergreens are symbols of Christmas, let this greeting be a symbol of our appreciation of your good will and patronage. May you enjoy a full measure of good cheer throughout the Holiday Season.

SHUMAKE-POSEY FURNITURE CO.

122 E. Tenn. St.

Florence

Mefford's

Your Jeweler

111 E. Tennessee St.

AT 2-2632



Have a wonderful holiday time, friends and neighbors! Here's hoping that your Christmas will be the merriest and brightest ever.

DIXIE TIRE CO.

Jackson Highway

AT 2-2037

Christmas Greetings



Grady R. Williams

Kenneth Williams

Williams & Son Oil Co.

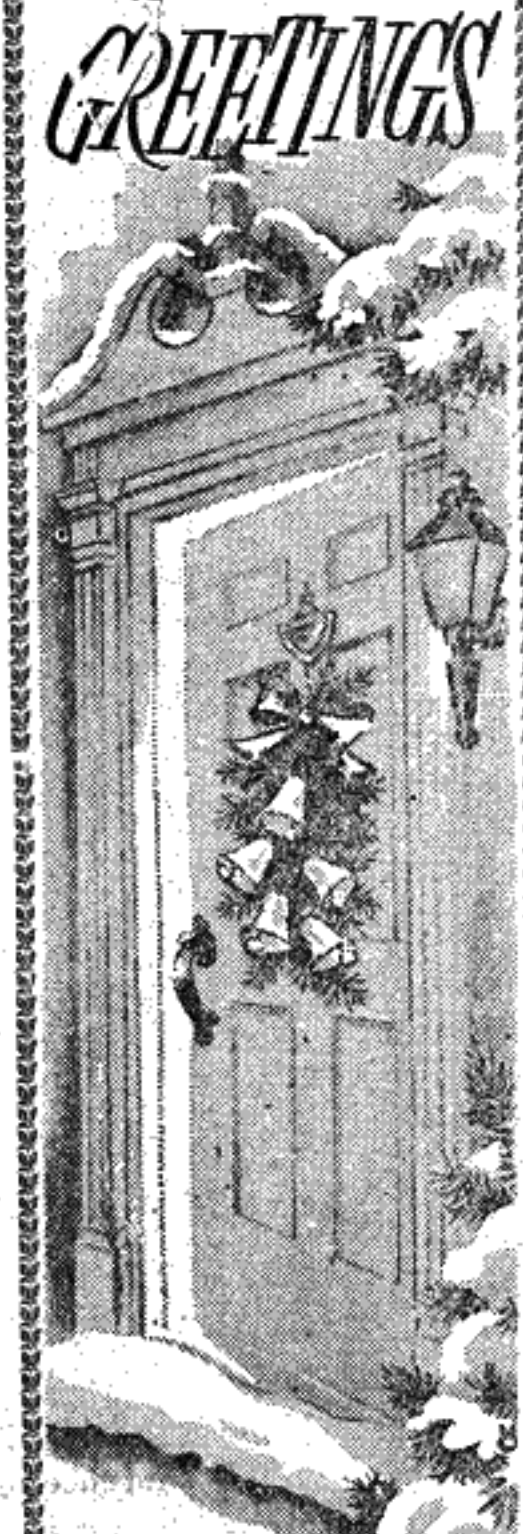
Sweetwater Ave.

Dial AT 2-0372



THE JOY OF CHRISTMAS . . .
Much of the joy of Christmas for mothers and fathers is watching the thrill children get from finding toys under the tree. These children express their joy on Christmas morning. Much of the joy for the children is the anticipation of and mystery in Santa's visit and the guessing about what the old fellow will bring.

Courteous driving on the highways is a virtue some people expect others to have.



Our best wishes to you for a holiday season that is an open door to all good things!

DONALDSON BROS. RUG COMPANY
123 E. Tennessee



Greetings

We'd like to sing out our thanks to you for your loyal patronage and to wish you a holiday full of old-fashioned warmth, merriment and much good fellowship.

J. B. Dobson Plmb. & Heating Co.
1122 N. Wood Ave. EM 3-1122

Swingle Named 1958 Man Of Year

API Professor Of Fish Culture Honored By Progressive Farmer

Homer S. Swingle, professor of fish culture at Alabama Polytechnic Institute (Auburn) has been



HOMER S. SWINGLE

Named 1958 "Man of the Year in Service to Southern Agriculture" by The Progressive Farmer. Dr. Clarence Poe, senior editor and board chairman, makes this announcement in the magazine's current issue.

"We are honoring 56-year-old Professor Homer S. Swingle and his 20-year campaign as a fish culturist at Auburn," says Dr. Poe. "And especially for (1) his outstanding work in developing fish production all over the South and the world and (2) his pioneer work in fertilizing ponds to increase the size and numbers of fish."

In 1951, Mr. Swingle received the first Conservation Service Award from the United States Department of the Interior. It read, "As an outstanding authority on the American system of warm-water fish production and farm-pond management, you are recognized as the man who has done more than any other individual in the country to advance scientific farm-pond management."

Mr. Swingle has helped both America and foreign lands. As a result of his work, bluegill bream have been introduced to Africa and other countries, and buffalo fish exported from Auburn to Israel.

"While honoring Mr. Swingle," says Dr. Poe, "We are incidentally recognizing several important new trends in Southern farm life." With modern machinery and methods, farmers are left with more time for water sports: fishing, boating, and swimming. Farm ponds are important in conserving our water supply for home and industry. And fish is increasing in value as a food.

Mr. Swingle has added to the pleasures of farm people in Dixie and America by increasing their opportunities for delightful recreation, for greater diet variety, for more financial income . . . "He has made our Southern people increasingly aware of the tremendous value of one of their greatest of all Heaven-sent gifts—our rainfall and the streams, ponds, and lakes which this rainfall nourishes," concludes Dr. Poe.

Save closet space by using a discarded nylon as a sack for bulky petticoats. Cut off the toe of the stocking so the garment may easily be pulled through by the waistband. Then hang on a hanger with a snap clothespin.



GREETINGS

As each succeeding year becomes richer because of old relationships and close associations in our community and in our organization, we derive more and more pleasure in extending Christmas Greetings to our many friends in Florence and the Muscle Shoals area.

Merry Christmas.

EMPLOYEES AND MANAGEMENT
FLAGG-UTICA CORPORATION
OF FLORENCE



Greetings at Christmas

Santa's smiling countenance lights up the world on this gay and festive Holiday. We join Santa in wishing one and all a Very Merry Christmas and a Happy New Year!

McMICHAEL'S FEED MILLS

CUSTOM GRINDING

Lexington Florence

Present Day Santa Far Cry From One Of Old

It's little wonder that Saint Nick is especially generous to the American people. History proves that the Americans have done a lot for Saint Nick! Americans have given Saint Nick a new name, a new face and figure, and a new means of transportation.

The original European version of Saint Nick was a tall, angular man who rode on a bony, gray mare. Both the horse and Saint Nick looked as if they hadn't had a good meal in some time. The Saint had deep sunken eyes, and wore a flowing, threadbare cloak and a black skullcap.

The early English settlers in this country started giving Saint Nicholas his "New Look." The English children adopted the legendary Christmas figure from the Dutch, but they had trouble pronouncing "Saint Nicholas." Somehow the name changed to "Santa Kalout," and finally it was corrupted to "Santa Claus."

However, this was only the beginning. In 1809 Washington Irving, in his "Knickerbocker's History of New York," wrote of the Saint as the guardian of New York City. Irving described Saint Nick as a jolly fellow with a broad-brimmed hat and huge breeches. He taught Saint Nick to smoke a long pipe, and in the story, replaced his shuffling hay-burner with a trim wagon that floated over New York house-tops.

A short time later, Saint Nicholas' transformation was aided by Clement Moore in his famous poem, "The Visit from Saint Nicholas," written in 1822. Moore, a professor of Divinity in a New York Theological Seminary, gave Saint Nick a sleigh, twinkling eyes, cheeks like roses, nose like a cherry, and a round little belly.

Today's Santa Claus is by no means streamline, but he is a far cry from the lean, ascetic, somberly dressed fellow who, for centuries, on Christmas Eve, guided his mare through the streets of Europe.



Consider both the parent and the child when buying Christmas toys for pre-school children and every-one will be happier.

Some parents have a low tolerance for noise and highly unpopular will be the friend who presents their children with a noise-maker. Toys that contain many bits and pieces that have to be picked up and playthings that offer a serious storage problem are a bane to a busy parent.

In buying Christmas toys, parents, relatives and friends should consider how the playthings will fit into the family set-up as well as whether the child will like them. Choose Wisely.

Choosing toys for a child who has a playroom all his own is quite different from choosing toys for a child who has to play in the living room or kitchen. Outdoor toys are not the thing to give a child who lives in a crowded apartment building or has no access to recreation space. Every factor should be considered before selecting toys.

Pets are quite often controversial Christmas gifts. Parents must first be sure they themselves want the pets and are willing to take on the extra work entailed. A pre-school child is not capable of assuming full responsibility for a pet.

Dickens' Manuscript Brought High Price

Only a few years ago, a previously unpublished Dickens' manuscript, "The Life of Our Lord," was presented to the world.

This simple, moving narrative had been written by Dickens 100 years earlier for the exclusive enjoyment of his children and because he felt such deep veneration and reverence for the life and lessons of our Saviour, Dickens had left instructions that this particular manuscript never be commercialized. It was never made public until the year 1933, after the death of Sir Henry Fielding Dickens, the author's youngest child.

Literary Prize

Purchased by the London Daily Mail for the staggering amount of \$210,000—or, \$15 per word, the manuscript became a literary event of the first magnitude, destined to be read and cherished forever wherever thoughtful parents, like Dickens, want their children to know something about the history of Jesus Christ.

For, according to Dickens: "Everybody ought to know about Him. No one ever lived who was so good, so kind, so gentle, and so sorry for people who did wrong or were in any way ill and miserable, as He was."

"And as he is now in Heaven, where we all hope to go, and all meet each other after we are dead, and there be happy always together, you can never think what a good place heaven is, without knowing who He was and what He did."

Welfare-Pension Plan Reporting Forms Issued

Forms for use in filing descriptions of welfare and pension plans under the new Welfare and Pension Plan Disclosure Act effective January 1, have just been issued by the U. S. Department of Labor, it was announced today by Sterling B. Williams, Regional Director, Wage and Hour and Public Contracts Divisions.

The forms were developed to assist administrators of these plans who are required by the Act to file with the Secretary of Labor two copies of each plan description within 90 days after the effective date of the new law or by April 1.

Included as a packet are four copies of the plan description form together with a guide outlining the major provisions of the law and instructions for administrators using the forms. Use of the forms will provide information on the identity of the plan administrator; on the type of plan, whether welfare or pension; the groups of workers covered; on the parties—employer or worker or both—who contribute the funds; the benefits provided; and a description of the type of administration, including the person, group or agency responsible for maintaining records, processing claims and handling appeals.

Forms may be obtained free either from the Division of Welfare and Pension Reports, Bureau of Labor Standards, U. S. Department of Labor, Washington 25, D. C. or, in quantities of 50 or less, from regional offices of the Wage-Hour and Public Contracts Divisions. The Regional Office at 1401 South 20th Street, Birmingham 5, Alabama, serves the states of Alabama, Florida, Georgia, Mississippi, and South Carolina. Announcement will be made in January as to when reporting forms for use in filing annual reports will be available.



Merry Christmas

Over the years, we've found no other way of saying the old wish more warmly than just "Merry Christmas To All Our Friends."

SHOALS TRACTOR CO.

321 S. Seminary St.



THE BELLS OF CHRISTMAS ring out, filling the air with their sweet, melodious tones . . . filling men's hearts with overwhelming joy. Voices are lifted up in happy unison. Bells and people join in chorus—pealing out—singing out the merriest greetings of the Christmas season. Familiar music to all ears—music that proclaims, "unto us a Savior has been born"—music that inspires happiness . . . music that carries from one to the other the very best of wishes—good health, good cheer, good fortune and above all—a message for a most wonderful Christmas.

FLORENCE PACKING CO.

"BAMA'S BEST" Meat Products
ATwater 2-6631 Florence, Ala.

Give a gift of peace this Christmas



Of course, you can't just wrap peace up in a neat little package and put it under the tree. But you can give U. S. Savings Bonds. And they help pay for peace.

Peace costs money. Money for strength to keep the peace. Money for science and education to help make peace lasting. Money saved by individuals to help make our economy strong.

Every Bond you give this Christmas will help strengthen America's Peace Power.



U. S. Savings Bonds come "gift-wrapped." Buy them where you bank or work. Or buy new gift books of U. S. Savings Bonds—\$2.50 and \$5.00 at all Post Offices.

Give U.S. Savings Bonds

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation. The Advertising Council and

The First National Bank
of FLORENCE



Greater Gladness at Christmas

Each year we greet the Christmas season with greater gladness, because it is then that we take time to tell our friends how much we cherish their friendship.

Because we are proud to number you among our friends, and because we are grateful for your patronage, we send this greeting, and with it our sincere wish your Christmas will be most joyous.

Gray's Concrete Products Sheffield Ready-Mix Co.

FLORENCE

J. H. HADDOCK & SONS, Owners

SHEFFIELD

AIA Announces New Set Of Rules For Annual Award

The American Institute of Architects announced today a new set of regulations for the annual \$25,000 R. S. Reynolds Memorial Award for significant use of aluminum in architecture.

These new rules increase the emphasis on the creative and architectural value of the structure, in the creation of which aluminum

has been an important contributing factor," Edmund R. Purves, Executive Director of the AIA said.

Prime consideration will be given to the creative value of the architect's contribution to the use of aluminum and its potential influence on the architecture of our times, Mr. Purves explained.

Under the new regulations, an architect may be nominated for the Reynolds Award by anyone—including himself or his firm. Nomination forms can be obtained from the AIA in Washington, D. C. (1735 New York Avenue, N.W.)

The AIA said nominations for the 1959 Reynolds Award would be accepted until February 2, 1959. Architects practicing in any nation are eligible. Membership in a professional society is not required.

The award with the honorarium and the sculptured piece will be formally presented at the annual convention of the AIA in the summer of 1959.

GIVE AND TAKE

Living today is a game of robbing Peter to pay Paul to make it possible to stand Pat.



By Edith L. Gibson

"AWFULLY sorry, Mary Lee but I couldn't possibly. I'm invited to my cousin's for Christmas—one of those family things I could manage to take you along."

"Oh, no," Mary Lee Holland replied emphatically. "Thanks any way." Marge was the sixth she had asked to have Christmas dinner with her. All had other plans. She didn't know anybody else to ask.

In the six months she'd been in the city Mary Lee hadn't made many friends—hadn't tried to. She had her job and her apartment. That was enough. She liked being alone. Yet she hadn't wanted to eat Christmas dinner alone.

Leaving the bus, she was racing toward the office building where she worked, head down to keep the rain from beating into her face, when she whammed into the back of a young man going the same direction. He turned and said, "Hi! Visibility getting near zero, eh?"

Mary Lee recognized Marvin Kingsley who worked at the same place she did. He'd smiled at her. They'd talked a few times. But she hadn't bothered to cultivate masculine friendships. "Sorry I bumped you," she apologized.

"No harm done. Here, let's duck in out of this rain."

They ducked into a convenient cafe.



Presently he asked, "What are you doing Christmas day?"

They chatted. Outside rain fell steadily. Presently Marvin said, "How about lunching here today with me?"

"That would be nice."

"See you at twelve, then. Look, rain's slackening. Let's make a run for it."

Lunch With Marvin

Later, seated opposite him at a table in the cafe, Mary Lee wondered if she'd made a mistake in ignoring her co-workers. Presently he asked casually, "What are you doing Christmas day?"

"Nothing," she answered.

"Not going home?"

"I haven't any home."

"No family?"

"Well—hardly any. I'm an only child. Mother's in San Francisco, Father in New Orleans."

"Sounds rough."

"No—I liked it. Families are too much bother."

"But at Christmas..."

"Yes—that's a little different. I asked some friends to lunch with me downtown. They're tied up—with these family things."

He nodded understandingly. "Why not have dinner with me?"

"You mean you're alone too? It wouldn't interfere with anything?"

"Not a thing. It's tough being alone at Christmas. I know. Where do you live?"

"1029 Dexter."

"See you, then, at twelve, Christmas Day."

Christmas morning Mary Lee put on the blue velvet dress her mother had sent. In her father's package had been a string of pearls.

At twelve Marvin came. "Merry Christmas," he cried. "My, you look swell."

"All right for where we're going?"

"Perfect."

He drove toward the residential section of the city. "Aren't we going downtown?" ventured Mary Lee.

"Not this time."

"But I thought..."

"I know what you thought." He stopped before a sprawly, ranch-type house. "I want you to see my home—meet my folks."

A Family Christmas

In a moment Mary Lee was in the house, being introduced to a lady and a distinguished-looking man. Marvin called them "Mother and Dad."

The house was full of people—gay, laughing, well-dressed. He designated them the family. There was a huge tree. Carols poured from a record player.

It was late when Marvin finally drove her home. They were almost there before he spoke: "Forgive me?"

"Let me thank you instead," she answered softly, "for the most wonderful Christmas I've ever had. I guess I've been missing something."

"Yes. Something I'd like to help you find—and keep always. I mustn't say more now, Mary Lee, but—may I see you again soon?"

"Please do," she nodded, eyes shining.

The nation's gasoline service stations have chalked up a notable record of fire safety. In a recent year, there were only 0.32 fires for each 100 properties operated. By contrast, there were 1.05 church fires for each 100 buildings; 2.65 school and college fires; 5.6 restaurant and tavern fires; and 48.3 hotel fires.

H. G. Foster, seaman, USN, son of Mrs. Velma G. Foster of 308 N. Cherry St., Florence, is serving aboard the destroyer USS Douglas H. Fox, operating out of Norfolk, Va.

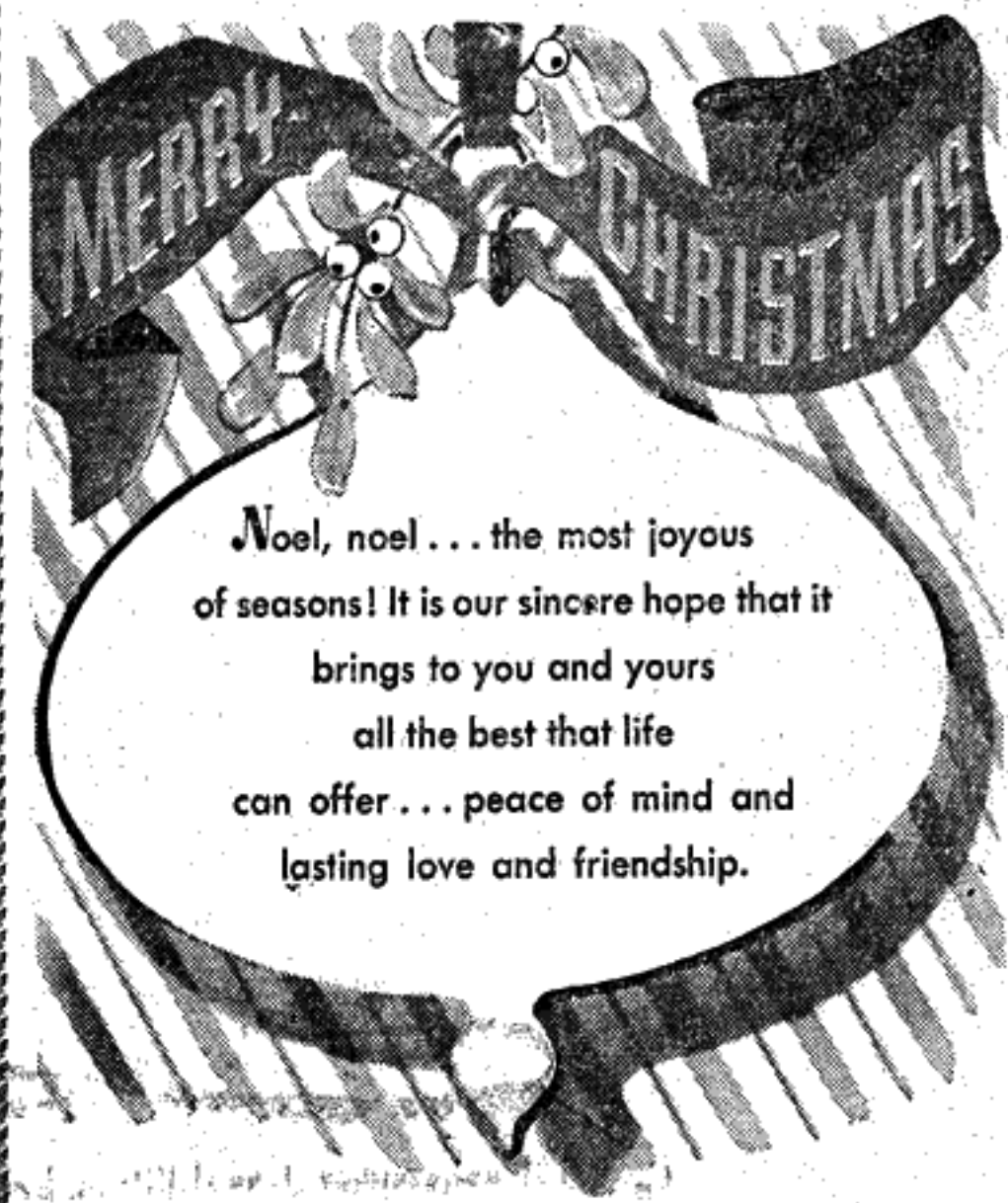
The Fox took part in an anti-submarine demonstration for the Chief of Naval Operations of the Royal Netherlands Navy and his subordinates on Nov. 21 in North

Atlantic waters.

The ship's Submarine Warfare Team demonstrated the step by step procedures of tracking a submarine and showed how its destruction is plotted by the ship's Combat Information Center.

The Fox is a unit of the Atlantic Fleet's Anti-Submarine Defense Force.

THE FLORENCE HERALD, Thursday, Dec. 25, 1958—Page 15



Noel, noel... the most joyous of seasons! It is our sincere hope that it brings to you and yours all the best that life can offer... peace of mind and lasting love and friendship.

SHIPPER COTTON CO.

E. Alabama St.

Florence

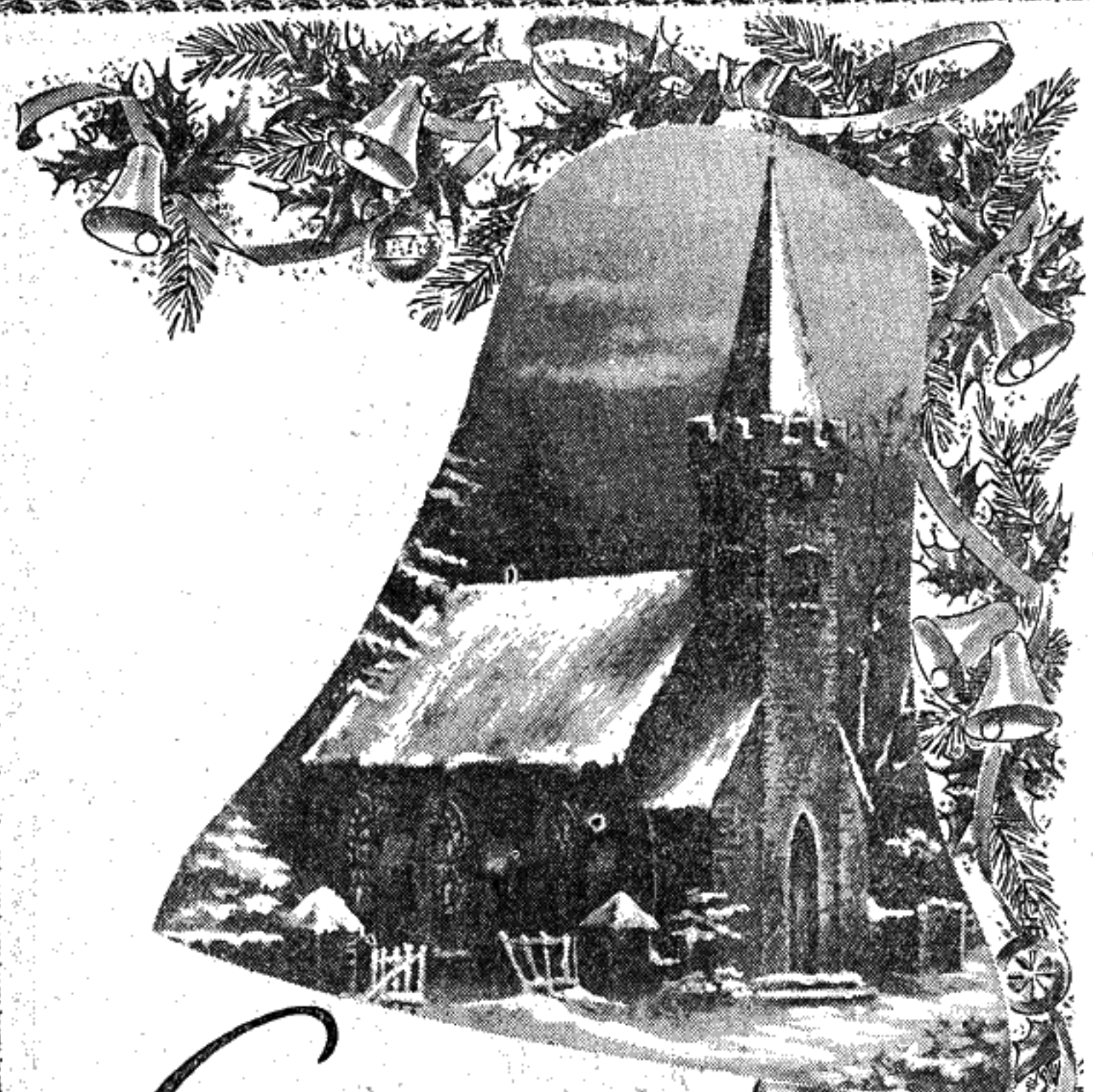


As it came upon
a midnight clear, may the
joy of Christmas shine anew in
your heart, and its abundant graces
enrich your days throughout the coming year.

King-Nance Insurance Agency

123 E. Mobile St.

AT 2-2431



*Greetings
of the Season*

We love the tradition of extending greetings to friends and neighbors at Christmas time. This age-old custom affords us the opportunity to express our gratitude to those we have long been privileged to serve; and to wish everyone a full measure of happiness and contentment throughout the Holiday Season.

Dusty Joe's
HICKORY COOKED PIT BAR-B-Q

500 E. Tennessee St.

AT 2-9775



*Merry, merry Christmas
to everyone*

Christmas fills a large place in our life today. With each recurrence it brings

a wave of good feeling and friendship that makes the air

softer and warmer and puts new happiness into our hearts. It is this good

feeling that instills in us an ever greater appreciation of the loyalty

and confidence of our many fine friends. To them we want to extend

our heartiest wishes for a joyous Christmas and a happy, prosperous New Year.

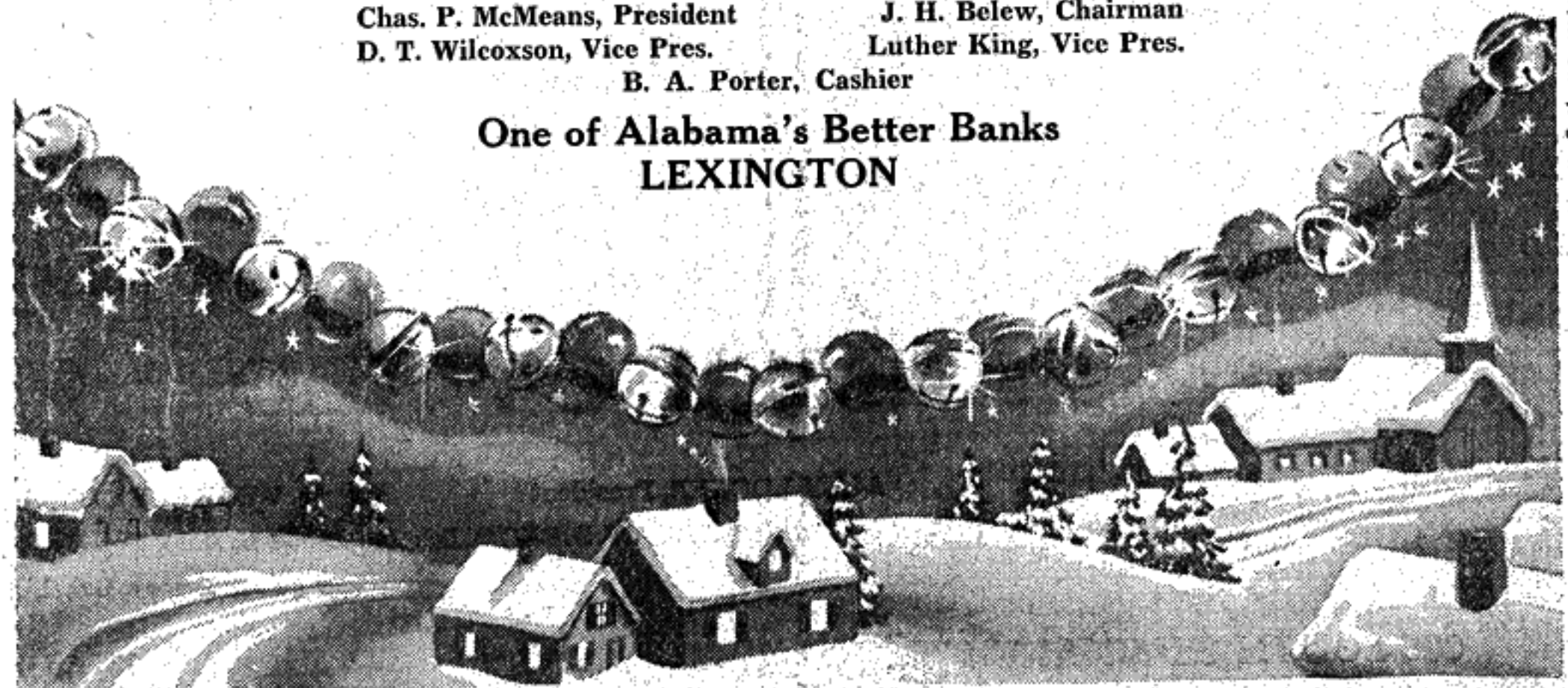
Bank Of Lexington

Chas. P. McMeans, President
D. T. Wilcoxson, Vice Pres.

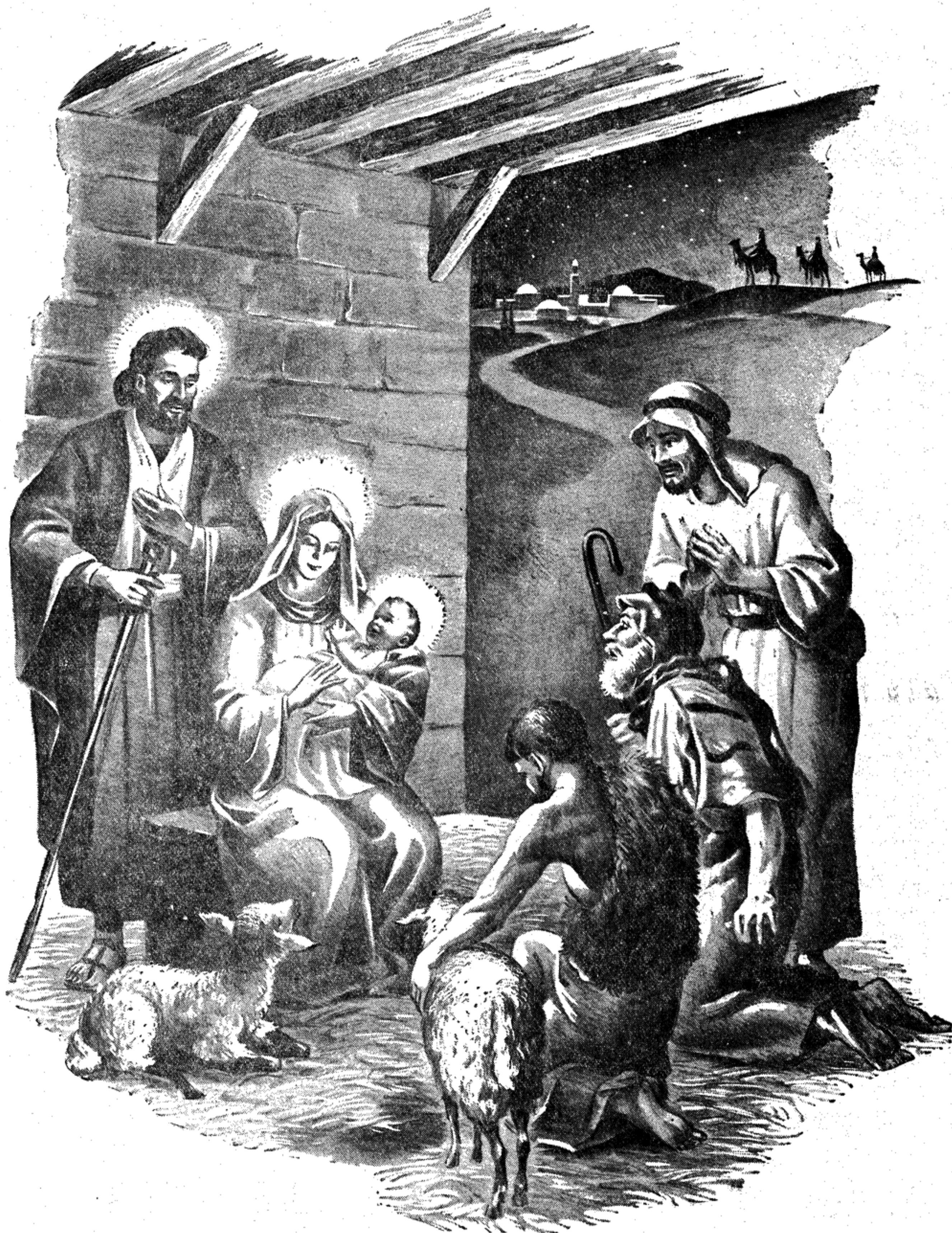
J. H. Belew, Chairman
Luther King, Vice Pres.

B. A. Porter, Cashier

One of Alabama's Better Banks
LEXINGTON



THE Christmas Story



♦ ♦ ♦
And it came to pass,
as the angels were gone away from
them into heaven, the shepherds
said one to another, Let us now go
even unto Bethlehem, and see this
thing which is come to pass, which
the Lord hath made known unto us.

And they came with haste, and
found Mary, and Joseph, and the
babe lying in a manger.

And when they had seen it, they
made known abroad the saying which
was told them concerning this child.

And all they that heard it won-
dered at those things which were
told them by the shepherds.

LUKE: CHAPTER 2, VERSES 15-18



LAUDERDALE COUNTY FARMERS CO-OPERATIVE, Inc.

FARMER OWNED • FARMER OPERATED

ALEX LOCKER, President

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BOARD OF DIRECTORS: Joe J. Rasch, A. D. Ray, Jr., Theo Williams, Jim W. Boatright, Alex Locker, R. O. Wilson,
Emory Behel, Weakley Cunningham

605 SOUTH SEMINARY STREET

DIAL AT 2-8441

FLORENCE

Season's best wishes

and may you count

this Christmas among your

very happiest...

may its spirit long dwell

in your home and your heart.



E. E. BECK

INSUROR — REALTOR

E. Tennessee St.

Dial AT 2-5593

Why You Hang Holly at Yuletide

CREDIT THE PAGAN Druids for inspiring one of the nice Christmas customs—decorating with holly. The traditional holly for the holidays is widely believed to have had its origin in the Druid practice of bringing holly sprigs indoors. The Druids woodland spirits lived in the holly.

Indoors, holly gave the spirits a nice warm place in winter. Besides, the lush green holly and the contrast of its red berries provided beauty that could be revered by men when the sacred oaks were shorn of their foliage.

The early Christian church frowned on such pagan customs and tried to stamp them out. In due time, however, it was felt that some of the customs could be adapted to the new Christmas conception.

Some beautiful legends associate the holly with Christ. In fact, it is often called the Christ thorn. One legend depicts the leafy spines as the crown of thorns; the red berries as the sins of the world and the blood of Christ. Another credits holly with first springing up from the footsteps of Christ. The plant is said to remain green all winter as a reward for once hiding Christ from his pursuers.

The impact of the holly on the Christmas celebration is evidenced in the traditional holiday colors, green and red. The Druids weren't the only people of old who thought the holly was something special. Pliny, the great Roman historian, insisted holly blossoms caused water to freeze. Also, that holly thrown at any wild beast would make it lie down tamely next to the branch.

These legends, forgotten by many people, are said to be the reason we decorate with holly.

Tree Should Be Safe As Well as Pretty

Make sure your Christmas tree this year is as safe as it is attractive. The way to do it is to keep the butt of the tree in water while it's in the house.

Keeping the tree in water will help to prevent dryness that may mean a fire hazard. It will also keep the needles from dropping so rapidly.

When you select your tree, try to find out how long it has been cut. It will last longer if it has been cut recently.

Balsam fir makes the best Christmas tree, but Douglas fir is nearly as good. Becoming increasingly popular are the pine trees—Scotch, red, white and jack—which hold their needles from two to four weeks. Spruce trees will hold their needles only from three to ten days in the house.

Christmas Game

Snapdragon was a favorite Christmas game in England more than 200 years ago. It is still played in modified form in England and America. The original game called for a quantity of raisins to be deposited in a large bowl or dish. Brandy or some other spirit was poured over the fruit and ignited. The bystanders then endeavored to grasp a raisin, by plunging their hands through the flames. A carol, called "The Song of Snapdragon," accompanied the game.

God Bless Christmas

"There are many things from which I might have derived good, by which I have not profited, I dare say," returned the nephew. "Christmas among the rest. But I am sure I have always thought of Christmas time, when it has come around, as a good time; a kind, forgiving, charitable, pleasant time; and, therefore, uncle, though it had never put a scrap of gold or silver in my pocket, I say, God bless it!"—Charles Dickens, "A Christmas Carol."

The Prophecy

Isiah 9:6

For unto us a child is born, unto us a son is given; and the government shall be upon his shoulder; and his name shall be called Wonderful Counsellor, the mighty God, the everlasting Father, the Prince of Peace.

Serving of Boar's Head One of Old Christmas Customs

Of the customs that grew up around the Christmas festival in Merrie England, the serving of the boar's head was one of the most stirring. It endures to this day at Queen's college, Oxford, where the 50-pound tusked head—a lemon in



its grinning jaws—is borne in on a great silver dish, escorted by trumpeters and candle bearers.

In the olden days there was an appropriate chant, half carol and half ritual, that the gentlemen used to bellow at the moment the dish troubled the board:

Then set down the swineyard,
The foe to the vineyard,
Let Bacchus crown his fall,
Let this boar's head and mustard
Stand for pig, goose and custard,
And so ye are welcome all.

Safe Toys Will Make Holiday Happiest

The toys you give your child this Christmas can turn his happy holiday into a time of needless tragedy if you do not exercise caution in selecting safe and well constructed playthings.

The frequency of eye accidents among children show a marked increase during the holidays, accidents caused by BB guns, bows and arrows, sharp-pointed toys, or toys so poorly constructed they fall apart, leaving jagged edges.

Here are some helpful hints for toy-buying parents:

1. Be sure the toy is suitable for the child's age and that he knows how to use it.
2. Avoid toys with sharp edges.
3. See that the toy is put together sturdily.
4. Avoid dangerous playthings such as BB guns, pointed-tip arrows and air rifles—especially for the smaller fry.

Alabama's net volume of 165,900,000 cords of forest growing stock was 11.6% of the 11-state Southern Region total, says the U. S. Forest Service's Timber Resource Review, as of January, 1953. Nearly 54.9% of that volume was in hardwood species.

Wyoming was the first state and Colorado the second to grant suffrage to women.



GREETINGS

In the best tradition of the season and in its warmest spirit, we extend to you and yours sincere wishes for a Yuletide aglow with good cheer.

MILL ENDS STORE

1209 N. Wood Ave.

North Florence

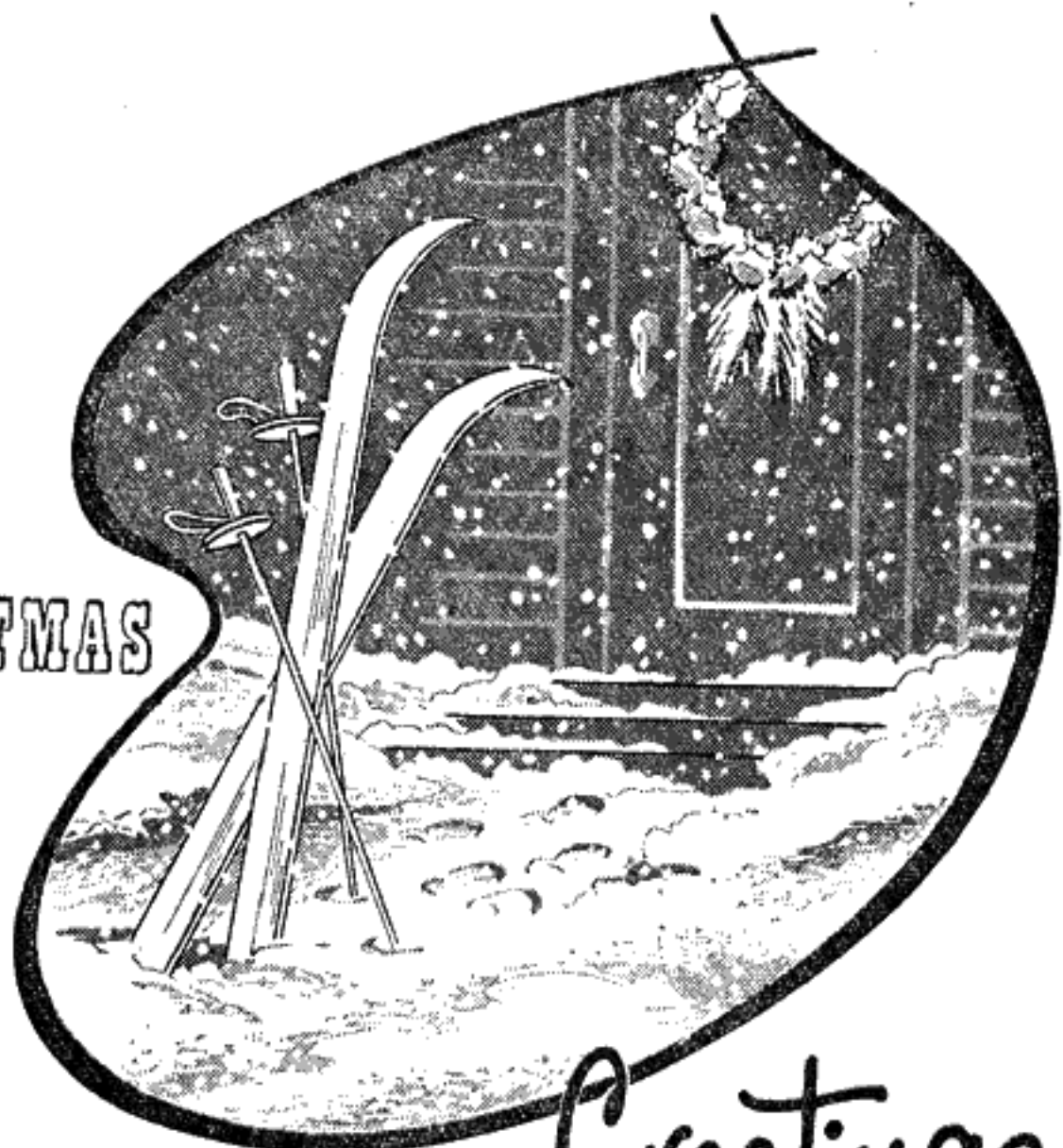
CHRISTMAS HAPPINESS

HOLIDAY
GREETINGS



You have been a welcome customer of ours for some time and we want you to know how grateful we are for your patronage. We have every intention of maintaining the standard which has won your confidence and approval. Please believe, therefore, that our expression of "thanks" is genuine—that it comes from the heart. And it comes to you in the spirit of the season which prompts us to wish you all the Joy and Happiness that Christmas can bring.

CHRISTMAS



Greetings

Again it's the Holiday Season and as we approach this wonderful occasion we are mindful of the many pleasant associations and experiences that have come our way during the twelve months just closing. The friendships resulting from these associations mean much to us and we hope to merit the confidences and loyalty which they have brought. We're sincerely grateful for your splendid support and we are aware of our obligation to offer the finest service to you. May the Christmas be overflowing with goodness and happiness for you and those dear to you.

Stricklin Lumber Company

706 E. College St.

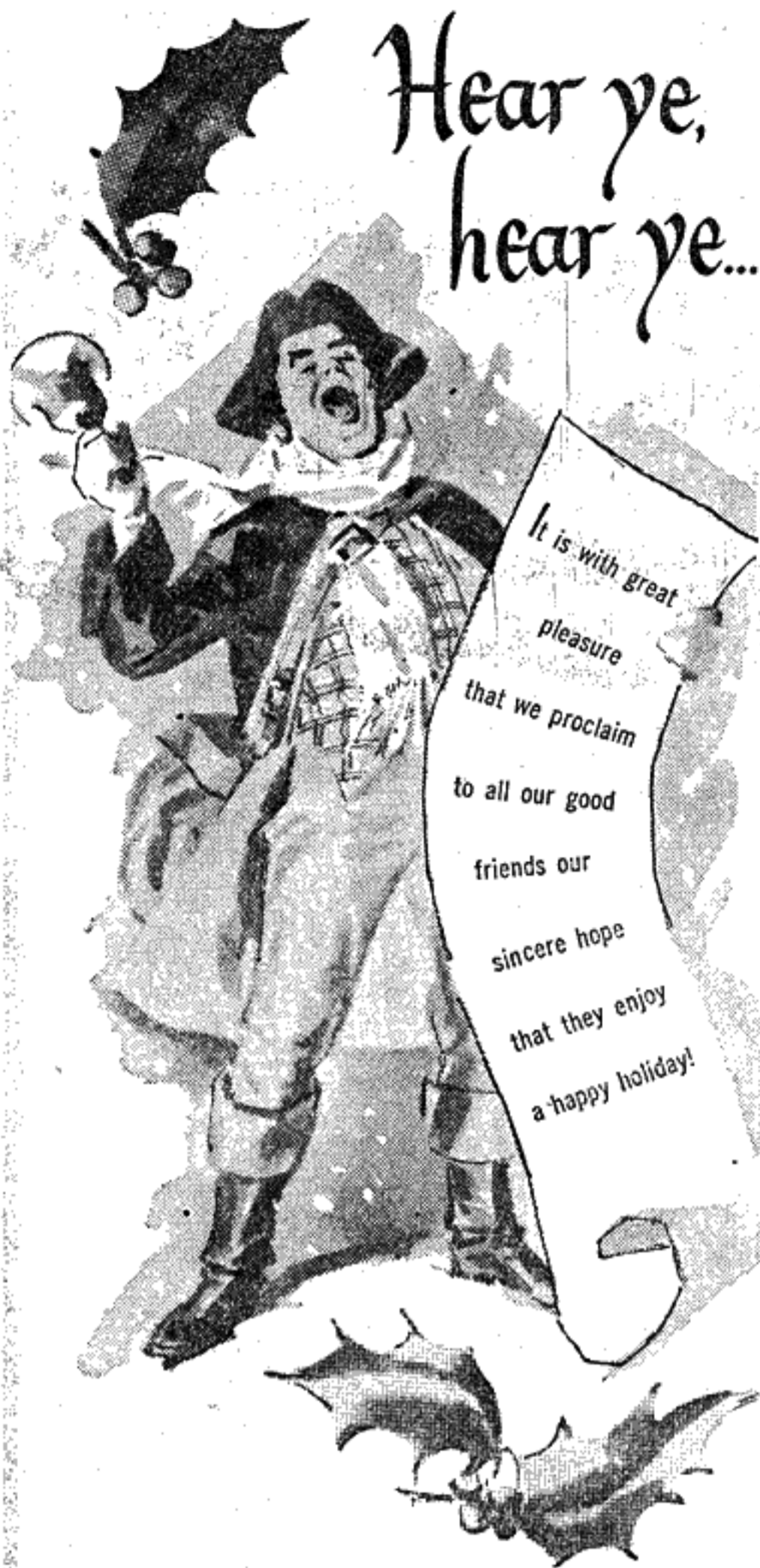
Dial AT 2-3211

Southern Tire Company

1414 Broadway

Dial EV 3-2312

Sheffield



STANFIELD'S TIN SHOP

101 S. Royal Ave.

AT 2-2323



LET'S SEE NOW... Checking the Christmas list with Santa is an important task. No need to risk the chance that Santa might bring the wrong things or not know exactly where to come on Christmas night.

Candles Surrounded By Various Legends

Candles have long had their place in legends and in the observance of the holiday of Christmas. In Ireland on Christmas Eve a large candle was burned which could be snuffed out only by one named Mary. As the Irish put it: "Who knows, on some Christmas Eve, Jesus and Mary and Joseph may come again, not to Palestine, but to the Holy Isle on the fartherest edge of Europe?"

The first use of candles for Christmas is not recorded in the annals of any nation but according to an old legend the "Christ Child Candle" is burned in the window to light His way if He makes an earthly visitation and in atonement for the night of His birth when there was no room for Him.

Children's Task

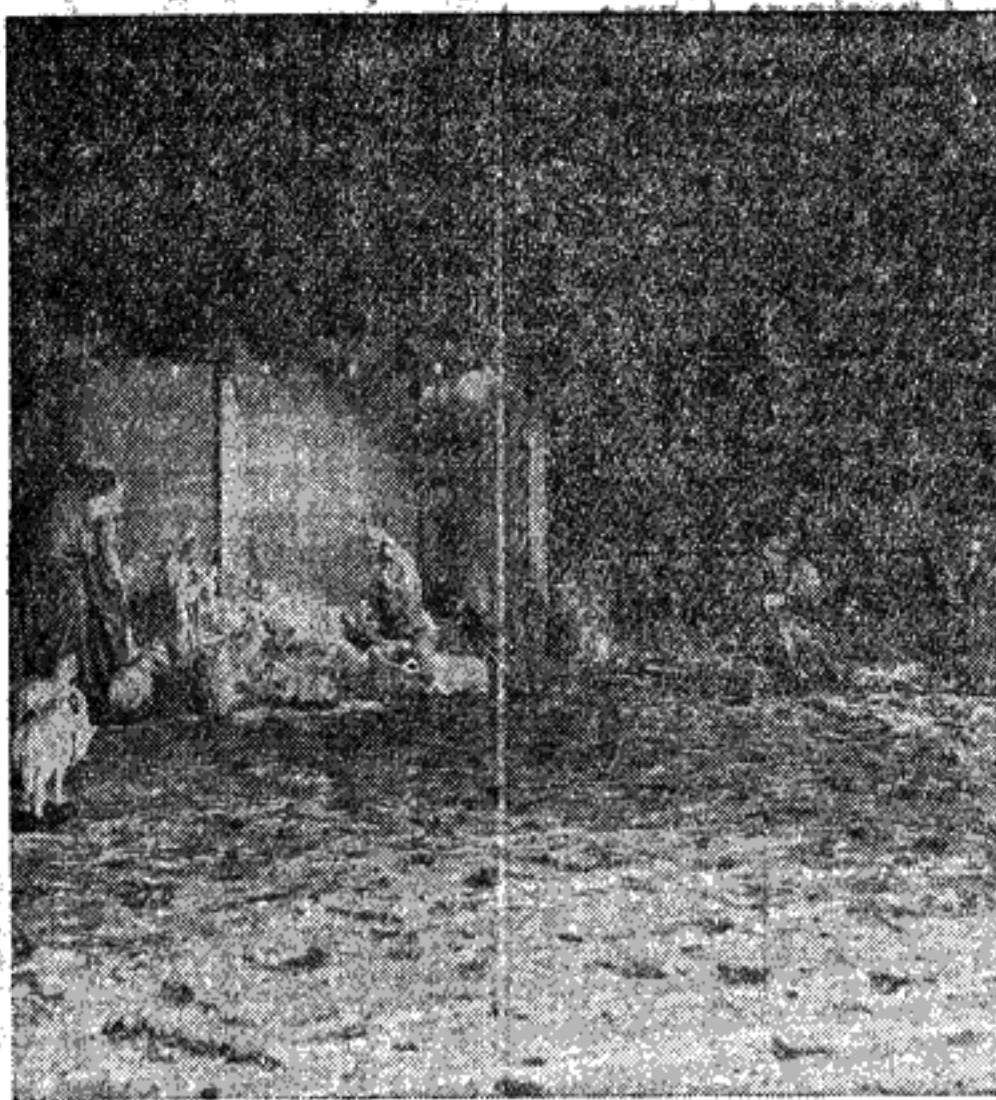
During the early days of our country, animal fats were relatively scarce. The branches of the bayberry shrub were covered with wax-giving berries and children were given the task of gathering the berries when candles had to be made so that the animal fats could be conserved.

According to tradition, one who burned a bayberry candle on Christmas Eve of Christmas Day would have long life and a happy one.

An old verse reads:

"To learn your luck for the year they say,
Burn a bayberry dip on Christmas Day.
If the flame burns bright and the light shines clear,
Good luck will be yours throughout the year."

LET THE HERALD PRINT IT



NATIVITY SCENE. . . The best known and most widely used of all Christmas arrangements is the Nativity scene. Each year at this time public squares, churches and the lawns of business firms and private individuals are brightened by arrangements such as the one shown above.

Holiday Cooking Should Be Planned

Fun's a-poppin' in the kitchen during the holiday season. Much of the preholiday fun comes in deciding what to serve, but this often means extra work.

Plan your holiday cooking so that you can do much of the preparation well ahead of time—make pies, breads and prepare fowl and store them in the freezer.

You can make salads 24 hours before serving, and you can prepare cranberry jelly at any convenient time.

Since you want to save your energy so that you'll be in good spirits for the holidays, recruit the helping hands of your family. List things to do, and let them choose their jobs. You'll have better cooperation that way. They will want to help and share in what should be a family tradition.

Holidays are more meaningful to your children if you let them have a hand in the preparations. Of course you'll adapt their jobs to their ages and abilities.

Highway accidents will diminish only when people use enough brain power to match the horsepower.

THE Season's HEARTIEST Wishes

We're coming your way with best wishes for a happy holiday and many thanks for your patronage.

**LUND & KEETON
IMPLEMENT CO.**

119 S. Seminary St. Florence

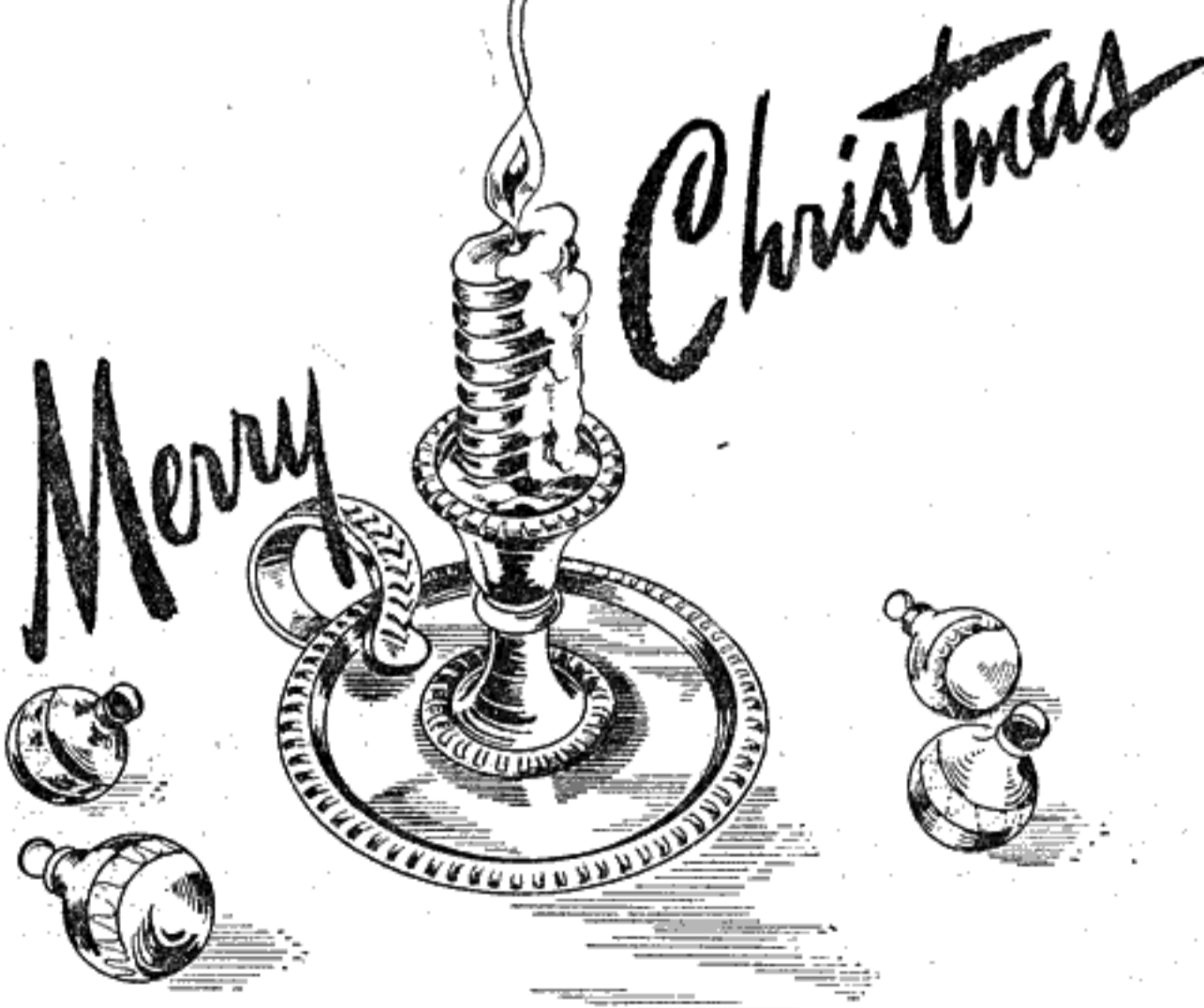
CHRISTMAS



TIDINGS

While shepherds watched by night, the wondrous tidings of the Christ Child's birth first rang forth, and with awe and rejoicing, they sought the place where He lay. And at every Christmastide, the sacred story lives anew... gloriously, radiantly lighting the world with hope and faith, peace and good will.

We wish for you and yours at Christmas a season abundantly filled with the abiding joy and spiritual inspiration that He brought to earth.



THE GRIFFIN COMPANY

Florence

Sheffield

Alabama-Tennessee Natural Gas Co.

Covering the Tennessee Valley

MERRY CHRISTMAS

If I were a Christmas Tree, Oldest and most beloved of all the Trees on Earth, I would ask no greater favor than that I might be chosen to occupy a niche within your home this Christmas Day and to so inspire you with new strength that you would forget all your troubles, both past and present, and just be glad Christmas Day; and if you could understand my language I would say to you things like this: "Think of your life as just begun, with every rising of the Sun. Just know the past has cancelled—buried deep—all Yesterdays—there let them sleep. Concern yourself with but today, grasp it and teach it to obey." I would advise you to talk and think, only of success, and to forget the mistakes of the past, for we leave the lesser that is behind—only by pressing onward toward the greater that is before. I would ask you to remember that almost any event in life might become an obstacle if we take it in the wrong way—but it is just as sure to become a gold opportunity if we take it in the right way. For to be Successful and Happy we must form the habit of expecting that the best in life will come to us. Say to yourself constantly—"Happiness is my birthright." He who has conquered doubt and fear—has conquered failure. There is no defeat—save in no longer trying.

The Management and Personnel
E. E. FORBES & SONS PIANO CO.

109 S. Court St.

Florence



By Patricia McCune

"MARTHA, it isn't everyone we'd trust to stay with the boys," dark-eyed Lillian said as she and Joe left Friday noon for the mountains.

"Don't worry about a thing," Martha Drake smiled. "Merry Christmas."

Although Martha had given a weekend with Davey and the twins as a Christmas present to Lillian and Joe Johnson, she knew they were giving her the weekend, too. Martha hoped that in the Johnsons' cozy home, lanky Roger Burton would see her less as an efficient secretary and more as the girl he wanted to marry.

That night, as the three blond boys slept soundly, Martha and Roger soaked up the homey atmosphere and soft music. By one o'clock Roger had left and Martha was in bed, but it was still dark when a small hand softly caressed her cheek.

"Mr. Sun is up," Davey whispered. "Where's Daddy?"



Mr. Sun is up," Davey whispered. "Where's Daddy?"

"Davey, your daddy and mother have gone to the mountains for a few days, you remember. And Mr. Sun is not up. It's dark, Davey. Get back into bed."

"I'll get in with you," Davey decided, climbing over her still unrested body.

With the first graying at the window, Davey's hands gently touched her cheeks again. "Mr. Sun is up," he announced.

"Davey, give me another half hour to sleep, please. Aunt Martha's really tired."

But it was only a moment before brown-eyed Johnny was pulling at her from the other side. Martha realized that her morning had begun. Mr. Sun was up.

Davey gulped breakfast and flew outside to the mud almost immediately, but it was mid-morning before Johnny and Joey were back in bed.

Now to see what Davey's doing, Martha thought, hurrying to the back. As Martha stepped outside, the door caught with a sickening click behind her.

Ten minutes later, Roger sauntered up the front walk in time to see her disappear through the window she had frantically broken to get in.

Some weekend this was going to be. Why did Roger have to see her climbing in the window? "Well, I'll have a wonderful dinner, with juicy, rare steaks that Roger loves and he'll forget all about the silly business of being locked out," she told herself.

Dinner Burned

But that night, just as Martha was ready to remove the steaks from the broiler, Davey crept into the kitchen. "Johnny isn't in bed any more," Davey announced. "He's gone."

"Gone!" Martha repeated, racing to the boys' room. "Johnny's gone!" Martha cried and then saw him on Roger's arm like a sack of flour. Relief surged through her, but momentarily, as the burning smell sizzled in from the kitchen.

Sunday showed early promise of being a better day, even though Davey was up with Mr. Sun as usual. It was the laundry that broke the spell—Davey's muddy corduroys, crib sheets, pants, shirts, sleepers, diapers.

"It's no Christmas present to come home to all this," Martha sighed. "I guess I'll just do a load or two as soon as Johnny and Joey are napping."

The washing machine was humming through its third load when Roger arrived, but the third load was just too much. In sudden revolt, with a devastating noise, the machine ground to a halt and quickly overflowed. Johnny and Joey screamed and only Roger kept the soapy water from flooding the house.

"Some weekend," Martha lamented later. "Did Lillian say I was dependable? First I locked myself out and then I ruined our dinner. Now I've wrecked the machinery."

With his warm eyes glowing with love, Roger took her hand. "It isn't what happened that counts. It's what you do about it. You always thought of the children first. I like that. Tomorrow after work, let's go Christmas shopping. Now I know what I want to give you."

The Pilgrims at the first Thanksgiving probably thought such a celebration would be a new experience for their ninety Indian guests. However, according to research experts, many Indian tribes along the eastern seaboard celebrated a harvest festival called the "Green corn dance."



WISHING SPOT . . . Practically every nook and corner of the department store becomes a wishing spot as kiddies anticipate the coming of Santa. In this instance the very young ladies have focused their attention on a pair of dolls.

Greeting Cards Came To Us From England

The thoughtful custom of sending cards to friends and relatives at Christmas comes down to us from England.

It is generally suggested by historians that the idea began with schoolboys away from home who wrote their Christmas letters on fancy paper and in fancy writing.

There has been controversy through the years as to who sent the first lithographed cards. In 1941 a copy of an old Christmas card was found in the British museum and credit for the card was given to William Maw Egley, a 16-year old apprentice, in the year 1842.

Cole Gets Credit

Later evidence, however, gave credit for the first card to Sir Henry Cole and lithographer John C. Horsley, in the year 1843.

Cards credited to Egley and Cole are quite similar. Each was etched in black and white and each shows drinking, dancing and holiday merriment scenes, and both carry holiday greetings.

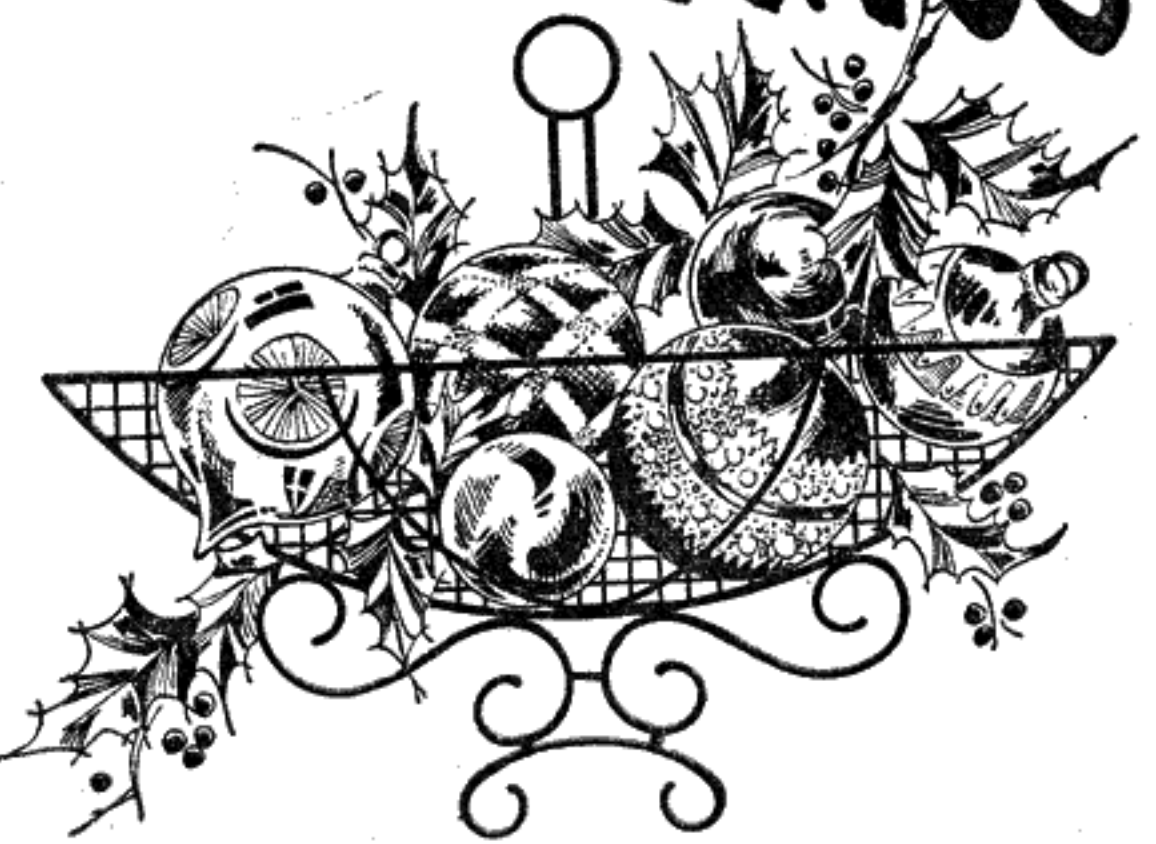
Evidence that Egley was not the originator comes from a framed copy of the Egley card which reportedly carries a note on the back in the apprentice's handwriting.

The note says the card was finished December 3, 1848 and is the "second ever published."

Cole began sending out cards to all his friends in 1846, each card bearing the message, "A Merry Christmas and Happy New Year."

Although the cards brought fame and popularity to Cole, it was some twenty years before Christmas cards became very popular in England.

GREETINGS



Florence Implement Co.

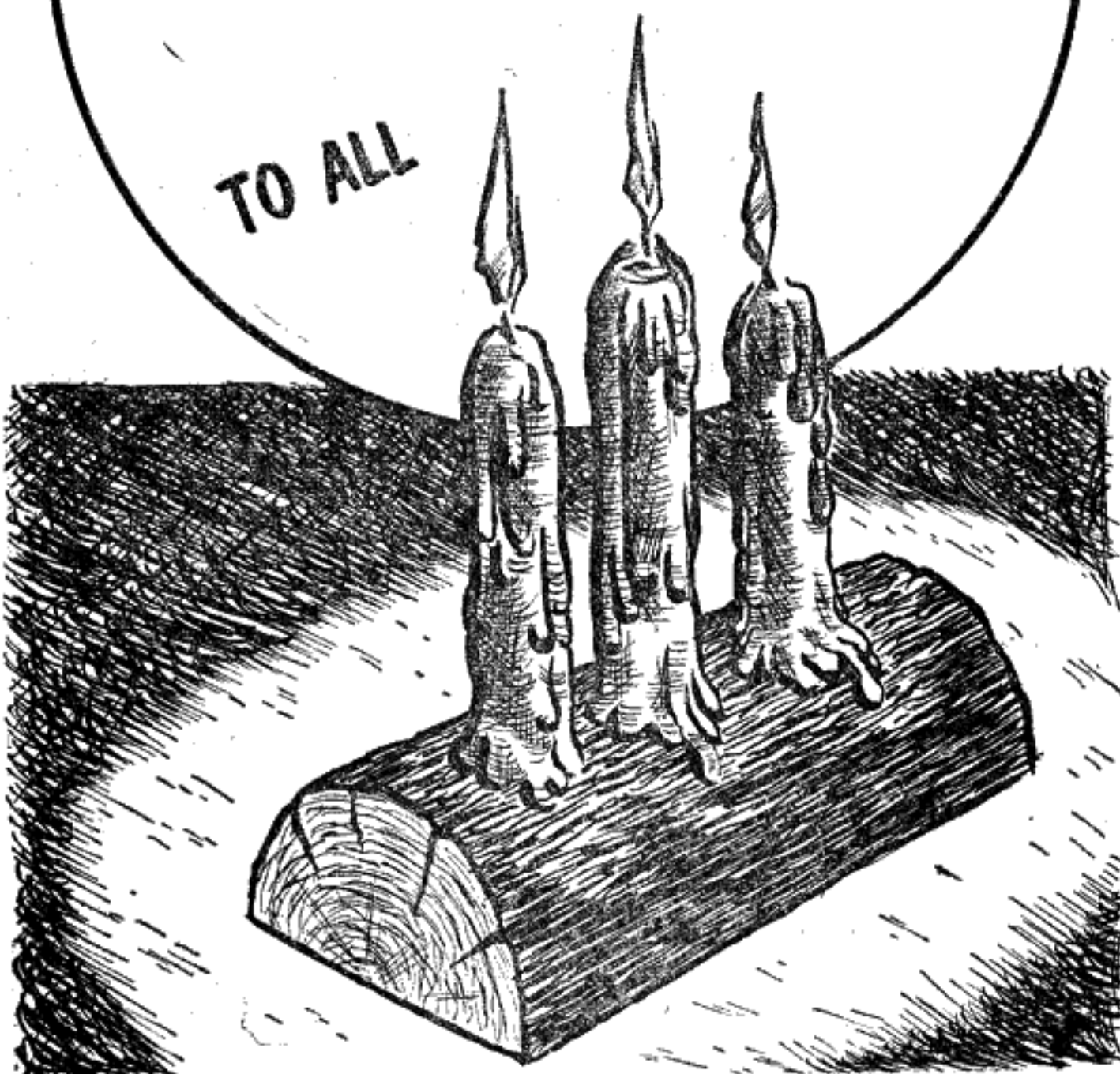
1411 New Lee Highway

Phone AT 2-2601

MERRY CHRISTMAS

and thanks for all past favors

TO ALL



Meadow Gold Dairies

313 N. Seminary St.

Dial AT 2-4363

WE'RE GRATEFUL

How very many happy recollections come to our mind at this season of the year. . . . May your day be as merry as your heart is light. . . .

SEASON'S

GREETINGS

May we, too, recall with sincere appreciation the important part you have played in our own business growth. For your friendship, we are truly grateful.

AT CHRISTMAS



E. B. JONES, Contractor

316 E. College St.

AT 2-1562

It's CHRISTMAS

ONCE again we come to this all-important season of the year. It seems we eagerly await the Christmas season more than ever because we believe we are more closely associated with our many friends in this community. It is our sincere wish that Christmas this year will bring forth an abundance of happiness to each of you. You have been good to us in every respect and we are truly grateful.



Shoals Cheese Corp.

WILLIAM HOWARD JONES

President

501 S. Seminary St.

Dial AT 2-0862

Season's

Numerous indeed are the hearts to which Christmas brings a season of peace. But it is into those hearts where overflowing goodness continually goes out to others that Christmas brings a full measure . . . and a sharing of the joy they experience at all seasons of the year. May you be among those who enjoy Christmas the year 'round . . . for the spirit of Christmas is a part of our lives now and ever.

Greetings

Crews Cleaners

702 E. Mobile St.

Dial AT 2-8232



By Patricia McCune

BRIGHT-EYED Julie Foster sat tensely beside her patient husband, Paul, as he drove the expensive and not-yet-paid-for car to her youngest sister's. "Some Christmas this will be," Julie grumbled, nodding her dark head at the unpretentious pile of Christmas packages in the back seat. "We just haven't brought a decent thing."

Paul sighed. "I bought presents for your two sisters, their husbands, and their kids. After all, you were sick. I did my best."

"Oh, Paul, I didn't mean your shopping wasn't fine. You know I appreciated it. It's just—well, we've always done so much more, especially for the kids. Last year we got Georgie and Bruce the bikes and the girls those huge playhouses."



"I bought presents for your two sisters, their husbands, and their kids," Paul said.

As the late afternoon sky grayed, Paul pulled into the Sheraton's long gravel driveway, and ten-year-old Georgie and his younger brother, towheaded Bruce, dashed out to meet them.

"Wait for me!" plump Barb called and in a moment there were hugs and kisses and "Merry Christmases" all around. Julie couldn't help feeling that Barbara's three children were disappointed when they discovered the simple-looking Christmas packages on the back seat.

A Beautiful Tree

"Cynthia and Ed and little Pam will be here any minute," Barbara said as Big George herded everyone into the old sprawling house.

Paul brought in their gifts, placing them carefully around the glittering tree. How forlorn they seemed to Julie, all in their same store wrappings, all looking outrageously like what they were. She didn't meet Paul's eyes, but hurried to the door as Cynthia, Ed and seven-year-old Pam arrived.

"Did you bring us something big, Aunt Julie?" Pam asked, jumping excitedly from the car, and in spite of Cynthia's stunned silence and Julie's sickening embarrassment, the others laughed.

"Way, Pam," Cynthia scolded, "what a thing to ask!"

"Aunt Julie's been sick," Julie explained unnecessarily. "Just got out of bed yesterday." She saw the exchange of glances between her two sisters. They probably suspected already that Paul's business was slipping. Wait until Cynthia saw all the books under the tree.

Christmas began cold and clear. The day was bright and the eager children awakened early. With the first sign of light, Georgie leaped out of bed. "Get up, get up!" he shouted, banging on bedroom doors. "It's Christmas!"

Julie had to admit there was laughter and joy and fun all day. No one minded receiving the books. They were even pleased, she thought.

"Best Christmas ever," Barbara said when Julie and Paul were leaving.

"You say that every year," Julie laughed.

"No, I mean it."

"Me, too," Cynthia added, and strangely enough, Julie agreed with them. It had been the best Christmas.

She thought about it a lot on the way home. "Do you think it was the best Christmas ever, Paul?"

He nodded without speaking.

"Why?"

"Don't you know?"

Julie understood.

"Yes," she spoke softly, as Paul's hand closed over hers. "No big presents—!" She waited before going on and pressed Paul's hand against her cheek. "Oh, Paul, I didn't realize. You probably tried to tell me, but I honestly didn't know what the bikes and playhouses were doing to everyone, especially Cynthia and Barbara—and you. I didn't know our Christmases had been tense and frustrating because I bought things they couldn't afford for their own kids or for each other."

"We couldn't afford them, either."

"I never would have understood if you hadn't bought the books."

"Well, kids should have good books."

Julie smiled. "Merry Christmas, Paul," she whispered and could tell in the dark, without looking up, that he was happy.

To keep up with the American insatiable demand for imported food delicacies, the United States is now importing jams, jellies, marmalades, fruit juices, cakes and biscuits from Ireland. Last year these imports amounted to over \$95,000.

Enjoy Christmas by Carefully Planning Your Holiday Budget

Enjoy Christmas by observing it in proper fashion; take part in Christmas customs, gather with friends and family and go to church often during the holiday season—but don't wake up weeks later with a Christmas "hang-over."

You get Christmas "hangover" not from making too many trips to the holiday punchbowl, but from allowing yourself to spend more than you are financially able in playing "Santa" to friends and family.

While it isn't necessarily true, as many claim, that "Christmas is too commercial," many will allow themselves each year to be carried away with the spirit of giving to the extent that the New Year greeting from the mailman is in the form of a huge stack of unpaid bills.

Right to Give

It is right that the spirit of giving should be a part of the Christmas observance, but giving should be within the means to give and it is the gift itself and not its cost or value that is most important.

Gifts that you make yourself, in the kitchen or workshop, are always greatly appreciated for they are a gift of time and effort, two of your most valuable possessions.

Perhaps the best way to avoid overspending during the holidays is to plan your Christmas shopping program. Begin by making a list of those to whom you wish to give presents. Then study your bankbook or budget to see how much you can spend. You can then determine how much you can spend for individual gifts without taxing your savings or putting a burden on your future income.

It may take some will power to stick to a holiday shopping budget, but you will enjoy a happier holiday and get off to a better start in the New Year if you avoid the headaches that come with spending more than you can afford.

LET THE HERALD PRINT IT.



Christmas is for everybody . . . let every heart be young and joyful. We join Santa in sending to you the cheeriest greetings of the holiday season. Here's hoping you'll have a generous share of all the things that belong to Christmas . . . lots of laughter and singing, gifts and good wishes, fun and feasting, love and fellowship, peace and good will.

North Florence Pharmacy

"Prescriptions As Prescribed"

OTIS BROWN

AT 2-3771

1151 N. Wood Ave.

Florence

Sending Best Wishes

to Our
Friends



Christmas is here and we want to send you, one and all, our best wishes for a wonderful Yuletide. May it bring you all the good things of life which you so richly deserve.

DAVIDSON-LOVELACE
ELECTRICAL SPECIALISTS

107 E. COLLEGE ST.

AT2-2181

FLORENCE

CARLOS MEETS SANTA

By Tullita Fernandez

TO CARLOS the four blocks home seemed like miles of empty desert. Six-year-old legs are not constructed for the speed his excitement demanded. He had so much to tell.

"Mamacita! Mamacita!" Carlos squealed, tumbling through the door. "Yo tengo mucho hambre."

"Carlos! I've told you! Here we speak the English. These Estados Unidos—how you say?—they are home now. English we speak all time."

"Si si, Mamacita," Carlos said, hanging his head. Then he grinned broadly as the words came. "I have hungry . . . I am hungry. First I eat. Then I tell."



How was he to tell his big news in the unfamiliar tongue?

Carlos, his cheeks flushed, his black eyes snapping, nearly choked on the tortilla he was busily stuffing into his mouth. How was he to tell his big news in the unfamiliar tongue? "Mamacita, aqui—here," he corrected himself quickly. "we, the boys, the girls, make a letter—write the letter to Santo—Santa Claus."

Letter To Santa

"Yes? And did you write this letter, little one?"

Carlos nodded, relieved that Mamacita had understood. "I wrote. I told Santa Claus I want a burro. You think he bring burro, Mamacita? Teacher say Santa Claus bring things written in the letters—"

Mamacita puckered her mouth thoughtfully. "A burro? Where you keep burro? Is no place in city—"

"In the shed, where auto is put. Papa have no auto."

When Papa came home from his work in the artichoke fields Carlos told him of the letter to Santa. "You think he bring me burro, Papa?" He asked, searching Papa's face.

Papa grinned, showing his strong white teeth. "Maybe, Carlos, my son, who knows what happen in this big country? Maybe two burros, Santa Claus bring for the Christmas."

The winter days passed. Each morning, Carlos was sure the day would never end, but time to go home came quickly. Darkness fell early, his street became a fairyland of colored lights and wonderfully decorated trees. Still Christmas didn't come. Santa didn't answer his letter. Carlos began to doubt—a little—that Santa Claus had received it. A dozen times a day he had to be reassured that, of course, Santa had his letter.

Though Carlos hadn't expected to find Pedro under the Christmas tree—burros didn't live in houses—he was disappointed at not finding it there. And Mamacita insisted on cooking breakfast Christmas morning, like it was just any morning; insisted also that Carlos eat before he opened his gifts.

At last Papa chuckled him under the chin. "You go now, Carlos. You look around good."

Mysterious Package

Carlos ran. In the garage his eager eyes saw only the familiar hodgepodge of household discards and tools. No burro stood looking at him with soft eyes. Blinking back tears, Carlos ran from dark corner to dark corner. A big package stood against one wall, but it was too thin, even the skinniest of burros couldn't squeeze into such a flat package . . .

Carlos turned, wiping his eyes on his sleeve and ran into Papa. "What you say we open this package, Carlos?"

Carlos nodded. Papa could open the package if he wanted. Carlos knew it contained no burro. The paper peeled off under Papa's hands. Little by little the shiny, red thing inside was revealed. Then Papa lifted it out. A bicycle! A bright red bicycle. "Look at that!" Papa said. "Santa Claus knows what kind of burro boys in the United States ride. What you think, Carlos?"

Carlos was speechless before the beauty of this incredible steed. Slowly he ran his hand over the glowing leather seat, then looking up into Papa's beaming face he asked, "Is it really for me, Papa? All mine?"

"Yes, son. All."

"I will name him Pedro and ride him on the sidewalk—maybe in the fields. Run Papa! We go tell Mamacita Santa bring Pedro."

Farmers of Alabama own 39.1% of the State's 20,756,000 acres of commercial forest land, says the Timber Resource Review of the U. S. Forest Service. That's less than the 45.7% they own in the Southern Region, but considerably more than 34.1% of farm woodlands in the Nation as a whole.

FOR US ALL

Christmas Belongs To All Ages, to All People Everywhere

Is it true, as they say, that Christmas belongs to the children? Christmas is indeed a time when hearts must be young but it is not only the child who can know and share the love and faith and hope that brightens the heart at Christmas time.

Christmas is a great spiritual occasion and the atmosphere of excitement and anticipation that permeates the world of the young has a deeper, more significant counterpart in the world of the older generation. The hard-boiled, the cynical and the disbelievers cannot enter into the spirit of Christmas. Their hearts are too heavy, too filled with guilt and inner fears, and they close their eyes to all but the material aspects of the holiday observance. But there are those at all ages whose heart becomes filled with the wondrous glory of the occasion, who see beyond the glitter and foil and tinsel and who enter with the faith of a little child into the realm of the spirit known as Christmas. For all these, there is joy and peace and happiness.

Belongs to All

Christmas belongs only to the children? Christmas belongs to us all. It is ours to share, to the fullest measure. And, if the truth be known, we elders have a much greater share in the holiday than our children. To them, Christmas is bright lights and Santa Claus and snow and tinsel on the tree, and toys and fruits and good things to eat, and the mere acts of giving and receiving. Have you ever considered the fact that we share in all these aspects of the holiday—in addition to the deeper, truer meaning of Christmas, and the most important part, which the very young heart is yet unable to understand or comprehend?

Christmas belongs to the children? No, Christmas is ours. A part of the holiday, a bright and shiny part, belongs to the children. But they must grow in years and faith and wisdom before they can really share in the whole and complete spirit of Christmas.

Army Pvt. Harrison E. Humes, 19, son of Mr. and Mrs. Isaac Humes, 1009 Clearwater Dr., Florence, recently completed eight weeks of basic combat training at Fort Jackson, S. C.

He is a 1958 graduate of Burrell-Slater High School and attended Alabama A & M College.

It's always open season for the man who didn't know it was loaded, or the man who rocked the boat.

A FULL MEASURE of Happiness

There is a real satisfaction and pleasure in recalling the happy associations with old and new friends, whose friendships with the seasoning of time become more real and lasting. We want you to know we value yours most deeply. We are grateful for your patronage and good will and wish you all that is good. May you have a full measure of happiness on this, the greatest of all occasions.



FLORENCE
FINEST

FROZEN
FIXED

FOODS
FLAVORS

115 E. Alabama St.

Dial AT 2-3863



CHRISTMAS especially reminds us that we should thank God for His greatest gift to us: "For unto you is born this day a Savior which is Christ, the Lord." Let us also remember how Christ ministered to others, especially to those who are among the less fortunate. Let us ever preserve a social conscience as Christ commanded us: "What ye do unto the least of these, ye do unto Me." To you and your loved ones, we extend our most sincere wishes.

Season's
Greetings



American Bank

St. Joseph, Tennessee

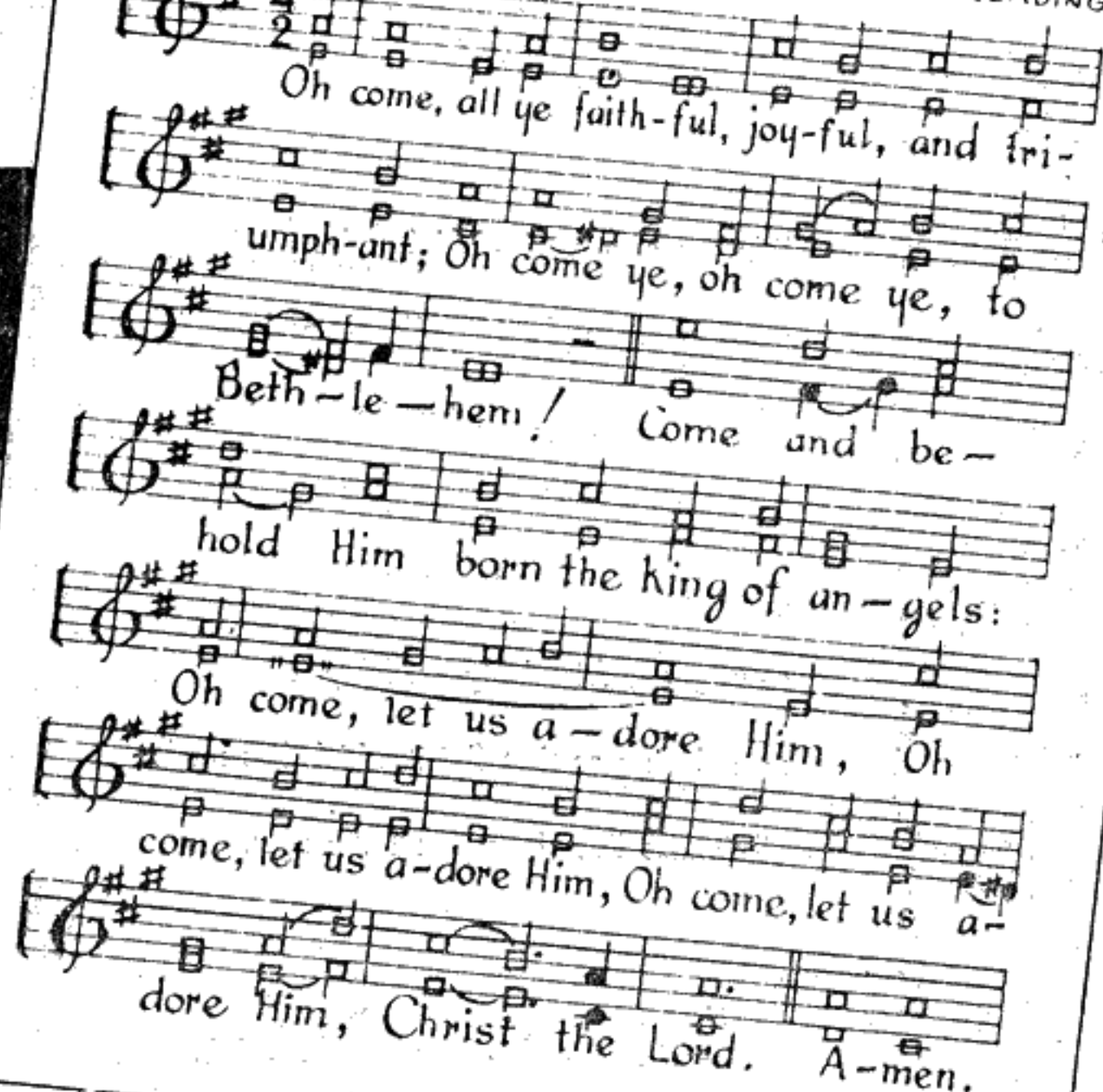


Season's
Greetings

oh come, ALL YE FAITHFUL

ADESTE FIDELES

J. READING



Alabama Oil Co.

Union Ave.

Dial AT 2-3523

Florence

CHRISTMAS



One of the deeply genuine joys of Christmas is that it gives us an opportunity to express appreciation to our many friends.

Each passing year brings us a higher evaluation of the friendships created by these pleasant associations.

So this Holiday Message brings you sincere good wishes for a very Merry Christmas.



Tennessee Valley Hatchery AND FEED STORE

117 E. Alabama St.

Dial AT 2-5452



By Shirley Sargent

"JUST because we live ninety-eleven thousand miles from civilization," Betty Abernathy said heatedly, "is no reason we can't have modern conveniences."

Jim Abernathy, who was as stolid as his wife was slight and enduring as she was excitable, placed a record on the turntable before answering mildly. "Darling, we have electricity, running water, and Poverty Flat is only twenty miles away."

"Oh, I hate logical men!" Betty looked out the window of their mountain home at the far flung snow-covered peaks. "Here's Christmas coming and I bet you haven't an idea in your head."

Jim tamped his pipe slowly. "Betty, before I brought you here, I warned you that the adjustment from city life would be difficult and promised to make things as easy as possible. I hope to have TV in by Christmas day."

"Oh, Jim you are a darling. But how?"

"Leave it to me," he felt less confident than he sounded. "Do you realize that neither of the Cullens have ever seen a set outside of magazines?"



"You'll have a good picture here," the expert decreed, "but your set will have to be up here."

"Heavens, that's right. They've been here since Nathan retired ten years ago."

Community Present

"Yes, and ten years back TV was still in its infancy."

"Heavens," Betty repeated. "Jim, let's make it a community Christmas present. Think how they'll enjoy it."

Jim drove the twenty miles to town in their fire engine red jeep with frequency in the ensuing weeks. Getting reception at 5,200 feet was a real problem. At the cabin, they could have sound, but no picture. Nathan Cullen and he scouted a nearby ridge with the TV man from Poverty Flat.

"You'll have a good picture here," the expert decreed, "but your set will have to be up here."

"Here?" Jim glanced at the encircling pine trees with dismay. "What about snow?"

Nathan, a giant of a man even in his seventies, answered briefly. "Put up a tent with a woodstove in it. Effie's keen on seeing TV for Christmas. Puts me in mind of a child."

It took the men two days to erect a satisfactory antenna on the often windswept ridge and another day to set up a "Theater" as Nathan called their tent.

Christmas night, they all poured out of the jeep into the already heated tent where the TV set reposed in walnut splendor.

"My," said Effie excitedly, when the test pattern flickered on the screen, "that's a new game to me. Not much like checkers."

Nathan and Effie leaned forward, never taking their eyes from the big twenty-one inch screen. Even the commercials enthralled Effie.

More Fun Than TV

Effie cried watching one Christmas drama. "My, those poor people have so many troubles. It must come of living in cities. Poor things."

When Jim came back from stoking the fire, Betty whispered to him. "She's more fun than the TV."

A second play, a spectacular, was so entrancing that they were reluctant to turn off the set. When they trooped out to the jeep, they discovered four inches of fresh snow. Jim dropped the enthusiastic Cullens in front of their redwood board and batten home.

"You certainly gave us a Christmas present," Nathan said.

"My, yes," Effie said, "now we've seen that life can be beautiful."

Once in their own home, Betty exploded. "Did you hear that silly Effie? Our life is beautiful. We didn't need TV to know that, though I couldn't help thinking that we're pretty lucky, Jim. Peace, simplicity, freedom—why, we have all that and more."

"If TV made you feel that way," Jim said, taking her in his arms, "I'll take you up to the 'Theater' once a week just so you'll keep that Christmas spirit throughout the year."

POINT OF LAW

The Massachusetts Supreme Court ruled that a tavern owner is responsible for the safety of a customer who becomes involved in a fight resulting from a disagreement over a television program his patrons are watching... —TV GUIDE

FESTIVE DESSERTS



Festive desserts play a big part in the celebration of the Christmas holiday and no other treats are more associated with this holiday than plum pudding and mince meat pie.

The origin of the plum pudding is lost in history, but popular legend explains it this way:

Once upon a time, an English king went hunting on Christmas Eve. A sudden blizzard blocked the paths of the forest and the hunters became lost. One member of the party, the cook, was charged with the task of preparing dinner from whatever food he could find. In desperation, he literally threw "everything" into the pot—the remains of a stag chopped into fine bits, flour, birds' eggs, dried plums, ale, brandy, sugar and meat from some wild game. Soon, to his surprise and delight, he had a delicious, hot "pudding" and to this day, true plum puddings have all of these ingredients which our quick-witted hunter put into his cooking pot.

Mince Meat Pie

The tasty mince meat pie was originally devised by the Puritans as a religious offering and was served with a tiny figure of the Christ child in its center. The earliest known recipe dates from the reign of James I in the early 17th century. At that time the pie was filled with beef tongue, chopped chicken, eggs, raisins, orange and lemon peelings, sugar and various spices.

Who gains from the convenience of the processed, packaged items at today's modern grocery store? The homemaker who saves time—and, in some cases, money. Remember when you took a jug to be filled with vinegar or bought a 49-pound sack of flour?



A Joyous Wish

May Christmas cheer light up your home and make all the days of your New Year as glowingly bright as the sparkling lights on your tree on this happiest of all holidays.

Simmons Electric Co.

1126 N. Wood Ave.

Dial AT 2-9331



Gladness in your heart, joy in your home and good cheer wherever you go...all these we wish for you, this holiday season. May the Yuletide be one you'll long and happily remember.

Alabama Industrial Bank

107 South Court St.

AT 2-5792

The Enduring Magic of CHRISTMAS

We are ever enchanted by the Christmas magic, expressed in the Carols and by the Christmas Tree . . . by the church bells tolling out into the night on Christmas Eve. As radiant as the lights on the Yuletide tree, so may our friendship be. May it continue as enduring as that Spirit which has made Christmas live through all the ages.

Season's Greetings

Florence Plumbing And Roofing Co.

115 E. Tombigbee St.

Dial AT 2-5092



Season's Greetings

May your enjoyment of the Holidays be young in spirit and gay in heart. And may you have A Merry Christmas and A Happy New Year.

PHILIP ARELLO

122½ N. Court St.

Florence, Ala.

AT 2-2702



Season's GREETINGS

Joy to all is the message of the Christmas season. And it is in this spirit that we greet our many friends . . . to extend to them our sincerest wishes for lasting happiness and good cheer.

COBB'S

STANDARD SERVICE STATION

Tennessee at Seminary

Phone AT 2-0231

Toys Will Suit Age, Interests of Child If Carefully Chosen

Picture the sight of the proud parent who sees to it that Santa brings bundles of expensive and intricate toys and soon after Christmas finds that little Junior prefers to play with Mother's pots and pans.

It happens, quite often, and poor Dad never realizes that he has made an unwise selection of toys. Quite often, he is slightly disturbed because his child isn't interested in what he considers excellent playthings.

Toymakers are highly conscious of the fact that children at various ages have different interests and manufacture toys for specific age groups. For the one-year-and-under age group, there are hundreds of excellent toys—soft, cuddly bears, elephants and other animals that can be squeezed to make noises and sounds. For this age group, too, there are many floating toys, most of which are made of sponge, celluloid or plastic.

Toys to Please
The child who has just learned to walk, or is less than two years, likes toys that he can pull or push around, including dolls, stuffed animals, rubber and plastic automobiles and vehicles. Toys that can be easily swallowed should be avoided as well as building blocks, which are just something to throw and scatter about.

Blocks, trucks, airplanes, boats, simple puzzles and toys of this nature are suited to the interests of pre-school children and it is usually at this age that children begin to see a distinction between toys for boys and toys for girls. Boys begin to favor cowboy and Indian outfits, girls choose dolls, frilly playthings and small replicas of household equipment such as brooms, toy furniture and dishes.

Boys in the four-year age group, particularly if father is a "do-it-yourself" enthusiast, will like small tool chests and workshop equipment that will enable them to imitate their fathers.

Creative Toys
Pre-school children are usually interested in creative things—paints, crayons and modeling clay. A small, simply operated record player also makes an excellent gift.

Paul Heffernan of The New York Times writes: "... With the Treasury required to raise \$10,000,000,000 in cash over forthcoming months, the Government (bond) market is in a state of near exhaustion—that is, what is left of it. At the moment a true market in long-term Government obligations—one where bonds can be bought and sold readily in substantial amount—can hardly be said to exist."



As the wise men followed a guiding star to the place where He was born, may our hearts turn to Him this Christmas, with love and adoration. As we hear again the blessed story of His birth, may we experience anew all the joys of that first Christmas, long ago. May the spiritual inspiration of the day abide with us through all our years. And may the Star of Bethlehem light the way to "Peace on Earth, Good Will Toward Men." These Christmas wishes we share with you, in the true spirit of this Holy Season.

Lauderdale County Offers Great Opportunities:

- **AGRICULTURE**—Rich soil, modern methods and ready markets make Lauderdale's farm structure among the best in the state.
- **INDUSTRY**—Industry is warmly welcomed in Lauderdale County, where intelligent labor and cheap power are available.
- **RECREATION**—On the Great Lakes of the South, recreational opportunities in Lauderdale County are unparalleled anywhere.
- **CHURCHES**—Churches of virtually every denomination are established to care for the spiritual needs of our people.
- **SCHOOLS**—An ever-improving elementary and secondary school program and a state college are among our greatest assets.
- **TRANSPORTATION**—In addition to rail and highway facilities, Lauderdale County now offers State Docks on the great Tennessee.
- **COMMERCE**—A well-balanced and steady year-round income from farming and manufacturing assure a sound economy.

Lauderdale County Court Of Commissioners

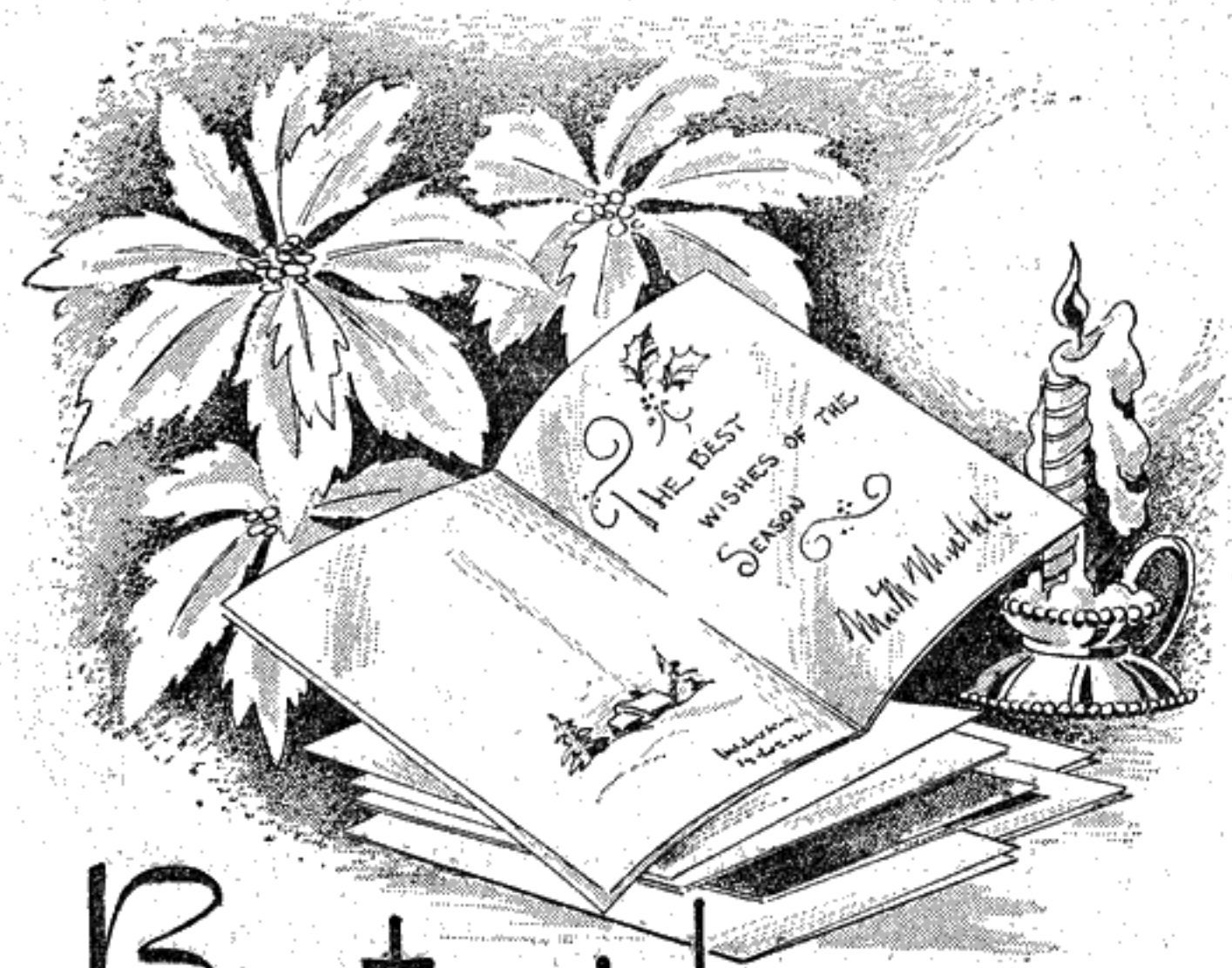
Probate Judge Herman K. Longshore, Chairman

H. Lelon Thornton

James Blalock

Corbet Smith

Dave W. Ticer



Best wishes for the holidays

Our sincere appreciation for the cordial goodwill

which you have extended to us. May we always

merit your friendliness in the days ahead

and may your Christmas be merry indeed.

LET US RECOMMEND A GOOD PAINTER

SHERWIN-WILLIAMS

Pine & College Sts. Dial AT 2-2123



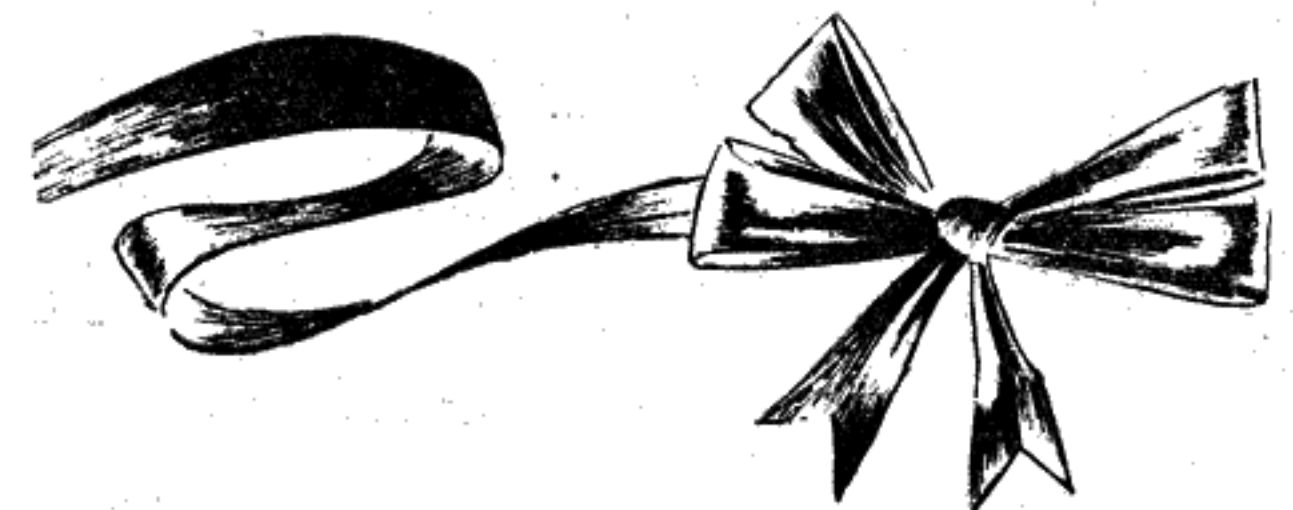
MERRY CHRISTMAS



As Christmas draws near, we pause for a moment to think of what the past year has meant to us . . . of its joys and of its sorrows. One of the great joys of the past twelve months, as we see it, is the friendships that have been ours. A true friend is a valued possession.

What is true of our personal lives is also true of our business lives. We believe there is a spirit of friendship underlying each business transaction between you and our firm. We think of our customers as our friends. We value our business friendships as we value our personal friendships.

As an expression, therefore, of our genuine appreciation of your friendship and all that it has meant to us, we wish you and those whom you love, a Merry Christmas.



THE FIRST NATIONAL BANK
NORTH FLORENCE BRANCH, FIRST NATIONAL BANK
OF FLORENCE

Mistletoe Bestows Good Fortune

VERY few people don't know what a sprig of mistletoe means at Christmas time—especially when there's a pretty girl standing beneath it! But few people realize that this very pleasant custom has its root in age-old superstitions.

The lore of primitive days contains many references to mistletoe. According to an ancient Norse legend, the sun god was slain by an arrow fashioned from the mistletoe plant. He was resurrected by his mother's tears, which falling upon the plant, were crystallized into pearly berries. Because of this magical healing, it was ordained that mistletoe should grow neither on heaven nor earth, but suspended between. That is the reason, runs the legend, that mistletoe is found

growing on trees. Mistletoe was of special significance to the Druids, ancient pagan priests of England, who cut it off trees with a golden knife used only for that purpose. They believed it possessed wonderful powers of healing and acted as a protection from witchcraft. During the December religious rites, it was bestowed upon individuals as a special mark of honor.

Because of its supposed salutary properties, mistletoe was often hung over the doors of primitive houses as a sign of good-will. Belief in magic has disappeared, but this custom still remains. And a kiss under the mistletoe still has beneficial effects. Try it and see for yourself!

Choose Wisely When Buying Toys for Tots

Safety is an important factor in the selection of Christmas toys for the pre-school set and here are some good suggestions:

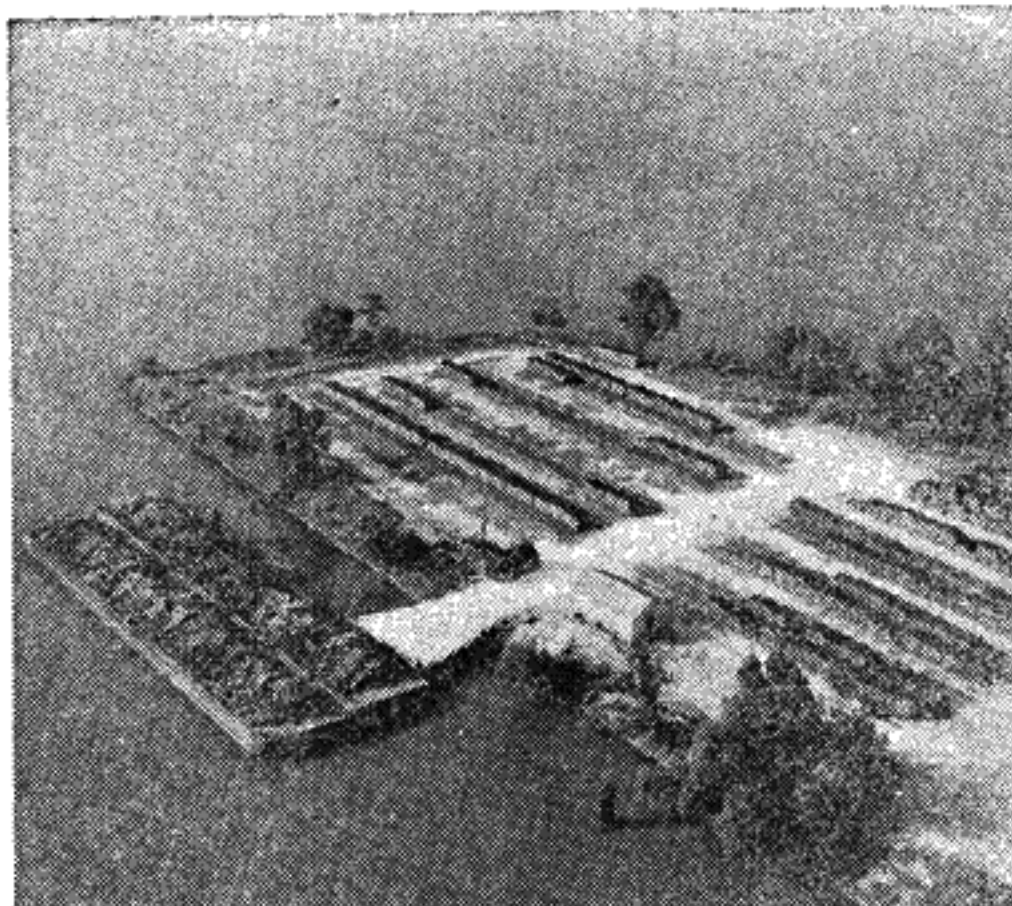
Be sure paint on toys is lead free and that toys have no sharp or jagged edges.

Never give a small child a toy that is small enough to swallow. Tiny toys or toys with small parts that may come off should be avoided.

Consider traffic hazards before buying toys used outdoors. A ball or a bicycle is a dangerous plaything on a busy street.

Building blocks are just something for the small tot to scatter from one room to another and small toys quite often cause bad falls if left scattered on the floor.

Avoid glass and other breakable materials



Pulpwood lot near Scottsboro on Guntersville Lake. Two loaded barges, ready for towing to the paper mill, are shown in the left foreground. Pulpwood also moves by barge on the Tombigbee and Mobile Rivers in South Alabama.—Photo courtesy of U.S. Army Corps of Engineers.

State Pulpwood Docks Operated By Paper Company

Bowater-Southern Paper Company Located Near Florence And Scottsboro

Two large pulpwood lots, operated by Bowaters-Southern Paper Corporation, are located at the riverside in Alabama. One of these lots, with dock, is below Florence and the other is near Scottsboro. They are two of eight such pulpwood docks which this firm operates along the Tennessee River and its tributaries.

The pulpwood trucks bring their wood by truck to the riverside lot, where it is loaded on barges and towed to the mill on the Hiwassee River.

Bowaters-Southern Paper Corporation valued river transportation so highly that it secured special legislation in the 85th Congress to permit it to own and operate barges and towboats on the inland waterways system.

The Bowaters management says that low-cost water transportation was one of the factors which influenced the firm to locate at Calhoun, Tennessee, on the Hiwassee River, a tributary of the Tennessee. It purchased and operated barges and towboats under authorization of the ICC, but discovered that its foreign financial relationship (British) made it unlawful for it to own this fleet. It therefore disposed of the vessels it had purchased and used, and relied on commercial barge carriers.

Now, thanks to the new legislation, Bowaters again will be operating its own barges and towboats, and shipping newsprint in its own bottoms to major newspapers in the Southwest and the Mississippi and Ohio Valley.

A modern newsprint barge loading dock has been completed at the Hiwassee Plant of the mill. Newsprint rolls move on an overhead conveyor, are lowered to a steel-lined tunnel, where another conveyor carries them under the railroad to the dock. An overhead traveling crane then lifts them and places them in the hull of the waiting barge.

The company anticipates substantial savings through the use of the inland waterways which connect with the Tennessee. The barges give Bowaters access to all the port cities on the great mid-continental waterway system. The barges are an additional assurance to customers of Bowaters that newsprint will be delivered safely and at very low freight cost.

This means of low-cost transportation also gives the company a more favorable competitive position in marketing in areas on or adjacent to the inland waterways, particularly in the Midwest and Southwest.

Although the Bowaters newsprint loading dock is new, and the legislation authorizing Bowaters to be a ship-owning firm on these waters is new, actual shipments of newsprint by barge have been made for about four years, beginning with several barge loads consigned to customers in Houston and Corpus Christi.

Incidentally, it should be noted that the present 1,600 mile route from Calhoun to Houston would be cut to less than 1,000 miles if the Tennessee-Tombigbee Canal were open—thus greatly reducing the cost of this method of shipping.

Bowaters also operates a fleet of barges which collect pulpwood from eight riverside pulpwood yards. One of these is at Margerum, Alabama, a few miles below Sheffield. Another is near Scottsboro. Millions of cords of pulpwood move by barge each year to the mill at Calhoun.

The experience of this single shipper is graphic evidence of the importance of river navigation to many industries which use heavy tonnage of raw materials, or which ship heavy bulk manufactured goods.

True Christmas Spirit Is Found in Sharing

FOR A REALLY satisfying and meaningful Christmas, share yours with the old and feeble, the ill and shut-in, the bereaved whose sorrows you might lighten.

Unfortunately, all the flurry and preparation associated with Christmas are apt to make parents as well as children overlook the real significance of the coming birthday of Christ.

Let The Florence Herald Do All Your Printing.

Four Prominent Citizens Named To Cancer Posts

Four widely known Alabama citizens accepted appointment as co-chairmen of the 1959 Crusade of the American Cancer Society, Alabama Division, Inc.

They will serve with Dr. Thomas E. Gibson of Huntsville, state chairman.

They are: Bruce Henderson of Prairie, cattleman, farmer, and former state senator.

Redus Collier, Decatur, vice-president of Mutual Savings Life Insurance Co., a trustee of Alabama Polytechnic Institute, and a director of the American Cancer Society, Alabama Division, Inc.

H. Earle Williams, Auburn, who has served the Extension Service of the Alabama Polytechnic Institute since 1945 and as assistant to the director since 1948.

Malcolm Laney, Tuscaloosa, field representative of alumni affairs, University of Alabama.

The annual fund-raising and educational crusade of the cancer society will be held next April. Funds contributed are used to support the American Cancer Society's three-point program of research,

education, and service.

Dr. John Day Peake of Mobile is president of the American Cancer Society, Alabama Division, Inc., and Mrs. Lillian G. Meade, Birmingham, is executive director. J. C. McGough, Birmingham, is crusade director.

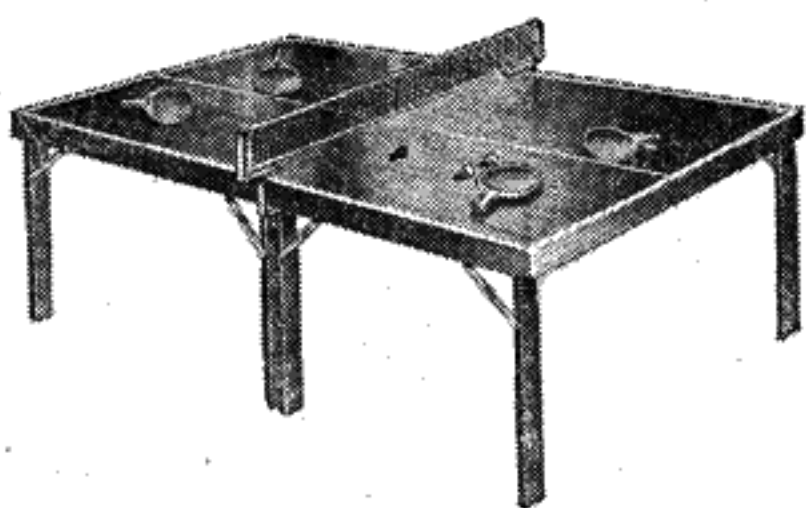
Alabama has several centers

where research is supported by the American Cancer Society, including Alabama Polytechnic Institute, Auburn; Carver Foundation, Tuskegee; Medical College of Alabama, and Southern Research Institute, Birmingham.

LET THE HERALD PRINT IT

MERRY CHRISTMAS

FOR THE WHOLE FAMILY



OFFICIAL SIZE 5'x9'

PING PONG TABLE

Exterior Type Plywood Top \$19.25

Base, Complete \$11.95

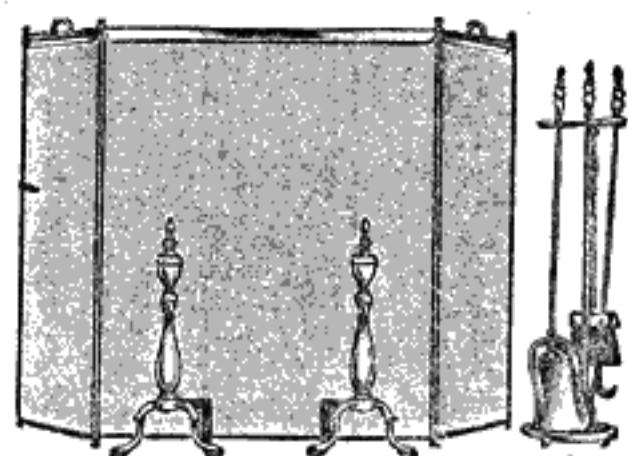
Ready To Assemble \$31.20

OUTFIT

DRESS UP THE HOME WITH A NEW FIREPLACE ENSEMBLE IN ANTIQUE FINISH OR BRIGHTLY POLISHED BRASS

Priced In Sets or Individual Pieces

Complete Selection



YOU CAN RELY ON THE OLD RELIABLE

FLORENCE LUMBER COMPANY

528 East Tennessee St.

AT 2-0551

Florence, Ala.

Here we go Again!



dec 24

And there's really no need to check the calendar to know it's Christmas again, and time for us to wish you the Happiest Yuletide ever.

Tri-Cities Insurance Co.

First Federal Building

AT 2-4691

Florence

A central farrowing house has been found to be of benefit in swine production.

Happy Christmas

To our many friends we wish all the pleasures that a joyous Holiday Season can bring.



From

Elizabeth and Joe Poston

Owners and Operators of

POSTON ELECTRIC SERVICE

229 E. Mobile St.

AT 2-1031

BEST
JEWELERS

FLORENCE

SHEFFIELD



May the joy and warmth of Christmas-time be with you throughout the year.

ELECTRO METALLURGICAL COMPANY
Division of Union Carbide Corporation
SHEFFIELD, ALABAMA

UNION
CARBIDE



**SHOE REPAIRS
SAFEGUARD HEALTH**

**Don't let your child
walk into a cold**

Colds often start with wet feet. Let us keep your child's shoes weather-tight. Our expert repairs turn seepy shoes into sturdy footwear at small cost to you.

CITY SHOE SHOP
108 S. Seminary St.
AT 2-6573

Rudolph's Rugged Lapp Relatives From Lapland

Remember those "eight tiny reindeer" of the Christmas poem? Surely you recall Dancer and Prancer, Donner and Blitzen and the others? You have only to tune in the radio any time between the end of October and the first of January to come across them again.

To us the reindeer is a charming reminder of childhood, a recurring symbol of Christmas and gifts and happiness. But to the Lapp who owns vast herds of this unique animal, the reindeer means food, drink, clothing and trade goods, the very core of his way of life.

The reindeer and his somewhat larger, heavier American cousin, the caribou, are unique among the deer family in their wide habits, adapted to snow travel, and in that both male and female are antlered. In prehistoric days herds of reindeer extended as far south as Spain, then as the last great ice Age retreated they wandered northward, out of Europe. Finally they inhabited only the cold wastes of northern Scandinavia, where now they browse on the lichen and reindeer moss, and where, after thousands of years, they are still only partly tamed. The caribou, living also on moss, and following a similar seasonal migration on the Canadian tundra, have never been even slightly domesticated.

Lapland is not a recognized country. It is a large area north of the Arctic Circle, made up of sections of Norway, Sweden, Finland and Russia. It has no government of its own. In this flat, marshy almost treeless land where the sun doesn't set for three months of the year, where it never rises for another three, the Lapp herdsman and his reindeer live much as they have lived for hundreds, even thousands of years. It is the Lapp who, over the centuries, has tamed the reindeer. For as the reindeer went northward, following the moss, so the prehistoric Lapp hunters followed the herds. The Lapps originally came from east of the Urals, in Russia, and a few thousand years later were followed by the Finns, over the same route. Being more advanced culturally, and an agricultural people, the Finns gradually forced the Lapps farther north and farther into the icy wastes of northern Norway, Sweden, Finland and Russia; the Lapps, in their own language call themselves "the banished." These four groups of Lapps are closely connected racially.

Thousands of reindeer, flowing in a great brown flood over the snow, the mist of their breath on the chill spring air, the ground churned to a brown mush by their great splayed hoofs. Behind them, channeling them, the frantically barking dogs, the herdsman on skis, shouting and calling. It is a colorful scene; the Lapps wear a dark blue kufka, a wool smock ending at the knees, with bright stripes of green and orange and red, colors of the Northern Lights. Over this a coat of reindeer fur, belted with silver-studded leather into which is thrust a knife. No Lapp would travel without his knife. Breeches are of warm reindeer fur; the moccasins with turned-up toes that can grip the skis without thonging, are also fur and stuffed with hay, as are the mittens, for warmth and dryness. Swedish Lapps wear a cap with an enormous red pom-pom atop, easy to spot against a snow field; Finnish Lapps wear the "four winds cap," of dark blue, four-cornered and often stuffed with feathers.

Behind the herd follows the string of pulkkas, small canoe-shaped sleds, each attached to a reindeer in a bright red harness and guided by a single rein which is attached to the base of the antlers. Each deer is attached to the one ahead, in a "string"; the leader a bell deer, more responsible than the others. Riding a frail, hide-covered pulkka on its single iron-shod runner is quite a trick. The children learn it early. The deer, who is never more than half broken, feels no responsibility for sled or rider; he shoots straight ahead, over rocks, through marshes, over half frozen lakes. Only the heavily moccasined foot of the foot of the driver, braced against the snow like a brake, can halt the sled, and it is not uncommon for the rider to be pitched out into the snow. The Lapps are very agile at leaping swiftly aboard again.

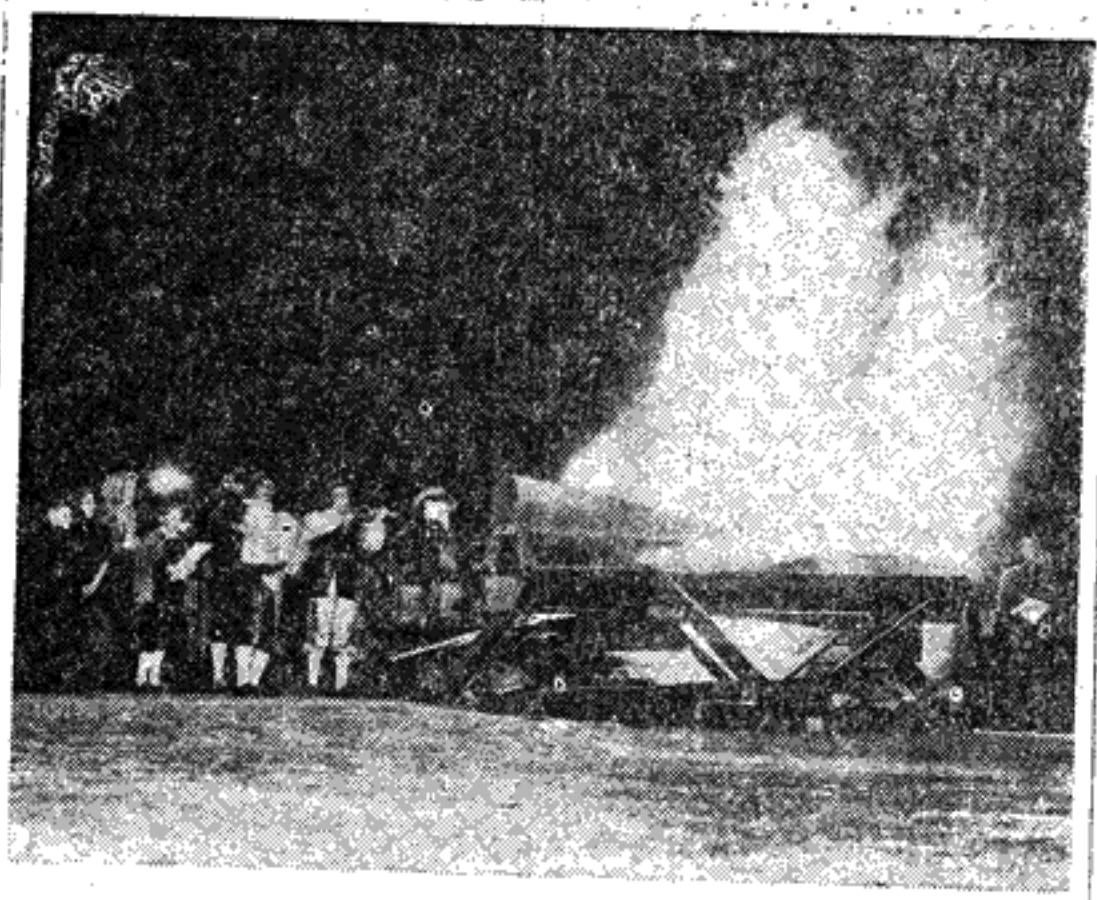
In the long trek north, several days to the summer feeding ground in the mountains, there are few pauses. These merely to make a quick fire, thaw the slabs of whey-bread, and to make coffee, of which the Lapps drink great quantities. It is a grim and barren land, this country north of the Arctic Circle. The few trees are stunted birch and willow; the land, silent and unresponsive, rolls on and on, with countless lakes and marshes, but overhead at night the Northern Lights crackle and flare, or the moon floods the scene with an almost daylight brilliance.

At last the lake beside the summer camp. The lake will furnish summer food for both dogs and humans, and as the snow melts there will be young sprouts of willow for the herds. Here the tents called Kattas are set up; they are rather like an Indian wigwam, open at the top, the walls of cloth, the roughest kind of shelter, the floor of broken twigs. All summer, through the endless days without darkness, the herdsman tend the deer in the mountains, the women cook, stitch garments and countless moccasins of reindeer hide which at the winter fair will be traded for such luxuries as coffee, salt, sugar, tobacco and wool for garments. Even the luxuries are dependent on the reindeer herds.

Here in the high mountains the fawns are born. At birth each is nipped in the ear with the registered mark of its owner. A good herdsman can spot his own earmark thirty yards away in a milling herd. Even the small herds of the children have registered earmarks, and when a girl marries her dowry will be her herd; a healthy herd should double in three years.

Like everything else in the Lapp household the children's games are concerned with reindeer. Very small members play herdsman with herds of carved reindeer bone; older boys and girls get valuable practice with their lassos in a sort of tag game. There are young deer to be broken to harness too, and the growing boy finds this not too easy. The animals are so wild and timid they will bolt back to the herd at the slightest pretext.

Late in the summer come heavy



TIME FOR CAROLS . . . Men, women and children from Protestant churches blend their voices in carol singing before the blazing Yule log. This Christmas Eve custom is becoming increasingly popular throughout the country.

rains and high winds, the days are growing short and sodden gray, the reindeer tents dripping and chill. Lapps longing for the comparative comfort of their winter homes again, wait for the first good snowfall that will carry the pulkkas. One morning the family awakes to find the floor-beds deep in snow. It is time to go.

Herdsman shouting, dogs barking their excitement, channel the brown flood southward again. Now the reindeer are sleek and fat, and fully antlered. Swiftly the women take down the katta walls, wrap them around the tent poles; the pack deer, the baggage pulkkas are loaded, and with flying hoofs and a jingle of bells the long line follows the herds. Behind them the lonely hearthstones, cold and deserted, await another summer.

The days shorten; there are only a few hours of daylight—then none at all. But there is the winter fair to look forward to, everyone that can be spared will go, via pulkka, or skijoring behind the swiftest reindeer. And there is the winter roundup.

The roundups come in mid-season. These bring the herdsman . . . and herdsman too — for there are girls among them — from all over the country. Both men and girls are in bright blues and reds, the brown herds mill in the new fallen snow, light streams out from rough shelter huts where coffee is brewed endlessly, in quarts and in gallons.


Each herd is driven into a big corral; the owners pick out their own deer that have intermingled with other herds. The deer are then counted and inspected by a government agent. Favorite racers are swapped, gossip exchanged; it is as lively and novel a gathering as an old style Western roundup. Big copper kettles of reindeer meat stew and barley gruel steam over the open fires, and when the day's work is ended the men fling themselves down on their blankets and sleep, dogs beside them, on the bare boards.

There is little doubt that the Lapland reindeer crept into the Santa Claus picture via Mr. Clement Moore, the New York clergyman of the nineteenth century who wrote a poem called "A Visit from St. Nicholas" to entertain his own children. Apparently Moore dreamed up his roly-poly Saint and then decided to provide the little giftbringer with a Russian sleigh and Lappish reindeer. For what could better wrap his tale in an illusion of the northlands than a line of handsome, prancing reindeer in front of a jingling, colorful sleigh — reindeer, mind you, that could travel like the wind through the heavens . . .

—Arameo World

GLAD TIDINGS


May the joyous promise
of the first Christmas find
fulfillment in your heart . . .
bringing you peace,
good will and happiness
to brighten all the days
of the coming year.



Pointers for diesel tractor care: Use only a clean storage tank with no rust or scale on the inside. Lower one end of the tank for installation of a water sediment trap on the bottom. Always let fuel settle for a few hours after the storage tank is filled before you refuel the tractor and always pump directly into the tractor tank. Water or gasoline in the diesel fuel can cause misfiring or loss of power.

Tomatoes originated as wild tomatoes in South America.

For COLDS take 666



—Serve—
"Bama's Best" Ham
Packed at Home
FLORENCE PACKING CO.

PET Dairy Products Co.
620 S. Court AT 2-5932 Florence

Season's BEST WISHES

To all our loyal friends
and patrons we send
this Holiday greeting
with the wish that you
enjoy all the delights
of this festive season.

**FLORENCE ONE-HOUR CLEANERS
AND
SELF-SERV LAUNDRY**
1218-1220 N. Wood Ave. Florence, Ala.

QUALITY CO-OP PRODUCTS

TV CO-OP
Quality
**Feeds - Seeds
Fertilizers**
IT'S GOOD BUSINESS—
—IT'S YOUR BUSINESS
**LAUDERDALE
COUNTY CO-OP**
Dial AT 2-8441 Box 387
FLORENCE, ALA.



**Good Wishes
for
Christmas**

At this joyous season of giving and receiving, we take pleasure in extending to you our heartfelt good wishes for a very Merry Christmas! We hope that you and all your loved ones enjoy every minute of this happy holiday!

Wilcoxson Motors
REED WILCOXSON
118 W. Tennessee St. AT 2-2761

KEEP THIS AD!
Over 25,000 Arthritic and Rheumatic Sufferers have taken this Medicine since it has been on the market. It is inexpensive, can be taken in the home. For Free Information give name and address to P. O. Box 826, Hot Springs, Arkansas

Birmingham

THE PICK-BANKHEAD

23RD ST. AND FIFTH AVE., NO.

Completely Air-Conditioned

Rooms with bath from \$5.00

- NO CHARGE FOR CHILDREN
- RADIO AND TELEVISION
- FREE PARKING
- COFFEE SHOP

Newly Remodeled

GENE WHITE, Mgr.
ALpine 1-3231

Pick

FREE TELETYPE RESERVATIONS FOR ALL ALBERT PICK HOTELS

Silent Night

Christmas, to be kept fittingly, must bring to us a remembrance of Christ. Every true vision of the day must show us the Holy Child, with the light of divine love shining on His face — for Christmas with no thought of the love of Christ, is empty of all sacred meaning.

In the spirit of this glorious Season we wish you a Merry Christmas and a Happy New Year.

SPRY FUNERAL HOMES

Florence Rogersville



A VERY Merry Christmas

The warm spirit of this Holiday Season is symbolized by the friendly Christmas candle, lighting our way to closer friendships and greater happiness.

May your Christmas be radiant with joy and good health.

JAXSON FINANCE CO.

104 Short Court St.

AT 2-2403



Season's Greetings

As the Christmas season unfolds its splendor, we send to all our patrons and friends many good wishes that this Christmas be the merriest of all time!

TROWBRIDGE CREAMERY

DONALD TROWBRIDGE

316 N. Court St.

AT 2-1503



IN THE Christmas Spirit

Each Christmas we realize anew, that our most rewarding possession is our many enriching friendships. And so to all our friends we wish a merry merry Christmas and a very happy New Year.

BILLY L. HENSLEY LUMBER CO.

Chisholm Rd.

AT 2-0731

The Mystery of God's Firmament

THE "STAR" which signaled "the First Christmas" may be interpreted in many ways. In all such interpretations we must put ourselves as nearly as possible into the social and psychological frame of mind of those whom we try to understand. The astronomer knows that through the ages the word "star" has been used to indicate almost any celestial phenomenon. We still speak of "falling stars" or "shooting stars" which we know quite well are not stars at all. In more ancient times the comet was called a "hairy star" and was derived from the Latin word coma, meaning hair. The planets were the "wandering stars" as opposed to the "fixed stars", and from the Greek word for wanderer we derive our word "planets."

The Star of Bethlehem could have been any of these. It could even have been a "new star" or nova which suddenly burst forth with a many-thousand-fold increase in brilliance, due to some great stellar catastrophe. These are all explanations of what the "star" could have been. Had it been any of the above, it would have been seen by many peoples, and in literature would have been found references to the appearance of the object which attracted attention. But nowhere in the literature or in the folklore of any of the peoples noted as astute observers of celestial phenomena do these references exist.

From this we are forced to conclude the appearance of the star was a sight given only to the Wise Men to see.

Pvt. Charles G. Payne, whose wife, Eloise, lives on Route 2, Loretto, Tenn., recently was assigned as a military policeman in Headquarters Detachment of Brooke Army Medical Center, Fort Sam Houston, Tex.

Payne, son of Mrs. Elizabeth P. Payne, Loretto, entered the Army in June 1953 and completed basic training at Fort Knox, Ky. He was last stationed at Fort Gordon, Ga.

The 18-year-old soldier, whose father, George Payne, lives in Russellville, attended Loretto High School.

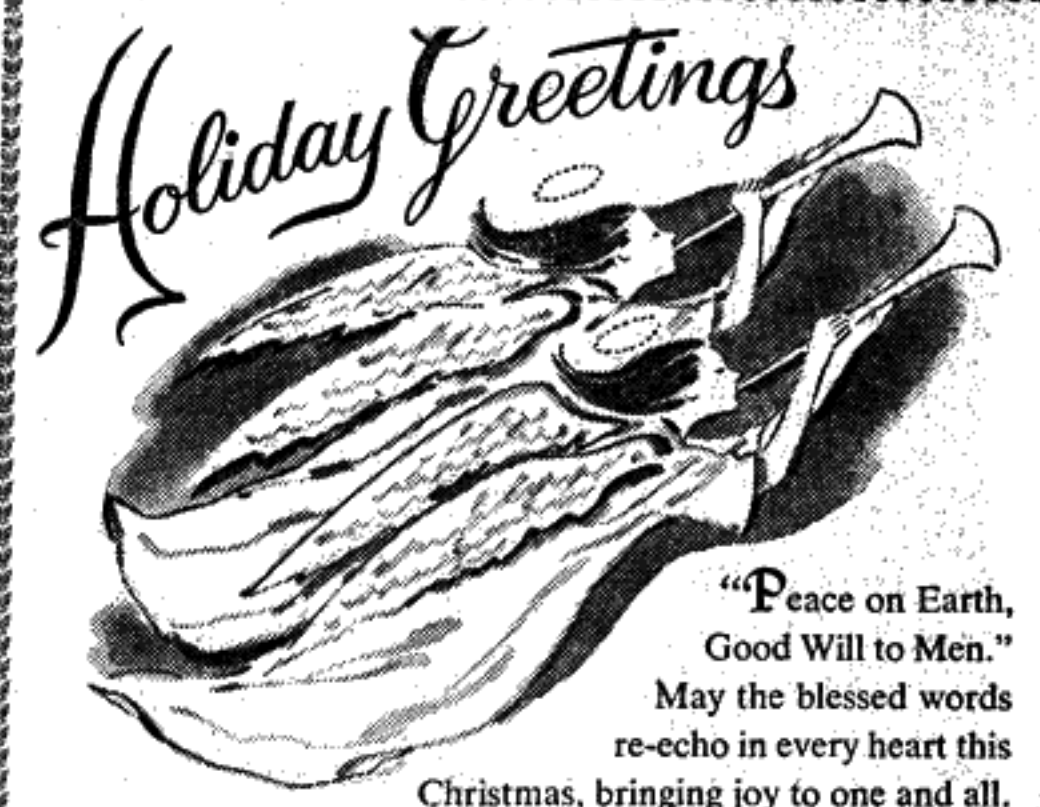
Save steps by using a cart or tray to clear the table.

HANDY FLAME SAYS:

Gas heats water
3 times faster



See Your Favorite Appliance Dealer Today
GAS DEPARTMENT
FLORENCE



"Peace on Earth,
Good Will to Men."
May the blessed words
re-echo in every heart this
Christmas, bringing joy to one and all.

ENGLISH SEWING MACHINE SHOP
108 N. Seminary St.
FLORENCE, ALA.
AT 2-3601

Christmas Songs In Stereophonic

This Christmas music lovers will be greeted by an entirely new quality of sound when they play their favorite records . . . stereophonic high fidelity, or "stereo," for short.

Just what is this new stereo? Truly, it's the "new sound" in music, and it's available for your listening pleasure at home.

Actually it's the addition of direction to musical reproductions. You don't get it by placing two radios or two record players side by side, which are playing the same record.

Stereo is the reproduction of two recordings of the same music, made at the same time on one record. In making these recordings, a microphone will be placed to the left of the orchestra to pick up, in string section; another will be to the right to get the brass section, etc.

The mike recording the strings gets the brass, woodwinds, etc., as background; that receiving the brass section gets strings, woodwinds, etc., in its background.

Stereo sound can be put on a tape, half of which gets one mike's reproduction, the other half that of the second mike. Stereo can be put on a record, with one wall of the V-shaped groove playing one mike, the other wall the second mike. A single needle, made for stereo, wavers from all to wall, reproducing the sounds.

On records, two speakers, two amplifiers but with one changer which has a dual-channel cartridge, are required.

It is predicted that within three years about 90 per cent of all records made will be in stereo.

There are a lot of do's and don'ts connected with the playing of stereo records, for instance one of the main don'ts is . . . don't try to play stereo records on an ordinary hi fi pickup. The cartridge must be a double channel stereo with a needle made for stereo records. Anything else will quickly ruin a stereo record. Fortunately it is fairly simple to convert your hi fi to stereo but it will pay to get some expert advice first.

If you are wondering what to buy that's new in Christmas music there is plenty to choose from in your favorite record shop. For instance there is Tennessee Ernie Ford's latest Capitol album of carols, The Star Carol, sung only as Tennessee Ernie and the "Top Twenty" can sing them.

Another is Christmas with Grandma Moses, a work of art in music; Harry Belafonte's Christmas music, RCA Victor recording, Irish recordings and the Music of English Carols from medieval times collection of 12 hymns and carols; to say nothing of many new narrative recordings for children. One such recent arrival is a collection of stories by Johnny Facenda, Philadelphia TV man.

Annual Tree Harvest Helpful to Forests

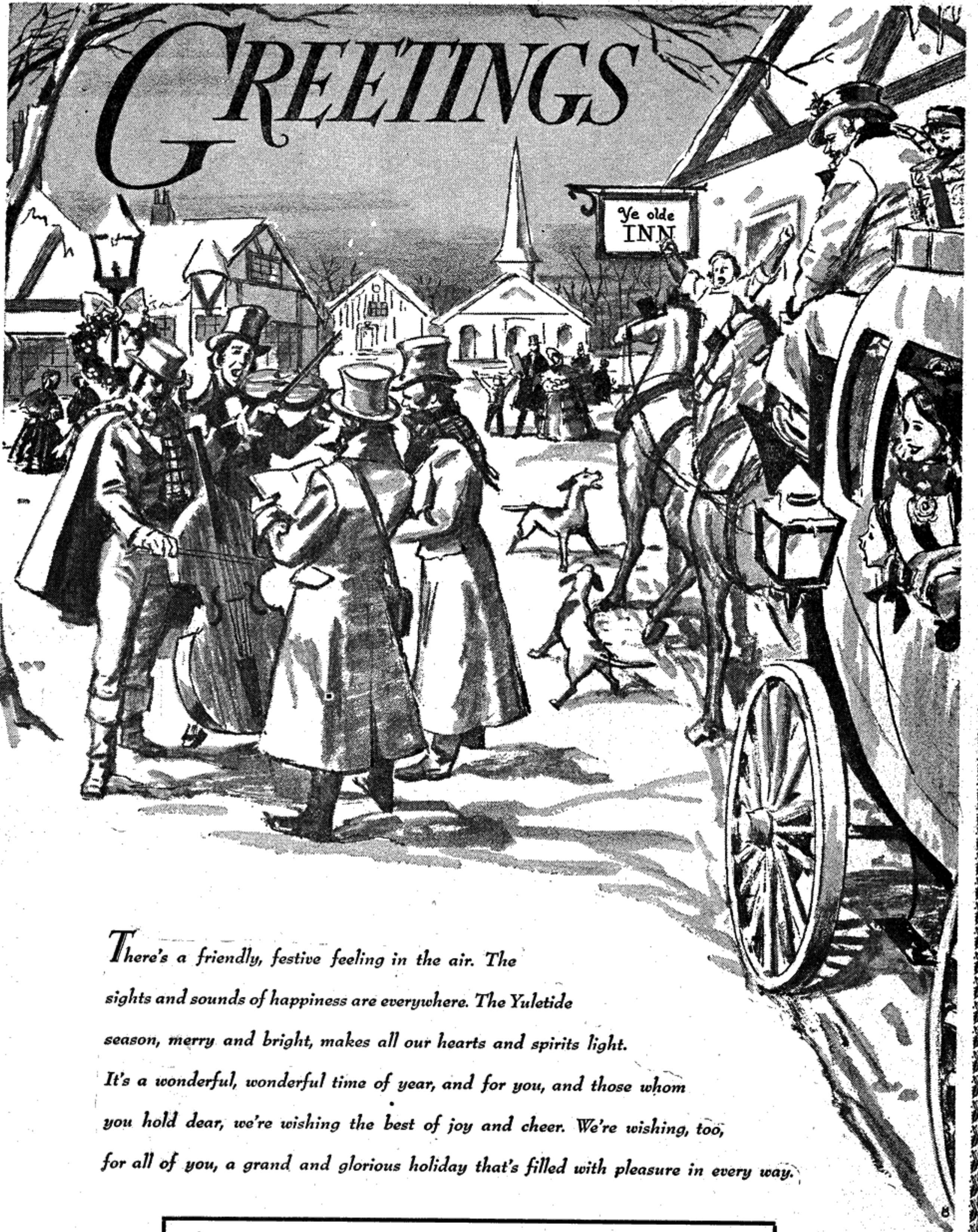
Don't feel disturbed or guilty about using evergreens for Christmas trees—there's more than enough to go around. Besides, today most Christmas trees are "harvested" as a crop to insure more living room for regular plantings.

Also, many Christmas trees come from poor—forest soils and wet bog areas devoted exclusively to the growing of trees for the Christmas market. In such areas evergreens grow far too slowly to produce a lumber of pulpwood crop—thus Christmas trees are the only profitable harvest to come off that land.

Another Christmas tree source is thinnings. Mother Nature seeds from 5,000 to 10,000 trees per acre. In today's growing-trees-as-a-crop operation, frequent thinning is essential to allow trees room to live and grow. The thinnings can be sold as Christmas trees—and fill a trio of needs: first, as a bringer-of-joy into the home; second, as an income source to the forester; third, as "life insurance" for upcoming timber crops.

Holiday Treats

Pies for the holiday party can be "trimmed" to add to the festivity of the occasion. With a mince pie, cut a star opening in the center and place small red candles in the pie so each wedge will have one. Form a circle of whipped cream around a chocolate pie, then place a small candy cane where each wedge will be. It will make a big hit at a children's Yuletide party.



There's a friendly, festive feeling in the air. The sights and sounds of happiness are everywhere. The Yuletide season, merry and bright, makes all our hearts and spirits light.

It's a wonderful, wonderful time of year, and for you, and those whom you hold dear, we're wishing the best of joy and cheer. We're wishing, too, for all of you, a grand and glorious holiday that's filled with pleasure in every way.

Closed Christmas Day — Open for Business December 26th

TRI-CITIES NEW CAR DEALERS ASSOCIATION

FLORENCE:

Campbell Motors
FORD

Footo Auto Company
OLDSMOBILE

Harrison-White Pontiac Co.
PONTIAC

Killen Motors
DODGE-PLYMOUTH

McIntyre Buick
BUICK

Tom Smith Chevrolet
CHEVROLET

SHEFFIELD:

Hester Chevrolet Co.
CHEVROLET

Motordrome, Inc.
LINCOLN-MERCURY-EDSEL

Miley Buick
BUICK

Paul Saywell Motors
DODGE-PLYMOUTH

D & D Motors
FORD

TUSCUMBIA:

Moody & Horne Chevrolet
CHEVROLET

Morris Service Station
RAMBLER

THE HOME ECONOMICS' IN UNIVERSITY LIBRARY

Home Economists, with their special training and know-how about family and community life, should be key persons in the Civil Defense program of Alabama, as in other states.

This is the theme of the booklet "The Home Economist in Civil Defense," prepared by the UA Home Economics educator Miss Helen Bosard and illustrated by another UA Home Economics educator, Mrs. Doris Burton.



We sincerely hope that all your wishes for Christmas joy come true!

PUTTEET'S PHARMACY

412 North Seminary St.

AT 2-5661



L. C. FISHER COMPANY

"11 Years of Service to Investors"

Muscle Shoals Hotel Bldg.

Sheffield



We send you our sincerest wishes that your heart will rejoice in the bountiful blessings of a Merry Christmas.

JET PEST CONTROL

S. Court St.

AT 2-3121

Nativity Theme Tops Card Illustrations

The Nativity theme is by far the most popular of all Christmas card illustrations. Many are reproductions from the old masters, but each year others are created especially for the Christmas card industry.

Winter scenes are next in popularity. Some of these scenes date back to the work of early masters but in recent years many new artists, such as Grandma Moses, have achieved fame in this field. For over a century, American artists have aided the industry by painting Christmas themes or by selling reproduction rights to their works.



BRIGHT'S THE WORD... Santa, snow and bright lights, these are things that spell out Christmas in the big city.

Trimmed Tree Brought To Us by Germans

A Christmas tree will be put up in two out of every three American homes this year. Yet the trimmed tree, as we know and use it today, is only about 150 years old in this country.

The Pilgrims forbade Christmas celebrations on the grounds they were pagan. A Massachusetts law in 1689 subjected anyone to a fine who observed the day by feasting, refraining from work or in any other manner.

It was not until near the end of the American Revolution that the Christmas tree took hold. German immigrants, homesick for the tradition of their native land, put them up.

Food marketing specialists foresee greater demand for processed fruits. Improved transportation and freezing methods can serve enlarged markets.

Income Tax Fax You Should Know

Here is a check list of some of the things that you should consider doing or taking action about now, before the first of the year if you want to get the most benefit from the rules of the tax service.

Watch for later columns in this newspaper. They will cover these and other items more fully.

Bad Debts: Be sure you can prove they are bad this year and claim the deduction.

Capital Losses: If you have stock market losses, sell this year to take the loss. Warning—do not repurchase the same or similar stock until at least 31 days after the sale.

Contributions: Pay them to secure the deduction this year. Pledges are not deductible. They must be paid. You can take up to 30% in some circumstances.

Dependents: Be sure you can claim them. If you are not providing over one-half the cost of support, see if you can make an agreement with the others who are helping with the support.

Alimony: Separation payments may be deducted by the husband and included by the wife. You may want to catch up on these payments this year.

If your spouse died in 1956 or 1957 chances are you filed a joint return with her for that year. You can compute your tax as though you were filing a joint return for 1958 if you have not remarried and if you have a dependent child or step-child. You may want to recheck your dependency credits on this.

Sales of your business equipment and business buildings: If you have a loss from such a sale you can carry the loss back for two years and forward for five years, or until it is offset by earnings. If you have a loss that you must take, go ahead and sell this year. You can take the loss against 1956 and 1957 income, and if that doesn't cover it all, you can carry it forward to 1959, 1960, 1961, 1962 and 1963.

Depreciation: You can depreciate new equipment, original in use with you, under several new systems which can produce a depreciation rate twice as fast as the old straight line method.

Capital Gains and Losses: Consider offsetting short-term gains with long-term losses, etc.

Medical Expenses: Pay them all this year to get the deduction.

If any of these apply to you, you should consult your accountant now, before the end of the year, to secure the utmost advantage from the beneficial provisions of the code.

CHRISTMAS



GREETINGS

Insurance and Tax Service

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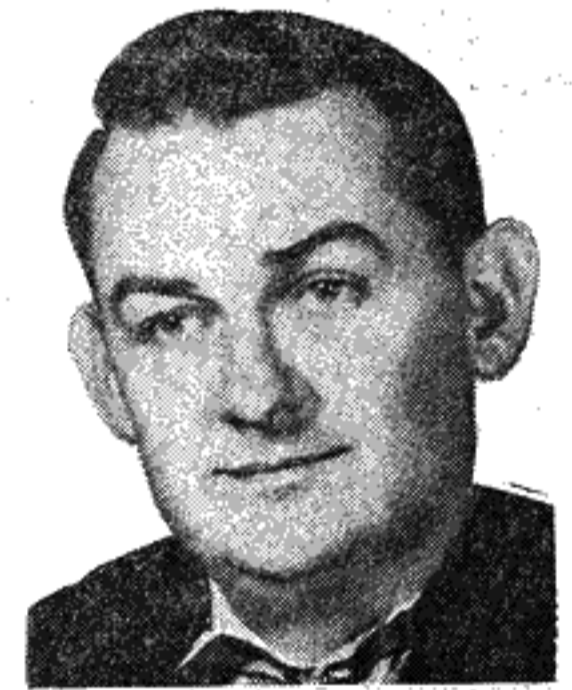


"DUB" GIVENS
Manager

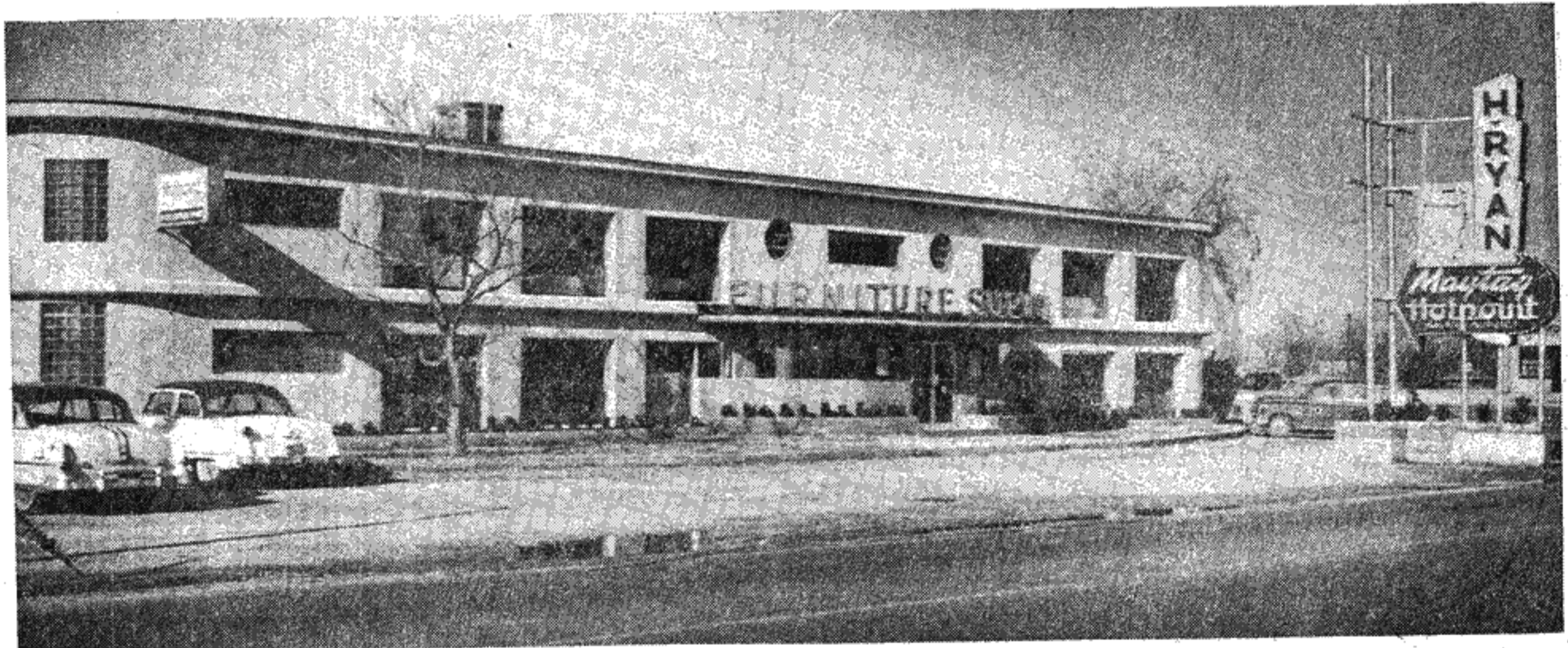
GREETINGS

This is the time of year we love best - when the bright spirit of the season instills happiness in every heart. There's something infectious about Yuletide jolliness . . . and we want to add our wishes to the warmth.

"Merry Christmas"



H. RYAN
Owner



WE ARE ENDING A GOOD YEAR—THANKS TO OUR FRIENDS

As we look back on 1953, we realize how good the year has been to us. We appreciate to the fullest the wonderful patronage you have given us that has made this year such a successful one for us.

We feel very humble when we think back over the weeks and months and the faces of all our friends as they have visited our store and taken advantage of the outstanding values it has been our pleasure to offer.

All of this brings a warm glow to our hearts.

Now, that we are preparing for a New Year, we pledge to you the continuation of our efforts to bring you the most outstanding values in each of our several departments and trust that you will continue to allow us to supply you with the finest in furniture and appliances. We wish for you, too, a Most Prosperous New Year.

H. RYAN

FURNITURE

In the Heart of the Tri-Cities

SUPERMARKET

3906 Jackson Hwy.

EV 3-8782

Sheffield

OPEN 8 'TIL 8 DAILY!!

Brush waxed paper with powdered sugar before using it to cover a frosted cake. This prevents frosting from sticking to paper.

When it is necessary to cut a freshly baked cake before it cools, saw-cut it with a strand of thread to prevent unnecessary crumbling.



Up pops Santa brimming with cheer to help us wish you a most joyful Christmas—chock-full of all the most wonderful things!

MODERN FLORIST

DOWNTOWN FLORENCE



Now it is again the season of the year that we call Christmas, the most joyful and most universally celebrated of all our holidays.

The observance of Christmas may differ among nations and peoples which stretch from the lands of snow and ice to the sunny Southern hemisphere, but in every corner of the world the true meaning of the holiday is ever the same.

As our world has changed through the centuries since the first Christmas, so have we taken the customs of Christmas and adjusted them to our changing environment. The origin of many of these customs have been lost in the passing of time to the extent that today many burn candles in the window and adorn firesides and homes with holly and mistletoe without a passing thought as to why we use candles rather than kerosene lamps and holly or mistletoe in preference to other winter greenery. It is custom, and we believe in following customs, in one fashion or another.

Customs have their place in the scheme of things, so let us keep them and, if need be, give them new meanings of our own. Yet, with it all, let us remember that customs and traditions are only a part of the observance of Christmas. We do not keep the Christmas merely because we observe the customs.

Let us keep Christmas in our hearts. Let us remember that it is a religious holiday, a time of joy and peace and faith and hope. More particularly, it is a time to be humbly grateful for mankind's greatest birthright—the hope of eternal salvation. Such was God's gift to the world that night at Bethlehem.

With the spirit of Christmas in our hearts we shall find deep and significant meanings in the customs and traditions we associate with this great holiday.

He So Loved . . .

He Taught the World to Love

For God so loved the world that He gave His only begotten Son . . . In His every deed and action He portrayed the qualities of love and faith and kindness.

These qualities—and more—are all a part of the Christmas. But, by His example, they are qualities that should abound in our lives throughout the year.

In thankfulness to God, for all His goodness and love, we should keep the Christmas in its true and joyful meaning, the spiritual occasion of the birth of Christ. And if we can truly keep the Christmas, then perhaps we can keep the spirit of Christ within our hearts throughout the year.

For He so loved the world that He taught the world to love. Through one, great and wonderful life upon earth, He set down for all mankind and for all time the

supreme example of the good life.

He taught the world to love.

He taught the world to love.

He taught the world to love.



We're coming your way to wish you a good old-fashioned Merry Christmas abounding in the great gifts of health, happiness and contentment.

CLIFFORD MARKS BARBER SHOP

Chisholm Road

AT 2-3014



FAMILIAR SIGHTS . . . Three ingredients common to New York's Christmas season are shown in this photo: Santa Claus, a Salvation Army cadet and the famous Rockefeller Center Christmas tree.



Home owners can often get all the Yule greens they need by wisely pruning their conifer trees and evergreen shrubs. There are five simple rules to follow when trimming branches and twigs for holiday decorations.

(1) Thin the trees and shrubs for shape, always maintaining the natural contour of the plant. (2) Do not cut more than 6 to 7 inches from a branch. (3) If the tree has not been pruned for some time, take off every other branch. (4) Do not cut beyond the green needles; otherwise this will not fill in with new growth. (5) Keep the cut branches in a cool moist place until ready for use.

Ideal Greens

Spruce, pine, hemlock, yew and aborvitae make ideal Christmas greens. Yew seems to hold up best. Broadleaf evergreens such as laurel, andromeda, boxwood and Japanese holly should be kept in water when used indoors, otherwise their leaves shrivel.

Roping used to frame a doorway can be made of pine, balsam, laurel, and hemlock. Any of the broadleaf evergreens, combined with holly, balsam or yew, are ideal for wreaths. Good for indoor arrangements are barberry, firethorn, viburnum with its bright red fruit, bayberry and drooping leucothoe.

Attractive Package Brightens Your Gift

Half of the gift is the wrapping, so make the outside covering of your gift as gay and attractive as the gift inside.

For the girl who knows how to sew, material for a dress in a fabric-wrapped box, rick-rack for the ribbon and spools of thread with big buttons for the decoration create an unusual package.

A flat box of letter paper can be disguised as a desk pad by using a real blotter on top with corners of metallic paper.

Be Different

Everybody gets and gives neckties at Christmas, so why not make yours distinctive by using a necktie knot in decorating the box containing the tie? Fasten the ends of the ribbon under the tie about ¼ way down, bring to center, tie the knot and shape the ends tie fashion. Use dark blue, wine or green ribbon about one and one-half inches wide. These are attractive used on a striped or plaid paper.

Or the package might resemble a tiny suitcase wrapped in paper with the ends bound in decorative tape. Add a handle and identification tag.



SAILOR-OF-THE-MONTH—Fred H. Grimes, engineman first class, USN, is congratulated by Rear Admiral M. F. D. Flaherty, USN, Commander of the Middle East Force, upon being selected "Sailor-of-the-Month", while serving aboard the Atlantic Fleet small seaplane tender USS Duxbury Bay. Grimes is the son of Mr. and Mrs. William F. Grimes, and husband of the former Miss Mae Rich, all of 221 Sweetwater ave., Florence. Before entering the Navy in April 1948, he attended Collinwood High School in Collinwood, Tenn.



Best wishes of the season and our sincere thanks to all our friends and patrons.

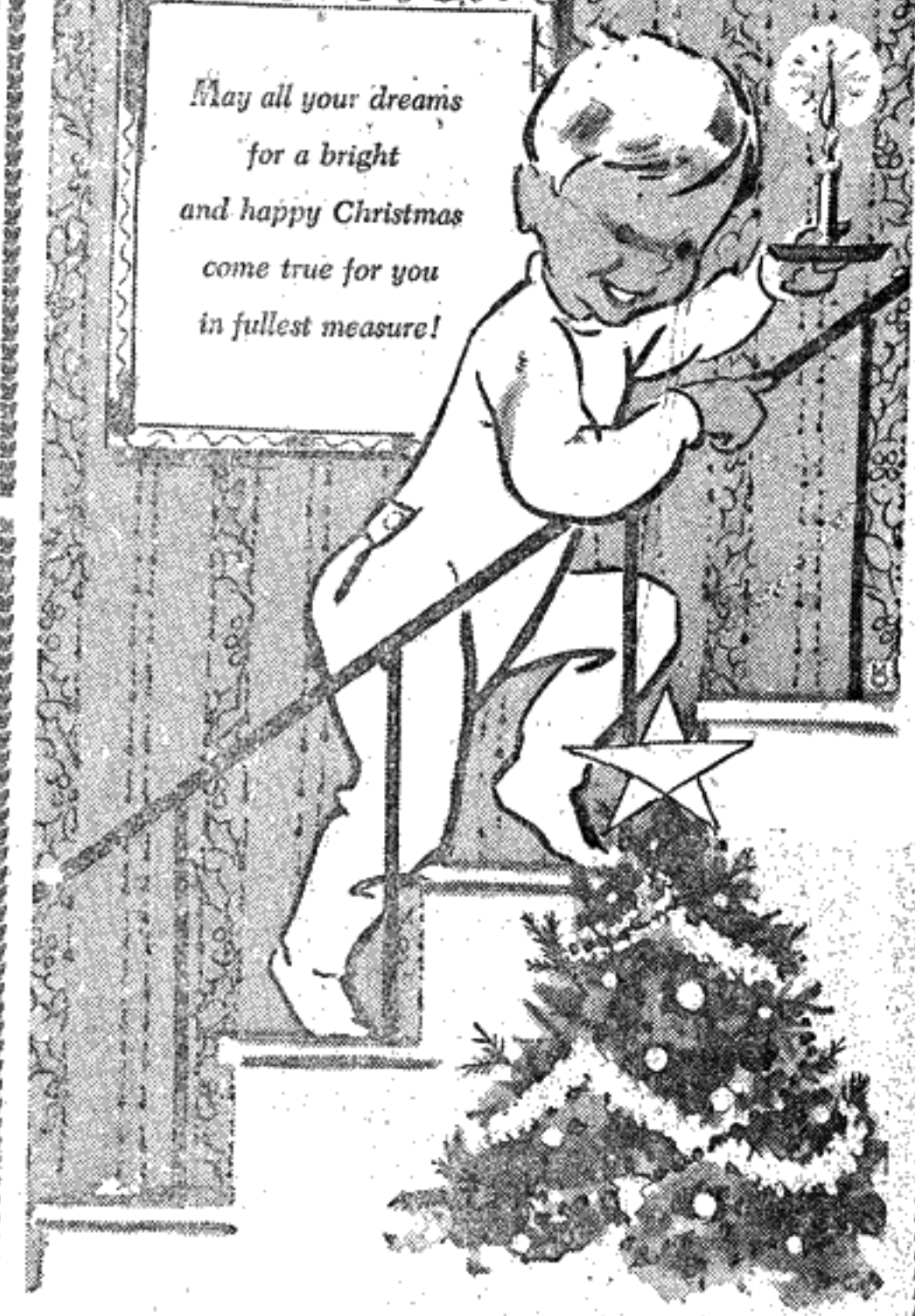
CITY DRUG STORE

127 E. Tennessee St. AT 2-1762

Florence

Christmas Wishes

May all your dreams for a bright and happy Christmas come true for you in fullest measure!

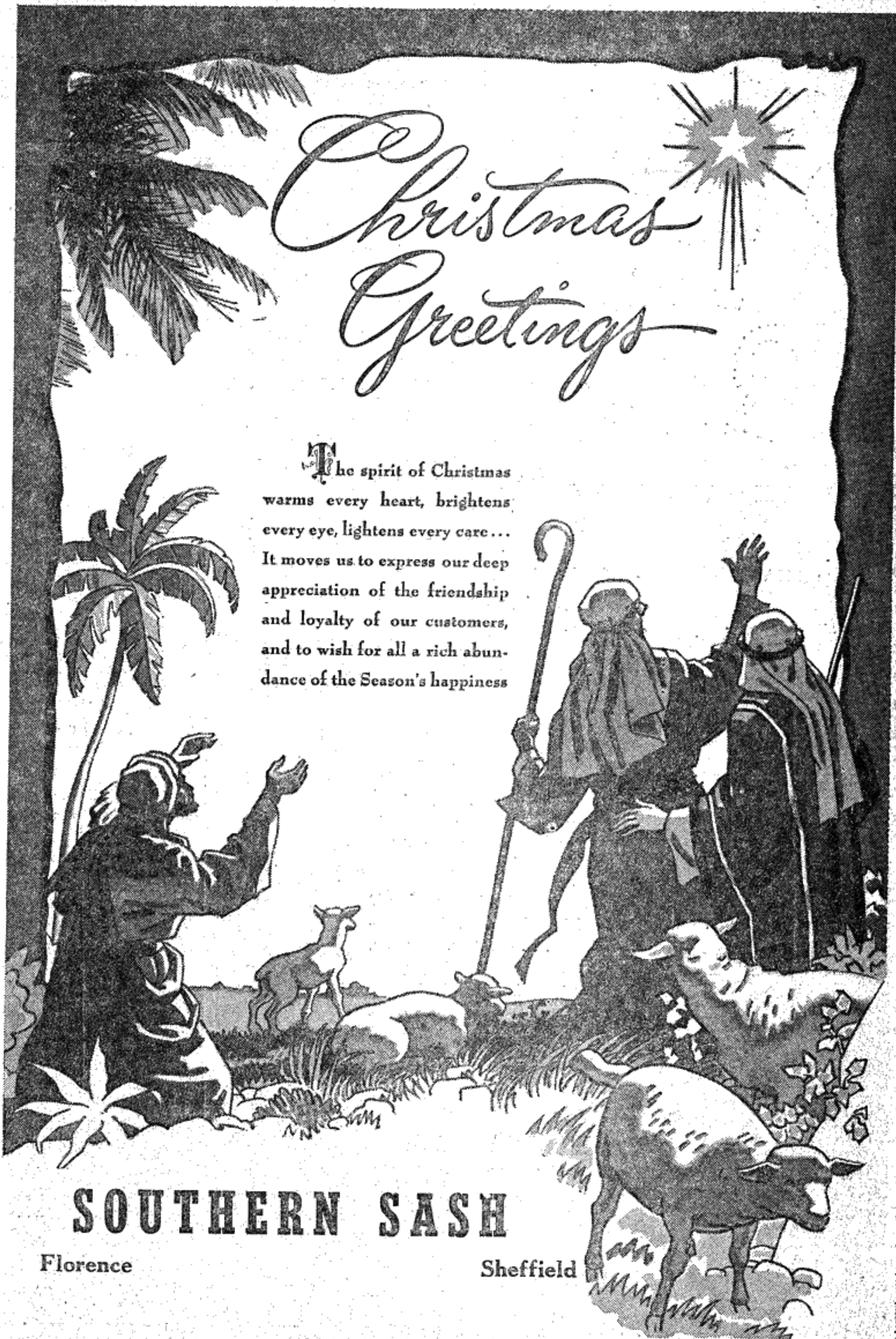


TENNESSEE VALLEY

Laundry & Dry Cleaners

815 E. Tenn. St.

Florence



The spirit of Christmas warms every heart, brightens every eye, lightens every care . . . It moves us to express our deep appreciation of the friendship and loyalty of our customers, and to wish for all a rich abundance of the Season's happiness

SOUTHERN SASH

Florence

Sheffield

Christmas Greetings

Our sincere wishes come in a big package...big enough to contain loads of cheer and good will for all our friends and neighbors.

Happy Holiday to all!

FLORENCE TRADING POST

Owned and Operated by Florence-Lauderdale Post No. 11, American Legion
LIVESTOCK AT AUCTION EACH TUESDAY

Veterans Will Receive Annual Policy Dividends

An estimated 78,802 Alabama veterans who hold participating GI life insurance will receive \$3,834,500 in regular annual policy dividends during 1959, Harley A. Smith, Manager of the Veterans Administration Regional Office in Montgomery, announced today.

Smith said this represents Alabama GI policyholders' proportionate share in a national 1959 dividend total of \$258,000,000 declared recently for participating GI insurance.

He explained that the dividends are primarily a refund to policyholders of part of their premium payments, and are made possible because the death rate among GI policyholders continues to be lower than the tables upon which the premiums were established by law.

Policyholders are requested not to make dividend inquiries in advance, since this would delay processing time, Smith stressed. A breakdown of Alabama GI policyholders' proportionate share in the 1959 dividend declarations shows the 75,240 veterans holding participating policies in National Service Life Insurance (NSLI), which originated during World War II, will receive \$2,572,000 in dividends.

The other group, 3,562 veterans holding participating policies in U. S. Government Life Insurance (USGLI), which originated during World War I, will receive \$282,500 in dividends.

Dividends will be paid automatically as soon as possible after the anniversary date of each policy during 1959. For example, if a policy was issued any September 1, the anniversary date will be September 1, 1959, Smith pointed out. He added that dividends will be paid to holders of both term and permanent plan participating NSLI and USGLI policies.

Any one of the four deck-elevators on the Navy's newest aircraft carrier USS Independence, could hold two suburban lots complete with homes and landscaping.

Add a little fat or oil to water when you cook spaghetti or macaroni. This keeps it from boiling over.

Christmas Customs South of the Border

In the lands of Central and South America, the Christmas festival reaches its zenith with the celebration of the Misa del Gallo (Mass of the Cock) at midnight Christmas Eve. This traditionally is the hour at which Christ was born. The name itself stems from Christian Rome's early practice of holding the first service when the cock crew.

Christmas feasts follow the midnight service, and delicacies vary according to the country. While roast pig is Latin America's holiday favorite, turkey dominates tables in Mexico, Brazil, Colombia, Nicaragua, Panama and Puerto Rico.

Gift Giving

Gift giving has always been closely linked with the Nativity. The youngsters of many lands look to the Christ Child for presents. In certain countries, including Mexico and Puerto Rico, tots impatiently await Epiphany, January 6, and a visit from the Three Wise Men. Santa Claus adds, for the parents, an expensive complication.

Exchange of gifts takes an unusual turn in Colombia where it is custom for merry-makers in masquerade to mill through the streets on Christmas Eve. Whenever a friend detects another's identity, he claims a reward.

Children of Latin America traditionally send their letters to "Baby Jesus, Care of St. Peter," but North American symbols of Christmas, Santa Claus, the tinsel tree, wreaths, and greeting cards—are becoming familiar in the cities of several neighboring countries, notably Mexico, Cuba and Puerto Rico.

TVA Ships Pine Seedling For Reforestation

Nearly 50,000,000 Are Being 'Lifted' From Ground For TV States

The first of nearly 50,000,000 pine seedlings are being "lifted" from the ground at two TVA forest nurseries to be shipped chiefly to Tennessee Valley states for reforestation, TVA said today. Removal of the seedlings will continue at an average rate of 12 million a month throughout the winter.

Total estimated production for the 1958-59 season is 49,476,000 of

which an estimated 32,476,000 will be produced at the Clinton, Tenn., nursery, and 17,000,000 at the Muscle Shoals nursery. The nurseries, like other TVA installations, are open to the public and to school groups.

Of the total, 20,065,000 seedlings will be planted in the Tennessee Valley by farmers and other land owners and will be distributed and sold through state agencies as follows: Alabama, 6,500,000; Mississippi, 1,650,000; Virginia, 900,000; and Tennessee, 11,015,000. Purchasers pay the going state rate for the seedlings, and TVA is reimbursed by the states.

The balance of the seedlings are being produced by TVA on contract for the following agencies: Soil Bank, 25,000,000; U. S. Forest Service, 1,428,000; U. S. Fish and Wildlife Service, 160,000; U. S. Army, 400,000; Kentucky Division

of Forestry, 2,000,000; Georgia Forestry Commission, 350,000. Seventy-three thousand will be planted on TVA-owned lands. Some of the contract seedlings will be planted in the Valley; others outside.

Species grown at the two nurseries are: loblolly pine 38,415,000; shortleaf pine 6,350,000; white pine 4,659,000; Virginia pine 30,000; and yellow-poplar 22,000.

LET THE HERALD PRINT IT



Season's greetings and our thanks to all our friends whose patronage we value so highly! We're all aglow with warm wishes for a holiday full of love, joy and good cheer!

HOTEL REEDER

ANDERSON'S Books & Gifts

Joyous Greeting

To all our friends, a sincere wish that the true spirit of Christmas abide with you in this joyous holiday season. And may good fortune and happiness be yours now and always.

SMITH and WILLIAMS SEED AND FEED CO.

116 W. Tennessee St. AT 2-4373

Get Ready For COLD WEATHER



OVER 500 STOCK SIZES NO MONEY DOWN 36 MONTHS TO PAY

NEVER BEFORE has a combination window with famous Vacol quality features been offered at such a low, low price!

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SEE THE VACOL TILT AT **Young-Pittman** 600 S. Court AT 2-8771 Florence, Ala.

For Information Call Any One of the Following Salesmen:

Carl Ferrill—AT 2-8854
Lester Davis—AT 2-6681
Frank Wanner—Cherokee 3221
Robert McCorkle—EV 3-6846



SANTA'S EVERYWHERE... Santa visits other countries, too. Here he is shown at a holiday party for Japanese orphans in a downtown Tokyo department store.

Holiday Celebrations In Various Countries

Although such things as family dinner and the custom of gift giving are a part of the Christmas observance almost everywhere, this universal holiday is celebrated differently around the world.

In the United States, of course, we have the Christmas tree, holly and mistletoe, Santa Claus and Christmas cards.

In Italy the shepherds gather in villages on Christmas Eve to play musical instruments as town-folks sing sweet Nativity songs. And thousands come from all over the world to attend Mass in St. Peter's in Rome on Christmas Day.

Long Celebration
In Holland, the land of Old St. Nicholas, forerunner of our Santa Claus, it was custom in former years for the Dutch to celebrate for about a month. St. Nick scattered his gifts about the floors of Dutch homes as early as December 6.

In Greece, decorated trees, greeting cards and the exchanging of gifts mark the observance of the holiday. New Year's Eve is the time for a really big celebration with dances and parties for both young and old.

In Mexico, during the nine days before Christmas, candlelight processions are formed nightly. Called Posadas, which literally means "lodging," this ritual reenacts the Holy Family's journey to Bethlehem and its difficulty in finding a place to stay. At a prearranged household, the marchers are barred at first, then admitted with rejoicing.



TIME TO REMEMBER... A visit with Santa is a high spot in a young life as well as the time to remember whether a little girl has earned Santa's stamp of approval for her stellar conduct throughout the year.

BEST Wishes

Our Christmas wish for all is that the Holiday Season may hold the promise of peace and prosperity for the coming year.

ARNETT REALTY CO.
GRADY ARNETT, Realtor
First Federal Bldg. AT 2-6783

HAPPY holidays

Here's hoping that all your dreams for a joyous holiday come true, leaving you with only the happiest of memories to treasure.

ORY'S CLEANERS & LAUNDRY
ORY'S WASHATERIA
215 N. Wood Ave. 7-Points Shopping Center

Merry Christmas

What is Christmas made of? Christmas is loyalty. It is unselfishness... devotion. May you, who have given all of these, find them today in your friends, your neighbors... find them still, next year and all the years to come. A Merry Christmas and a Happy New Year to all.

WELLS TIRE & SUPPLY CO.
228 N. Court St. Florence

Christmas...

The magnificent promise of the Christmas story has inspired the dreams and prayers of men through the centuries. Wherever mankind kept to the spirit of brotherly love, there the meaning, the symbolic beauty of Christmas remained.

It is our fervent hope that this Christmas will bring us still closer to the fulfillment of the promise of Peace and Good Will in all lands. In this spirit we wish a Merry Christmas to all.

KILLEN'S • KILLEN GROCERY
N. Seminary St.—Florence St. Florian

Giblets, frozen, do not keep as long as the rest of the chicken. According to U. S. Department of Agriculture recommendations, giblets should be used within three months after freezing. Chickens can be kept frozen from six months to a year, depending on freshness of the bird when bought, wrapping, and temperature of the freezer.

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FLEXALUM DRAW DRAPERIES
with aluminum louvers that rotate
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Only Flexalum Draw Draperies give you off these exclusive features: • one hand operation, close it, rotate louvers to any angle • controls light, protect furnishings, give shadow-proof privacy • your choice of over 200 decorator color combinations

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Classified Directory

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122 W. Tombigbee St. Florence

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DISCOUNT FOR CASH
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RECORD PLAYERS and RADIOS
SMALL DOWN PAYMENT — EASY TERMS
E. E. FORBES & SONS PIANO CO.
109 South Court Street Florence

TVA Sets New Record In Sale Power Income

Over Half Electricity Sold Went To Farms And Homes Of Tenn. Valley

Municipal and cooperative distributors of TVA power established new records in fiscal year 1958 in the amount of power sold, total revenue and net income, TVA disclosed today with publication of the 1958 distributors' annual report. These distributors sold 17.5 billion kilowatt-hours of electricity, for \$180 million, yielding a net income of \$28 million.

The municipalities and cooperatives whose affairs are reported are the retailers of TVA power, buying at wholesale electricity generated and transmitted to them by TVA and distributing it to ultimate consumers. The distributors, of whom there are 150, are locally owned and operated.

In a statement accompanying the report the three members of the TVA Board of Directors, Merbert D. Vogel, Chairman, A. R. Jones, and Frank J. Welch, congratulated the distributors on "their success in developing the abundant use of electricity at low cost."

"These have been joint objectives for the past quarter of a century between TVA, working as an agency of the Federal Government, and the locally owned electric systems. Results of this effort have been a remarkably higher

standard of living and a stronger economy. This annual report... is published as part of TVA's responsibility to assemble data that may be helpful in developing the use of electricity throughout this region and the Nation."

Of the 17.5 billion kwh sold, 9.4 billion went to homes and farms of the region. Such sales were 23 percent greater than the year before. In recent years the annual increase has averaged about 12 percent, more nearly the rate of growth expected in the foreseeable future.

The report stated that more than 200,000 of the 1,325,000 residential customers heat their homes entirely with electricity; an addition several hundred thousand use some electric heat to supplement coal or oil or gas.

"Home construction was off during the year in the TVA area, as in the Nation, so the number of customers added was a little less than in recent years..."

State and local taxes paid by the distributors totaled \$8,479,000 during the year. Payments in lieu of taxes by TVA totaled \$5,727,000, of which \$3,842,000 was paid on revenues from sales to the distributors. The customers served by the distributors thus paid total state and local taxes of \$12,121,000 or an average of 6.7 cents of each dollar in their electric bill. State and local taxes paid by utilities neighboring the TVA area ranged from 5.1 cents to 11.8 cents out of each revenue dollar. The average was 8.3 cents.

During the year 23 distributors reduced their rates or charges, providing annual savings to their consumers of \$1,150,000. At the end of the year 71 of the 150 distributors, and one of the two small private utilities that resell TVA power, were applying retail rates below the level of the original TVA rates. The reduced rates range from 10 to 20 percent lower than the original rates. The 23 distributors that reduced their rates or charges during the year were: Courtland, Cherokee EC, Cookeville, and Sheffield, Alabama; Elizabethon, Johnson City, LaFollette, Paris, Cookeville, Duck River ECM, Harriman, Meriwether Lewis EC, Mt. Pleasant, Sweetwater, Upper Cumberland ECM, Newbern, Cumberland ECM, and Newport, Tennessee; Louisville, Macon, Philadelphia, West Point, and Oxford, Mississippi.

Search Is On For Four Outstanding Young Men In Ala.

The search is on for Alabama's Four Outstanding Young Men of 1958. Announcements have been mailed civic clubs throughout the state seeking nominations for the awards.

The program is in its third year and is designed to select four young men between the ages of 21 and 35 as representatives of all the outstanding young men of Alabama.

The Four Outstanding Young Men Banquet will be held at the Winter Conference in Montgomery January 25th and 26th, 1959. President David H. Barksdale will preside over the meeting.

The Alabama Jaycees are pleased to announce that the Rev. Bob Richards will be guest speaker for the FOYM banquet. The Rev. Richards is widely known for his world record pole vaulting title.

Named as the FOYM of 1957 were Paul Crow of Fort Payne, Wilfred Gorrell of Anniston, Keith Jensen of Montgomery, and Herbert Megar of Anniston.

Vibration of bench-mounted electric motors can be almost eliminated by cutting half-inch lengths from a regular garden hose and placing them between the motor and base to which it is bolted.

CLASSIFIED ADS

HOG PICKED UP—If owner identifies and pays feed bill, can reclaim. Otherwise after 30 days will claim ownership. Carthel Shields, Route 2, Waterloo, Ala. Dec. 11, 18, 25

WANTED IMMEDIATELY MAN OR WOMAN to supply Consumers with Rawleigh Products in part Florence. Can earn \$50 weekly part-time \$100 and up full time. See R. Olen Henry, Woodmont Dr., Tusculum, Phone Sheffield EV 3-6678 or write Rawleigh's Dept., ALK-10-336, Memphis, Tenn. Nov. 27 Dec. 11, 25 Jan 8.

To Sell or Buy Farm Property See or Call—**M. B. McCaleb** Local Representative United Farm Agency Office on Cloverdale Road at Petersburg Phone: EM 3-0259

ZENITH HEARING AIDS—\$50 to \$250 including Eyeglass Aids. 123 S. Court, Florence, AT 2-0942.

DON'T BE A DAY LATE and \$\$\$\$ SHORT Insure with **SETH LOWE** Today **SETH LOWE AGENCY** 200 South Court St. Phone AT 2-6323 Florence



What, indeed, is Christmas? Ask a child and he may tell you that it is a time of snow and bright lights, and Santa Claus and presents under the tree. Ask a hundred grown-ups and you may get a hundred slightly related answers, for Christmas is many things to many people.

But, for all of us, the happiest memories of childhood are those associated with the celebration of this great holiday. How easy it is to vividly call up scenes of long ago when a happy family gathered by the warm glow of an open fireside; to close the eyes to see again the snow-covered fields and to hear again the crunching sound of heavy boots plodding through the snow and visualize the little white church on the hill. In the silence of a darkened room one can so easily revisit that little church, breathe again the aroma of evergreens and burning candles and sense anew the presence that is so obvious in the quiet and solemn stillness.

These are the things about Christmas that have not changed and will not change with the modes and mannerisms of new generations. These are the things which reflect the spirit of Christmas. It is in the spirit of love and goodness, of close communion with God and with mankind and with it all is mixed a sense of awe at the wonderful miracle brought into being on that first Christmas night at Bethlehem so long ago.

This is the spirit of Christmas, and so it shall remain until the end of time.

The powerful hydraulic arrestors aboard the Navy's newest aircraft carrier, USS Independence, will stop 70,000 pound jet planes within 150 feet after the hit the deck at better than 100 miles per hour.

The area of the flight deck on the Navy's newest aircraft carrier is equivalent to about four acres. The USS United States and SS America could be placed on it with room to spare.

FRANK L. THIEMONGE, JR. ON STAFF OF STATE C OF C

Frank L. Thiemonge, Jr., will join the staff of the Alabama State Chamber of Commerce Jan. 1 as Field Representative, Jack Warner, Tuscaloosa, president, said today. The new State Chamber Field Representative will spend a great portion of his time in calling on State Chamber members throughout Alabama and discussing the Chamber's action program with them, John M. Ward, Executive Vice-President, said. As the State Chamber's membership continues to increase, Ward added, the need for closer personal contact with members is greater and Thiemonge will provide this necessary link.

IN STOCK NOW

1x12, 1x10, 1x8 Knotty Pine Paneling in 8, 10 and 16 ft. lengths, per M \$149.50

1x12, 1x10, 1x8 Knotty Pine Shelving Per M \$137.50

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12x12 Ceiling Tile, White, Plain 12¢ ft.

12x12 Acoustical Tile, White, Perforated 16¢ ft.

Ping Pong Tops 5x9—1/2" Exterior \$13.95

Bases for Tops, easily assembled \$8.75

PLYWOOD — All Thicknesses — Wholesale Prices
White Pine Mouldings — Roofing — Felt
O'Brien Paint — Famous for Quality Since 1874

Southern Millwork of Florence, Inc.

515 S. Seminary St. EMpire 3-0157 Florence, Ala.

Come to Church for Services

"A FAMILY THAT WORSHIPS TOGETHER — STAYS TOGETHER"



FIRST SNOW

The first snow of the season! What excitement—what delight is written in her shining eyes! To her, the world has suddenly become a wonderland of white enchantment—a miracle.

A child accepts the miracle, and finds in it pure, unblemished joy. An adult finds it increasingly difficult to accept anything as miraculous—and his joys are dimmed by life's myriad complexities.

Yet, within every adult's grasp is the greatest miracle of all—the story of Christ and the message he left the world. This is the inheritance of every man and woman who will reach out to accept it. It waits for you... in the Church.

Go to church this Sunday. Discover, again, what Christ did for you.

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THE CHURCH FOR ALL... ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

Day	Book	Chapter	Verses
Sunday	Isaiah	11	1-5
Monday	Isaiah	6	6-7
Tuesday	Matthew	1	18
Wednesday	Matthew	2	15
Thursday	Luke	2	41-52
Friday	Matthew	12	31-32
Saturday	John	5	29-47

This Advertisement Is Contributed to the Church by the Following Patriotic Business Establishments:

ALABAMA OIL CO.	FARMERS & MERCHANTS BANK, WATERLOO	FLORENCE SEED & FEED CO.
ALABAMA-TENNESSEE NATURAL GAS CO.	FLORENCE COCA-COLA BOTTLING CO.	MILNER DRUG STORE
THE BOOTERY	FIRST NATIONAL BANK	ROSENBAUM THEATRES
BANK OF LEXINGTON	FIRST FEDERAL SAVINGS & LOAN ASSOCIATION	MEFFORD'S, JEWELERS
CAMPBELL MOTORS	J. T. FLAGG KNITTING CO. Division of Flagg-Utica Corp.	JORDAN REALTY COMPANY
DARBY'S SHELL SERVICE	FLORENCE IMPLEMENT CO.	ROGERS DEPARTMENT STORE
DIXIE TIRE CO.	FLORENCE LUMBER CO.	P. N. HIRSCH & CO.
EAST LAUDERDALE BANKING CO.	N. FLORENCE PHARMACY	STRICKLIN LUMBER CO.
FARMERS BANK, ANDERSON		THE SHERWIN-WILLIAMS CO.

CHRISTMAS TIME



May you
enjoy all the
happiness that
comes to the young
in heart at Christmas Time!

M. JEROME CARTER & CO.
INSURANCE and REAL ESTATE

125 S. Court St.

Florence



LADY-IN-WAITING—Miss Carol Martin, lady-in-waiting for the Azalea Trail Court, Mobile, and Mrs. Frank Webb, manager of the Azalea Trail Center, are shown at the recent National Foreign Trade Convention in New York. Miss Martin presented camellias to the delegates from many cities throughout the United States. In the background is a photomural of the Alabama State Docks facilities which were featured in the hospitality room set up by the Mobile delegation.

Safe, Durable Toys Best for Youngsters

Carefully selected toys will give children many happy hours of safer, constructive play. Poorly chosen toys, on the other hand, will collect dust on the shelf or need repairing a few days after Christmas.

Many winding and friction-drive toys are limited in their use and are not recommended for children. On the other hand, blocks, logs and other such toys will help develop a child's creativity.

If you choose a doll as a gift, be sure it is durable. Check the arms to see that they will bend easily. Also see that the fingers are not spread out so that it is difficult to dress the doll.

Make Clothes Simple

Doll clothes should be attractive, yet made so the child can manage them herself. They should open down either the front or the back and fasten with snaps, large buttons or ties.

The construction and material used in toys is also important. Since hard plastics break easily, soft plastics, metal and wood are better for toys. Inspect metal toys carefully to be sure there are no sharp edges.

It's a good idea to remember that life is a game of chance and the cards are usually stacked against you.

UNIVERSITY PROFESSOR APPEARS FOR INDIANS

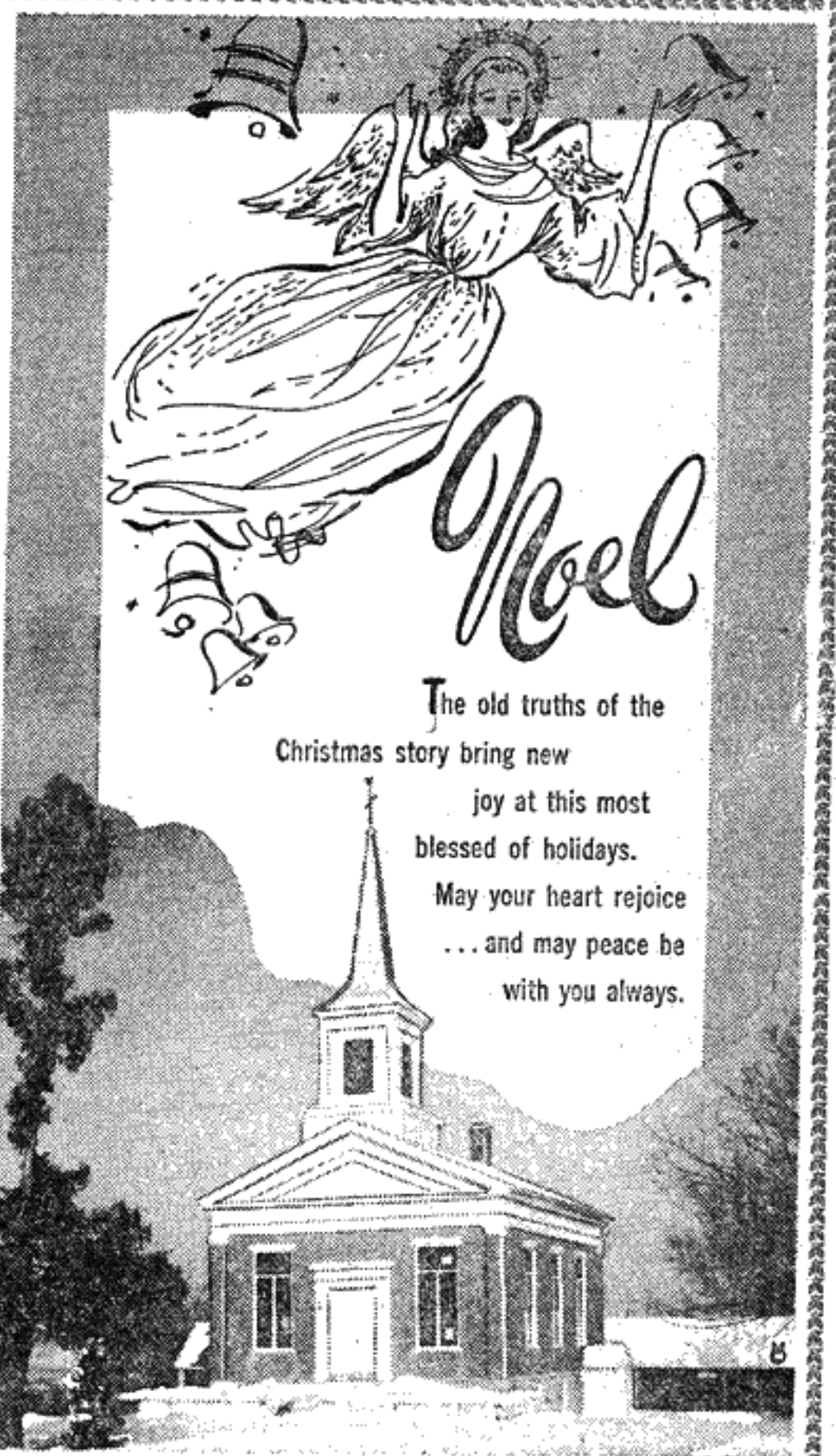
A University of Alabama professor recently presented a history of one of the most colorful Indian tribes of the southwestern United States before the Indian Claims Commission in Washington.

Dr. A. B. Tomas, professor of history at the Capstone since 1937 and an expert on the Spanish Southwest, appeared in behalf of the Jicarilla Apache tribe in their

claim for compensation for land taken by the government during the settlement of the west.

This is one of numerous cases being brought before the Commission, established by the 1946 Congress, by Indian tribes all over the country.

The Navy's newest aircraft carrier USS Independence, has seven air conditioning plants (sufficient to completely air condition two Empire State Buildings).



The old truths of the
Christmas story bring new
joy at this most
blessed of holidays.
May your heart rejoice
...and may peace be
with you always.

North Alabama's Largest Store
Rogers
SINCE 1906



Christmas Tree Legends

The trimmed Christmas tree, as we know it today, is little more than a century and a half old, yet legends trace the origin of the tree back to earliest times.

One legend concerns an early Christmas missionary, St. Wilfred, who once came upon a band of Druids preparing to make a human sacrifice under a large oak.

According to the story, St. Wilfred had the tree cut down and almost immediately, a young fir tree sprang up in its place. The missionary seized the evidence and made the fir tree a symbol of new faith and thereafter the Druids set this symbol of immortality in the halls of their lodges at Christmastime, surrounding it with feasting and laughter and love.

There is also the story of the Faithful Pine which sheltered the Holy Family during the flight to Egypt. With Herod's soldiers in pursuit, it was still necessary that Mary rest awhile so they sought shelter in the low trunk of a huge fir tree. As the soldiers approached, the tree bent its branches to conceal the huddled little group. When the danger had passed, the baby Jesus blessed the old tree. Today, if you cut a pine cone lengthwise at Christmastime, you can still see the imprint of His little hand.

Another legend holds that the first Christmas tree was really an apple tree. And, although the fir tree has long since replaced its predecessor for Christmas use, the tinsel baubles we use on the tree are said representative of the fruit which for the early Christians symbolized the fall of man in the Garden of Eden and his reclamation by the birth of the Saviour.

One cause for the frequent complaint, "I can't grow plants in my house," may be chlorine in tap water. Chlorine can be removed by boiling water to be used on plants.

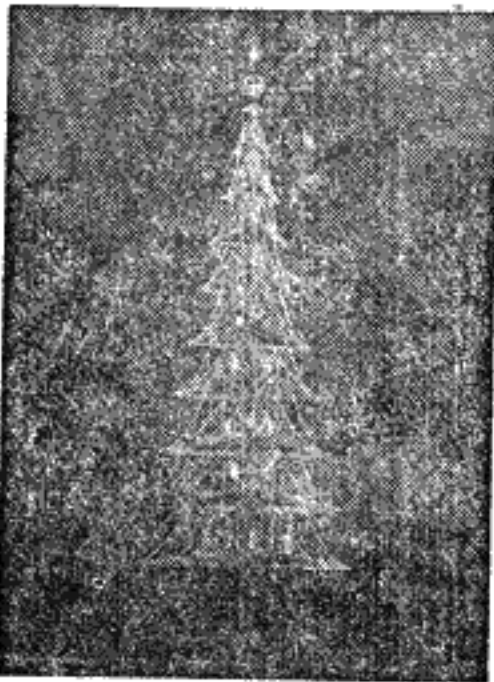
Slipping and tripping, rather than stumbling on obstructions, are chief causes of falls on steps and stairways in farm homes.



The time was Christmas night. The year was 1776. The place was near the Delaware River. Some 2,400 tattered and bleeding men stood silently about, uncomplaining.

This Christmas night was a crucial moment for a new republic which had yet to gain its freedom. But the course was charted by a great leader and a great American president, George Washington. His words of inspiration remain to this day: "This is it, gentlemen—victory or death. That is our only watchword."

And victory it was. Fired by the courage and inspiration of the man who became known as "the father of his country," a tattered band of patriots crossed the dangerous river of ice and marched to Trenton where they surprised and humbled the Hessian mercenaries and recorded a great Christmas story in the pages of American history.



BIG TREE... Believed to be the largest man-made Christmas tree in the world, this 100-foot tall Christmas spectacle was designed by General Electric and last year graced Cleveland's Nela Park.

Specially prepared silicon, used in Bell Solar Batteries, originally came from sand—one of earth's most abundant substances.

The ancient Persians gave their friends eggs on New Year's Day. The hatching of eggs symbolized the beginning of a new life.

LET THE HERALD PRINT IT.

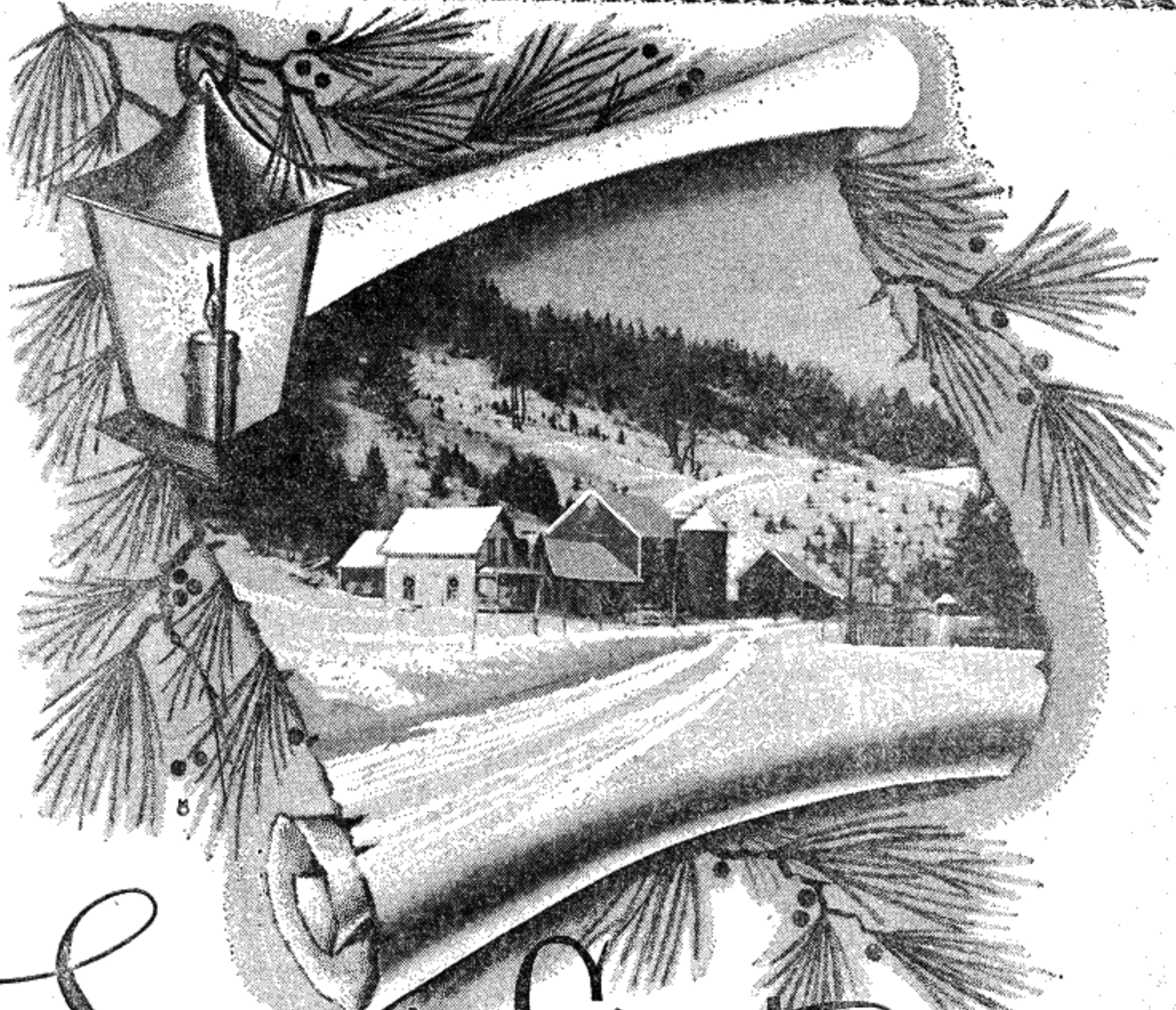


As this festive season gets into full swing, we take pleasure in wishing you a full share of its joys and blessings.

SID WALLER'S
MEN'S WEAR

7-Points Shopping Center

Dial AT 2-1152



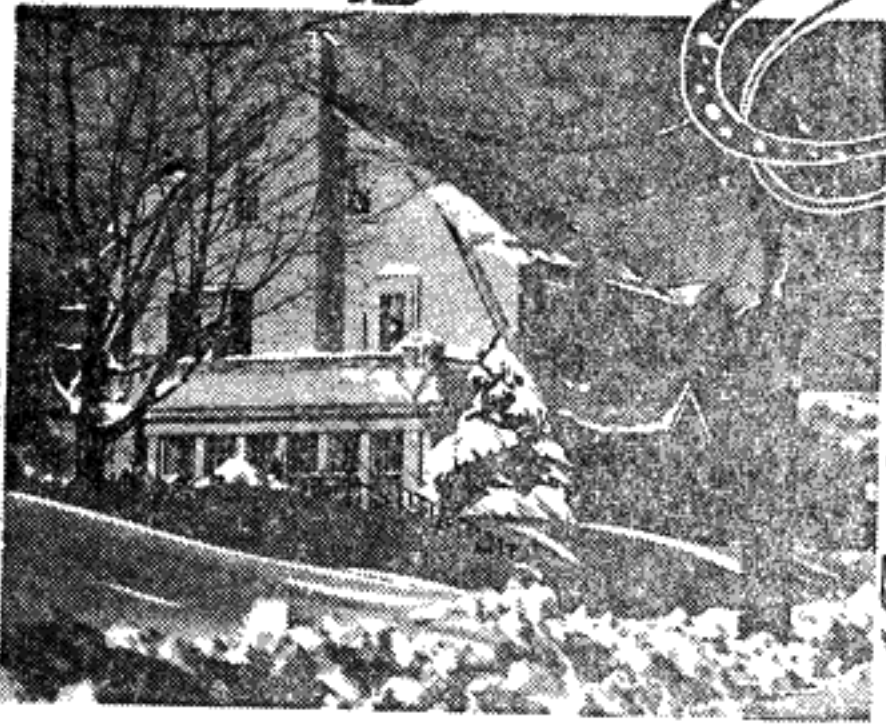
Season's Greetings

A special delight of the holiday season is the opportunity it brings to exchange greetings and good wishes with all our friends. We thoroughly enjoy the friendly relationship we have with you, our customers, and we'd like to express our gratitude for your valued patronage. A very Merry Christmas and a Happy New Year to all.

FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION
OF FLORENCE

113 E. MOBILE ST.

7 POINTS SHOPPING CENTER



Greetings

May the spirit of happiness and good will that fills this season live in your home and bless your loved ones for the many years to come. A Merry Christmas and a Happy New Year to all.

JORDAN REALTY CO.

419 N. Seminary St.

Florence



Our Christmas message is wreathed in good wishes and garlanded with gratitude for the privilege of serving all our many friends.

brother & sister
SHOP

Dial AT 2-9481

Bliss Building

108 E. Tenn. St.