

BEST
WISHES

— From —
HAROLD S. MAY

• This is the season when our thoughts go back over the years and we jog our memory to bring back pictures long forgotten. We were just wondering, as we face our typewriter and a blank sheet of paper, if you might join us for a few moments as we go "wool gathering."

• Wonder what happened to the boy who used to live across the street from us who was always yelling: "You're another" . . . and the bread wagon that stopped at our door for our mother to select the bread and pastry for the day's meals . . . and we well recall the most embarrassing moment of our young life when our mother caught us looking through the ladies' underwear section of a Sears catalog . . . and there was the time our dad brought home a Swiss music box that played six or eight tunes by just shifting a key that allowed the cylinder to give out plink, plunk, plunks as it slowly turned . . . this was a show piece for many years . . . and then there was the time we went home from a party in tears because we didn't want to play "Post Office" . . . how times have changed . . . now we want to play but no one wants to play with us.

• And we recall the time we rode our bicycle down Court Street hill . . . now Mitchell Boulevard . . . and our feet slipped from the pedals and with no coaster brake our speed approached that of a later day jet plane . . . and we hit a rock, the bike going one way and we another . . . scar on our chin is an unwelcome reminder . . . and there was the farmer who twice a week brought our milk in gallon tin pails . . . sometimes it stayed sweet long enough for use but when it clabbered it was placed in a flour sack, tied to the hydrant in the sink and allowed to turn itself into tasty cottage cheese . . . or was it cottage cheese?

• What about the parades we had just after the turn of the century when Civil War veterans received the cheers of the crowds and the Spanish-American War veterans were looked upon as young upstarts . . . and the big torchlight parade that formed on South Court Street the night the returns showed that Emmett O'Neal was elected Governor of Alabama and the march to the O'Neal Home, now Rogers Hall . . . we can still hear the words of that able orator . . . and we recall the visits of Will Rogers and President William Howard Taft . . . both addressed overflow audiences at the old Princess Theatre.

• And we remember the big snow . . . said to be more than a foot in depth . . . back about 1910 . . . and we tried to use a sleigh Santa Claus had brought us and the snow was too deep for the runners . . . a great disappointment . . . then there was the first day we attended school . . . Miss Carlotta Burt met us at the door . . . gave us a cordial welcome then allowed us to observe the class that day . . . and we remember playing with someone's flashlight until the battery became so weak all the fun was gone . . . and we were ready to go home.

• And we still remember the first girl in our class to come to school wearing silk stockings . . . and they were red . . . and her whole outfit was red . . . and how it upset both the males and females, if such they may be called at that age . . . and then there were the hours we watched as they laid the street car tracks that passed near our home . . . and the time we played hooky because we wanted to see how they brought the tracks around a curve . . . and the whipping we got for our curiosity.

• It was not long afterwards that we were enrolled in a dancing school . . . the tango and hesitation waltz were the craze of the day . . . and we did everything we could to keep our running mates from learning that we had fallen so low as to attend such a school—with girls . . . and we recall when our dad would make out-of-town trips, we'd ask him how long he'd be gone . . . he'd say: "Several days" . . . and we never could figure out how many days that meant—and can't now . . . and that first double-breasted suit we wore . . . it was a Christmas gift . . . and along with the suit we received a pocket knife . . . and while whittling less than thirty minutes after putting on the suit, the knife slipped and cut a gash across the front . . . but that suit was worn with a neat mend across the middle until worn out.



AREA EXTENSION AGRONOMIST—John Henderson, right, is being congratulated on his appointment as Area Extension Agronomist by Ralph Jones, Assistant Extension Director. The newly appointed specialist, formerly an assistant agent in Lauderdale County, will be stationed at Athens to serve the 15 counties in the Tennessee Valley watershed area. Henderson received his B.S. and M.S. degrees in agronomy at Auburn University. His appointment became effective December 1.

To Study Rural Resources

Drive To Double Farm Income Begun In State

An intensive drive to double Alabama's farm income has been launched in the state with the appointment of eight rural resource specialists at Auburn University, these specialists to work with various County extension workers and other agencies over the state to form county rural resource development committees. These committees will formulate the over-all development plans after making a study of their respective areas, it was explained.

The study will determine not only what each area has but will determine how it may be effectively put to use.

Extension Service Director Fred Robertson, in making the announcement, said the Rural Resource Development Program is not new in Alabama.

Program Not New
"The program—aimed at both doubling the income and improving the economy of non-farm people in rural areas—has already proved successful in two pilot counties, Chilton and Fayette," Robertson said.

The program was started in the two counties mentioned in 1956 and the Chilton County program extended into an area program in 1959.

Basic Goals
The program has three basic goals: first to attract and expand industry and widen the range of jobs in areas having many small, low-producing farms; second, to help families who want to stay in farming gain the necessary land, tools, and skills; to improve their incomes; and third, to help young rural people acquire education and improve job skills.

The program secured an appropriation from the last session of the state legislature.

"Many areas," Robertson said, "have countless resources going to waste. Developing their resources—both human and physical—will provide income and create work for the unemployed people of the community."

Libraries Set Holiday Closing
The Muscle Shoals Regional Library system which includes Florence-Lauderdale Public Library, Helen Keller Public Library, Leighton Public Library and Sheffield Public Library, will be closed for the Christmas holidays, December 24, 25 and 26.

The Bookmobile will be at headquarters in Florence the entire week of Christmas.



W. H. MITCHELL
Federal Reserve Director

Mitchell Named To Federal Reserve Board of Directors

W. H. Mitchell, president of the First National Bank of Florence, and John H. Neill, Jr., president of the Union Bank and Trust Company of Montgomery, have been appointed to the Board of Directors of the branches of the Federal Reserve Bank of Atlanta, it was announced Saturday by Walter M. Mitchell, chairman of the board in Atlanta, Ga.

Mitchell and Neill, will serve three year terms, beginning January 1, 1962. They were appointed to the Birmingham Branch board and will succeed Marshall Dugger, vice president and cashier of the First National Bank, Tusculum, and George W. Hulme, senior vice-president of the First National Bank, Alexander City.

Mitchell is a native of Florence and attended school here. He is a graduate of Davidson College and received his law degree from the University of Alabama. He practiced law until 1958 when he joined the First National Bank of Florence as its president.

He is an elder of the First Presbyterian Church, a member of the Rotary Club and the National Association of Bank Auditors and Comptrollers and is active in several other organizations.

DEADLINE NEAR FOR ASSESSING PROPERTY

All persons having property to assess are urged to do so at once as only a few days remain before the Jan. 1 deadline, Lauderdale County Tax Assessor B. P. Lovelace, Jr., said today. Those who have acquired, sold or added to property holdings are urged to visit the tax assessor's office before the above date in order to comply with the law.

Contract Awarded By School Board; 5-Mill Tax Studied

The final award in the construction program of the Lauderdale County Board of Education was made Saturday morning during the board's meeting to J. M. Massey Construction Co. and covers a heating system and boiler and mechanical equipment room at East End High School and a heating system and lunchroom at Elgin Elementary School, the total cost for the two projects being \$36,775. These two projects complete the local rural school system's part of the \$100,000,000 school construction program adopted by the Legislature two years ago.

The board gave study to the upcoming 5-mill ad valorem tax election made possible by the passage of Amendment No. 23 on December 5. Superintendent Allen Thornton was instructed to make all necessary legal arrangements for the election that should be held early February if present plans are found feasible. Lauderdale County's voters gave the measure a splendid majority and it is hoped that in the special election an even greater majority will be given in order that the current school term, as well as future terms, may be made full nine months.

Christmas Holidays
The county schools will close Friday afternoon for the Christmas vacation period and classes will be resumed Tuesday morning, January 2 at the usual hour. Superintendent Thornton gave the board members a most encouraging review of the school year so far and stressed the splendid cooperation of teachers and students in the enlarged program of the current year. "Although some classes and extra curricular activities had to be curtailed because of shortage of funds," Mr. Thornton said, "it is most gratifying to see the manner in which all schools have carried out their work this year and the many things that have been done to enrich the program."

WATERLOO CHOIRS TO PRESENT CANTATA TONIGHT
The Waterloo High School Senior Choir will present "The Music of Bethlehem," a choir cantata, tonight at 7:30 in the high school auditorium. The program will be directed by Miss Sylvia Beckman and narrated by Teurman Wilson, Jr.

Two elementary choruses, the Junior Girls' Glee Club, Boys' Ensemble and the Junior Choir will also appear on the program.

Carter Brown, stationed with the United States Marines at Camp LeJeune, N. C., is spending the holidays with his parents, Dr. and Mrs. John Brown, 711 Prospect St.

Nelson Cites Progress

Advances In Fertilizers Told By TVA Executive

"Greater changes and more significant advances in the character and production of commercial fertilizers have been recorded in the last 10 years than in any previous decade—and probably more than all previous history," L. B. Nelson, manager of agricultural and chemical development for TVA at Muscle Shoals, recently said in an address before the Empire State Soil Fertility Association.

"Demand for plant nutrients continues to climb," he added. "Farmers are calling for ever-increasing quantities of better fertilizers."

The Tennessee Valley Authority, as a part of its resource development program, conducts extensive research in the chemistry of fertilizers and processes for their production at its Muscle Shoals Fertilizer-Munitions Development Center. This research has three main objectives—to lower the cost of fertilizer to farmers, to improve quality, and to increase the agronomic value.

Manufacturers are seeking additional technical information that will lead to more efficient processes and still better fertilizers are providing service and education along with the product they market," he commented, "and farmers across the Nation are eagerly turning to the new high-an-

Fire Chief Urges Home Inspections

Florence Fire Chief Bob Lovelace this week emphasized the need for taking extra precaution against fire during the holidays, especially with the overloading of house wiring circuits and heating systems.

Chief Lovelace said the fire department personnel would gladly make free inspections of heating and wiring between now and Christmas and urges that anyone in need of such inspection to call 764-2612.

"We, at the department, want everyone's Christmas to be safe and pleasant," Chief Lovelace said, adding that taking the proper precaution is the one way to prevent possible loss of life and property by fire.

Grant Approved For New Sewer Line In Florence

The United States Public Health Service has approved of a grant of \$76,803.28 to the city of Florence to assist in the construction of the Cox's Creek interceptor sewer line. Mayor E. F. Martin announced Tuesday.

According to Mayor Martin, the new sewer line, nearly two and a half miles in length, is needed to replace the small sewer line which is overflowing through the manhole covers. Known officially as Cox's Creek Interceptor Outfall Line, it will run from Chisholm Road to the pumping station near Cypress Creek and Jackson Highway.

The new line will be 30 inches in diameter to replace the present 12 to 16 inch diameter pipe presently in use. It drains most of North Florence, the Forest Hills area, Magnolia Park, Greenbrier, and part of the subdivision at Alexander Heights. The area has grown so rapidly in recent years that the present line is completely inadequate to handle the sewage, and from the health point-of-view, the overflowing could prove a serious problem.

The total cost of the sewer is estimated at \$259,010.93. The Florence City Water and Sewer Board will put up \$80,000, leaving more than \$100,000 which the city must provide.

Since this is an outfall sewer, picking up drainage from whole areas, it cannot be assessed, therefore, the city's share of the cost must be drawn from the general fund, which will throw a heavy burden on next year's expenditures.

Mayor Martin expressed the opinion that it was a "must" that the work on the sewer line be accomplished during the coming year. Surveys have been accomplished and plans and specifications have been submitted.

Party Organization To Meet Jan. 20

State Democratic Executive Committee May Enter Fight In Support Of 9-8 Formula



TOYS ARE FOR FUN—Fun to play with, and fun to give. Nell Wade, Florence State College junior from Phil Campbell, couldn't resist trying out this little must under the tree in the college's business administration department. Sigma Tau Pi, business major's club, has decorated a tree and collected toys from business students each Christmas for nine years. It gives old Wesleyan Hall a festive, holiday look, then the club gives the toys to the Florence Empty Stocking program to help make Christmas truly merry for some youngsters.

Last Minute Rush On

Spirit Of Joy Reigns As Christmas Nears

Florence Man Dies In Weekend Wreck

Bruce Bobo of North Poplar Street, Florence was killed Sunday in an automobile accident near Meridian, Miss. when his car went out of control ten miles south of Meridian and left the highway after hitting a pool of water.

He and his wife along with two other passengers, Mrs. Mary Sue Williams and her son were enroute to New Orleans when the accident happened. Bobo's wife received bruises and Mrs. Williams received cuts. Her son was not injured.

Funeral services for Mr. Bobo were held Tuesday morning at ten o'clock at Morrison-Elkins Funeral Home Chapel. Burial followed in Tri-Cities Memorial Gardens.

He is survived by his wife, Mrs. Vernell Shotts Bobo; a son, Bruce Shotts Bobo of Florence; his parents, Mr. and Mrs. Henry Bobo of Florence; three brothers, William M. Bobo, Haley L. Bobo, Henry Mauldin Bobo, all of Florence; three sisters, Mrs. C. L. Mays, Mrs. C. V. Beasley, both of Florence, and Mrs. Coy Waginton of Sheffield; one grandchild.

COURTHOUSE ANNOUNCES HOLIDAY CLOSING DATES

The Lauderdale County Courthouse will be closed Monday, Christmas Day. Offices will be open half-day Saturday and closed all day on Sunday as usual.

BASKETBALL SCHEDULE

Friday	Waterloo at Collinwood
Mars Hill at Mt. Hope	Dec. 27-30
Deshler at Scottsboro Tourney	Dec. 28-30
Sheffield at Fayette Invitational	

Because Christmas is first of all a day of worship, the day celebrated as Christ's birthday, it will be observed with reverence and thanksgiving. In area churches, as well as all over America, on Christmas day special services will tell, in song and story, of the Babe that was born in Bethlehem. In churches, and in homes, manger scenes large and small depict the inspiring sight of the Christ-child with Mary and Joseph, and the adoring shepherds and the Wise Men.

Day of Rejoicing

And because Christmas is a day of rejoicing, it will be celebrated with warmth and happiness. The hearts of children as well as elders, will be made glad with the giving and receiving of gifts, the time-honored Christmas custom the world over.

Crowded stores, with just three shopping days to go see those last minute gifts being wrapped with ribbons and bows . . . hurried sales people still managing to smile . . . store managers watching with satisfaction as their stocks of gift items dwindle, and secretly glad it's about over.

Ads Bring Greetings

Christmas is a good time to give and exchange good wishes as in the many Christmas greetings in the pages of this newspaper by businessmen of the community who take the occasion to express their appreciation for past favors to their customers and friends.

In countless homes Christmas cards bedeck the mantels and tables in den and living room, timely reminders from friends and relatives in distant places who cared enough to remember.

Despite the fact that the announced date for the meeting of the State Democratic Executive Committee is January 20, it was conceded this week that there may be a court ruling on the injunction against Mobile County in which Circuit Judge Joseph M. Hocklander ruled the 9-8 redistricting formula unconstitutional.

While Chairman Sam Englehardt declined to comment, it was the opinion of some sources that the committee would jump squarely into the middle of the court fight over the 9-8 redistricting plan, by filing arguments with the State Supreme Court in support of the low-man-out formula which would eliminate one of the state's nine congressional representatives.

Open Race Possible
The possibility of a wide open state race in the Democratic primaries in May, which the Legislature sought to by-pass, arose some two weeks ago when Circuit Judge Hocklander rendered his decision, and Probate Judge Vernol R. Jansen of Mobile tossed the issue into the State Supreme Court's lap appealing the decision.

Until the higher court rules the injunction remains in effect only in Mobile County, however the State Democratic committee would be understandably reluctant to proceed with plans for a congressional primary with the decision hanging fire. It was expected that a brief will probably be filed on behalf of the party organization supporting the Jansen appeal to have the Supreme Court set aside the Hocklander decision.

The appeal is expected to rate a preferred status in the appellate court and it was considered possible that the tribunal would rule before the Democratic committee meets to set the May primary ground rules. What might happen if the case is still pending when the committee meets in January is anybody's guess.

If Formula Upheld
If the 9-8 formula as written is upheld then each of the nine congressional districts will nominate a candidate, giving all nine a chance to get in the run-off. In any district where no candidate gets a majority of the votes in the first primary on May 1, then a district run-off will be necessary two weeks later.

Then the nine winners would run in a state-wide elimination contest on May 29 which will be the regular run-off date for other candidates.

If on the other hand, it was explained, should Hocklander's decision be upheld, then the 9-8 plan would be thrown out and all candidates would run state-wide from the beginning instead of in the run-off.

Klibanoff, Zeff Buy Florence Shoe Company

Milburn Zeff and Morris Klibanoff, owners and managers of the Bootery and Kaye's Shoe Store, have purchased the Florence Shoe Company from M. B. Israel, who is retiring after having operated the store for thirty years.

The new owners plan to operate their new shoe outlet as an independent unit. Old stock is being immediately cleared out through a special shoe sale after which the present line of merchandise will be expanded.

The store will continue to offer special lines of footwear for men, women, infants, and growing children.

Theatre Program

SHOALS—1 week starting Friday—"Susan Slade" in color with Troy Donahue and Connie Stevens.
CINEMA—Fri-Sat—"Law and Jake Wade" in color with Robert Taylor. Also "Huckleberry Finn" in CinemaScope and color.
Sun-Mon-Tue—"Hey, Let's Twist" with Tony Randazzo and Joey Dee.
COLBERT—Sun-Mon-Tue—"Second Time Around" in CinemaScope and color, with Debbie Reynolds and Andy Griffith.
MARLBOROUGH DRIVE-IN—Thur-Fri-Sat—"3 Features"—"Date Bait," "High School Caesar" and "Wild Ride."
Sun-Mon-Tue—"Splendor in the Grass" with Warren Beatty and Natalie Wood, in color.
TUESDAY—Saturday—"All Hands On Deck" and "The Trapp Family."
Sun-Mon-Tue—"Two Little Bears" with Brenda Lee and Eddie Albert.

The Florence Herald

MARTIN & MAY, Owners and Publishers

HAROLD S. MAY
Editor

ALBERT L. MARTIN
Business Manager

OSCAR D. LEWIS
Advertising Manager

SUBSCRIPTION

Per Year, In Rural Area \$2.00
Per Year, In Urban Area \$2.50
Per Year, Outside Trade Area \$3.50

Entered as second class matter at the post office at Florence, Alabama, under the Act of March 3, 1897.

Advertising Representative

ALABAMA NEWSPAPER
ADVERTISING SERVICE
P.O. Box 1948 - University Ala.

NATIONAL EDITORIAL
ASSOCIATION
AFFILIATE MEMBER



The "Git" List

A large department store manager listening in on a youngster's interview with the "store Santa Claus," heard the boy, obviously of average income parents, ask for some twenty presents, starting with an electric train and winding up with a bicycle. It was his "git" list.

Naturally, thought the manager, this kid isn't going to get half the things he's asked for and my Santa has promised the whole "kit and kaboodle." Why not have the kids who interview Santa bring a "give" list? Wasn't Christmas a time for giving? He thought long and hard over the matter because he himself had come from poor parents and he remembered the hard struggle they had making ends meet. His Christmas had been a stocking filled with an apple, an orange, some nuts and a candy cane, and if he was extra lucky, maybe there'd be a jack-knife in the bottom of the stocking.

And so the manager advertised that on a certain day, children with the best "give" list would be given a prize by Santa himself. The store was crowded... twice as many kids showed up to see Santa and read him their "give" list... and not one had a "git" list.

This was not only a pleasant surprise to the management and staff of the store but it started people thinking of the true spirit of Christmas, the spirit of giving.

And that's the way it should be.

Two Lauderdale Enterprises

The Springhill Nursing Homes for aged Negroes located in the Handy school area of Florence is nearing completion and will be ready for occupancy early in 1962.

Being built and equipped with public subscriptions, this laudable enterprise fills a long-felt need in this area, where, like many other places, the elderly Negroes had no place to go and had to depend on the kindness and charity of neighbors for food, clothing and many times, shelter.

It is true, Springhill is small, accommodating only 20 patients, but it is a start, and for the twenty who will occupy the home, there will be comfort and security for their declining years.

Another laudable enterprise, this too for Negroes, is the Harris home for homeless orphans near Huntsville, also built with public donations. This too fills a very great need and will serve a large area.

Both undertakings well deserve public support.

A Good Amendment Defeated

Alabama's badly needed prison reform program has again been delayed, this time by the voters' defeat of Amendment No. 1.

Some blame it on politics, some on the small turnout and others on a belief that somehow it would interfere with the school program by taking away from the state's already strained educational funds. Certainly the latter is far from the truth since public schools and the state's prisons are two separate and distinct problems deriving their construction, maintenance and operational funds from different sources.

From a standpoint of actual need nothing could have been, nor is, more urgent than immediate improvement of the state prison housing facilities, described as utterly deplorable. The \$10 million bond issue, which would have been issued only as the program progressed, was a conservative estimate of the physical needs of the state's penal institutions.

What is more important however, is the fact that young first offenders now placed in cells alongside of all types of hardened criminals, would have been given separate facilities and a chance to become useful citizens again. The prison program that was provided for in the defeated amendment would have made possible schooling in high school subjects and vocational training for those showing an aptitude for mechanical skills.

The 1,000 misguided youths in our state prisons deserved something better than the defeat of an amendment that would have given them another chance.



LETTERS TO THE EDITOR

CAUSE TO CELEBRATE CHRISTMAS DAY
Editor: Our thoughts on this holy Christmas Day for those who fought and bled to maintain a peaceful way.

Although our wars have left their scars... As we have fought our way... We still are free to celebrate... On this Xmas Day... Our stripes are still the colonies... Our stars reflect the states... That tolerate no tyranny... And have no use for hates... Our nation is united in... The cause for freedom true... As much as human liberty... Is dear to me and you... And so Old Glory waves today... And we are glad and proud... And we have every right to march... And sing our praise out loud... And as we gather on this Holy Day... May we thank God for giving us this precious Xmas Day. (We quote and add from a great poet)

J. S. Saliba
Veterans' Service Officer
Lauderdale County.

Here from out-of-town for the Florence Dinner Club Dance of Friday evening were Mr. and Mrs. William Duncan of Decatur, guests of her sister, Mrs. Robert Osborn, and Mr. Osborn.

King Stove Plant Damaged By Fire

King Stove and Range Company of Sheffield was heavily damaged by a raging fire which shot flames 80 feet into the sky, early Thursday morning all last week before being brought under control.

Approximately 25 per cent of the foundry in the southwest corner was destroyed, but the remaining 75 per cent of the plant was in operation throughout the day. The blaze turned the entire mounting room, where heaters are assembled, and the nickel-plating room into rubble.

The cause of the fire was not determined since the area was in flames when firemen arrived, however, it was thought a large gas line had possibly kindled the blaze.

No one was injured in the blaze. The damaged area was partially covered by insurance.

EMPTY STOCKING BOXES DAMAGED BY RAINWATER

The Florence headquarters for the Empty Stocking program were flooded out over the weekend and officials of the organization urge all persons to pick up their boxes as soon as possible.

Water flooded the basement at Anderson Hardware Company and got many of the Christmas boxes wet. Families who have signed up should pick up their boxes as soon as possible.

In The Week's News

Twenty Children Die In Bus Accident

A passenger train two hours behind schedule at Greeley, Colo., struck a school bus at a country crossing Thursday of last week, killing twenty school children and injuring thirteen others, three critically. The bus was driven by Duane Russell Harms, 23, and carried 37 children. The driver was treated for shock and taken into custody by sheriff's officers, and on Friday was charged with manslaughter.

Eichmann To Hang For Crimes

Adolf Eichmann, Nazi Germany's expediter of Jews to the gas chambers, was sentenced Friday to hang in Israel for "a crime of unparalleled enormity." Eichmann, 55, stood stiffly erect for 15 minutes while the tribunal first gave its reasons and then condemned him to the gallows. Should he want to, Eichmann has ten days to file notice of appeal with the court and an additional five days to draft his reasons.

Explosion In Church Kills Child

An explosion at Sulphur Springs which demolished a rural church Sunday killed David Morgan, 10-years-old and injured five others, including his mother, Mrs. Laverne Morgan, 28, who is in serious condition at a Chattanooga hospital. The explosion came just as the six arrived for Sunday school. There would have been approximately 75 persons inside the church fifteen minutes later.

Police Chief Averts Trouble

Police Chief Laurie Pritchett, 35, a former Auburn tackle, was credited this week with taking command like a veteran field general and preserving order when racial violence threatened Albany, Ga. The example of his discipline came Saturday when 226 Negroes were arrested. He acted quickly and decisively using a relatively small force of 120 men succeeding where in similar situations even federal troops couldn't avert violence.

Many Families Flooded Out of Homes

Rivers swollen by heavy weekend rains flooded lowland areas throughout Central Alabama Monday and forecasts of still more showers intensified the peril to the already stricken residents. More than 250 persons have been evacuated from their homes in the path of the rushing flood waters at Montgomery and in Dallas and Wilcox Counties downstream on the Alabama River.

Circus Fire Kills 300 In Brazil

Fire roared through a nylon circus tent at Niteroi, Brazil, Sunday afternoon as 2,500 persons watched a performance. More than 300 spectators were killed and an estimated 600 were injured. It was Brazil's worst disaster and the worst circus fire in history, worse than the Ringling Bros. fire in Hartford, Conn., in 1944 in which 168 died.

Late News

● Former Ambassador Joseph P. Kennedy, father of President Kennedy, suffered a stroke while playing golf Tuesday and was taken to St. Mary's Hospital, West Palm Beach, Fla., where he was listed in "critical" condition. A source in the hospital who saw Kennedy, said Kennedy's right side was paralyzed. A prominent doctor from New York was flown to Fla. to operate on him. He was reported improved Wednesday.

● Justice Davis F. Stakely announced his retirement Tuesday after eighteen years on the Alabama Supreme Court, and said he would not seek renomination in the Democratic primaries next May. Stakely, 78, said he would apply next summer for appointment as a supernumerary justice which would leave him subject to call. Under a recently amended law, he would draw \$7,200 a year in supernumerary status.

● Little Lord Linley, 6½-week-old son of Princess Margaret and the former Antony Armstrong-Jones, was christened David Albert Charles by the Archbishop of Canterbury Tuesday with water from the River Jordan in the Holy Land. The child's aunt, Queen Elizabeth II, was named chief godparent in the quiet family ceremony in the music room of Buckingham Palace. Only close members of the royal family watched the ceremony.

● The Alabama Supreme Court is mulling over a case which could mean a refund of as much as \$51 million from Southern Bell Telephone Company to Alabama customers. Attorneys for the company and the Alabama Public Service Commission agreed at a hearing before the court Monday that the rate of return on the company's investment is the sole issue in the case which has been in court since 1954.

● President Moise Tshombe of Katanga and Premier Cyrille Adoula of the central Congo government flew to the U.N. base at Kitona Tuesday for new talks on ending the secession of Tshombe's rich province. U.N. officials said the talks would be secret and U. N. Undersecretary Ralph Bunche, other U.N. aides and U.S. Ambassador Edmund A. Gullion would sit in only if the Congolese asked them to.

ELECTRICITY DEPARTMENT ANNOUNCES INTERRUPTION

The Florence Electricity Department lists the following interruption on Friday afternoon, Dec. 22, 1961, if the weather is favorable for working:

An interruption for about one-half hour beginning at 2 p.m. will be on all lines on and feeding off the Elgin-Lexington Road, including Elgin (North of Lee Hwy.) Lexington (South of Thompson's Store), Springfield and Whitehead.

This interruption is for the enlargement of distribution lines.

Personality Sketches

By ANN SULLIVAN



SANTA CLAUS*

"Ho, ho, ho, I'm back again," said Santa Claus, "and I'm going to try to make every youngster happy in this wonderful world. My helpers and I have been listening to every child's wants since we arrived and I certainly hope I can fill all of their orders. Last year I wait a long time before I made my calls because some little children were so excited they couldn't sleep. Because of the delay, I was forced to leave some gifts that were not asked for and had to make my calls in a hurry in order to visit every home before Christmas morning. I hope all children will retire a little earlier this year."

"It sure is good to be back in the South, particularly in this area. It is very cold at the North Pole and I find the weather here much more satisfactory. Of course, this suit of mine with all the fur on it gets pretty warm at times, but I don't mind it at all when I see the smiling faces of so many wonderful children," Santa continued.

Santa makes his home at the North Pole with Mrs. Claus and a number of elves. Mrs. Claus, with a dimple in her cheek and a twinkle in her eyes takes very good care of Santa. She sees that he eats three full meals a day. She mends the fur on his suit, polishes his boots for him and supervises the elves, who work in his workshop.

The elves are busy year-round making toys to be delivered to all good boys and girls on Christmas Eve. The day before Christmas they wrap the packages and pack them on the sleigh, never forgetting to include some surprises. Each item on Santa's list is checked off as it is made ready for delivery and extreme care is taken that the addresses on the packages do not get mixed up.

After the sleigh has been packed, Santa's eight famous reindeer are harnessed to it and they eagerly await the midnight ride. Dressed in fur-trimmed suits, brightly polished boots and warm

gloves and scarf, Santa begins his trip and makes a visit to every home, leaving in his wake a large assortment of gifts and surprises.

On Christmas morning when the children awake, the sight of the presents beneath the tree are truly a joy to behold and their happiness is reflected in their bright, shining eyes. Santa may fail to provide the particular present asked for, but he never forgets to leave something in its place.

"I really appreciated the goodies left for me by so many of the children last year," Santa commented. "Sometimes, I get very hungry and those cookies, cakes and candies left for me sure hit the spot."

*Richard Bunn

RECORD SET AT LOCAL POST OFFICE

Florence handled the largest load of mail in its history on Monday and Tuesday, as the 1961 Christmas mail rush hit its peak. Postmas Don Holt reported Wednesday.

This year's two-day record—totaling 805,914 pieces locally—was handled with only five temporaries, compared with ten last year.

Go To Church On Sunday!



and please accept our sincere thanks for giving us the pleasure of serving you.

BEST JEWELERS

FLORENCE

SHEFFIELD

CHRISTMAS ENCHANTMENT



DECORATIONS

NOMA 7-string tree lights, burn independently \$1.19
15-string \$2.39
Glass Balls, box 57c
Angel Hair, box 29c
Glo-Sheen Bows, box 69c
Paper and Foil, box 98c

GIVE HER COSMETICS

Sets by
● COTY
● LENEL
● REVLO
● MAX FACTOR
● MANY OTHERS
\$1.00 Up
—Plus Tax—

Other Gift Suggestions

Lighters \$3.50 up
Shoe Shine Kit \$6.95
Billfolds 98c to \$7.95
Cosmetic Sets (Men) \$1.00
Stationery, from \$1.00
Timex Watches, from \$6.95
Ladies' Schick \$9.95

TOYS GAMES

- Stuffed Animals
- Holster Sets
- Tinker Toys
- Lincoln Logs
- Dart Board
- Monopoly
- Chinese Checkers
- Scrabble
- 500 Shot Battery Operated Machine Gun

Special \$4.95

CHRISTMAS CANDY

- By
● NORRIS
● NUNNALLY'S
● WHITMANS
● BELLE CAMP
● PANGBURN

\$1.00 to \$6.00

OPEN
CHRISTMAS
EVE
7 a.m. to 10 p.m.

Bring Your Gift List and Let Us Help You Shop!



WHORTON DRUG COMPANY

201 N. SEMINARY ST.

7 POINTS SHOPPING CENTER

Royal Portable and Smith-Corona Electric Portable Typewriters



ONLY \$395
WITH ANY SMITH-CORONA PORTABLE

Sales & Service

Westmoreland Typewriter Co.

117 E. Tombigbee St.

764-8542

Florence

bring the living sounds
of Christmas to
a loved one...

**GIVE THE GIFT
OF HEARING**



**D. M. DROKE
HEARING AIDS**
Authorized Zenith Hearing Aid Dealer
123 S. Court 764-0942 Florence

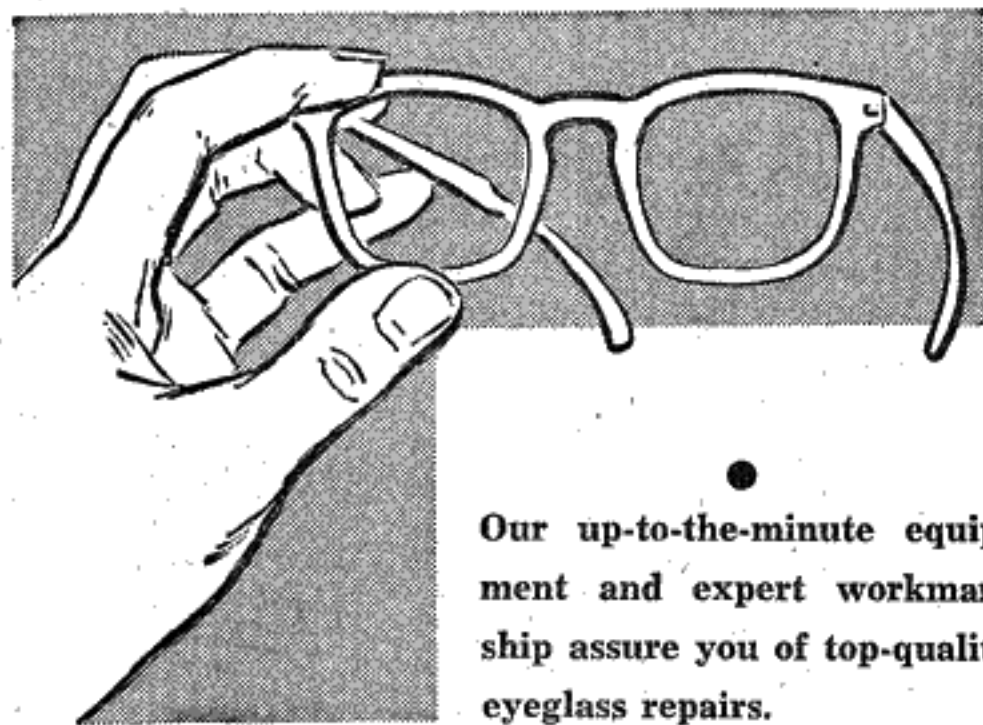


Sincere good wishes for a
joyous *Christmas* season
and many thanks for
allowing us to serve you.

Shirley's
FLORENCE'S
FINEST

GLASSES REPAIRED WITH PRECISION

EYES EXAMINED—GLASSES TO FIT
EVERYONE AND EVERY NEED



Our up-to-the-minute equipment and expert workmanship assure you of top-quality eyeglass repairs.

Take care of your eyes
... they take care of
you! See us soon.



**SATISFACTION UNCONDITIONALLY
GUARANTEED!**

Free Adjustments - - - Free Minor Repairs

400 STYLES, SHADES AND COLORS!
• FOR MEN • FOR WOMEN • FOR CHILDREN
This low price includes both frames and lenses

BIFOCALS, if desired, only \$4.98 additional

ALVIN E. McLENDON
Dispensing Optician

DR. RAY ATCHLEY
Registered Optometrist

ECONOMY OPTICAL CO.
MEDICAL ARTS BLDG. 764-7101 FLORENCE, ALA.

SOCIETY

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

Late December Vows To Unite James Bendall, Mississippian

Announcement has been made by Mr. and Mrs. Clinton Kennedy Sample of Jackson, Mississippi, of the forthcoming marriage of their daughter, Patricia Wade, to James O. Bendall, son of Mr. and Mrs. James A. Bendall of Florence. A graduate of the William B. Murrah High School in Jackson, the bride-to-be received her BA degree from the University of Mississippi last June. At the latter institution she was vice-president and Pledge Trainee of Alpha Omicron Pi social sorority; an ROTC company sponsor; vice-president of the University Players; a 1961 Ole Miss yearbook beauty; a finalist in the 1961 Miss University Contest; and chosen the 1961 Rebelee Queen in a campus-wide election. She presently has a position with the executive offices of Miller Enterprises, Inc., in Jackson.

Mr. Bendall was graduated from Coffee High School, attended Florence State College and received his BS degree from Auburn University. At Auburn, he was a member of the freshman football squad; social chairman and athletic chairman of Delta Sigma Phi social fraternity; and a member of the Arnold Air Society. He has served three years in the United States Army and is now a manufacturer's representative in Birmingham.

Broadmeadow Methodist Church in Jackson will be the scene of the December twenty-eighth nuptials.

Miss Doris June Preston Engaged To Mr. Harvey

Announcement has been made by Mr. and Mrs. W. S. Preston of Sheffield of the forthcoming marriage of their daughter, Doris June, to William Patrick Harvey of Killen.

The prospective bridegroom, son of Mr. and Mrs. J. E. Harvey of Killen, Route One, is locally employed.

The couple has chosen December twenty-third as their wedding day, Center Star Church of Christ to be the nuptial setting.

Firenze Club Meets With Mrs. Horsfield

Sharing her enthusiasm for the Southern Appalachian Highlands, its people and their arts and crafts, Miss Mary Rogers was Firenze Club's guest speaker at the meeting of last Thursday afternoon.

From the "finds" of her Summer travels, Miss Rogers displayed items of basketry, needlework, ceramics and woodcarving and told of the Pi Beta Phi school at Gatlinburg and other training centers for these native arts.

For this Christmas meeting, Mrs. Basil Horsfield was hostess at her home on South Locust Street and during the tea hour she was assisted by Mrs. Turner Allen and Mrs. John North.

Miss Kathleen Sue Freeman Betrothed To Mr. Stonecipher

Mr. and Mrs. James Ray Freeman of 208 Wilson Dam Road, Florence, have announced the engagement and approaching marriage of their daughter, Kathleen Sue, to John Edward Stonecipher, Jr., son of Mr. and Mrs. Stonecipher of 1404 Thirtieth Street, Sheffield.

Miss Freeman is the granddaughter of the Reverend and Mrs. James L. Fincher of Cullman and of the late Mr. and Mrs. Lon Freeman of Addison; her fiancé's grandparents are Mrs. Marion M. Mitchell of Lexington, North Carolina, and the late Mr. Mitchell, and Mrs. W. J. Stonecipher of Sheffield and the late Mr. Stonecipher.

Both bride- and bridegroom-elect are Florence State College students, she having graduated from Coffee High School and he, from Sheffield High.

The wedding will be an event of January twenty-eighth.

Judge, Mrs. Longshore Honored At Open House

Following their recent marriage in Columbia, South Carolina, and their subsequent arrival at his home in Florence, Judge and Mrs. Herman K. Longshore are being warmly greeted by both family members and a host of family friends.

Between the hours of two and five on last Sunday afternoon, guests called at the M. Clarence Posey home on Old Jackson Road where Mr. and Mrs. Posey were joined by Mr. and Mrs. Rufus Hibbett in formally introducing Mrs. Longshore to Florentines.

Holiday lights and greenery, undaunted by the day's steady downpour, blinked a merry welcome at the vestibule entrance and, inside, were echoed around the great mantel mirror against which the hosts and honor guests received.

A holly-red cloth, deeply fringed in white, veiled the candlelight-teatable which held as its central ornament a crystal and silver epergne of all-white blossoms with decorative side-bow of Christmas-y ribbons.

Presiding at the tea service were Miss Susan Posey, home for the occasion from David-Lipscomb College in Nashville, and Mrs. Max Hall, and assisting them were Mrs. Knox Longshore, Miss Nancy Raney and Mrs. Longshore's daughter, Miss Susan Wade, of Columbia.

Guests numbered more than one hundred.

Christmas Open House Hosted By Richard Biddle

Traditional in the Richard Biddle home at Christmastime are the evergreen wreaths which, "dripping" with colorfully-wrapped small candles and accompanied by scissors for easy accessibility to neighborhood small-fry, now decorate the doorway to "Holly-ric," their Hickory Hills home, and beckoned to arriving Open House guests on last Thursday evening. Great white candles bordered the approach to add an additional cheery welcome.

Arrangements of golden roses throughout the party area and a tree ornamented with artificial fruit were conversation pieces among the otherwise red and green decor.

Assisting the hosts during the party hours of six 'til ten were Mrs. Tom Miller, Mrs. Theodore Gerber, Mrs. Charles Palmer, Jr., Mrs. William Bradley, Mrs. Frank Mosier and Mrs. Paul Lewis.

Two hundred were included among the invited guests.

Florence Chapter, UDC Meets With Mrs. Russell

At 3:15 on Tuesday afternoon, members of the Florence Chapter, United Daughters of the Confederacy, gathered at the home of Mrs. Elmer Russell, hostess, on Tuscaloosa St.

A Christmas Party replaced the routine business of other meetings. To set the Seasonal scene, Miss Belle Walker read the story of the Nativity from the 2nd Chapter of Luke and Miss Katharine Walker read two Christmas stories, The Clockmaker and The Little Green Elf.

A red tea cloth covered the refreshment table where punch served in Santa mugs, collected by the hostess through the years and in various places, provided pleasant teatime chatter.

A gift exchange under a gaily decorated tree concluded the meeting.

20th Century Club Hears Guest Speaker

For the December meeting of Florence Twentieth Century Club, members convened at the home of Mrs. C. M. Brewster, hostess, to hear Mrs. W. T. McElheny review Phyllis McGinley's Pulitzer Prize-winning "Times Three," reading selected humorous poems of special feminine interest. She was presented by Mrs. Otis Peacock.

Following the program, Mrs. Fred Gray and Mrs. D. O. Dugger assisted the hostess with teatime courtesies.

Mrs. George Hill left yesterday to spend Christmas with her son, George Hill, Jr., and his family in Birmingham.

Maple Heights Gardeners Have Annual Holiday Party

A gold bauble tree garlanded at its base with sprigs of Christmas greenery centered the coffee table in the Florida Room of Howard Johnson's Restaurant for the morning party of last Thursday when members of Maple Heights Garden Club met at ten o'clock for their holiday gala.

Tiny red and green elves, hand-made of felt by a club member, and each holding a name card, furthered the Seasonal theme.

Officers who were hostesses to the event included Mrs. Lester Elledge, president; Mrs. Monette Butler, vice-president; Mrs. George Ezell, treasurer; and Mrs. Leo A. Daniel, recording secretary.

During the business hour, reports were heard from the committee which delivers flowers at El Reposo and at Mitchell-Hollingsworth Annex, and from that which is caring for a needy child during the Christmas Season.

Mrs. Douglas Murphy was included with club members for the coffee hour and the exchange of gifts which is an annual feature.

Mrs. William Futrell will be the January hostess, her home on Holiday Drive to be the setting.

Mrs. Walker, Mrs. Paxton Discussion Club Hostesses

Dr. Earl Fraser was guest speaker for last Thursday's meeting of Florence Discussion Club, using "Modern Art" as the subject of his talk and demonstrating his remarks on art and artists with slides.

Mrs. Carl O. Walker and Mrs. Morrison Paxton were hostesses to the gathering which took place at the home of the former on West Tuscaloosa Street.

Mrs. Fraser and Miss Josephine Penney were present with club members for the program and the refreshment hour which followed.

Roland M. Brooks of 1418 Lawrence Ave., in Edgemont is a surgical patient at ECM Hospital. His condition is reported as satisfactory.

Lyman Penland from Florida Presbyterian College and Ralph Penland, Jr., from the University of the South in Seawee have arrived to be with their parents on Olive Street during the Christmas Season.

Arriving yesterday from their home in Miami, Fla., Mr. and Mrs. Earl Crittenden and children are spending Christmas with their parents.

THE FLORENCE HERALD, Florence, Ala. Thurs., Dec. 21, 1961—CHRISTMAS EDITION

ents, Mr. and Mrs. Elmer Russell, Acker Rogers and Mims Rogers, Jr., are here from McCallie School in Chattanooga and Davidson College in North Carolina for Christmas with their parents at 6 West Hawthorne.

Here from Birmingham for a pre-Christmas weekend with Mr. and Mrs. Edward Colebeck were Mr. and Mrs. Frank Drake, Mr. and Mrs. Drake, Jr., Mrs. Matthew Davidson and Mr. and Mrs. Morley Alexander.

A recent visitor to Mr. and Mrs. W. H. Hester, 1412 Jackson Road, was their son, Captain Herbert Hester, who has returned to his station at Wheeler AFB in Hawaii. Mr. and Mrs. Norman L. Worcester will be holiday hosts at their home on Riverview Drive to Mrs. Ruth Howard who is arriving today from Daytona Beach, Fla.

After an illness at ECM Hospital, Mrs. Milton Teks has returned to her home on Riverview Drive. Returning from North Carolina

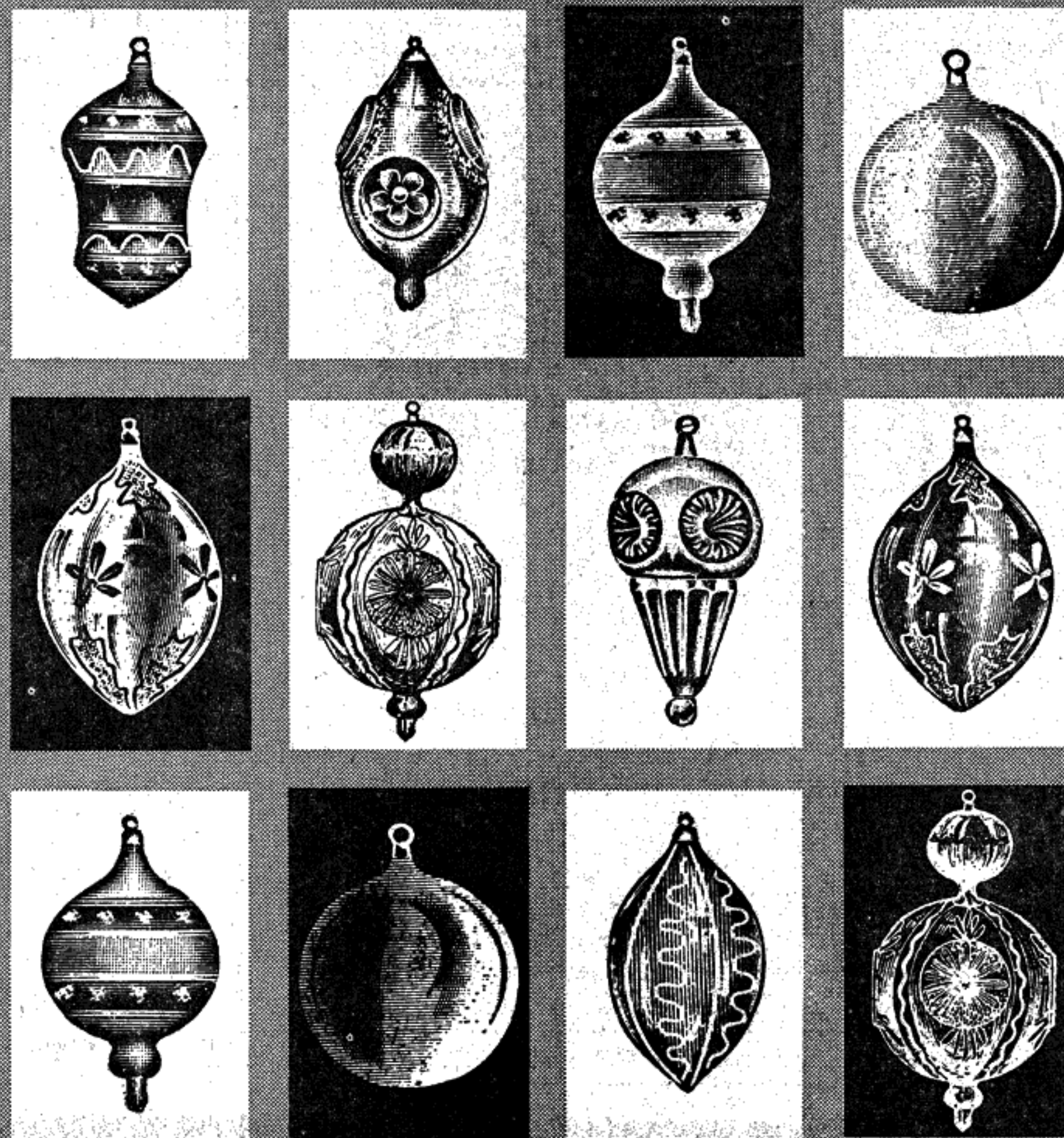
and a visit in Charlotte with their daughter and son-in-law, Mr. and Mrs. Roy Snider, Mr. and Mrs. Duncan Gray stopped enroute with their son, Edward Gray, in Rome, Ga., and with Mr. and Mrs. Robert Smith (Ann Gray) in Huntsville. Mrs. E. M. Baker left last week for a Winter's visit with her daughters and sons-in-law, Mr. and Mrs. John Yoxen in Las Vegas and Mr. and Mrs. Thomas D. Thomas and family, Pacific Palisades.



May these be the gifts that Christmas will bring to you...

- the joy of happy memories
- the peace of real contentment
- and the happiness of a bright New Year

Kreisman's
LADIES' SHOP
Downtown Florence



Nineteenth Century Tree Decorations: Bettman Archive

May the joy of an old-fashioned Christmas
be with you throughout the coming New Year

UNION CARBIDE METALS COMPANY
Division of Union Carbide Corporation
SHEFFIELD, ALABAMA

**UNION
CARBIDE**

Mrs. Leacie B. Wilson and her grandsons, Rayford and Jim Kytte of Richmond, Va., are here for the holidays with Dr. and Mrs. Lyman Mitchell and family.

Mrs. Malphra Knowles, mother of Mrs. Moody Redd, has arrived from a recent stay in Florida and will be at home at Mitchell-Hollingsworth Annex.

THE SPILLWAY

We've been waiting to note it
All through the fall.
And now we can quote it:
"Merry Christmas to all!"

PARTIES, PARTIES so numerous that they can't ALL be mentioned... heard "of" (if not attended) on all hands... THE FLORENCE DINNER CLUB's big Christmas dance at the Florence Club, with Virginia Robbin's orchestra, was reported to be the "best yet", and was preceded by informal get-togethers around for the members. We understand that no floor show was needed, since near-professionals like Vivian Coldiron, Bob Osborn, Marjorie Roberts, and (the doc) Lester Norvell were demonstrating the newest trends in the dance... Hortense and George Griffin's charming home on Jackson Road was a real "holiday house" on Sunday with the guests remarking that the warmth of the party rooms was accentuated by the dreary and WET atmosphere outside... A NICE WAY to christen a new home was tried on last Saturday night by Roberta and Ed Colebeck, with Roberta's beautiful furnishings and party decorations supplying the conversation topics (especially the mantle decorated with magnolia leaves and pyrocanthus berries BY Roberta's mother, Mrs. Drake, up from Birmingham for the occasion.) And for the more whimsical touch, there was a roast pig with parsley hair on the serving table... THE CONVERSATION must've been on the academic level when Ben and Dorothy May held their open house (in a MILD way, also a birthday party for Ben) since the guest list included Florence State faculty members, plus the May's only Florence relatives, the Frank Lenfestys...

ON THE AVENUE... and catching our eye by her attractiveness, was Earline Longshore (recently of Decatur and Columbia, South Carolina), being introduced to said-avenue by her brand-new husband, "Judge" Herman. We understand that Earline's sixteen-year-old daughter will be here anon to add to the local teen-age crowd, which is a nice bonus we didn't know we'd have... Betty (Gray) Cox, up from Birmingham looking as lovely as ever, which is saying a lot!... Julia Ann McMahon, looking sporty and happy (and who wouldn't be?) in a new LARGE white automobile... and MANY, MANY small-fry visiting the local toy stores and Santa Claus with faces that show the real Christmas spirit.

Our MEDAL FOR BRAVERY this week goes to Mary Rogers,

who was injured in a fall as she was on her way to talk before the Florence Firenze club. But instead of calling off the talk, Mary insisted that "the show must go on." Immediately following which, she entered the local hospital for treatment. Our latest report that she was progressing well was good news to our anxious ears, and the get-well orchid which this sends to her is large and genuine! "COLORFUL AND GAY"... and shouldn't've been missed, was last week's Student Art Show at Florence State, where talent was not only PROVED by the paintings, ceramics and other art pieces, but also DEMONSTRATED by the student artists themselves. If you weren't there, your loss!... And these adjectives can also be applied to the local fashions... adding that if it's Christmas red you want, we'll call attention to: Don (Dr.) O'Brien and George McBurney who're "blazing" the way with bright red blazer jackets... the Edna Earle Smith whose brunette beauty is complimented by a most becoming red dress suit... Jean Paxton and "Di" Tyree who are wearing (must be) new red cocktail dresses... all adding to the Christmas color.

WHILE SOME ARE PARTYING LEFT AND RIGHT, there're the sport enthusiasts who're enjoying the season too... Tom Carson is just back from duck hunting in Stuttgart, Arkansas, where he joined friends and relatives... Rollins Sevier, Buster Arnett and John McBride pursued birds in Tennessee recently, while Kenney Lindley and Harold Sinclair were forced to postpone their hunting because of the weather... and we're keeping our ears tuned in for the word on Fred Osborn's Arkansas hunting trip and the current activities of hunters Dick Parker, Tommy Reeder and Thomas Smith.

MERRY CHRISTMAS TO ALL... AND UNTIL MORE NEWS COMES THROUGH THE SPILLWAY, IT'S GOODBYE FOR NOW!

News of GREENHILL

By Mrs. Mary McLaurine

The Green's Chapel WSCS met at the church on Thursday evening for their Christmas program which was given by Mrs. Dorothy White and Mrs. Ruth Green. Refreshments which were brought by the members were enjoyed after gifts from the Christmas tree were opened. Guests at the meeting were Mrs. C. J. Hodges of Florence and Mrs. Rollie Pettus of Greenhill.

The Greenhill WSCS met in the home of Mrs. Dock Springer on Friday evening. The devotional was given by Rev. J. C. Willingham. The hymns and the lesson for the evening emphasized the Christmas theme. Instead of giving gifts the members decided to use their funds to make a happy holiday for a needy family. Refreshments carrying out the holiday spirit were served by the hostess.

Green's Chapel Church will present its annual Christmas program on Saturday night, December 23rd.

The student body of Rogers High School enjoyed the operetta "Kentucky Sue", presented by Mrs. Ruth Pogleman's pupils on Wednesday afternoon.

We extend our sympathy to the family of Mrs. Ada Davis who passed away at Coffee Hospital Sunday morning. Funeral services were held at Richardson's Chapel Monday afternoon.

Mrs. Alice Killen remains very ill in Coffee Hospital and T. H. Thornton has been ill at his home the past week.

Mrs. Cyprus Quillen has been a patient at ECM hospital.

Mr. and Mrs. Johnny Thornton and Deborah of Florence were Sunday guests of Mrs. Birdie Shaw.

News of ANDERSON

By Mrs. Myrtle McGraw

Mr. and Mrs. Charlie Burch and family have moved into their new home on their farm.

Mr. and Mrs. Austin McCrary and children have moved into the tenant house belonging to Mr. and Mrs. Herbert Camp, the house recently vacated by Mr. and Mrs. Dock Beam.

Mr. and Mrs. Johnnie Stanford and little son have moved into the garage apartment belonging to Mrs. Annie Bayles.

Mr. and Mrs. Arvel Patterson and children have moved to the old homestead of the late Mr. and Mrs. Tom B. Thompson.

Mrs. Louella Williams was confined to the Athens Limestone hospital for a few days last week, for tests, x-rays and observations.

Mrs. Etta Patterson had eye surgery last week at the ECM hospital.

Mrs. Violet Prince was in Florida over the week end to visit her at the noon hour. The members exchanged gifts and learned who their secret pal for the past year was. The January meeting will be held in the home of Mrs. Martha Ann Tucker, this will be a business meeting.

On last Saturday afternoon Mrs. T. A. Duke and the Y.W.A. of the Anderson Baptist Church visited patients in the El Reposo Sanatorium. They carried a little Christmas Cheer to the patients as they sang Christmas carols and gave candy and Christmas decorations to them.

On Thursday night of this week the Y.W.A. will sponsor a mother-daughter banquet at the church.



Cheers!

We're brimming with good wishes and thanks to all our wonderful friends.

The Fun Never Ends!



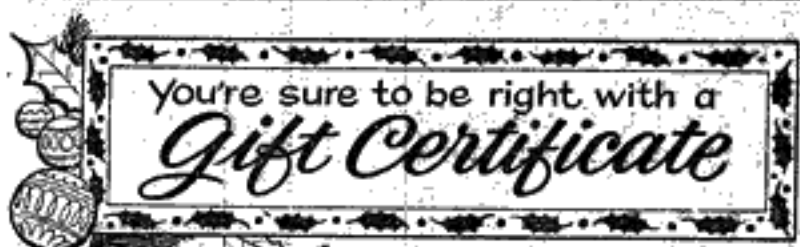
CUSHMAN Eagle

It's a real thrill to roll on this distinctive machine with its smooth, safe ride; its flashing beauty; its rugged construction; its power from Cushman Husky 4-cycle engine. Up to 50 miles per hour, up to 100 miles per gallon.

Ask for a FREE demonstration ride

CURTIS Harley-Davidson Sales

2909 Jackson Highway
Phone 383-5814 Sheffield



—From—

Christine's Gifts & Interiors

- Unusual Gift Items
- Italian Tree Lights
- Decorations of All Kinds

Come in and Browse Around

Christine's Gifts & Interiors
FORMERLY WILLIAMS HOME DECORATORS
NOW IN NEW LOCATION

418 N. Pine 766-2050 Florence

One hundred-fifty-three attended Sunday school at the Anderson Baptist Church Sunday with others arriving for the preaching service. Among those visiting in church was W. H. Garner of Birmingham. There were two additions to the church at the morning service, that of Mrs. Onita McConnell and Hershel Hammond. On Sunday night the Rev. T. A. Duke baptized Mrs. Onita McConnell, Wayne Butler and Hershel Hammond.

On last Saturday night, Rev. and Mrs. T. A. Duke along with the deacons and their wives of the Anderson Baptist Church enjoyed a Christmas supper in one of the dining rooms of Starkeys restaurant of Florence. The following were present: Rev. and Mrs. T. A. Duke, Mr. and Mrs. S. M. Mobley, Mr. and Mrs. Eugene Goodman, Mr. and Mrs. Rayford Raney, Mr. and Mrs. Vernon Herston, Mr. and Mrs. Hermon White, Mr. and Mrs. Millard Sewell, Mr. and Mrs. Travis Butler, and Mr. and Mrs. Hulon McGraw.



say
MERRY
CHRISTMAS
with
DOBBS
GIFT
CERTIFICATES

The smartest way to say Merry Christmas is with a Dobbs Gift Certificate. The gift is yours... the choice is his. And his choice is one of the fine selection of Dobbs hats.

from \$11.95 to \$30.00

OTTO
Speake
MEN'S WEAR
DOWNTOWN FLORENCE
AND SHEFFIELD

"The Style Center of North Alabama"



Be At Your
Loveliest Best
On Christmas Morn

When Your Own Santa
Arrives At Your Home

With that touch of freshness that only properly fashioned hair brings, you just must have the charm of a RAY REED styled hair-do to meet your Santa on Christmas morning... and it is not too late to make an appointment for one of our SPECIALLY PRICED PERMANENT WAVES done for you by the Hair Stylist or Student of your choice.

Ring down the curtain of the old year looking your loveliest and, remember, your hair is your crowning glory.

IN OUR SCHOOL—

OUR BEST PERMANENT WAVE

Monday	\$2.95
Tuesday	3.95
Wednesday and Thursday	4.95
Friday and Saturday	Reg. Price

IN OUR SALON—

OUR BEST PERMANENT WAVE

Monday	\$5.95
Tuesday	6.95
Wednesday and Thursday	7.95
Friday and Saturday	Reg. Price

All Permanent Waves In Our School Include Skilled Hair Styling Under The Direction of Ray Reed And His Professional Instructors.

RAY'S UNIVERSITY OF BEAUTY
RAY'S HOUSE OF BEAUTY

RAY REED, Director

412 S. Court Street

764-5411

Florence

PLENTY OF FREE PARKING SPACE

AT ZALE'S SAVE ON FAMOUS

ELGIN WATCHES

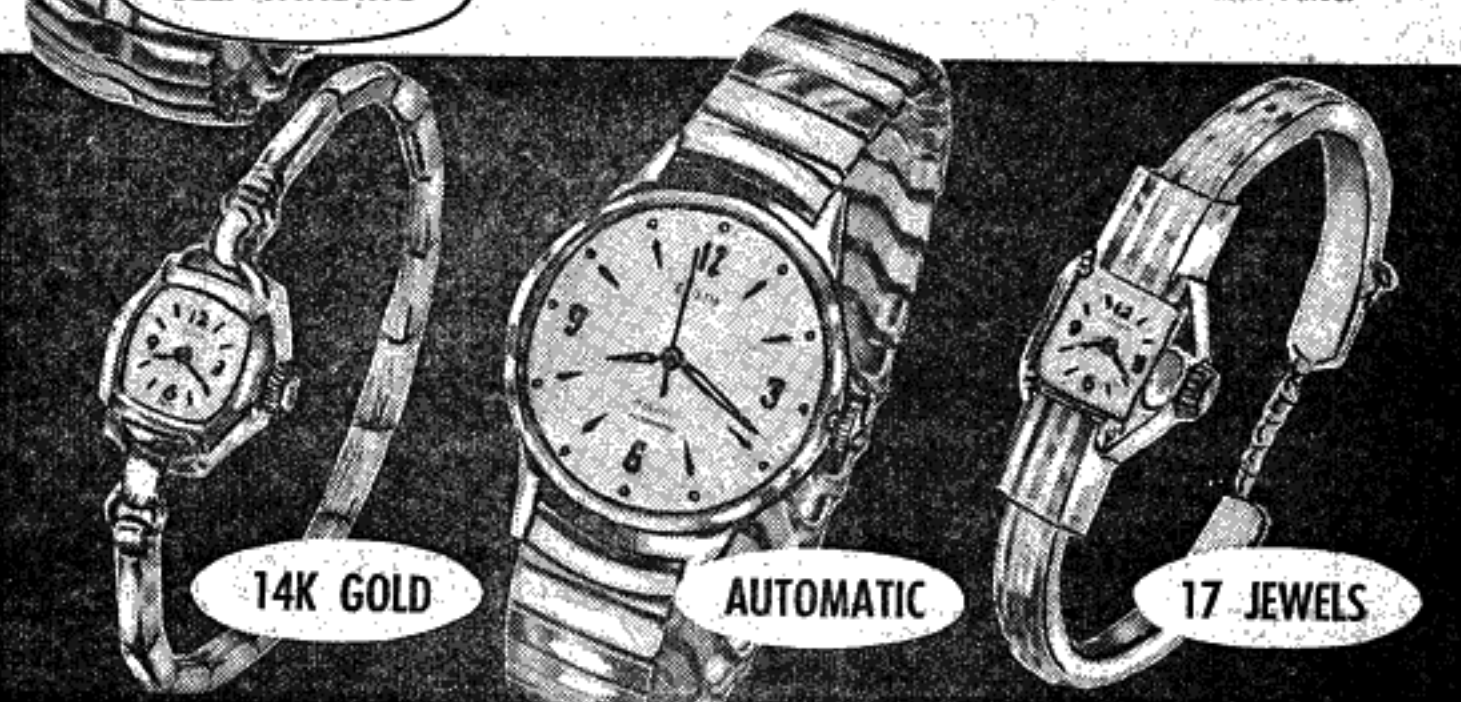
ALL 17 JEWELS—WITH METAL BANDS

\$29⁹⁵
your choice PLUS TAX
BUDGET TERMS

ELGIN AUTOMATIC—Fully automatic, 17-jewel, shock-resistant, anti-magnetic, lifetime mainspring, white or yellow gold. \$29⁹⁵
\$1 weekly
*When case and crystal are intact.

AMERICA'S LOWEST PRICES
GUARANTEED IN WRITING

Your Money Back in 30 Days if You
Can Find a Better Watch Value.



LADY'S 14K GOLD—Lovely 17-jewel Elgin with 14K gold case. Lifetime mainspring, expansion band. \$29⁹⁵
\$1 weekly

ELGIN AUTOMATIC—Rugged 17-jewel Elgin, shock-resistant, anti-magnetic, fully automatic matching band. \$29⁹⁵
\$4 monthly

LADY'S "BRACELETTE"—Lovely 17-jewel Elgin, unbreakable mainspring, with smart new fashion bracelet. \$29⁹⁵
\$1 weekly

NO MONEY DOWN
CONVENIENT TERMS
All prices plus Federal tax

ZALE'S
JEWELERS

OPEN EVENINGS 'TIL 9 UNTIL CHRISTMAS 106 N. Court 764-5843 Florence

pre-
Christmas

SALE

at **BROADHEAD FURNITURE CO.**

"Sooner or Later Your Favorite Furniture Store"

HASSOCKS

Round, square or hexagon shapes.

PRICED FROM

\$495

Beautiful Brass
Decoration

Room Dividers

With lamps and planters

\$4995

7 Pc.

DINETTES

Table and 6 chairs. Chairs beautifully upholstered and padded. Stain and mar resistant table top.

\$4995

Many Sizes and Shapes

MIRRORS

VENETIAN OR
FRAMED

PRICED FOR
QUICK CLEARANCE

A Complete Line of

Record Players

Portable and Consoles. Stereo. Hi Fi or Conventional type. Automatic or manual control.

PRICED FROM **\$1995**

Electric Portable

SEWING MACHINE

\$3995

Fully Guaranteed

YOUR CHOICE
TREE & POLE

LAMPS

3 BULLET

\$995

TOYS

AND DOZENS OF OTHER GIFT
ITEMS FOR YOUR CHILDREN

THE NEW WHIZ ON WHEELS

GYM-DANDY
PACER

Healthy, body-building fun on the new pumping ride by GYM-DANDY... famous for quality.

- Adjustable steel contour seat lets the PACER grow with the child.
- Popular lug-type semi-pneumatic tires on steel disc-type wheels.



Famous GYM-DANDY Built-to-Last Quality

Welded all-steel chassis. 3 ball bearings on rear axle, and 8 nylon bearings at other points. Weather resistant baked auto-type enamel.

12-PIECE

BEDROOM SUITE

Colonial style maple finished bedroom group consisting of Mr. and Mrs. dresser, mirror, bed, chest of drawers, fluffy comfortable mattress, restful coil springs, 2 resilient kapok pillows, beautiful bedspread, picture and 2 beautiful vanity lamps.

\$16995

PERFECTION

FOAM SLEEP SET

4 inch solid foam mattress and matching box springs. Guaranteed 10 years.

\$5995

FOR YOUR LIVING ROOM

4 PC. SECTIONAL SOFA

With solid foam reversible cushions. Hi-pile frieze cover. Your choice of the most wanted colors.

\$16888



MODERNE TELEVISION
"BUBBLE" LAMP

FULLY
UNBREAKABLE
PLASTIC
SHADE
12 INCHES
TALL

Sale Price
ONLY
\$1.00

Choice of White - AQUA - PUMPKIN
Brass Trim with Walnut Legs
Soft Glare-Free light
Bedroom, Living Room, Any Room
in Your Home.

Early American Wing Back SOFA

Foam rubber cushions and handsome tweed covers.

\$9995

UNFINISHED DESK Complete with Bench Only **\$1995**
OTHER DESKS in many sizes, styles and finishes for your selection.
\$12.95 to \$89.95

2 PC. SOFA-BED SUITE

In a choice of colors. Solid foam cushions in chair. **\$8995**

A Large Assortment of
LAMPS & TABLES
REDUCED FOR CLEARANCE

ALL PRICES REDUCED FOR
QUICK CLEARANCE

17 PC. ARMY
COMBAT OUTFIT **\$1.00**

26 pc. Child's Dinette Set
Complete with table, 2 chairs, table cloth, 2 napkins and tea for two set. **\$6.99**

SPRING ACTION PONIES
Large size, looks like a real horse. **\$24.95**

CHILD'S RED ROCKER
Sturdily built and his multi-colored woven seat. **\$1.99**

RED WAGONS
3 SIZES IN STOCK PRICED FROM **\$7.95**

Child's Platform Rocker
Built just like an adult platform rocker. Covered with washable plastic. **\$7.95**

GYM SETS
Consists of 2 swings, jet flyer and chinning bar. **\$16.95**

HAPPY DOLL FAMILY
Consists of mother doll, daughter, baby and puppy. **\$7.95**

73 Pc. Electric Train Set
Consists of electric train and village. **\$9.95**

WESTINGHOUSE ELECTRIC

STACK HEATERS

2 KW--2 STACK **\$29.95**
3 KW--3 STACK **\$39.95**

4 KW -- 4 STACK

\$49.95

Extra Special

RECLINERS

Pillow back style with ply-hide cover in your choice of colors. Foam filled back and seat. You get TV and full reclining position in this truly great buy in big quality recliners.

\$49.95

SMALL APPLIANCES

Priced To Clear Before Christmas

Sunbeam Electric
HAIR
DRYER **\$19.95**

Sunbeam
PORTABLE
MIXER **\$14.95**

Automatic Electric
POP-UP
TOASTER **\$14.95**

Automatic Electric
PERCOLATOR
10 Cup **\$12.95**

Mirro-Matic
PRESSURE
COOKER **\$7.95**

Steam and Dry
IRON
Limited Supply **\$12.95**

G.E. Steam or Dry
IRON with Free
Laundry Cart **\$17.95**

Beautiful Mahogany
CORNER WHAT-NOT
5 tier, sturdily
built, now only **\$14.95**

MOST FUN ON WHEELS EVER!

GYM-DANDY
LIF-TUP
-something new for play-loving boys and girls!

Direct pedal drive with nylon bearings.
3-action metal scoop raises, lowers and tips forward.
Built-in joystick steers rear wheels. A new exciting ride feature.

MORE play actions make it MOST fun on wheels

- It's a bulldozer!
- It's an earth mover!
- It's a snow plow!
- It's a scoop!
- It's a fork lift!
- It's a front-loader cargo carrier!

Famous GYM-DANDY Built-to-Last Quality
Welded steel tubing frame. Seat and body are of tough linear polyethylene. Steel disc-type wheels with heavy duty lug-type semi-pneumatic tires. Baked auto-type enamel finish.

\$1995

5 WAYS TO BUY

- CASH
- 30 DAY CHARGE
- BUDGET
- LAY-AWAY
- FARMER'S TERMS

BROADHEAD

FURNITURE COMPANY

SOONER OR LATER YOUR FAVORITE FURNITURE STORE

208 E. Tenn. St.

764-6711

Florence

OPEN
NITES
'til
9

Deaths

Manuel Teks

Funeral services for Manuel Teks, 90, Athens, who died at Athens Hospital Thursday of last

week, were held Friday afternoon at McConnell's chapel in Athens with Rabbi J. S. Gallinger of Temple B'Nai Israel, Florence, officiating. Burial followed in the Jewish section of Sheffield Oakwood cemetery.

He is survived by four sons, Dave Teks, U. S. Army; M. L. Teks, Athens, Arnold and Milton Teks, both of Florence; a daughter,

Mrs. Harry Aizenshat, Miami Beach, Fla.; three grandchildren and two great grandchildren.

Ottie Marion Poarch

Funeral services for Ottie Marion Poarch, 31, who was killed Saturday in a truck accident on Nathan Boulevard in Sheffield, were held Monday afternoon at one o'clock at the Church of God on Reeder Street, Florence, with Jack Jenkins officiating. Burial followed in Greenview Gardens.

A truck driver for Sealtest Milk Company, Mr. Poarch was driving north on Nathan Boulevard Saturday morning at 10:15 when his vehicle went out of control on the wet pavement during a rainstorm.

He is survived by his wife, Mrs. Dimple Ann Poarch; two sons, Allen and Ronnie; two daughters, Kathryn and Rita Poarch all of Muscle Shoals City; his mother, Mrs. Mamie Poarch of Florence; a brother, J. D. Poarch of Grand Prairie, Texas; one sister, Mrs. Alberta Woodward of Cleveland, Ohio.

Miss Ruby Lee Rickard

Funeral services for Miss Ruby Lee Rickard, Wildwood Park Road, Florence, who died at the residence Wednesday afternoon of last week, were held Friday afternoon at two o'clock at College View Church of Christ with Curtis Platt officiating. Burial followed in Martin cemetery.

She is survived by two brothers, Fred and Claude Rickard, both of Florence; four sisters, Miss Ella Rickard, Florence, Mrs. Dona Cole, Florence, Mrs. T. O. Keener, Athens, Mrs. Catherine Nelson, Biloxi, Miss.

Mrs. Leona H. Sims

Funeral services for Mrs. Leona Hyde Sims, 79, Rt. 4, Florence, who died Thursday morning of last week at ECM Hospital, were held Friday morning at 10:30 at Sherrod Avenue Church of Christ with Ralph Snell officiating. Burial followed in Greenview Memorial Park.

She is survived by two sons, Rufus William Sims and Leroy Sims, both of Florence; two daughters, Mrs. W. T. Crosslin, Rt. 4, Florence, Miss Lucile Sims, Florence; two brothers, Elmer Hyde, Sr., Rt. 4, Florence and Robert Hyde, San Francisco, Cal.; two sisters, Mrs. Dorothy Schummel, Chicago, Ill., Mrs. Virgil Stults, Florence; 10 grandchildren; 17 great grandchildren.

Mrs. Izett Rahner

Funeral services for Mrs. Izett Rahner, 78, who died Friday morning at Eliza Coffee Memorial hospital following a short illness, were held Sunday afternoon at three o'clock at Trinity Episcopal Church with the Rev. E. G. Mullen officiating.

She was a native of Dallas, Tex. and owner and operator of Rahner Bible and Book Store.

She is survived by a son, Harry Rahner, Aiken, S. C.; a daughter, Mrs. Phyllis Rahner Scholz, Aiken, S. C.; three grandchildren.

Thomas G. Lawless

Funeral services for Thomas G. Lawless, 67, father of Mrs. John R. Lee, 1818 Tunc Avenue, Florence, who died in Paducah, Ky., recently, were held in Paducah.

He was a former bakery shop operator in Florence and Sheffield.

He is survived by one other daughter, Mrs. Earl Matthew of Covington, Tenn. and nine grandchildren.

Mrs. Minnie J. Rudd

Funeral services for Mrs. Minnie J. Rudd, 60, of 1708 Shenandoah Rd., Florence, who died Monday morning at 4:30 at ECM Hospital following a lengthy illness, were held Tuesday morning at 11 o'clock at Morrison-Elkins Funeral Home Chapel with Dr. R. L. Archibald officiating. Burial was in National Cemetery, Winchester, Va.

She is survived by three sons, Gordon Rudd of Florence, president of National Pool, Vernon Rudd of Atlanta, Kenneth Rudd of Alexandria, Va.; two brothers and three sisters.

Ada Jane Davis

Funeral services for Mrs. Ada Jane Davis, 71, Lexington, Route 3, who died Sunday morning at 9:15 at ECM hospital, were held Monday afternoon at two o'clock from the Richardson Chapel with Elder J. L. Ray, minister, and O. L. Newton, officiating.

She is survived by one daughter, Mrs. Andrew Green, Lexington; five sons, Herschel, James, and Avery, all of Greenhill, J. C. Lawrenceburg, and Howard of Florence; four sisters Mrs. Robb Mitchell, Mrs. Dudley Killen, Mrs. Will Green, all of Lexington, and Mrs. Robb Davis, Decatur; seven brothers, Cleve, Almon, Hampton, Bobby and Burford, all of Lexington, Robb and Georgia, and Dalton Allen of Florence; two half brothers, Bud Allen of Florence and Alonzo Allen, Lexington; one half sister, Mrs. Ida Smith, Lawrenceburg; 16 grandchildren and five great grandchildren.

One farm worker provided food fiber and smoking for more than 26 persons (including himself) at home and abroad last year—two more than he was able to provide in 1959 and a dozen more than in 1949.

10 DIAMOND PAIR
"Song O' Love"
BRIDAL PAIR
\$49.50
DOWN DELIVERS
IT COSTS LESS AT—
Sterchi's
JEWELRY DEPARTMENT
FLORENCE — SHEFFIELD

Have yourself a happy Christmas

Everyone has his own special way of making Christmastime a warm and meaningful season. Taking the family to church... trimming the tree the night before... singing carols before a cozy fireplace. We hope yours is a happy Christmas and a safe one, too. When you drive, be careful... everybody's looking forward to a wonderful holiday. Merry Christmas.

JACK BREWER
LOCAL AGENT
521 E. Tenn. St.
Florence
764-2234

STATE FARM INSURANCE COMPANIES
Home Offices: Bloomington, Illinois

Greetings

Our greetings to you are hearty, our wishes great. As a Star in the heavens led the Wise Men, so may the spirit of Christmas lead you and yours to many joys and blessings.

BOB THRASHER CO.
"Tri-Cities Largest Independent Auto Repair"
First St. at Atlanta Ave.
Sheffield, Ala.

NOEL

As the Prince of Peace inspired faith in the hearts of men, may His love fill your heart with peace and happiness, this Christmas. To you, a joyous Noel!

GARNET ELECTRIC COMPANY
FLORENCE

Speake Winner Of National Award

Kuppenheimer has awarded to William S. McKinney of Otto Speake Men's Wear, Florence, one of the 16 prizes awarded nationally for the best display window in their 85th Anniversary Wardrobe Display Contest.

The entries were judged by a panel of well-known display and art directors, and judgement was based on the manner in which

"the benefits of a wardrobe for all occasions" was presented to the public. Mr. McKinney's award was a GE "Cross Country" portable radio.

Otto Speake, Florence and Sheffield, has been a strong exponent of the program for educating men to the importance, value and economy of a complete wardrobe and continues to present this plan as a service to their customers.

Legal Notice

THE STATE OF ALABAMA
Lauderdale County
Bonnie Sue Dean, Complainant
vs.
Sylvester H. Dean, Respondent
In The Circuit Court in Equity
at Florence

In this cause it is made to appear to the Register by the affidavit of the Attorney for the Complainant that the Respondent, Sylvester H. Dean, is a non resident of the State of Alabama, and that his place of residence is unknown, and that it cannot be ascertained after reasonable effort, and further, that in the belief of said affiant, the Respondent, Sylvester H. Dean, is over the age of twenty-one years.

It is therefore ordered by the Register that publication be made in the Florence Herald, a newspaper published in Florence, Alabama once a week for four consecutive weeks, requiring the said Sylvester H. Dean to plead, answer or demur to the bill of complaint in this cause by the 22nd day of January, 1962 or, in thirty days thereafter a decree pro confesso may be taken against him.

Done at office in Florence, Alabama, this 19th day of December, 1961.

Elbert L. Daly,
Register
Dec. 21, 28; Jan. 4, 11

STOCKHOLDERS MEETING
The annual meeting of the stockholders of the Bank of Lexington, Lexington, Ala. will be held in its banking room on the 13th day of January 1962 at 10:30 a.m. for the purpose of electing a Board of Directors or any other business that may come before the meeting.
B. A. Porter,
President
Dec. 14, 21, 28; Jan. 4.

MORTGAGE FORECLOSURE NOTICE
STATE OF ALABAMA, LAUDERDALE COUNTY.
Default having been made in payment on the indebtedness secured by that certain mortgage executed by E. T. Stoval and wife, Mary M. Stoval, to J. E. Beasley, Jr., dated February 16, 1960 and recorded in Mortgage Book 697, page 163, in the Probate Office of Lauderdale County, Alabama, and such default continuing, the undersigned will sell for cash at public outcry, between the legal hours of sale at the Courthouse Door in the City of Florence, Alabama, on the 8th day of January, 1962, the following described real estate, situated in the County of Lauderdale, State of Alabama, to-wit: Part of the North half of Lot 1, in Block 484, described as follows: Beginning at a point on the West side of Royal Avenue 27.8 feet Northwardly from the North side of Sweetwater Street; thence Northwardly with the West side of Royal Avenue 27.8 feet; thence Westwardly by angle of 64 degrees 57.5 feet; thence at right angles Southwardly 25 feet; thence at right angles Eastwardly 69.5 feet to the point of beginning, together with the appurtenances thereunto belonging. It is understood and agreed that this mortgage is subject and second to that certain first mortgage on the above described property held by First Federal Savings and Loan Association of Florence.

Said sale will be made for the purpose of paying the indebtedness secured by said mortgage, together with interest thereon and a reasonable attorney's fee.
J. E. Beasley, Jr., Mortgagee
Malone, Malone & Steele
Athens, Alabama,
Attorneys for Mortgagee
Dec. 14, 21, 28

NOTICE OF APPOINTMENT
Estate of
Fred L. Thompson
Deceased
PROBATE COURT
Letters Testamentary of said deceased having been granted to the undersigned on the 12th day of December, 1961, by the Hon. Estes R. Flynt, Judge of the Probate Court of Lauderdale County, notice is hereby given that all persons having claims against said estate are hereby required to present the same within the time allowed by law or the same will be barred.
Edward Thompson
Dec. 14, 21, 28, 1961

NOTICE OF APPOINTMENT
Estate of
Carol B. Darby, also known as
Mrs. Miles W. Darby
Deceased
PROBATE COURT
Letters Testamentary of said deceased having been granted to the undersigned on the 12th day of December, 1961, by the Hon. Estes R. Flynt, Judge of the Probate Court of Lauderdale County, notice is hereby given that all persons having claims against said estate are hereby required to present the same within the time allowed by law or the same will be barred.
s/Earl W. Darby, Sr.
Dec. 14, 21, 28

REMODELING SALE

OVER 1000 PAIR
FAMOUS BRANDS ADDED
VALUES TO \$18.95
NOW

Hi and Med. Heels
Suedes & Leathers
Black, Blue, Red
and Brown
\$7.77
FAMOUS BRANDS
FLATS & FLAT
TIES—315 PAIR
Now **\$3.99**
Famous Brands
Values to \$9.99
Have Been \$5.99

Compare These Values On
Famous Brand Names You Know
THURSDAY, FRIDAY AND SATURDAY ONLY

Gable's Shoes
121 E. TENN. ST. FLORENCE

Christmas WISHES

May the YULETIDE SEASON Be One of Many Joyful Experiences

Mefford's
YOUR JEWELER
111 E. Tenn. St. Florence

NEW SHIPMENT JUST ARRIVED CHILDREN'S PLATFORM ROCKER

\$5.95
REG. \$8.95
CHOICE OF RED OR GREEN PLASTIC COVERS
LIMITED SUPPLY

Factory Discount
SYSTEM, INC.
LOCATED 2 MILES EAST OF HOWARD JOHNSON'S
766-2810 FLORENCE, ALA.

Holiday Greetings

Wishing you season's cheer in abundance. And may it linger in your heart all year!

Florence Taxi Co., Inc.
OPERATOR OF YELLOW CAB

215 E. Tennessee 764-1241

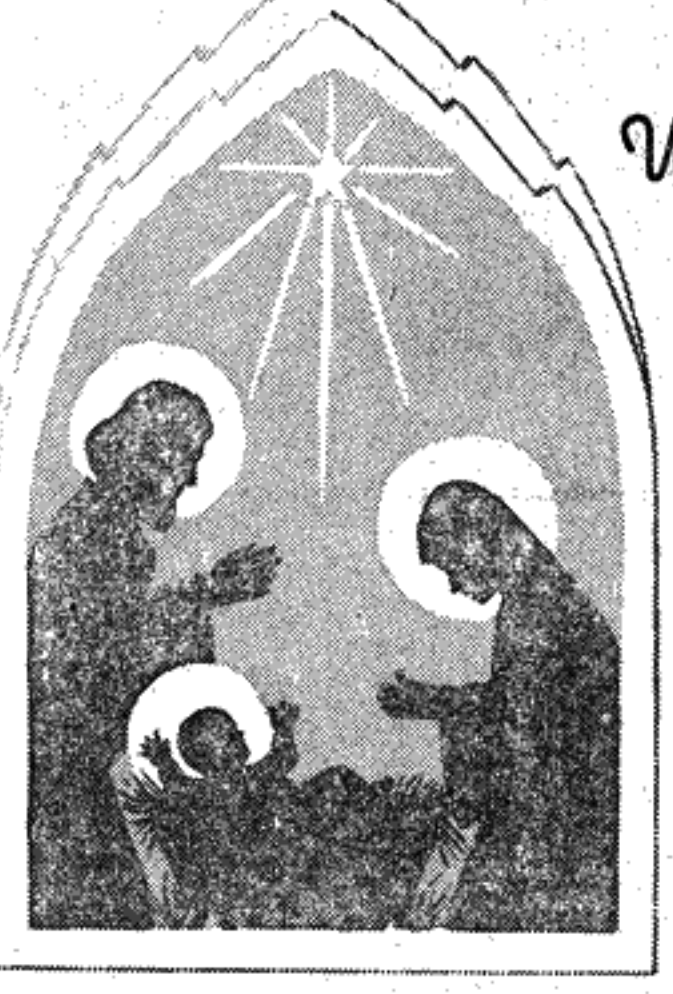
A cheery "Hello" to you at Christmas

May this Christmas bring to all our good friends the fulfillment of their greatest expectations.

Gabel's
Downtown Florence.

320 N. Court St. 764-0421

A JOYOUS SEASON



With its message of hope and peace, the Christmas star shines again. May the joy in its radiant light be reflected in your heart throughout the New Year.

THE Vogue

W. Mobile St. Downtown Florence

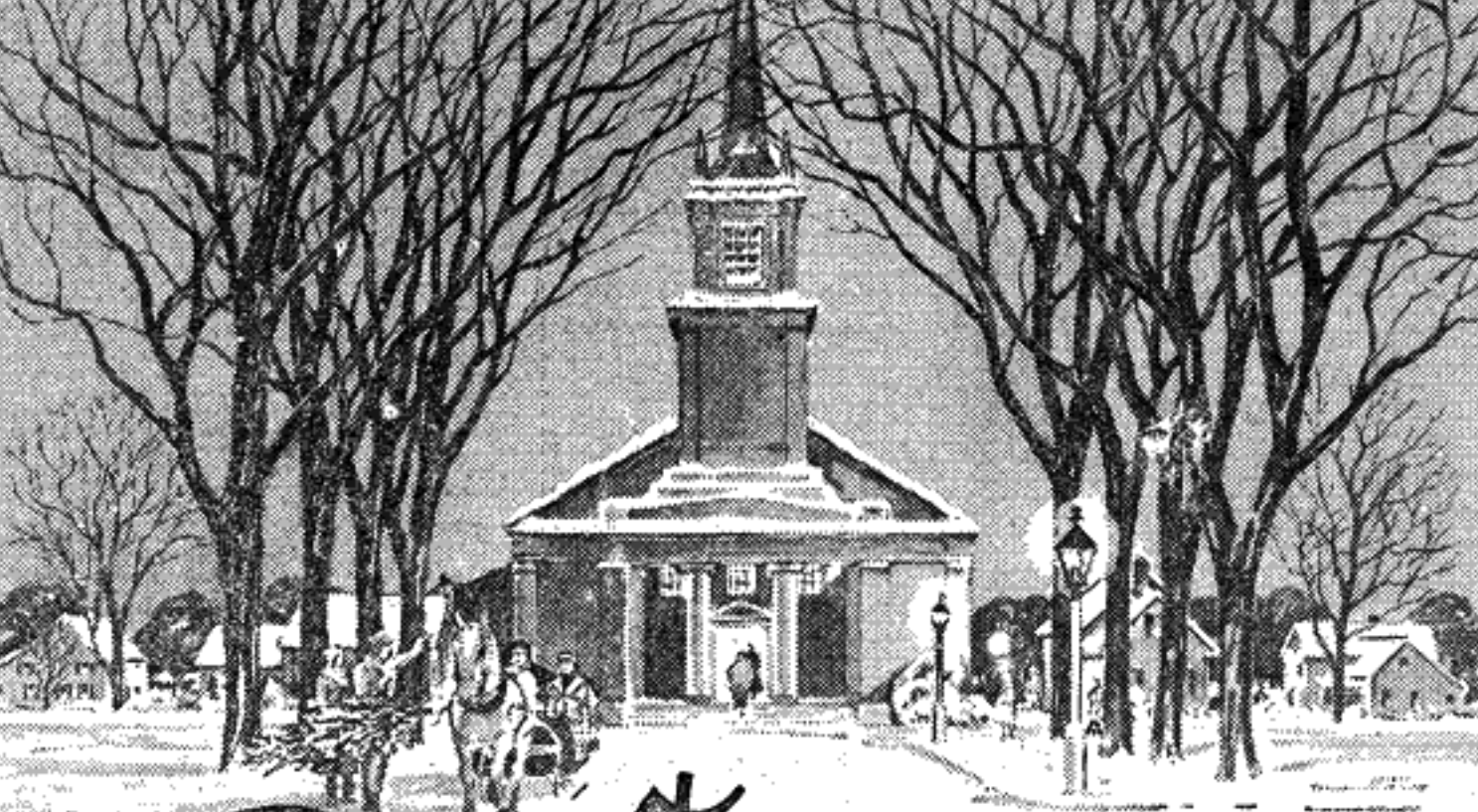


We're entering the Holiday scene with sincere thanks and the Season's best wishes to all our patrons whose good will and confidence we value so highly.

Greetings

Firestone

John C. Doolittle, Manager
416 N. COURT ST. FLORENCE



Greetings...

A joyous time, this Season of the year—a time for us all to enjoy good fellowship, good cheer and Holiday happiness. A time, also, for us to express gratitude for pleasant associations and warm friendships such as yours.

PET DAIRY PRODUCTS CO.

602 S. COURT ST. 764-5932 FLORENCE

News of LEOMA

By Mrs. L. T. Roberts

Mrs. Pearl Clifton was moved back to the Lawrence County hospital last Friday from the Vanderbilt hospital at Nashville. Mrs. Clifton was seriously injured two weeks ago in an automobile accident south of Leoma that killed her 12 year-old son, James Clifton and her husband, Marion J. Clifton. The other children have been released from the local hospital and are at the home of their aunt Mrs. Mattie McCann at Loretto. The Clifton family lives at Leoma.

Several people from Leoma attended the funeral and burial of Airman 2/C Royce Woodrow Ayers, 21, last Friday at the Mars Hill church and cemetery near Lawrenceburg. Royce was killed in a pistol accident at Fort Ord, Oklahoma, Dec. 10 where he is stationed with the Air Force. He is the son of Mr. and Mrs. Herman H. Ayers, former residents of Leoma, but who now live at Waterloo. The Middle Tennessee Funeral Home of Waynesboro was in charge of all arrangements.

Hospital News:
Joseph P. Atkins was admitted to the Lawrence County hospital last Friday night where he is receiving special treatment.

James Palmore underwent surgery last week at the Mid-State Baptist hospital at Nashville and is reported to be resting satisfactorily.

Dorene Smith of Leoma, a freshman at Loretto High School was admitted to the Lawrenceburg hospital last Friday with an injured back.

Bridal Shower:
The many friends of Judy Lane Boston and Bronzell Fowler honored them with a shower last Saturday night at the community club house. They will be married Dec. 23 at the parsonage in Leoma by the Rev. Nunnally, pastor of the Methodist Church.

They received many lovely gifts. Refreshments were served by Wanda Fowler, Freda Rinks and Mary Boston.

Several people from Leoma were invited guests last Saturday night to the social and fellowship supper that was enjoyed together in the Antioch Methodist Church basement.

The Leoma 4-H Club boys and girls met last Friday morning in the school gym for the last meeting this year, with Roger Pile and Miss Charlene Hamilton, club leaders of Lawrenceburg as special guests. After Christmas songs were sung together holiday treats were served.

Millard E. Gibbs was the guest speaker last Sunday at the Gandy Church of Christ with a large crowd present and several visitors from other churches came for the worship service. He was the dinner guest of Mr. and Mrs. Thomas Crews.

Mr. and Mrs. Robert Bivens, Mr. and Mrs. Gene Davis and Mrs. Omie Davis all visited Joseph Atkins last Sunday who is a patient at the local hospital.

Mrs. Virgie Box spent last week with Mr. and Mrs. Autie Box and family at Nashville.

Mr. and Mrs. Hobart Rossen and Mrs. Mary Yocum returned back home last Sunday from a visit with relatives at Gideon and New Madrid, Missouri.

Mr. and Mrs. Bill Spivey and son Tommy of Nashville were guests last week end with her mother, Mrs. Bessie James.

BOWLING

Confederate League

Team	W	L
The Smokehouse	37	23
The Florence Herald	36	24
Ingram Oil Co.	36	24
Sunbeam Bread Co.	35	25
Parrish Cigar Co.	33½	26½
The Rascals	31½	28½
Brown-Roden Garage	31	29
Tri-Cities Lumber Service	31	29
Gene Carbine Builders	30	30
Dixie Club Coffee	22½	37½
Tri-Cities Vending Co.	22	38
Ed Briggs Plumbing Co.	14½	45½

Week's Best Game:
Harold Beasley 237

Week's Best Series:
Allen Sharp 607

Season's Best Game:
Herrold Henson 265

Season's Best Series:
Herrold Henson 648

Top Five Averages:
Norman Fulmer 183, Ronald Mitchell 182, L. A. Roden 180, Leonard Howell 180, Herrold Henson 179.

News of WATERLOO

By Mrs. A. J. White

Church:
Rev. J. E. Stewart will deliver the Xmas sermon at the Methodist Church Sunday night. As will be at the Baptist and Church of Christ. Everyone is invited to attend one of the three churches of your choice.

The Christmas program at the Methodist Church Wednesday night was carefully planned to give each child a part in presenting the Christmas message joined by adults in carol singing. Gifts from under the tree were distributed throughout the congregation by the jolly ole Santa Claus.

The Woman's Society of Christian Service met in the home of Mrs. L. A. Culver Monday night. A very impressive program was given along with the nativity scene of Joseph and Mary and the Babe in the Manger. Mrs. Culver and Mrs. Hagood being in charge of the program, after which gifts were exchanged, followed by refreshments.

School:
The annual Christmas program of the elementary and high school combined will be given tonight at 7:30 p.m. Everyone is invited to attend.

The FBLA installation of new officers and the crowning of Mr. and Miss FBLA was very impressive Friday afternoon in the school auditorium. The honor of crowning was given to Truman Wilson Jr. and Linda Young, followed by a reception in the home of the principal Mr. and Mrs. C. T. Wilson.

Mr. and Mrs. O. C. Epps, Mrs. D. C. Jones, attended the graduation exercise of their daughter and son-in-law, Mr. and Mrs. Donald Barren of Auburn University last Friday.

Mr. and Mrs. Cecil Brooks attended the Christmas Cantata at the First Methodist Church in Florence Sunday of which their daughter Martha took part.

Mr. and Mrs. Gene Gooch and little son Andy were Friday night guest of her parents, Rev. and Mrs. J. E. Stewart.

Mrs. Edwin Holcomb attended the birthday celebration of her father J. M. Blackwell in Sheffield last Saturday.

Mr. and Mrs. Howard Haynes and children of Florence visited his mother, Mrs. Della Haynes Sunday.

Mr. and Mrs. Glenn White and Kathy from Nashville visited relatives over the week end.

Mrs. Oried Culver of Florence was guest of her parents, Mr. and Mrs. Tom Moore Sunday.

Mrs. Effie Sego spent a few days last week in Florence with her daughter, Virginia Carroll and Betty Brooks.

Mrs. Ida West from Missouri is spending some time with her parents Mr. and Mrs. J. E. White.

Social

Personal
Miss Anne Evans has arrived from Centre College in Kentucky and Ned Evans from Auburn University to spend Christmas with their parents, Dr. and Mrs. Edward Evans on Sherrod Ave.

Arrived for the Christmas Season at the home of Mr. and Mrs. Madding King, North Court Street, are their son, Ben, from McCallie in Chattanooga and their daughter, Harriet, from St. Mary's Junior College in Raleigh, N. C.; and expected during the next few days is Madding, Jr., from Vanderbilt in Nashville and Mr. and Mrs. William Allen (Sherrod King) of New York City.

Dr. and Mrs. Otto Burton are enroute to California where they will spend Christmas in Monterey with their daughter, Mrs. Dale S. Perry, and Lt. Com. Perry, USN, who is engaged in post-graduate work there.

A guest during the weekend of Miss Mary Rogers was her niece, Mrs. William Yancey of Pulaski, Tenn.

Mrs. J. L. Meeks, Sr., is in Fort Lauderdale, Fla., for a Yuletide visit with her daughter, Mrs. Lois Nell Gibbons.

Marlboro DRIVE-IN
THUR - FRI - SAT.
3 Big Features
No. 1
MOB RULE...
IN A HIGH SCHOOL
CAESAR
A MARATHON PRODUCTION
A FILMGROUP PRESENTATION

No. 2
WHEN YOU'RE TOO EAGER TO SAY "I WILL"
you're
"DATE BAIT"
AT SIXTEEN...
a girl learns...
about love - ONE WAY OR THE OTHER
A MARATHON PRODUCTION
A FILMGROUP PRESENTATION

No. 3
THE WILD RIDE
SUN. MON. & TUE.

A LOVE STORY
UNLIKE ANY OTHERS!

Presented by WARNER BROS.

SPLENDOR IN THE GRASS
TECHNICOLOR
STARRING
NATALIE WOOD WARREN BEATTY
PAT HINGLE - AUDREY CHRISTIE
BARBARA LODEN - ZOHRA LAMPERT

THE FLORENCE HERALD, Florence, Ala. Thurs., Dec. 21, 1961—CHRISTMAS EDITION

College in Raleigh, N. C.; and expected during the next few days is Madding, Jr., from Vanderbilt in Nashville and Mr. and Mrs. William Allen (Sherrod King) of New York City.

Dr. and Mrs. Otto Burton are enroute to California where they will spend Christmas in Monterey with their daughter, Mrs. Dale S. Perry, and Lt. Com. Perry, USN, who is engaged in post-graduate work there.

A guest during the weekend of Miss Mary Rogers was her niece, Mrs. William Yancey of Pulaski, Tenn.

Mrs. J. L. Meeks, Sr., is in Fort Lauderdale, Fla., for a Yuletide visit with her daughter, Mrs. Lois Nell Gibbons.

LET THE FLORENCE HERALD DO ALL YOUR PRINTING!

1/4 CARAT DIAMOND
COMPARE
WITH ANY OTHER DIAMOND OF THIS SIZE
ON ANY OTHER JEWELRY STORE'S PRICE
YOU CAN ALWAYS MAKE YOUR OWN TERMS
IT POSTS LESS AT

NOW! \$79.50

Sterchis
JEWELRY DEPARTMENT
FLORENCE — SHEFFIELD



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.

KILLEN MOTORS

D. B. KILLEN
LEE HIGHWAY
HOWARD KILLEN
PHONE 764-8821

To SEE Santa Claus BETTER
Give A Gift Certificate For Glasses From Maxwell-Howes Of Optics

APPROPRIATELY CASED GIFT CERTIFICATE

- EYES EXAMINED
- LENSES DUPLICATED
- PRESCRIPTIONS FILLED
- FRAMES REPAIRED AND REPLACED
- PRESCRIPTION SUNGLASSES

Single Vision Lenses & Frames
\$9.50 AND UP

Bifocal Lenses and Frames
14.50 AND UP

"There Is A Difference in Glasses"

Dial 764-2861 If Appointment Is Desired
ROBERT E. MAXWELL, O. D.
HARRY J. HOWES, Optical Technician

318 East Tenn. St.
"Across From Sears Roebuck"
Free Parking in rear of office

Lower Prices DOES NOT Mean Lower Quality At . . .
Maxwell-Howes OF OPTICS

HOLIDAY GREETINGS

A word of thanks and Season's Greetings to the many friends we have been privileged to serve. We wish you and your family health and happiness for many years to come.

DRANE REALTY CO.
764-0951
Bliss Bldg. Florence

RAY McCORKLE IS PLEASED TO ANNOUNCE THE GRAND OPENING



RAY McCORKLE,
OWNER

Ray McCorkle Says:

Remember folks, we are still running our 24th Anniversary Sale at our Court Street Store. December 15th, 10 years ago, we opened our new furniture store, and we honestly believe we've sold more, better furniture for less money than any dealer in the South. We will have only 6% carrying charges at both stores, and we guarantee our prices... if you buy furniture from us then find the same furniture for less, whether you shop discount houses, so-called wholesale house or retail, we will refund the entire purchase price.

OF McCORKLE'S OF EAST FLORENCE NEW RAILWAY SALVAGE FURNITURE STORE

1416 Lee Highway

Telephone 764-7972

East Florence

McCorkle's Railway Salvage Furniture Store will handle new low priced furniture, good used furniture, slightly damaged new furniture that was damaged in transit by the railway and new furniture slightly damaged from our Court Street Store. We also have a real good line of used trade-in furniture.

JUST ONE OF OUR LIVING ROOM SPECIALS



2 Piece
SUITE **\$89⁹⁵**
ONLY...

THE THREE TABLES
AND 2 LAMPS... ONLY **\$25⁰⁰**
Exactly As Pictured

9 Pc. MAHOGANY
DINING ROOM SUITE
(Slightly Damaged)
• Buffet • Table **\$199⁹⁵**
• China • 6 Chairs
ONLY...

NEW
COTTON MATTRESSES
\$9⁹⁵
ONLY...

NEW
CHESTS
Choice of Maple, Walnut
or Mahogany finish **\$21⁹⁵**
ONLY...

NEW \$174.00 GOLD
80-INCH SOFA
By Stratford,
Slightly Damaged **\$89⁹⁵**
ONLY...

NEW 2-PIECE NAUGAHYDE
PLASTIC SUITES
\$89⁹⁵
ONLY...

NEW
GOLD SEAL RUGS
First
Quality **\$9⁹⁵**
ONLY...

NEW
DANISH MODERN SOFA
CHAIR TO MATCH **\$29⁹⁵** **\$79⁹⁵**
ONLY...

1 GROUP OF
TABLE LAMPS
PRICES
START \$3.95 **50% OFF**

NEW MODERN
BEDROOM SUITES
Double Dresser, Chest
and bookcase bed **\$89⁹⁵**
ONLY...

REGULAR \$90.00
French Provincial Chests
By
Basset **\$59⁹⁵**
ONLY...

NEW SOLID MAPLE
TRIPLE DRESSER
Slightly Damaged by
Railroad in Transit **\$109⁹⁵**
\$179.50 Value...

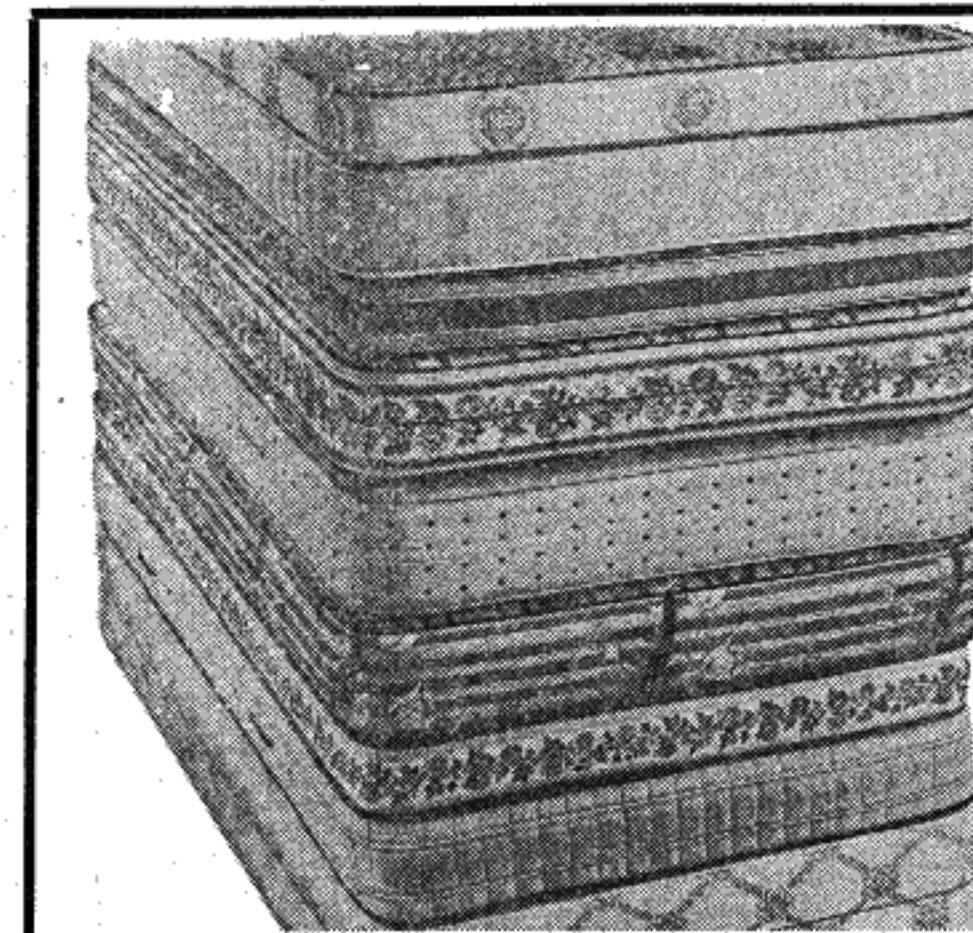
NEW
Early American Sofa
By
Waldron **\$89⁹⁵**
ONLY...

New Innerspring Mattress
or Box Springs
Made By The Famous
Perfection Company **\$19⁹⁵**
ONLY...

NEW
SOLID MAPLE DESKS
\$49⁹⁵
ONLY...

NEW \$229.00 GREEN
100-INCH SOFA
Slightly
Damaged **\$119⁹⁵**
ONLY...

NEW \$72.00
RECLINERS
\$39⁹⁵
ONLY... UP



Your Choice of
One of These

\$79.95 MATTRESS

- SIMMONS • JAMISON
- SEALY • PERFECTION

This Mattress is to be given away
Saturday, December 23rd

YOU DO NOT HAVE TO BE PRESENT TO WIN!

FREE!



ADULTS
ONLY MAY
REGISTER

McCORKLE'S OF EAST FLORENCE NEW RAILWAY SALVAGE FURNITURE STORE

RAY McCORKLE, Owner

1416 Lee Highway

MRS. KATHLEEN ROMINE, Manager

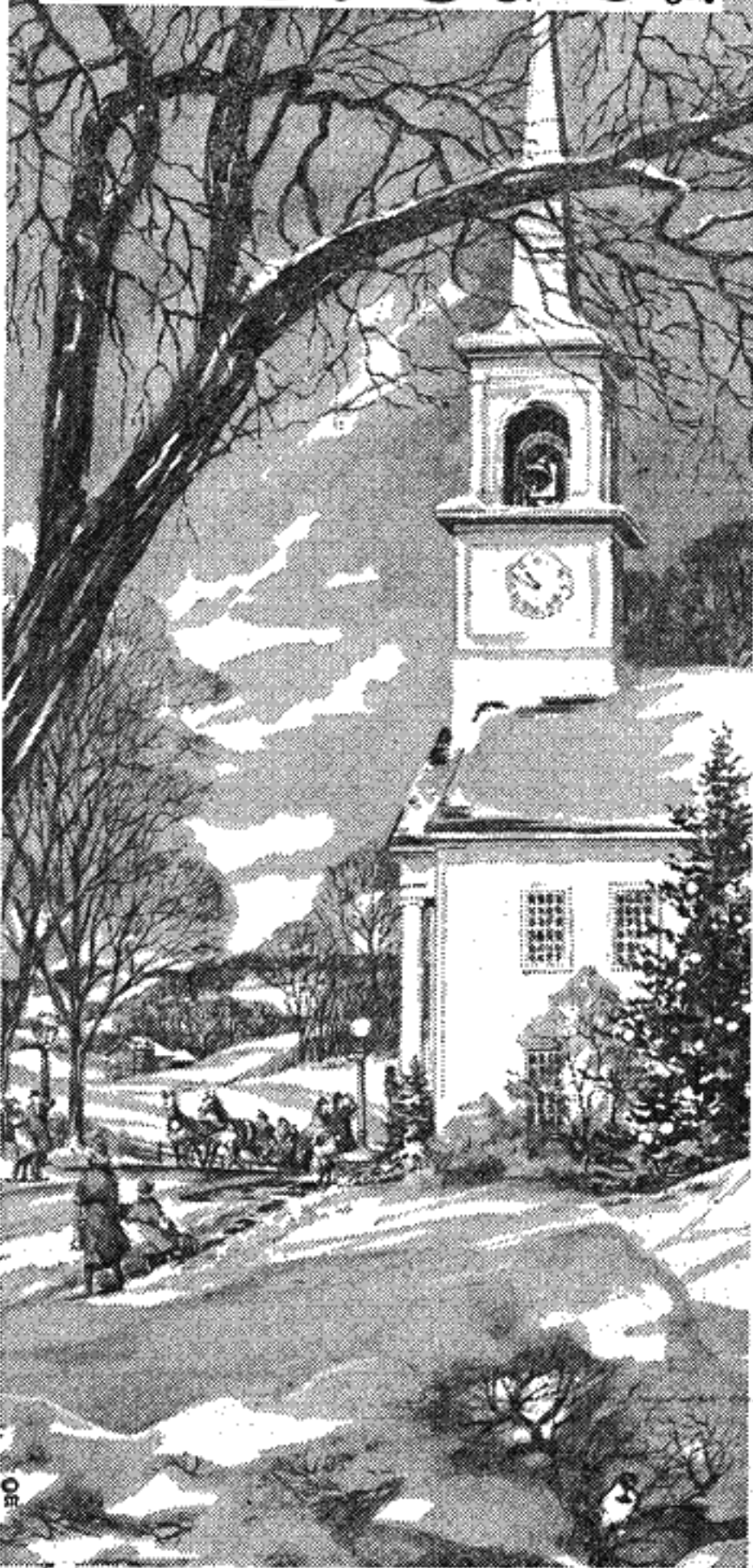
Telephone 764-7972

East Florence

Before putting windows, mix the putty with paint of the color you want. This saves painting after they are putted.

For easier daily bedmaking, miter corners of bed sheets hospital-fashion or use fitted sheets so covers stay secure.

Christmas Greetings

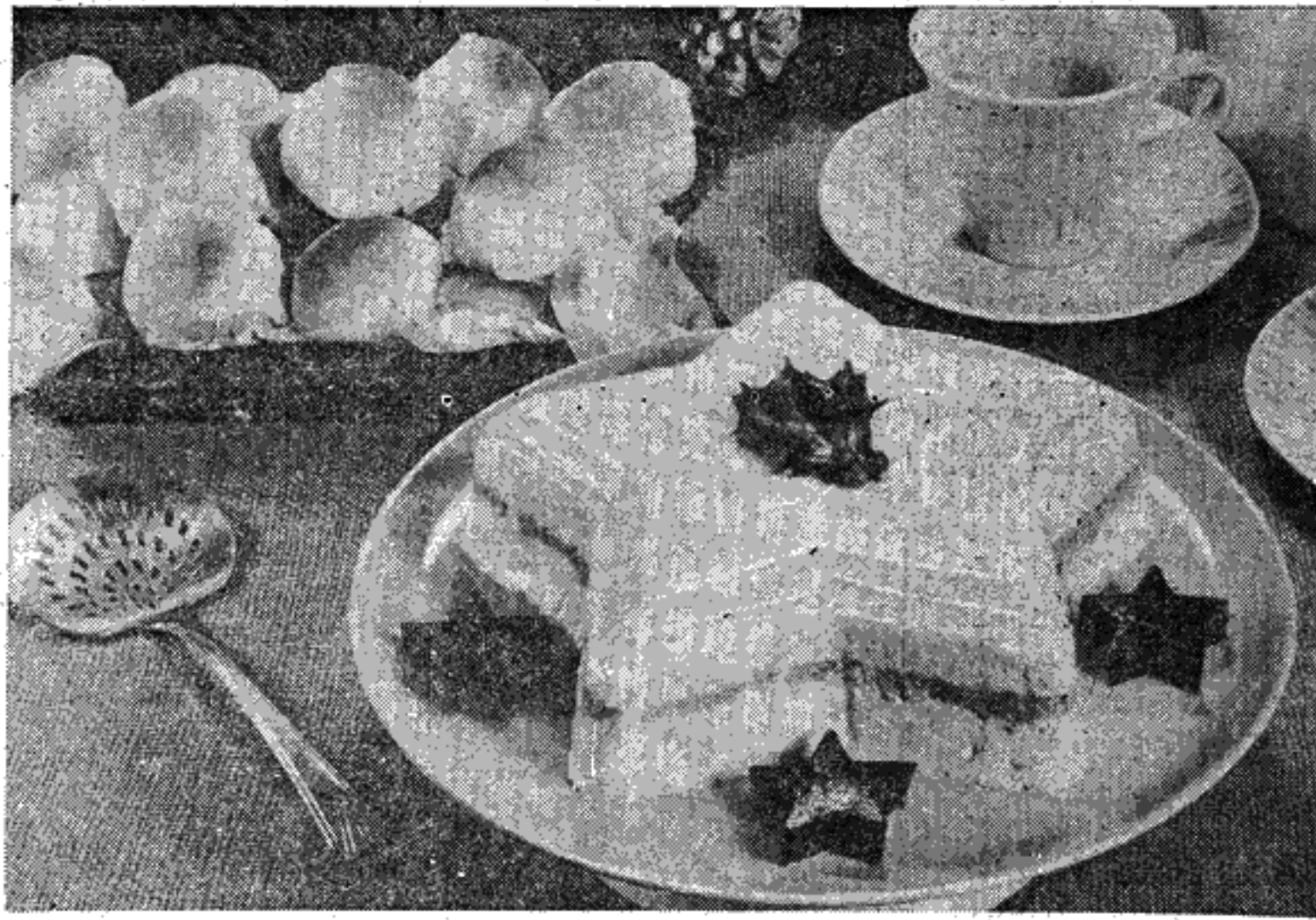


**BILLY L. HENSLEY
LUMBER COMPANY**

CHISHOLM RD.

764-0731

This Star Salad Sparkles on Yule Buffet



Deviled ham makes a heavenly taste treat when served in the form of a Star Salad.

Star Salad

BY DOROTHY MADDOX

When you want something light yet flavorful, crunchy yet smooth, for your Christmas buffet parties, serve this Molded "Star" Salad or spread. Garnish with a sprig of holly and miniature cranberry jelly "stars" on the side. Accompany with hot biscuits and a beverage.

MOLDED "STAR" SALAD
(Serves 6 to 8)

- | | |
|------------------------------|----------------------------------|
| 1 package unflavored gelatin | 1/4 teaspoon pepper |
| 1/4 cup cold water | 1 teaspoon instant minced onion |
| 1/2 cup boiling water | 1 cup finely diced celery |
| 2 cups cottage cheese | 1/2 cup blue cheese |
| 1/2 teaspoon salt | 2 (4 1/2-ounce) cans deviled ham |

Soften gelatin in cold water. Dissolve in boiling water. Blend in remaining ingredients except deviled ham. Pour half of mixture into 1 1/2-quart star mold. Chill until firm. Spread deviled ham in firm layer. Spoon on remaining mixture. Chill until firm. Unmold. Serve with cranberry stars.

News of ROGERSVILLE

By Mrs. Oswald Waddell
Phone 244-3256

Cumberland Presbyterians Meet

It seemed as if the decorator's hand had magically touched the Walter Dison home so perfectly was the holiday motif carried out throughout the house when Mrs. Dison entertained the Missionary Society on Tuesday evening at their annual Christmas party.

A tree glowing with multicolored lights and piled high underneath with gifts was the focal point in the dining room.

A music box which was a Christmas gift of some thirty years ago tinkled away as guests passed gifts. Each kept the one she was holding when the music stopped.

Mrs. Clyde Haraway, who for the past sixteen years has served as secretary-treasurer of the Society, was presented with a perpetual membership as a token of appreciation for her faithful, efficient

service. The presentation was made by Mrs. Hubert Beddingfield, president. At her request she is to be succeeded by Mrs. Ishmael Perry who was elected by the group.

Mrs. Walter Ingle and Mrs. Stansel Barringer assisted the hostess in serving a party plate of a dessert, cherry topped cookies and toasted nuts with coffee.

Mrs. Almer Letson of Tusculum was a guest. In the program on Sunday evening, "Christmas Gift To the King," new officers will be formally installed.

Civitan-Civinettes Banquet

The wintry weather was just the right sort for Santa when he dropped by from his busy schedule on Tuesday evening for a visit with the families of Civitans at their annual family dinner.

Christmas baubles and wisps of greenery were used in the decorations at the school cafeteria for the occasion.

After a traditional Christmas dinner Santa distributed the gifts. Clyde Snoddy is president of the Civitan Club, Mrs. Snoddy of the auxiliary.

Garden Club Dinner

For the Rogersville Garden Club's annual Christmas dinner, and annual Christmas dinners seem to be the rule for the season's activities, the long living room in the home of Mrs. Essie Goad was rearranged completely in order to place a long table down the center to have room for all the members to sit together. Sprigs of holly on the white cloth added the holiday touch, and novel holiday arrangements literally turned the place into a holiday house. On the outside, holly and glowing lights were entwined in the iron grill work.

Gifts beneath the tree were exchanged during the evening and inside a huge cane filled with candy was a mysterious item. Guests were permitted to guess what it was. The winner was Mrs. Ozell Thrasher, who guessed the reindeer, and the prize was a table arrangement of green plants.

School

Among us are those special people who are untouched by the problems that gray men prematurely, claim their sleep and push out the real joys but these joys are experienced in their purest meaning by this group and a rare freshness dominates the atmosphere in their presence. These are the members of the special education class in the elementary school and Mrs. G. V. Tucker is their teacher. It was their responsibility to decorate the lunch room for Christmas and they have taken great pride in this project, making many of their decorations and creating a pretty Christmas scene for all to enjoy.

HERMAN S. McCALL RECENTLY PROMOTED

Herman S. McCall, radarman second class, USN, son of Mrs. Pauline McCall of 160 Morengo St., Florence, was promoted recently to the present rating while serving in the Atlantic aboard the tactical command ship USS Northampton, operating out of Norfolk, Va.

Promotions are granted through recommendations by commanding officers, job performance and results of Navy-wide competitive examinations taken by all blue-jackets of the same job specialties.

GO TO CHURCH ON SUNDAY!

THE FLORENCE HERALD, Florence, Ala. Thurs., Dec. 21, 1961—CHRISTMAS EDITION

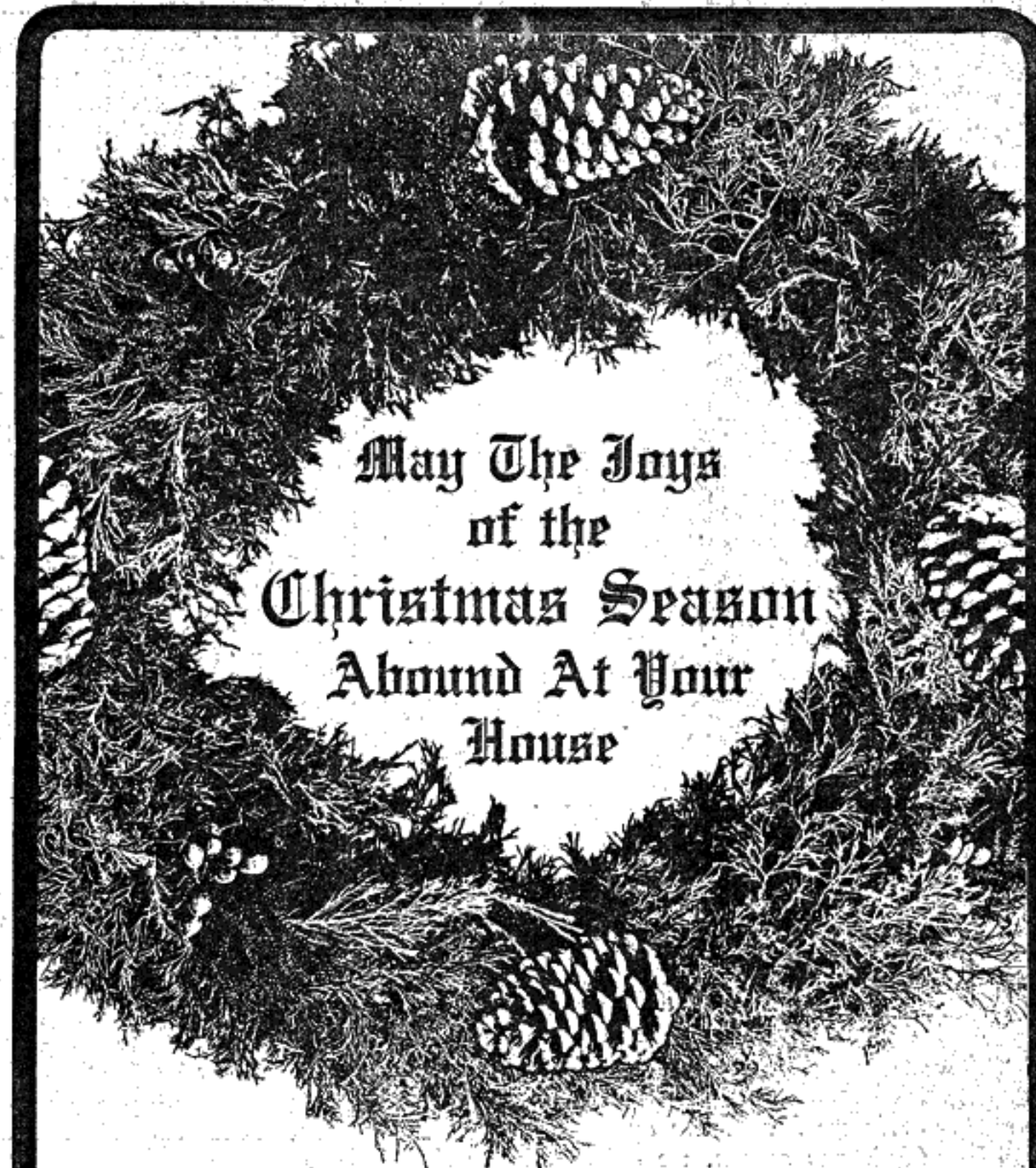
Novel Ornaments Adorn Far Lands

It is customary among the Czechs and Slovaks to break a branch off a cherry tree at the be-

ginning of Advent, place it in a pot of water in the kitchen and keep it in the warm air. The twig is then supposed to burst into blossom at Christmas time and make a festive decoration.

The Christmas festival in China

is Sheng Dan Jieh, the Holy Birth Festival. Paper decorations and evergreens adorn churches and homes. The Christmas tree is decorated with paper flowers, colored paper chains and cotton snowflakes.



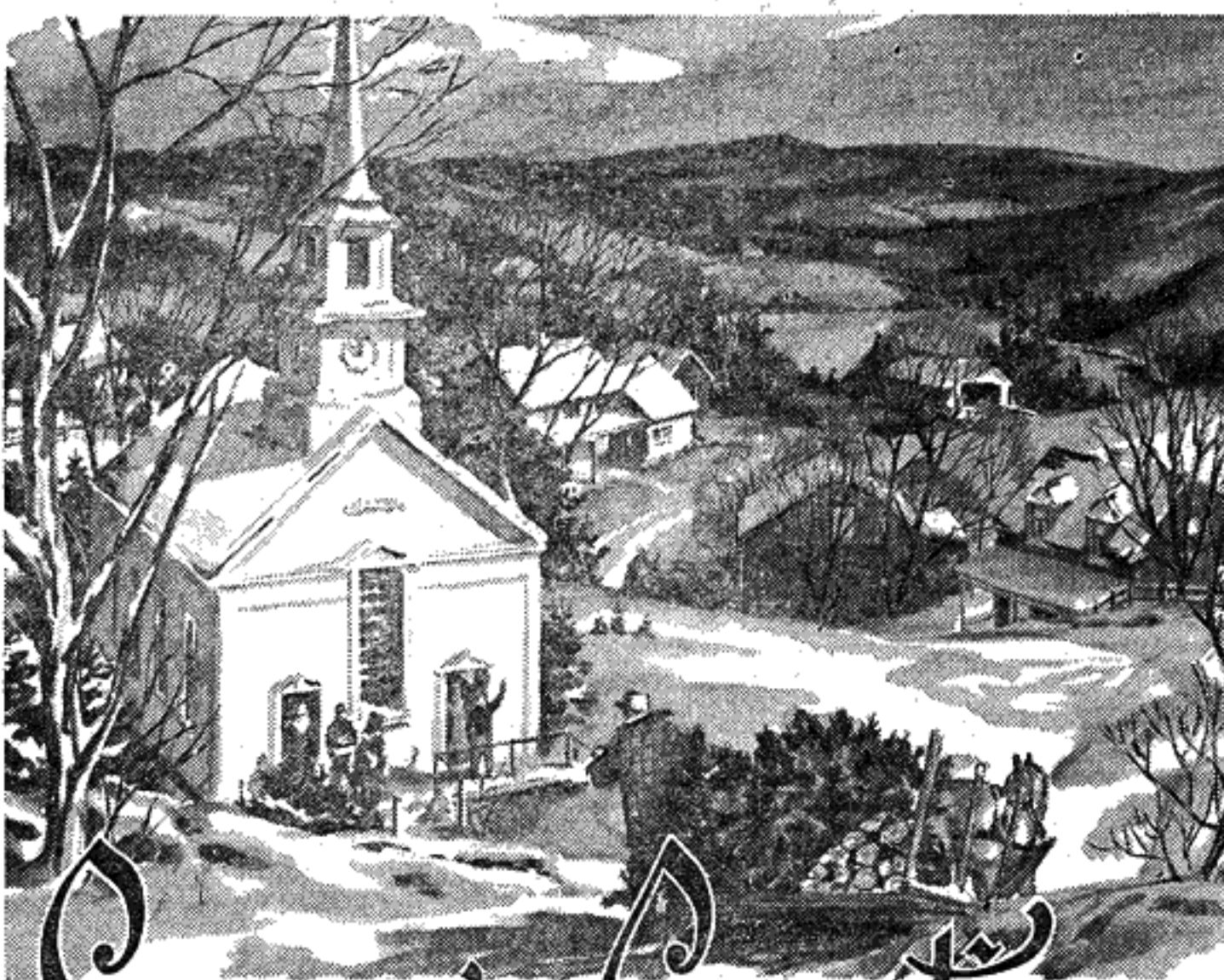
Department of Electricity, City of Florence



A Bright, Merry Christmas

It is only natural at Christmastime for us to feel grateful for the fine relationships we have enjoyed during the past year with so many of our faithful savings and loan customers and our friends throughout the Muscle Shoals area.

The officers, directors and employees of First Federal all join in wishing each and every one of you the fullest measure of a Joyful Christmas and a Happy, Prosperous New Year.



Season's Greetings

Happy holidays to you and yours! We send warm wishes by the heartfelt, with the hope that the joys of the season may long endure.

Many thanks to our loyal friends! Your patronage has made this year a wonderful one for us, and we are sincerely grateful.

SPALDING WALGREEN
AGENCY DRUG STORE

201 N. COURT ST.

DOWNTOWN FLORENCE

Christmas Around The World Varies

Christmas is celebrated in many different fashions throughout the world and at different times. A few of the countries and the way in which they celebrate the birth of the Christ child follows.

FRANCE

Before going to bed on Christmas Eve, French children put their shoes by the fireside or under the tree for a gift from "le pere Noel" or "le petit Jesus." In olden days, peasant wooden shoes or sabots were used. But today, children leave their own little shoes for their gifts.

MEXICO

Christmas always begins with nine days of "posadas" or parties reenacting the story of the Holy Family. Then everyone gathers round a pinata, a gay earthenware jar hung from the ceiling. The children, blindfolded, hit it with poles to break it and bring down a shower of goodies.

PERU

On Christmas day, the children have their presents and decorate the creche. Then on January 6th, Epiphania, the figures of the Three Wise Men are added to the creche and the children enjoy "The Cake of Kings" which has a gift of a little doll or toy animal baked in it or each of them.

ETHIOPIA

Here Christmas is called Genena. It occurs in January because of their Coptic Christian calendar which is slightly different from ours. There is a morning church service; later in the day, the children of Addis Ababa, the capital, visit the palace and receive gifts from the Emperor himself.

SWITZERLAND

Here the role of Santa Claus is taken over by the "Christkindli" an angel-like being wearing a

crown. Though the children never see him, he brings the presents and the tree as well—all on Christmas Eve. Many French-speaking homes wait to have presents until January 1st.

NORWAY

Christmas is a day of feasting. Even the birds are remembered; the children take the best sheaf of grain from the harvest and fasten it to a post in the yard for them. The ancient Norse figure called "Julesvenn" brings the little ones their presents in a horse-drawn sled.

TAOS, NEW MEXICO

Most of our American Christmas customs come from Europe, but in Taos, the Indians follow their own traditions. There is a Christmas Eve procession lighted by Achones, torches on long poles. After Christmas dinner, everyone gathers to watch the legendary tribal Deer Dance.

SICILY

Whole families climb into their festive donkey carts and go to Midnight Mass where the children recite poems and songs they have written to celebrate the birth of the Christ Child. Nine days before Christmas, a creche is set up in each home. Shepherds from the hills play pipes in the towns.

News of CLOVERDALE

By Mrs. Kathryn Smith
Phone: 764-7198

Church:

The Cloverdale Methodist Church will have Sunday school at 10 a.m. Sunday and immediately after the Sunday school hour a Christmas program will be given by the little children of the intermediate classes. Everyone is invited to attend.

Club News:

The Cloverdale Home Demonstration Club celebrated its annual Christmas party with a spend-the-day affair at the home of Mrs. L. C. Simmons the second Wednesday of December. Gifts were exchanged among the club women and a luncheon served at the noon hour to the following present: Mrs. Andred Cagle, Mrs. Floyd Oakley, Jr., Mrs. Franklin Richardson, Mrs. Arnold Johnson, Mrs. John Chowning, Mrs. J. L. Bowles, Mrs. Emmett Sego, Mrs. Leonard Miles, Mrs. O. L. Quillen, Mrs. H. T. Kerby, Mrs. Frank Gray, Mrs. James Sego.

The January meeting will be at Mrs. O. L. Quillen's home the second week of January at 1:30 p.m. All ladies are invited to attend.

Personals:

Jimmy Smith, Jr., of Auburn, visited Mr. and Mrs. Sammie Smith Sunday afternoon.

News of Central Heights

By Mrs. Andrew Thrasher

Church:

Both Circles of the Pleasant Hill Woman's Society of Christian Service held a joint meeting Tuesday night at the church. A social period was enjoyed following the program.

The Junior MYF members plan to attend a Christmas banquet at Starkey's Friday night, Mrs. Billy DeVaney is their counselor.

Clubs:

The Savannah Road Garden Club had a luncheon at the Town Club Saturday. Each person carried a gift to be sent to the T.B. Sanatorium at Decatur.

The Civitan Club met Monday night at Central PTA.

There is a PTA meeting tonight at Central High School. The Christmas carols will be presented by the music club.

Basketball:

Central Wildcats won over Hazelwood, Coffee and Sheffield last week.

Personals:

Mr. and Mrs. Harold Quigley from Tuscon, Ariz. and Mrs. Gene

Gwartney (Patsy Quigley) from Tulsa, Oklahoma arrived here Thursday to spend the pre-Christmas holidays with Mrs. J. T. Thrasher, Mrs. Quigley's mother and other relatives.

Mr. and Mrs. Homer Lovelady of Birmingham came to the J. C. Seaton, Jr., home Sunday to return with their daughter-in-law and their new grandson Mrs. Freddie Lovelady and Anthony.

Mr. and Mrs. Andrew Thrasher visited in Jasper Thursday through Saturday with Mr. and Mrs. Bill Hudson and little daughter, Missie. Elaine Perkins from Gadsden was home for the week end with her parents, Mr. and Mrs. Stanley Perkins.

Little Miss Joy Brown of Little Rock, Ark. is spending this week with her grandparents Mr. and Mrs. Ben F. Brown.

News of NEBO

By Mrs. Ada Haney

Attendance was off for Sunday school at Nebo Sunday due to the bad weather and sickness in the community.

Bro. Bozeman filled the pulpit for both the morning and evening services.

Services will be held for both the morning and evening service

next Sunday.

The annual Christmas program will be held at Nebo Saturday night. The program will begin about 6:30 given by the children and young people of the church.

The 5th Sunday singing convention will be held at Nebo. Everyone is invited to attend.

The 5th Sunday night Union service of Nebo and Lexington churches will be held at Nebo. Rev. Gonia of the Methodist Church will be the speaker.

Miss Carol Sue Balch had surgery at ECM hospital last Wednesday. We wish for her a speedy recovery.

Oneal Haney spent Saturday night and Sunday with Mr. and Mrs. Franklin Hunt at Grassy.

Mr. and Mrs. Tallie Putman have a new granddaughter. The parents are Mr. and Mrs. Levon Trousdale of Center Star.

Mr. and Mrs. Johnnie Liverette and children and Mrs. Ada Haney and children spent Saturday night with Mr. and Mrs. Monroe Hunt. Other visitors for a while were Mr. and Mrs. Preston White of Rogersville.

Miss Hulda Howard is ill at the home of Mr. and Mrs. Acie Putman.

Mr. and Mrs. Franklin Hunt and children visited Mr. and Mrs. Monroe Hunt Saturday evening.

Wayne Ritter is to be home from District One sanatorium for the Christmas holidays.

Debra, Dona, and Jean White

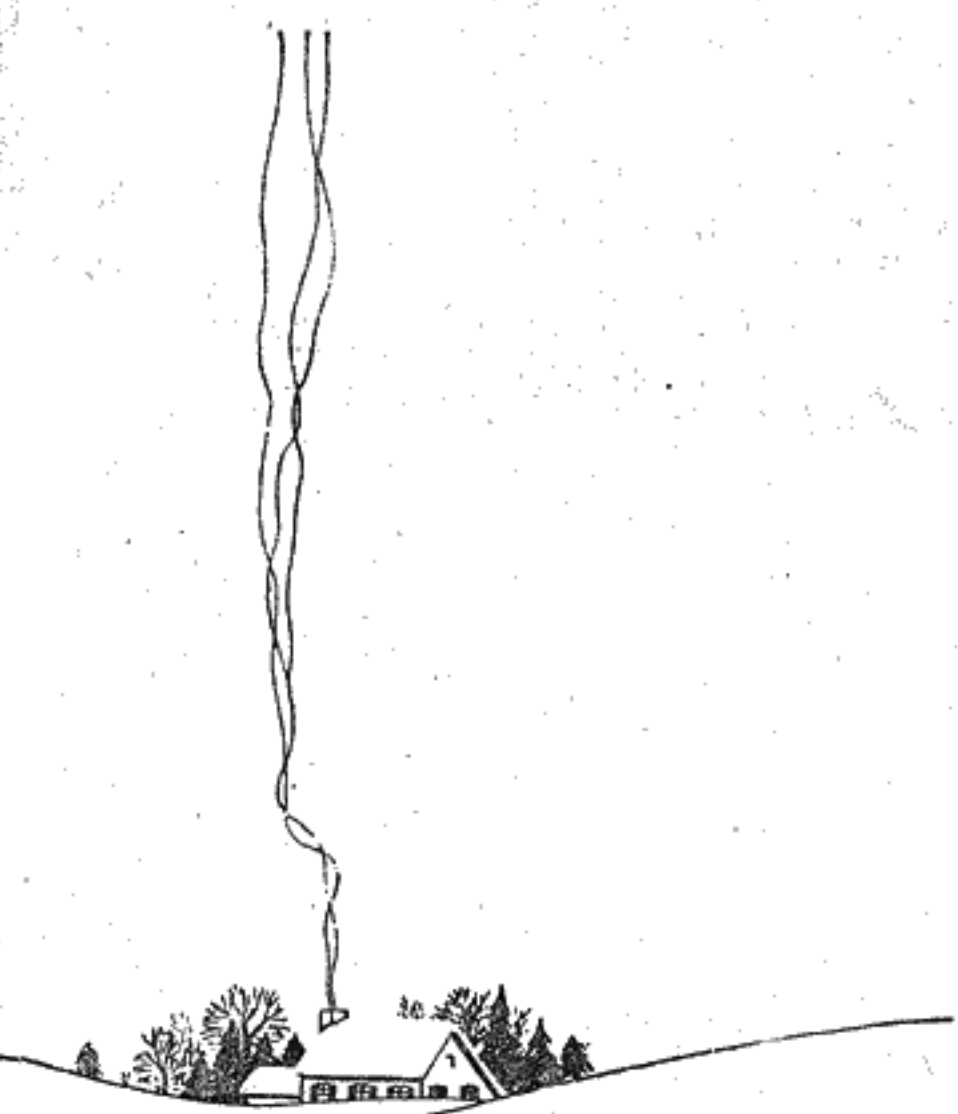
visited their aunt, Mrs. Ada Haney Friday evening.

People from Nebo attending the singing at New Hope Sunday evening were, Wayne Fleming, Connie and Kathryn Haney, Diane and Cathy McCain, Johnnie Thornton and Alton.

Mr. and Mrs. William Howard and children visited Mr. and Mrs. Guston Howard Sunday evening.

Mr. and Mrs. Billy Ray Howard visited Mr. and Mrs. Almon Howard Wednesday evening.

Henry Ritter was sick last week with pneumonia.



THE BLESSINGS of CHRISTMAS

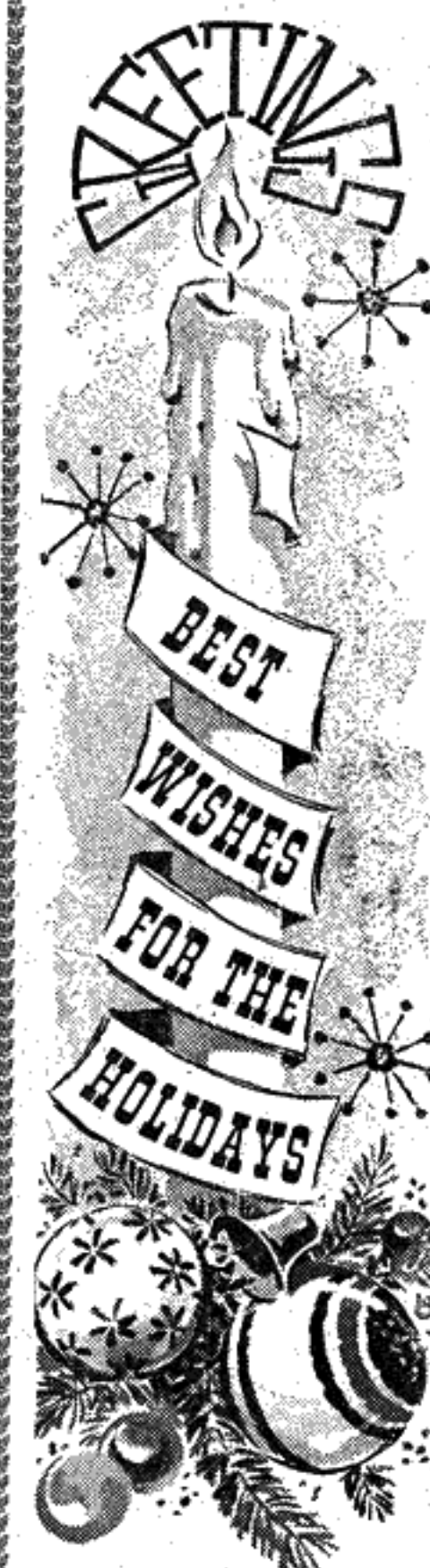
As we herald the approach of another Christmas season, we count our blessings in good friends and pleasant associations.

It is appropriate, then, that we extend our warmest greetings and add the hope that the coming year will be the best you have ever enjoyed and that from the experiences of the past we may gain strength for the problems of the future.

STANFIELD'S TIN SHOP

101 S. ROYAL AVE.

Phone 764-2323



CORNER HAT SHOP

108 E. Mobile St.
Florence, Ala.



GREETINGS

May we just take a moment to express our gratitude for your patronage. The wish of all of us here is that you and yours enjoy the merriest of holidays.

McAFEE SHEET METAL CO.

Royal Ave. & Huntsville Rd.

Florence



CHRISTMAS Greetings

As you spend this season with your loved ones, may great joy fill your home, and peace fill your heart.

HOOVER MOTOR EXPRESS

383-9216

SHEFFIELD



Season's GREETINGS

We send you these greetings with the sincere hope that they find you together with all your loved ones, enjoying the peace and happiness of Christmas. May all the joys of the season remain with you throughout the year ahead.

FROM THE MANAGEMENT AND EMPLOYEES OF MARTIN THEATRES

Shoals Theatre, Florence, Alabama Cinema Theatre, Florence, Alabama
Tuscumbian Theatre, Tuscumbia, Alabama
Colbert Theatre, Sheffield, Alabama Ritz Theatre, Athens, Alabama
Norwood Theatre, Florence, Alabama Marbro Drive-In, Muscle Shoals, Ala.
Joy-Lan Drive-In, Florence, Alabama

a record-breaking year ...

electrically

The way you use electricity and the price you pay for it are two indications of this area's growth. Electrically speaking, 1961 has been a year of record-breaking growth.

- ✓ In 1961 you used more electricity than in any previous year,
- ✓ In 1961 your average cost for electricity was less than ever before.



Department of Electricity
City of Florence

Old Customs Of Christmastime

Christmas in the United States reflects a heritage of customs from many lands and times. Trees, candles, bells, carols and other well-loved traditions came, like the people of the U.S., from other countries. In many communities, people still celebrate Christmas as

their ancestors did.

The U. S. has made its contributions to Christmas customs around the world, too. Santa Claus, bearded and red-suited, was first personified in "The Night Before Christmas" by Dr. Clement Moore. Street decorations, Santas in stores, and special store displays of gifts are U.S. ideas that have been adopted on a global scale.

Let The Herald Print It!

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.

ON STAGE FOR YULE

Theatre in England began with Christmas plays. The first British comedy was written for a Yule celebration, and the earliest tragedy, "Gorbuduc," was performed at Christmas, 1561.

Let The Herald Print It!

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 leaf 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.

Christmas Gifts Are Not Always Brought by Santa

In America it is always Santa Claus, dashing from rooftop to rooftop in his sleigh, that brings Christmas gifts to the children. But it is not always Santa who brings the gifts to children in other lands.

In Holland it is St. Nicholas, dressed in bishop's robes of black, wearing a mitre and carrying the crozier. And he arrives on a white horse.

English children look for a Santa Claus who closely resembles our



own and gifts are tied to Christmas trees.

In Finland, Santa has elves who pass out gifts for him.

In Italy there is no Santa Claus. Instead, they have a beneficent old witch, Befana, who sails through the air on a broom stick on Christmas Eve.

Brazil has Papa Noel, very much like Santa. He wears a red suit and travels in a sleigh drawn by reindeer. However, he enters the house through a window instead of the chimney.

Spanish children place their straw-filled sleeves on the window sills so that the Magi may feed their horses while they leave gifts. The older people fill an Urn of Fate from which the gifts are drawn on Christmas Day.

In many other parts of the world Santa is not known, but many people exchange gifts nevertheless at Christmas time.



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.

A LAW AGAINST IT

In Massachusetts, Christmas didn't become a lawful holiday until 1856. The Pilgrims in New England had disapproved of Christmas celebrations, and a law prohibiting them was passed in 1659.

Let The Herald Print It!

News of LUTTS

By Mrs. Verta Weeks

Sick:

Mrs. Bill Weeks and son are on the sick list.

Cecil Reaves had the misfortune of getting an ankle cut one day last week while cutting wood with a chain saw. We hope he will soon be well and able to drive the school bus.

Personals:

Willard Reaves spent Saturday night with his mother Mrs. Icie Balentine.

Mrs. Lucille Barkley and Mrs. Verta Weeks spent last Wednesday

THE FLORENCE HERALD, Florence, Ala. Thurs., Dec. 21, 1961—CHRISTMAS EDITION

with Mrs. Leona Henson and enjoyed a quilting.

Mrs. L. G. Montgomery spent Sunday with Mr. and Mrs. L. B. Montgomery and attended church on Second Creek.

Mr. and Mrs. Otha Horton and children and Mr. and Mrs. Edward Henson was the dinner guest of the Billy Horton's at Collinwood last Sunday as a week ago.

Mrs. Icie Balentine, Mrs. Bill Weeks and Alton Petty made a business trip to Florence last Friday.

Mr. and Mrs. Jimmy Wright and son of Greenhill spent Sunday here with her parents, the Bill Weeks.

Mr. and Mrs. Billy Horton and children and Mr. and Mrs. Otha Horton and children spent Sunday with Mr. and Mrs. Edward Henson.

Telephone Talk

by
C. C. EARNEST
Your Telephone Manager



CHRISTMAS is almost here and, chances are, you still have some shopping to do! If so, here's some suggestions for unusual gift items from Phoneland!

AUNT MARY, for instance, would probably love a Princess extension phone for her bedroom. In Phoneland, you can get it for her . . . in blue to match her curtains or other attractive colors! (She'll appreciate your thoughtfulness 365 days a year.)

AND WOULDN'T Cousin Charlie really go for a wall phone in his workshop!

SOMETHING SOOTHING the whole family will enjoy is the Bell Chime, which gives a new "ring" to your telephone. The Bell Chime announces calls for all your phones with a pleasant, melodic chime. You may set it for the familiar telephone ring, or for a louder tone when you go outdoors. Comes in soft gold or ivory.



IN PHONELAND you'll find something for nearly everyone on your gift list. Phoneland is the place where Christmas wishes are in easy reach of all the family! So don't wait 'till the day before Christmas. Shop in Phoneland now. Just call our business office or ask any telephone serviceman.

CHRISTMAS CARDS, and New Year's Cards, are a wonderful practice, but your phone is also a good way to renew "old acquaintances." There's nothing like a phone call to span the miles and bridge the years . . . to bring old friends near and bring back fond memories of "the good old days." Long Distance rates are low, too . . . with extra bargains after 6 p.m. and all day Sunday. Aren't there favorite relatives and dear friends who would love to hear from you? Why not call them during this holiday season!

DON'T FORGET . . . ALL-NUMBER CALLING is now in use. Please refer to your new telephone directory when making calls.

Joyous Christmas Wishes

Age-old yet ever-new
is the tradition of spreading
Christmas cheer. In this spirit
we extend our best wishes
for your good health
and happiness.



DAN GLENN STUDIOS

450 N. Court St. 764-1051

Closed Christmas and Tues., Dec. 26—Open Wed. Dec. 27



Merry Christmas

From all of us at

LEE HI-WAY

TRADE-IN OUTLET

To Our Customers

A Merry Christmas and

Appreciation for Your Patronage

—Phone 766-2513—

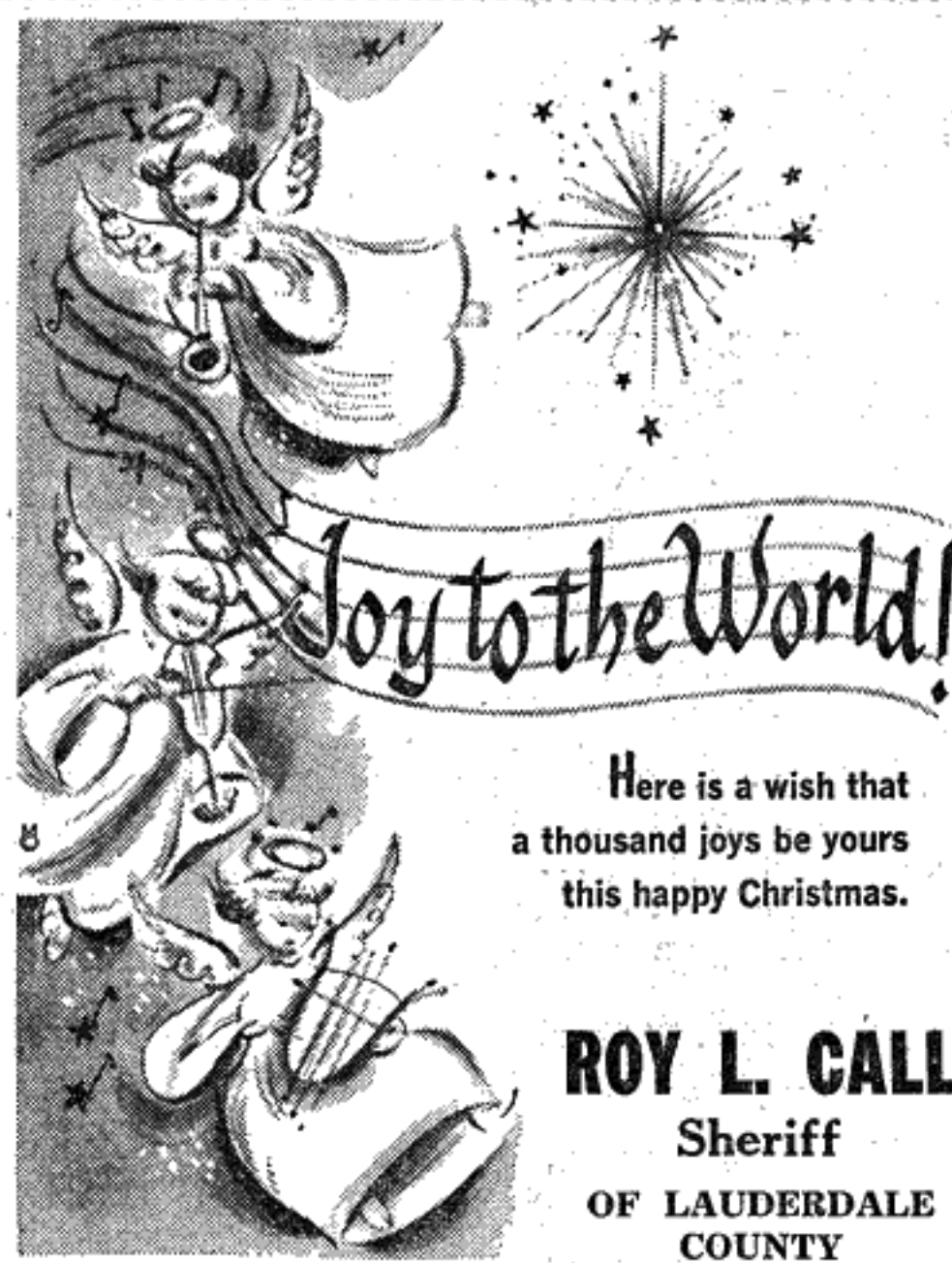


Many and marvelous are the joys
of this festive season. We wish you
a bountiful share of all of them!

WHITE'S RUBBER PRODUCTS

1411 LEE HIGHWAY





Foods of the Future

FOODS IMPORTED FROM PLANETS?

Imagine seeing strange new vegetables in your supermarket, offered as Lunar Peas, Venusian Carrots or Martian Lettuce! Unbelievable? Maybe . . . and maybe not.

As we approach nearer the space age, who can say what startling developments may affect our everyday lives? Many of today's casual purchases would have been regarded by Grandmother as "fantastic", or even "unbelievable." Tomorrow may bring developments beyond the wildest dreams of today.

But changes in food habits won't change our appreciation of BEER and ALE as the perfect, refreshing beverage to accompany any food—from any planet—today and tomorrow!



Beer belongs... Enjoy it

ALABAMA DIVISION
UNITED STATES BREWERS ASSOCIATION, INC.
MONTGOMERY



Real Estate Sales — Mortgage Loans — All Types Insurance
HERMAN K. LONGSHORE R. FRANK SMITH HELEN O. HILL
M. B. McCALEB DAVE SMITH TOM C. HARDIN
LONGSHORE-SMITH REALTY CO.
328 E. Tenn. St. Dial 764-6736 Florence, Ala.

Christmas Trees Can Cause Fire

Is your Christmas tree a hazard this year—or have you taken necessary precautions to prevent a fire which might end your Christmas holidays in disaster?

"Each Christmas season we hear of many fires, often causing deaths because of carelessness with Christmas trees," says Bill Cox of the Auburn University Extension Service.

The farm building specialist points out that about 45 million trees are expected to be used this holiday season. Ten to twelve million of these yule trees will arrive from Canada while about 40 per cent will come from tree farms in our country.

There are a few rules that should be followed in handling Christmas trees. Select a fresh green tree. If the needles are turning brown, the tree has already dried out and will be a fire hazard. Before buying a tree, test the flexibility of the small branches and the dropping of the needles.

Next, saw off the butt end of the tree at least one inch above the original cut. Place the freshly cut trunk in water and keep the level of water above the cut for the entire time the tree is indoors. Keep the tree away from fireplaces, radiators and television sets.

Investigations conducted at the U. S. Forest Products Laboratory show that the use of fire retardant chemicals sometimes do more harm than good.

Since trees do not absorb chemicals as quickly as water they become fire hazards much more readily. Also, some of the chemicals cause needles to discolor and fall off within two to five days.

Other simple precautionary measures, adds Cox, involve using lights with the wiring in good condition, and remembering to turn the lights off at bedtime and when leaving the house.

Santa Visits The Millionaires Too

Christmas gifts range in all prices and if you have ever wondered what those who have money to burn give and receive, it may be shocking to say the least if you are not prepared.

A well-known department store in Dallas, Tex., last year suggested a matched pair of His and Her airplanes for \$176,000 (your own choice of color, style and cabin arrangement) and the year before, a live Black Angus steer, complete with his own silver serving cart, for \$1,925 F.O.B. Chicago. (Or, if you preferred, you could have the steer already dressed for the freezer for \$2,230.)

This Christmas, the money-is-no-object customers can choose between a wall of wine (144 vintage bottles in a French provincial cabinet at \$1,250.00) that doubles

as a room divider, or an ermine bathrobe (\$6,975, federal tax included) that can be worn outdoors if necessary.

One holiday season, the store featured a stuffed toy tiger furdie in a million-dollars' worth of diamonds, and a complete beach party setup, including a pink jeep (\$1,848 F.O.B. Detroit), an Empress chinchilla coat (\$25,000) to ward off any upstart breezes, and a vicuna rug to keep the sand off (\$295).

The above are just a small array of gifts that have been offered, which are being received and given this season, and in past seasons. This writer wonders what will be suggested next year.

Thoughtful Gifts More Appreciated

Putting thought and time into a gift is more appreciated than one that is costly and expensive. Why, because it is a gift money can't buy. And, it is so different, the recipient regards it as priceless. Wearing their bequillingly telltale signs of your time and thought, your love or gentle humor, these gifts are as rewarding to give as they are to receive.

A basket of food anyone would appreciate, filled with samples of your best recipes and garnished with fresh fruit, tied with a large red ribbon. There is no limit as to what can be put into a food basket. If you haven't the time, maybe you could shop your nearest grocery and choose delicacies that everyone likes, however, these don't really take the place of homemade goodies. Put your own little touch into it.

What is your mother's, father's, brother's, sister's, grandmother's or grandfather's favorite poem or verse? Have you ever thought of memorizing that poem or verse and reciting it for your loved one. It doesn't cost a thing and can be one of the most warm, loving and thoughtful gifts they could receive. Non material things in life have lovely and lasting values all their own.

Gifts that put a new dimension on another's life can make one feel delectably different. Too often the well-intentioned gift becomes so familiar or so practical that it misses out on holiday excitement. If a person wears the same color all the time, such as blue, why not send something in a gay, bright pink, lemon yellow or emerald green. A dream of some wild exotic perfume could make mother feel more glamorous than a gallon of the conservative fragrance she always wears. And, instead of ties and handkerchiefs for dad, you might consider a bright wool vest he can wear with his sport jackets.

Give Some Wants As Well As Needs

Most everyone has wondered what to get children for Christmas and usually, if the pocketbook is tight, the gift selected is a need and not a want. There is a big difference between a need and a want and this writer thinks Christmas is the time to try to fill the longings rather than provide the necessities.

The practical gift must come first, of course, if money is a problem, but there is always an inexpensive bit of nonsense that can be added to flavor the giving and make a child's eyes shine.

If a warm coat, school dress, shirt, or snowsuit is indicated, the gift can be sweetened by adding gay ear-muffs, bright mittens, a charm bracelet or a scarf.

For the teenager, maybe lingerie has been chosen for the gift. If so, why not enclose a pretty package of sachets. If the gift is for that teenage son and you have selected a nice pair of trousers, why not add an attractive pair of socks, which can be knitted at home or can be bought in any price range at stores everywhere.

Give those wants some thought when providing the needs.

Santa Claus In Different Sizes

Santa Claus has undergone quite a metamorphosis in his time. Before Dr. Clement Moore, Santa's appearance was a problem left mostly to individual discretion and personal taste. He might be short or tall, plump or thin, merry or solemn.

The European St. Nicholas was pictured as a tall, thin man who rode a gray horse. In 1809, Washington Irving described Santa as a jolly fellow who wore a wide-brimmed hat.

After Dr. Moore wrote "Twas the Night Before Christmas," in 1823, St. Nick acquired definite external characteristics. Ever after, children "knew in a moment it must be St. Nick" by his well-fed, merry appearance twinkling eyes and a rosy face—and his sleigh and reindeers for transportation.

The image of Santa was affirmed in 1869 when Thomas Nast's cartoon was published, picturing Santa in his now-familiar red garb, smoking a pipe. Like all famous men, Santa today finds it difficult to travel anywhere incognito.

Farmers feed 20 percent more people than they did ten years ago. They are doing it with 5 percent less land under cultivation, on 20 percent fewer farms, and with 20 percent less labor.

Exchanging Gifts Part Of Christmas

It all started with gold and frankincense and myrrh . . .

Since the time of the three wise men, Christians have celebrated the birth of Jesus Christ by exchanging gifts. But the exotic fragrances have disappeared and the wise men have been almost crowded out of the Nativity scene.

In many European countries, gifts are believed to come from Saint Nicholas. This kindly bishop lived in Asia Minor in the A.D. 300's and became famous for his generosity. Children receive toys and sweets on December 6, his feast day.

Americans added a bit of fur, a reindeer-driven sleigh and a few extra pounds to the saint to create Santa Claus. His name comes from the mispronunciation of the name which Dutch settlers in New York called the saint.

In Italy it's La Befana, a kind of aging fairy queen, who comes down the chimney, and in France the bearer of gifts is the Christ Child Himself, known as the Petit Noel.

Children in South America, however, still wait for the three wise men. And to compensate them for their long journey from the East, they leave water and hay on the doorstep for the wise men's camels.

Soviets Retreat And Santa Wins

After unsuccessful efforts to keep Christmas from being celebrated as a Christian holiday, the Communist regimes of Russia and the countries of Eastern Europe have recently shown a more tolerant attitude toward traditional observances. Father Christmas, the Russian Santa, is back again, having refused to become Father Winter, the name Communists tried to give him.

Another gifts bring in Russia is a legendary old woman called Babuska (grandmother). Legend says she misdirected the Magi when they asked the way to Bethlehem. She repented, and to atone she went about the world on Christmas Eve, looking for the Christ Child and distributing gifts to children.

Although Santa Claus doesn't visit Japanese homes, the native god Hoteiosho, the kind old gentleman who carries a pack on his back and has eyes in the back of his head, makes a realistic substitute gifts bearer. Boys and girls are warned to be good, because the all-seeing Hoteiosho knows everything they are doing.

SWEDISH YULETIDE BEGINS DECEMBER 13

Swedish Yuletide ceremonies begin officially on December 13, St. Lucy's Day. According to legend,

St. Lucy went about carrying food and drink to the needy. The Swedes give the legend reality by choosing one of the girls in the family to represent St. Lucy. St. Lucy rises early and wakens each

member of the family, serves them coffee and bakes buns.

Americans drank about 113 quarts of milk per person in 1960, three quarts less than in 1959.

Yes, Virginia, There Is A Santa Claus . . .

Sixty-one years ago, an eight-year-old girl posed a question to the editorial staff of the New York Sun. The newspaper's answer has become one of the Christmas season's classics. The little girl wanted to know simply, "Is there a Santa Claus?" and the answer is reprinted here, as it appeared in The Sun.

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 which is not comprehensible by their little minds. All mind, 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 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 as dreary as if there were no Virginias. There would be no childlike 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 in 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.



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

Reprinted by permission of the Sun Telegram and Sun

CONTRIBUTED FOR EVERYONE'S ENJOYMENT AT CHRISTMAS TIME BY

CORNER DRUG CO.

116 N. SEMINARY ST.

FLORENCE, ALA.



The Management, Faculty and Students of LARIMORE BUSINESS COLLEGE

take this occasion to express sincere appreciation for the pleasant relationships enjoyed during the past year and to extend heartiest good wishes for a Happy Holiday Season.

ANNOUNCING
NEW DAY CLASSES STARTING JANUARY 2
NEW NIGHT CLASSES STARTING JANUARY 8
(CLOSED FOR THE HOLIDAYS — DECEMBER 20 THROUGH JAN. 1)

LARIMORE BUSINESS COLLEGE

TELEPHONE 764-5732 FOR FULL INFORMATION

OR VISIT THE COLLEGE AT ANY TIME WITHOUT OBLIGATION

315 S. Court St.

Florence, Ala.



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.

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.

Clean cotton insect sprayers and dusters thoroughly before storing for winter.

TELEVISION

FOR WEEK OF DEC. 22 THROUGH DEC. 28

DAILY — MONDAY THROUGH FRIDAY

CHANNEL 6—WBRC-TV

ABC

CHANNEL 8—WSIX-TV

ABC

CHANNEL 13—WAPI-TV

NBC

CHANNEL 15—WOWL-TV

ABC - CBS - NBC

WBRC—Channel 6

5:10 Religious Series
5:40 Farm Facts
5:45 Mark Report
6:00 News
6:05 Country Boy Eddie
6:10 Morning Show
6:15 Weather Report
6:20 Amos 'n' Andy
6:25 Search For Tomorrow
6:30 Guiding Light
6:35 Ladies Theatre
6:40 Yours For A Song
6:45 Camouflage
6:50 Make A Face
6:55 As the World Turns
7:00 December Bride
7:05 Number Please
7:10 Seven Keys
7:15 Queen For A Day
7:20 Who Do You Trust?
7:25 Brighter Day
7:30 Young People's World
7:35 Secret Storm
7:40 Bugs Bunny
7:45 Whirly Birds
7:50 Highway Patrol
7:55 Alabama Newscast
8:00 Doug Edwards News

WSIX—Channel 8

8:21 News and Weather
8:25 Five Golden Minutes
8:30 World of Science
8:35 Jack Lalanne
8:40 Cartoons
8:45 Romper Room with Miss Eleanor
8:50 Mr. Adams and Eve
8:55 The Texan

NIGHT

FRIDAY, DEC. 22

5:00 8 Seahunt
5:10 13 Roy Rogers
5:20 6 News
5:30 8 Peter Gunn
5:40 6 Ozzy & Harriett
5:50 13 News
6:00 13 Huntly-Brinkly
6:10 13 Huntly-Brinkly
6:20 6 Straightaway
6:30 6 Frisco Beat
6:40 13 Rawhide
6:50 13 Adv. in Paradise
7:00 6 Donna Reed
7:10 8 The Hathaways
7:20 6 The Flintstones
7:30 6 The Flintstones
7:40 13 Robert Taylor
7:50 6 Robert Taylor
8:00 6 77 Sunset Strip
8:10 13 Telephone Hour
8:20 13 Telephone Hour
8:30 6 Target
8:40 13 Movie
8:50 6 Movie and Now
9:00 6 Route 66
9:10 13 Bill Hayes Show
9:20 13 Jack Paar
9:30 6 Home Theatre
9:40 13 Jack Paar
9:50 13 News
10:00 13 News

SATURDAY, DEC. 23

5:00 6 Stones & Bones
5:10 6 Time To Grow
5:20 13 Big Picture
5:30 6 Cntry Boy Eddie
5:40 13 Big Picture
5:50 6 Morning Devotion
6:00 13 Farm Round-up
6:10 6 C. Boy Eddie
6:20 13 Farmland
6:30 13 Cartoons
6:40 13 Popeye
6:50 13 Capt. Kangaroo
7:00 13 Capt. Kangaroo
7:10 6 Video Village
7:20 13 Shari Lewis
7:30 13 Shari Lewis
7:40 13 Mighty Mouse
7:50 13 King Leonardo
8:00 13 King Leonardo
8:10 6 Magic Land
8:20 6 Hecke & Jeckle
8:30 13 Furry
8:40 13 My Friend Flicka
8:50 13 Children's Hour
9:00 13 Room For Daddy
9:10 13 Roy Rogers
9:20 6 Animal Kingdom
9:30 13 Farmer's Almanac
9:40 13 Sky King
9:50 13 Sky King
10:00 6 Magic Ranch
10:10 13 Hitt Parade
10:20 13 Girl Scout Time
10:30 6 Wrestling
10:40 6 Airties-Rogers
10:50 13 Liberty Bowl
11:00 6 News
11:10 6 Joyful Hour
11:20 6 Action
11:30 6 Choir
11:40 6 Special
11:50 6 Special
12:00 13 Bullwinkle
12:10 6 Music
12:20 6 Movie
12:30 13 Father Knos Best
12:40 13 Brinkley Journal
12:50 13 Theatre
1:00 6 Choir
1:10 13 Gold
1:20 6 Bowling
1:30 6 Matty's Funnies
1:40 6 Mounted Police
1:50 13 Showtime
2:00 6 Grand Ole Opry
2:10 6 Matty's Funnies
2:20 13 To Tell the Truth
2:30 6 Choir
2:40 13 Straightaway
2:50 13 Here and Now
3:00 6 Platt and Scruggs
3:10 6 Enechnd Nutcracker
3:20 6 Nutcracker
3:30 13 Wells Fargo
3:40 6 Leave to Beaver
3:50 6 Leave to Beaver
4:00 13 Bonanza
4:10 13 Marty Martin
4:20 6 L. Welk
4:30 6 L. Welk
4:40 15 Movie
4:50 13 Have Gun
5:00 6 Make That Spare
5:10 6 Fight of Week
5:20 6 Fight of Week
5:30 13 Gunsmoke
5:40 6 Divorce Court
5:50 6 Wrestling
6:00 13 Wells Fargo
6:10 13 Ole Red

11:30 Yours For A Song
11:40 Canoeing
11:50 Make A Face
12:00 Day In Court
12:10 Star Performance
12:20 Number Please
12:30 Seven Keys
12:40 Queen For A Day
12:50 Who Do You Trust?
1:00 Bandstand
1:10 Newscope—Hudley Crockett
1:20 Sign off—five golden minutes

WAPI—Channel 13

6:30 Morning Outlook
6:40 Today
6:50 News
7:00 Today
7:10 News
7:20 Capt. Kangaroo
7:30 Say When
7:40 Play Your Hunch
7:50 Price Is Right
8:00 Concentration
8:10 Truth or Consequences
8:20 It Could Be You
8:30 Hollywood Hit Parade
8:40 Young Doctor Malone
8:50 From These Roots
9:00 Comedy Theatre
9:10 Here's Hollywood
9:20 Popeye
9:30 Rocky & Friends

WOWL—Channel 15

7:00 Today
7:10 Say When
7:20 Play Your Hunch
7:30 Price Is Right
7:40 Concentration
7:50 Truth or Consequences
8:00 It Could Be You
8:10 Noon Show
8:20 As the World Turns
8:30 100 Murray Show
8:40 Loretta Young
8:50 Young Dr. Malone
9:00 From These Roots
9:10 Comedy Theatre
9:20 Here's Hollywood
9:30 Planet 15
9:40 Earline
9:50 Televisist With The Bible
10:00 Outlook
10:10 Strikes & Spares

SUNDAY, DEC. 24

5:00 6 Indus. on Parade
5:10 6 This is the Life
5:20 13 World Around Us
5:30 6 Arts and Crafts
5:40 13 Air Force Story
5:50 13 Answer
6:00 13 Faith for Today
6:10 6 LeFevre Trio
6:20 13 Church Choirs
6:30 6 Wally Fowler
6:40 13 Popeye
6:50 6 Boys
7:00 6 Cartoons
7:10 13 Cowboys
7:20 6 A Child's World
7:30 6 Capitol Report
7:40 6 Eldr.'s Showcase
7:50 13 Christophers
8:00 13 Child Across Sea
8:10 6 Follow That Man
8:20 13 The Way
8:30 13 Baptist Church
8:40 6 Special
8:50 6 Living World
9:00 13 To Adv.
9:10 6 Oral Roberts
9:20 13 Showtime
9:30 13 West Point
9:40 6 Hecke & Jeckle
9:50 13 Ind. on Parade
10:00 13 Tennesseeans
10:10 13 Football
10:20 13 Football
10:30 6 Gray Ghost
10:40 6 The Story
10:50 6 Trick Beat
11:00 6 The Joyful Hour
11:10 6 Choir
11:20 6 Football
11:30 13 Choir
11:40 6 Movie
11:50 13 Special
12:00 6 Football
12:10 13 Pigs in Paradise
12:20 13 Film
12:30 4:00 13 Nation's Future
12:40 13 Amateur Hour
12:50 13 College Bowl
1:00 6 Matty's Funnies
1:10 13 Theatre
1:20 13 Meet the Press
1:30 6 Mervyn
1:40 13 1-2-3-Go
1:50 6 Lassie
2:00 13 I've Got a Secret
2:10 6 Follow the Sun
2:20 6 Follow the Sun
2:30 13 Dennis the Men.
2:40 13 World of Color
2:50 13 Ed Sullivan
3:00 13 Lawman
3:10 13 Lawman
3:20 13 Car 54
3:30 6 Bus Stop
3:40 13 Naked City
3:50 13 GE Theatre
4:00 13 Bonanza
4:10 13 Jack Benny
4:20 6 Adv. in Paradise
4:30 6 Adv. in Paradise
4:40 13 DuPont Show
4:50 13 What's My Line?
5:00 13 The Defender
5:10 6 Movie
5:20 13 Leonard Bernstein
5:30 13 Dr. Kildare
5:40 13 Xmas Services
5:50 6 Star Performance
6:00 13 Midnight Mass
6:10 6 Midnight Mass

MONDAY, DEC. 25

5:00 6 Seahunt
5:10 13 McGraw
5:20 6 News
5:30 6 Rescue 8
5:40 13 Expedition
5:50 13 News
6:00 13 News
6:10 13 Huntly-Brinkly
6:20 13 Huntly-Brinkly
6:30 6 Cheyenne
6:40 6 Cheyenne
6:50 13 To Tell the Truth
7:00 13 Doble Gills
7:10 13 News
7:20 13 News
7:30 6 Rifleman
7:40 13 Price Is Right
7:50 13 Price Is Right
8:00 6 Surside Six
8:10 6 Surside Six
8:20 13 Danny Thomas
8:30 13 87th Precinct
8:40 13 Andy Griffith
8:50 6 Ben Casey
9:00 6 Ben Casey
9:10 13 Car 54
9:20 13 Thriller
9:30 13 I've Got a Secret
9:40 13 Hennessey
9:50 13 Thriller
10:00 13 Candid Camera
10:10 6 News
10:20 13 One Hour Movie
10:30 13 Jack Paar

TUESDAY, DEC. 26

5:00 6 Seahunt
5:10 13 Yogi Bear
5:20 6 News
5:30 6 Sheriff of Cochise
5:40 8 All America
5:50 13 News
6:00 13 News
6:10 13 Huntly-Brinkly
6:20 13 Huntly-Brinkly
6:30 6 Bugs Bunny
6:40 13 Laramie
6:50 13 Laramie
7:00 6 Bachelor Father
7:10 6 Bachelor Father
7:20 13 The New Breed
7:30 13 The New Breed
7:40 13 Alfred Hitchcock
7:50 13 Doble Gills
8:00 13 Tall Man
8:10 13 Dick Powell
8:20 6 Yours for a Song
8:30 13 Red Skelton
8:40 6 Year End News
8:50 13 Garry Moore
9:00 6 Year End News
9:10 13 Garry Moore
9:20 13 Garry Moore
9:30 13 Garry Moore
9:40 13 Garry Moore
9:50 13 Garry Moore
10:00 6 Fr. the Bride
10:10 13 Dick Powell
10:20 13 Window on Main
10:30 6 Haze
10:40 13 One Hour Movie
10:50 13 Jack Paar
11:00 6 Home Theatre
11:10 13 Jack Paar
11:20 13 News

WEDNESDAY, DEC. 27

5:00 6 Seahunt
5:10 13 TBA
5:20 6 News
5:30 6 Deputy
5:40 6 Frisco Beat
5:50 13 News
6:00 13 News
6:10 13 Huntly-Brinkly
6:20 13 Huntly-Brinkly
6:30 6 Steve Allen
6:40 13 Wagon Train
6:50 13 Steve Allen
7:00 6 Top Cat
7:10 6 Top Cat
7:20 13 Ripcord
7:30 13 Check Mate
7:40 6 Hawaiian Eye
7:50 13 Perry Como
8:00 6 Hawaiian Eye
8:10 13 Perry Como
8:20 13 Mrs. C. to College
8:30 6 Death Valley
8:40 13 Naked City
8:50 13 Steel Hour
9:00 13 Bob Newhart
9:10 13 Naked City
9:20 13 Wrestling
9:30 13 Checkmate
9:40 13 Wrestling
9:50 13 Twilight Zone
10:00 13 One Hour Movie
10:10 13 Jack Paar
10:20 13 Jack Paar
10:30 13 News

THURSDAY, DEC. 28

5:00 6 Seahunt
5:10 13 Huckle Hound
5:20 6 News
5:30 6 Man Wout Gun
5:40 13 Frisco Beat
5:50 13 News
6:00 13 News
6:10 13 Huntly-Brinkly
6:20 13 Huntly-Brinkly
6:30 6 Ozzy & Harriett
6:40 13 Pony Express
6:50 13 Outlaws
7:00 6 King of Diamonds
7:10 13 Donna Reed
7:20 6 The Real McCoy's
7:30 6 The Real McCoy's
7:40 13 Bob Cummings
7:50 6 My Three Sons
8:00 6 My Three Sons
8:10 6 My Three Sons
8:20 6 Margie
8:30 6 Margie
8:40 13 Joey Bishop
8:50 6 Untouchables
9:00 6 Untouchables
9:10 13 Sing with Mitch
9:20 13 Sing with Mitch
9:30 13 Perry Mason
9:40 13 Perry Mason
9:50 13 Dave and Goliath
10:00 13 Tight Rope
10:10 13 Men in Space
10:20 13 Jack Paar
10:30 13 Home Theatre
10:40 13 Jack Paar
10:50 13 Jack Paar
11:00 13 News



Here are some words from a famous Christmas message by Henry Van Dyke (1825-1893):

"... there is a better thing than the observance of Christmas day, and that is keeping Christmas!"

These famous words have echoed through the years and yet, sadly enough, so many of us never learn the "secret" of keeping Christmas. In the hearts of the majority, Christmas is a great holiday, a festive occasion, a time of joy and peace, of sincere pleasure in the very act of giving. There is a certain spirit about the preparation for and the observance of the holiday. We follow the usual customs, we decorate and adorn our homes and firesides, and on this one day allow our hearts to be filled with joy and peace. We hold the spirit of Christmas and we cherish it—until the bright lights come down and the tinsel and glitter are discarded.

Yet how wonderful would be this world we live in if we could all keep Christmas in our hearts—all year round; if we could fill our hearts with love and do away with hatred and intolerance; if we could shun false pride and be always considerate and understanding in our relations with our fellow man; if we could replace the yearning for the gold and pleasures of the world with the virtues of faith and moral courage.

If we could do these things, we could build a better world; a world of peace and brotherhood and we would be keeping the spirit of Christmas—forever—in our hearts.

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 1492

First Christmas in the New World was celebrated in 1492 by Christopher Columbus and his crew, who were dinner guests of an Indian chief, ruler of the island of Haiti.



and happiness to you.

STEWART BROS. TRANSFER CO.
Florence

Let The Herald Print It!



SEE—

Your Favorite Christmas Program with CABLE TELEVISION

MUSCLE SHOALS TV CABLE CO.

121 S. Court St.

764-7571

Florence

Christmas...

How wonderful is Christmas, and the message that it brings, of Peace and Good Will to All! How it warms every heart, brightens every eye and lightens every care! As we joyously celebrate this Holy Day we wish that the glow of happiness that it brings may lastingly abide with you.



STATE NATIONAL BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORP.

Get The Family A "Second Car" For Christmas

USED CARS AT LOW, LOW PRICES

- 1956** FORD V8 station wagon, straight shift. At a low, low price.
- 1956** CHEVROLET 4-door Belair V8, straight shift and extra clean, low mileage.
- 1957** FORD 3/4 ton truck, nice body for hauling furniture, etc. See this one.
- 1957** CHEVROLET 2 door "210" V8 Powerglide. Extra clean.
- 1957** OLDSMOBILE, 4-door "88" automatic shift, radio, heater.
- 1958** BUICK Super 4 door, straight drive, radio and heater.
- 1958** CHEVROLET V8 Biscayne with Powerglide, radio and heater, clean.
- 1959** RAMBLER American, 2 door, automatic drive, Good gas mileage from this one.
- 1960** VALIANT 4 door, one owner and a real cream puff. See this one.
- 1961** COMET, automatic shift, radio, heater, air-conditioned. Priced to sell.
- 1961** CHEVROLET, 2-door V8 Impala Powerglide, low mileage. Clean.

Denton-Smith Chevrolet

INCORPORATED

224 East College Street Phone 764-4551



In the spirit

of the season,
we send to you
our greetings
and good
wishes for a
Christmas
rich in
hope, peace
and
love.

J. B. DOBSON PLUMBING & HEATING CO.

801 E. Tenn. St. 766-1122 Florence, Ala.

Florence Soldiers Train In Germany

Two Florence soldiers, Specialist Five Columbus A. Pruitt, and PFC James M. Moore, 20, recently participated with other members of the 8th Infantry Division and supporting units in Exercise Main Barge, a V Corps field training exercise in central Germany.

The exercise, which involved some 28,000 troops, was designed to develop small unit leadership and test combat readiness.

Specialist Pruitt, son of Mrs. Velma Dean, 104 S. Richard St., is a radio mechanic in Headquarters Company of the division's 26th Infantry which is regularly located

in Baumholder. He entered the Army in 1944 and was stationed at Fort Ord, Calif., before arriving overseas in December 1960 on this tour of duty. His wife, Eloise, is with him in Germany.

Moore, son of Mr. and Mrs. James B. Moore, 135 Dogwood Dr., is a message clerk in Headquarters Battery of the division's 16th Artillery which is regularly located in Baumholder. He entered the Army in August 1960, completed basic training at Fort Jackson, S. C., and arrived overseas last January. Moore is a 1959 graduate of Coffee High School and attended Florence State College.

One rat can destroy enough feed in one year to produce eight dozen eggs, five broilers or ten pounds of pork.

News of KILLEN
Mrs. J. A. Angel

The Killen Lions Club will meet Tuesday night of this week. They will supply the needy children of this community with toys and other items.

Mr. and Mrs. Willis Cox and son, Billy of Memphis spent the week end with his parents, Mr. and Mrs. Gug Cox.

Mr. and Mrs. Clent Freeman visited relatives at Hamilton Sunday.

Mr. and Mrs. Boyce Crow of Galliton, Tenn. have been visiting his mother, Mrs. Mattie Lee Crow.

Mr. and Mrs. Howard Hamner were Sunday visitors of their daughter, Mrs. Charlie Burns of Huntsville.

Mrs. Edna Richardson was a recent visitor of her son, Elma Richardson in Florence.

Mr. and Mrs. Raymond Bryan and children of Athens were Saturday visitors of his parents, Mr. and Mrs. Sam Bryan.

Mrs. Osie Jones is visiting her son, Thomas Jones in Russellville.

Mr. and Mrs. W. B. Kidd spent Monday with their daughter, Mrs. Hollis Behel in Greenhill.

Mr. and Mrs. Charles Herston were Saturday visitors of his parents, Mr. and Mrs. Jimmy Herston in Lexington.

Our newly-weds, Mr. and Mrs. Oliver Russell are making their home here on College St.

John Mance is at home after several days treatment at the ECM hospital.

For **COLDS** take **666**

JUST TO SAY,
"Merry Christmas"
AND
"Thank You"

FOR YOUR FRIENDLY PATRONAGE DURING THE PAST YEAR

HICKMAN ADVERTISING CO.
234 S. Royal Ave. 764-9112

Mrs. Henry Gauthney has gone to Flint Hospital at Decatur for treatment.

School:
Mrs. Heath and Mrs. Harrison recently missed school due to illness. Mrs. J. A. McLemore was substitute for Mrs. Heath; T. C. Harris was substitute for Mrs. Harrison.

The lunchroom was a popular place on Wednesday. The cooks had a splendid turkey dinner with all the trimmings. This was the Christmas dinner.

Our basketball teams played Colbert Heights at our school on Tuesday at 12:30 o'clock.

We played Central High juniors recently. They won the A game; Killen won the B game.

Mr. Mauldin has announced that a prize of \$10.00 will be awarded at the end of the school year to the Junior High student who makes the most improvement in English during the year. Emphasis will be on spoken English.

Our new science and mathematics equipment is beginning to arrive, which adds much to our

IN BIRMINGHAM

PICK

invites you

TO THE **PICK BANKHEAD**

23rd St. and Fifth Ave., No.

Rooms with bath from \$5.00

Completely air-conditioned

No charge for children under 12

Television and radio

Free parking

Gene White, Mgr.

Alpine 1-3231

FREE TELETYPE RESERVATIONS

AT ANY ALBERT PICK HOTEL OR MOTEL

Classified Directory

SIGNS

• NO HUNTING • NO TRESPASSING • POSTED
• FOR RENT • NO SMOKING • AND MANY OTHERS

THE FLORENCE HERALD
110-112 N. SEMINARY ST. PHONE 764-0641

TV RADIO REPAIRS

SALES • SERVICE • REPAIRS
Pioneer Radio and TV Dealers
Our Service Is The Best Available—Prices Reasonable

BROWN'S RADIO-TV CENTER
102 N. Seminary St. Dial 764-2071 Florence

LEGAL FORMS

Warranty Deeds • Real Estate Mortgages • Sales Contracts • Lease Sales • Leases • Bill of Sale Notes • Advance Liens • And Many Others

THE FLORENCE HERALD
110-112 N. Seminary St. 764-0641

ALIGNMENT

FRONT END WHEEL ALIGNMENT
• Bear Equipment • Free Estimates

Lovelace Frame & Wheel Alignment
766 3025 113 HOWELL ST.

GUITARS

E. E. FORBES & SONS PIANO CO.
HEADQUARTERS FOR MARTIN, FENDER and GIBSON GUITARS
The Finest Guitars on the Market
SMALL DOWN PAYMENT — EASY TERMS
109 SOUTH COURT ST. FLORENCE

AUTO REPAIRS

• Brake Specialists • Motor Tune-Up •

JOHN'S MOTOR Service
JOHN LEATHERWOOD 766-3195
226 S. Royal Avenue Florence

DRUGS

WE SPECIALIZE IN PRESCRIPTIONS

CITY DRUG STORE
COR. TENN. & SEMINARY STS. DIAL 764-1762 FLORENCE

SEED

FRESH VIGOROUS SEED FROM OUR COMPLETE STOCK

FLORENCE SEED AND FEED COMPANY
ACROSS FROM POST OFFICE 764-9201 N. SEMINARY ST.

WELDING

FARMERS SAVE TIME and MONEY By Our EXPERT WELDING

GOOCH WELDING AND MACHINE SERVICE
604 E. TENN. ST. 764-8691 FLORENCE

TIRES

QUALITY RECAPPING • VULCANIZING
MODERN RETREADERS

4 LANE HIGHWAY 72 E. 766-1925 FLORENCE
ACROSS FROM TRI-CITIES MEMORIAL GARDENS

FABRICS

Drapery • Slip Cover • Sewing Notions
DRESS MATERIAL and TRIMMING

MILL ENDS STORE
764-8462 North Florence

work in these subjects.

The Killen PTA will meet on Thursday night of this week at 7 o'clock. Our teachers and parents are expected to be present.

News of GRASSY
By Mrs. Agnes Williams

Bro. Bill Kaylor preached at the USA Presbyterian Church Sunday morning.

The third Sunday night singing at the USA Presbyterian Church was very good.

Sick:
J. N. Walker, Edgar White, Mrs. Eva Newton. We hope they will soon be well.

We extend sympathy to the family and relatives of Mrs. Ada Davis who passed away Sunday at the ECM hospital. She lived near Greenhill.

Glen Newton of Knoxville, Tenn. was at the home of his parents, Mr. and Mrs. Ed Newton of Bonnerstown, Tenn. and grandparents, Mr. and Mrs. J. M. Hammonds last Thursday.

Those who visited in the home of Mr. and Mrs. R. A. White during the week were Mr. and Mrs. Roy Pigg and daughter, Mr. and Mrs. Earnest Barr of Florence.

Mr. and Mrs. Laymon Owens are the proud parents of a son, who arrived Dec. 13th at the Dr. Jackson's hospital at Lester. The young man was named Jeffery Laymon.

The PTA enjoyed a Christmas supper at the lunch room Friday night. The doll was given away and Miss Dianne Walker held the lucky ticket.

Mrs. Lennis White spent Friday night with Mr. and Mrs. Jimmie White and family at Sheffield.

Almon Williams visited Mr. and Mrs. Mitchell Jones and family of Powell community Sunday afternoon.

Mr. and Mrs. Reeder Walker and daughter visited Mrs. Sis Gray who is ill at her home at Center Hill Sunday morning.

News of POWELL
By Frances Pedigo
Phone 226-5296

PTA:
The Powell PTA sponsored its annual Christmas Supper Thursday night in the lunchroom of the Powell School. This was a non-profit supper and was held just for the pleasure of being together with friends at Christmas time. The school furnished the turkey, dressing and drinks for the occasion. The women brought covered dishes to finish out the supper. After the supper gifts were exchanged.

Personals:
Mr. and Mrs. Layman Owens are the proud parents of a baby boy born in Jackson's Hospital at Lester, Thursday. Our warmest congratulations and best wishes to both boy and parents.

Mrs. Agnes Burgess is able to sit up now and is feeling much better. We were glad to hear of her feeling better.

Mr. and Mrs. Herman Hooie of Florence visited in the home of Mrs. Mae Pedigo Sunday afternoon.

Mrs. Louella Williams was in the Limestone County Hospital at Athens, part of last week for tests. She is back at her home now.

Venetta Thompson, daughter of Mr. and Mrs. Corbit Thompson, has been sick at her home for some time. We want to wish her a full and speedy recovery.

Mr. and Mrs. Bolin Thacker visited in the home of Mr. and Mrs. Calvin Thacker Sunday afternoon.

Mrs. Tessie Griffen, Mrs. Elsie Burgess and Mrs. Leola Thompson visited in the home of Earnest Bailey this week.

Club:
The Powell Home Demonstration Club met Monday at the home of Mrs. Inas Goode for their Christmas meeting. They exchanged Christmas gifts and had a white elephant sale. Along with the gifts and white elephant sale there was a lot of good food which was enjoyed by all.

The next meeting is to be held at the home of Mrs. Claudett Goode.

Church:
One hundred were present for

Sunday school at the Bethel Baptist Church Sunday morning with others arriving for the preaching services. Tommy Camp filled the pulpit at both the morning and evening worship service.


Thirty-three were present for Training Union Sunday night.

Next Sunday night there will be no Training Union or preaching services. Only the Christmas pageant will be held. It is to begin at 6:30.

Preaching services were held Sunday at the Union Hill Presbyterian Church. The Rev. Tadlock filled the pulpit at the service with a good number present.

Rev. and Mrs. Tadlock, Mr. and Mrs. Fred Bailey, Mrs. Bessie McConnell, and Mrs. Inas Goode were dinner guests in the home of Mrs. Lily Bailey Sunday.

Misses Dianne Camp, Judy Cockrell, Sarah Cockrell, Delores Lovett, and Anita Belue visited in the home of Brenda Tarpley Friday night for a pajama party.



—Serve—
"Bama's Best" Ham
Packed at Home
FLORENCE PACKING CO.



FULL OR PART TIME FARMERS!
IF YOU PLAN TO BUILD OR REMODEL LET US TELL YOU ABOUT THE CONVENIENT **FEDERAL LAND BANK LOAN**
Low interest • Annual or Semi-Annual installments • Loans Prepayable in full or part at any time -
See your
FEDERAL LAND BANK ASSOCIATION
L. N. Thompson, Manager
210 W. Tennessee St. 764-1892 Florence

Farmers, Contractors, Industrialists
BRING YOUR STARTERS, GENERATORS, DISTRIBUTORS and CARBURETORS to US for REPAIRS.
Detached Unit Service—We Fix'm While You Wait
AUTO ELECTRIC SERVICE
Cherry & College Sts. Florence, Ala. Dial 764-9191

Come to Church for Services

"A FAMILY THAT WORSHIPS TOGETHER — STAYS TOGETHER"



The call of the Carols...

The spirit of Christmas is contagious. Clarion bells and holy music break through the hum of our busy world.

The spell of Christmas calls you!

And it makes you want to call others!

Christmas has always affected men this way. First the herald angels bringing their good tidings to shepherds . . . the star-beckoning three Wise Men to Bethlehem. Then Wise Men and shepherds returning from the Manger to thrill others with their strange story of the birth of the King.

Is it enough to answer the call of the carols? Brighten someone's life by sharing the vision. Bring someone with you to worship the Christ. This someone will understand Christmas better when he sees what it means to you!

Copyright 1961, Keister Adv. Service, Inc., Strasburg, Va.

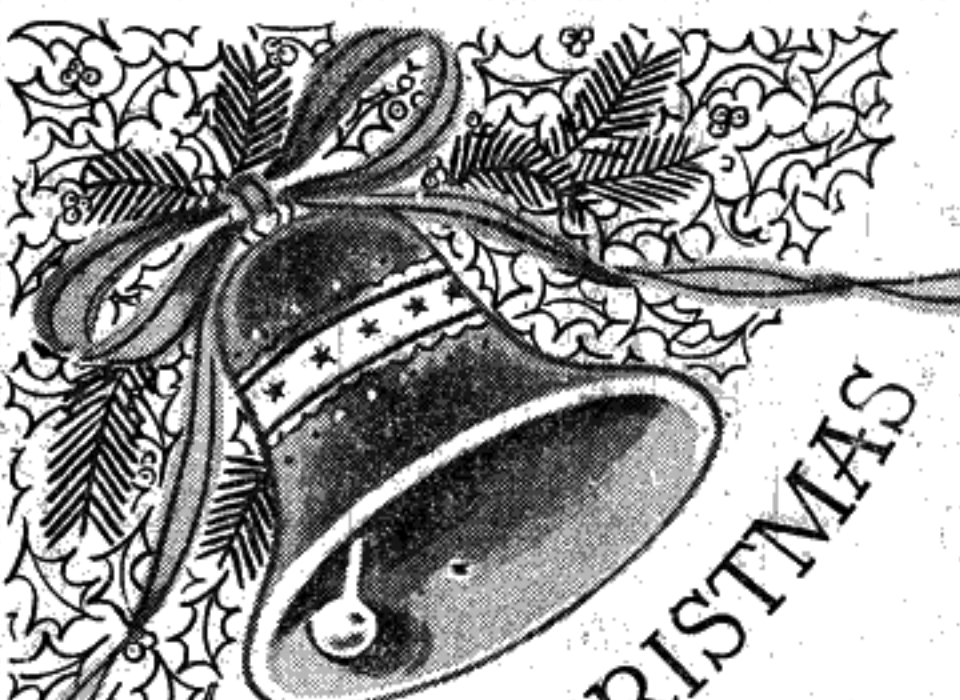
THE CHURCH FOR ALL . . . ALL FOR THE CHURCH

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	Luke	1	26-35
Monday	Matthew	1	18-25
Tuesday	Luke	2	8-20
Wednesday	Matthew	2	1-12
Thursday	John	1	29-34
Friday	John	1	43-51
Saturday	Acts	3	1-10

This Advertisement Is Contributed to the Church by the Following Patriotic Business Establishments:

ALABAMA INDUSTRIAL BANK	THE SHERWIN-WILLIAMS CO.	FLORENCE LUMBER CO.
ALABAMA OIL CO.	FARMERS & MERCHANTS BANK, WATERLOO	N. FLORENCE PHARMACY
ALABAMA-TENNESSEE NATURAL GAS CO.	FIRST FEDERAL SAVINGS & LOAN ASSOCIATION	FLORENCE SEED & FEED CO.
BANK OF LEXINGTON	THE BOOTERY	JORDAN REALTY COMPANY
CAMPBELL MOTORS	DARBY'S SHELL SERVICE	KILLEN'S GENERAL MERCHANDISE
DIXIE TIRE CO.	FARMERS BANK, ANDERSON	MEFFORD'S JEWELERS
FLORENCE COCA-COLA BOTTLING CO.	J. T. FLAGG KNITTING CO. Division of Flagg-Utica Corp.	MILNER DRUG STORE
		ROGERS DEPARTMENT STORE
		MARTIN THEATERS



MERRY CHRISTMAS

To our friends
and patrons, we wish
all the pleasures that come
with a joyous Holiday Season.

WEAVER FUQUA, JR.
Tax Collector



**Greetings
for a
Happy
Holiday**

CHAS. EDGAR YOUNG
Circuit Court Clerk



Silent Night
In the churches,
Christmas services...
in our hearts,
Christmas joy
... and the glory
of a Holy Night
lives anew.

HALTER'S SHOE SHOP
HENRY GALLELLI, Owner



Greetings

May your Christmas
glow with bright con-
tentment and may the
New Year reflect every
joy this wish can bring.

GOODE'S STANDARD SERVICE
201 N. Wood 764-5116 Florence

**A CHRISTMAS
RESTITUTION**
BY
D.L. ALEXANDER

MARY WENDELL stood at her bedroom window scratching at the frost on the glass. It was bitterly cold outside, with a hard wind blowing. Deep snow covered the ground and clung to the leafless trees, and the birds who had neglected to return to the warmer south huddled in such shelter as could be found.

Mary's face wore a look of sorrow and dejection, and a sob rose once in a while to relieve the tension that otherwise threatened to engulf her.

She had tried to save a little money for Christmas, but after paying her bills she hadn't a cent left. Christmas's hadn't mattered much because Donnie had been too young to know about such things. This year he had heard people talk about Santa Claus and had asked questions.

It was the day before Christmas, a time of cheer and good will. But there was no cheer in her heart. Life had been trying for her since she had left Concord and cut herself off from her friends of former days. Sickness and the loss of one job after another had kept her on the edge of destitution.



"May I come in," he inquired.

"Mornie, will Santa bring me something?" Donnie had asked when she had put him to bed the night before.

"I don't know, darling," she had answered, "knowing she couldn't buy him even a stick of candy."

She raised her head and looked at the crib where he was sleeping. He was well covered and warm. She left the window and went into the sitting room where a cheery fire dispelled most of the cold. She went to the window and pulled the shade down as if, unconsciously, she could dispense of the black mood that assailed her.

In the center of the room she fell to her knees. "Oh, God," she prayed in anguish, "please lift my burden from me. I know I did wrong, but I know You have forgiven me by allowing me to keep my little boy. Please, God, provide me with the means of making this a happy time for him, in recognition of Your Son's sacrifices for us. Amen."

Visitor

A knock on the door brought her to her feet. She glanced that way but didn't cross the room until it was repeated. Then she opened the door to confront a tall, blond man in army uniform who stood in the dimly lit hallway. She recognized him instantly.

"Why, Donald Bruce," she cried hoarsely.

"May I come in?" he inquired. She was too startled to answer, so he laughingly brushed her aside and entered.

He took a quick look around the room and noticed the evidences of poverty. "Why did you quit writing?" he inquired.

"There wasn't much to say," she answered weakly.

He went to the doorway of the kitchen and looked inside. Then he crossed the room to the bedroom doorway, saying: "It seems to me there could have been a lot to say."

His eyes took in the crib and the baby in it. He hurried across the room, Mary following him. He looked down and studied the face of the sleeping child for a few minutes, and then turned to Mary with an unspoken inquiry in his eyes.

"That's why I left Concord—to avoid the talk and gossip," she said.

He looked again at the child searchingly, and then said: "Why didn't you tell me?"

"I didn't think you would care."

"Good Heavens, woman, do you think I'm heartless? Do you think I'd have left you to face all this alone without my help?"

He held his arms out to her, and she flew into them, the tears coming freely.

A voice came from the bedroom. "Mommie, has Santa come yet?"

"In a little while, dear, and He's going to bring you a new papa," she answered.

NORWAY STARTS EARLY

In Norway preparations for Christmas traditionally start six months before December 24. The Christmas celebration itself lasts three weeks. The period, according to Book of Knowledge researchers, is known as the Julafest, or the Peace of Christmas.

Let The Herald Print It!

**Christmas
Greetings**


We're thinking about all our friends as the season's spirit fills the air. We want to extend our best wishes for the most wonderful Christmas of all, to all!

Stockard's Standard Service Station
Cor. Tenn. and Seminary Sts. Florence



WE EXTEND
TO OUR FRIENDS
**The
Season's Greetings**

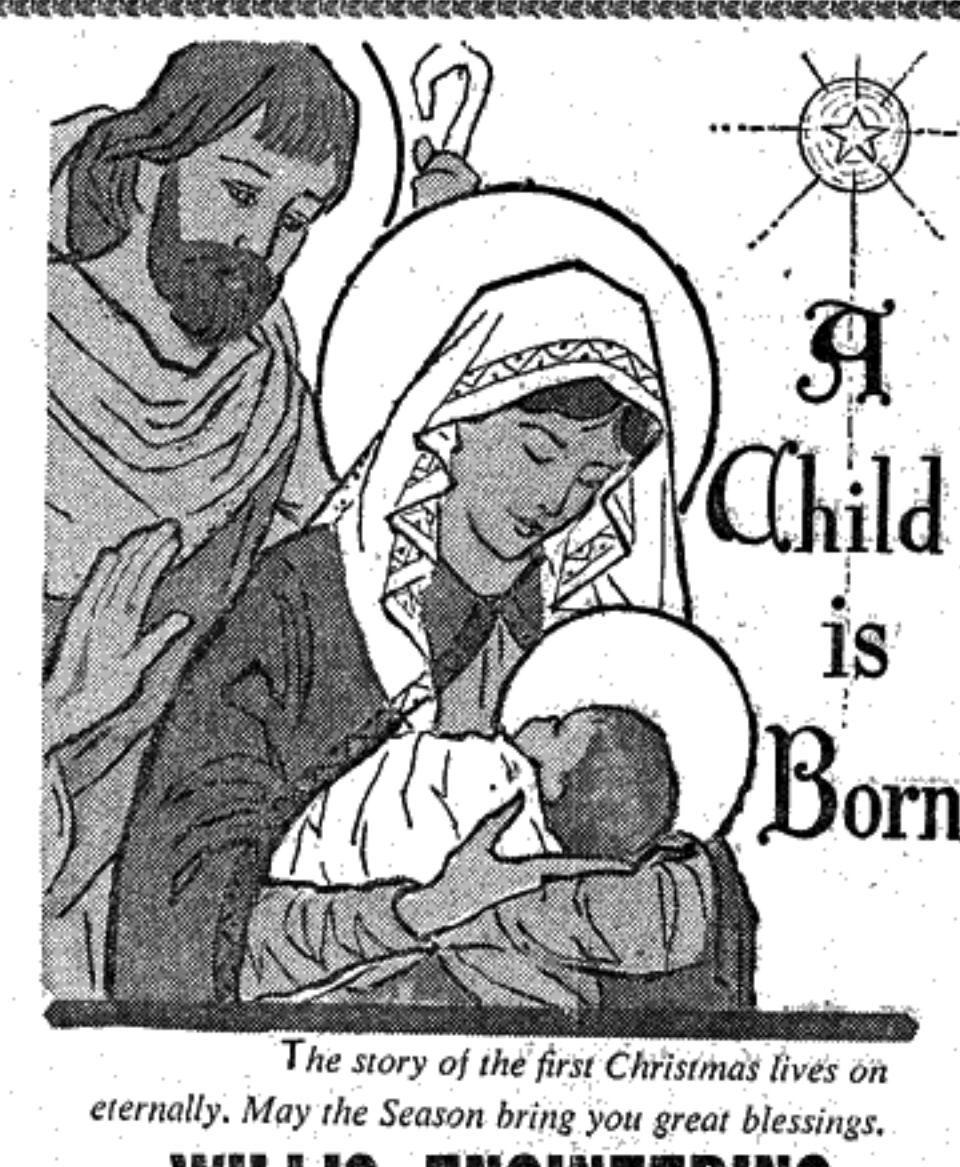
PUTTEET'S PHARMACY
412 N. Seminary 764-5661



GREETINGS

May you enjoy a full
measure of happiness
and good health
this Christmas.

CORNER FRUIT
N. Seminary St.



**A
Child
is
Born**

The story of the first Christmas lives on eternally. May the Season bring you great blessings.

WILLIS ENGINEERING
612 E. Tennessee St. Florence, Ala.

**LITTLE MARY'S
CHRISTMAS GIFT**
BY ONA F. LATHROP

SOMETIMES I wonder about this young generation coming up. They have such big ideas and they want to start in where we left off, instead of at the bottom as we did. And yet they know what true love is: Little Mary's Christmas gift proved that!

George and I didn't get married until we had the down payment on a home, and we had a proper engagement and wedding, with rings for each and all the other traditional. But nowadays—

Our Little Mary fell madly in love her last year in high-school. She talked us out of college and into letting her marry that crazy Bill Fenton at the age of eighteen. He'd found a job—of sorts.

Little Mary didn't want a big wedding. No, no, she'd be married in a suit at the J. P.'s. All my dreams of chantilly lace over satin with my own long veil for her, and the bride-maids in pastel colors went glimmering. But I didn't say a word.

They moved into our little garden-guest-house but insisted on paying rent, even though George secretly salts it away in an emergency fund for them. And Bill never did give Little Mary a ring. At the time, she didn't seem to mind.

"Who wants a silly old ring? Bill and I would rather have a dog." So they bought "The Grey Ghost," a very expensive Weimaraner, instead of an engagement



"Somebody's going to get a fine Christmas gift."

or wedding ring. They paid so much a month, as they did on all their furniture. And now that they have little Marietta they don't pay much attention to him.

George shakes his head. "All this installment buying—I don't know, Mary—when we'd be glad to loan them the money." But I admire their independence. "Bill has big ideas," I'd say.

Sometimes when Little Mary's friends were throwing big weddings, she'd look a trifle wistful and say, "Maybe I was a little hasty, but I don't care. Bill says he'll buy me a ring as soon as he gets on his feet. Bill has big ideas. He's going to buy into the business as soon as we get the car and furniture paid for."

George just guffawed when I told him that. "Thinks he's going to be a big shot any day now, eh! Oh well, they'll come out all right."

It was Morry Young who gave away the secret. He's the jeweler in our town, and when Little Mary went in to make a payment on their silver, he winked knowingly and said, "Somebody's going to get a pretty fine Christmas gift." Little Mary teased but he wouldn't tell her more. "Can't say another word," he grinned. "Just that a young man I know is making payments every month now on something mighty fine."

Little Mary came home bubbling. "Oh Mom, I'll bet Bill is giving me a diamond wedding ring for Christmas. Morry says—" and there were stars in her eyes, and I knew then how much she'd missed it all.

Anxious

As the gifts were distributed, we held our breath. At long last, George, playing Santa, pulled out the big box and placed it in Mary's lap. "As if I didn't know," she gasped, smiling across at Bill, who shouted, "Go on, open it up."

Little Mary untied the huge bow with shaking fingers. She lifted the lid gingerly, expecting to repeat the process. But instead a cotton-wrapped monstrosity loomed up. Quickly she tore away the cotton.

"But Bill! Oh Bill!" she moaned and drew forth—a thirty-two-ounce silver percolator.

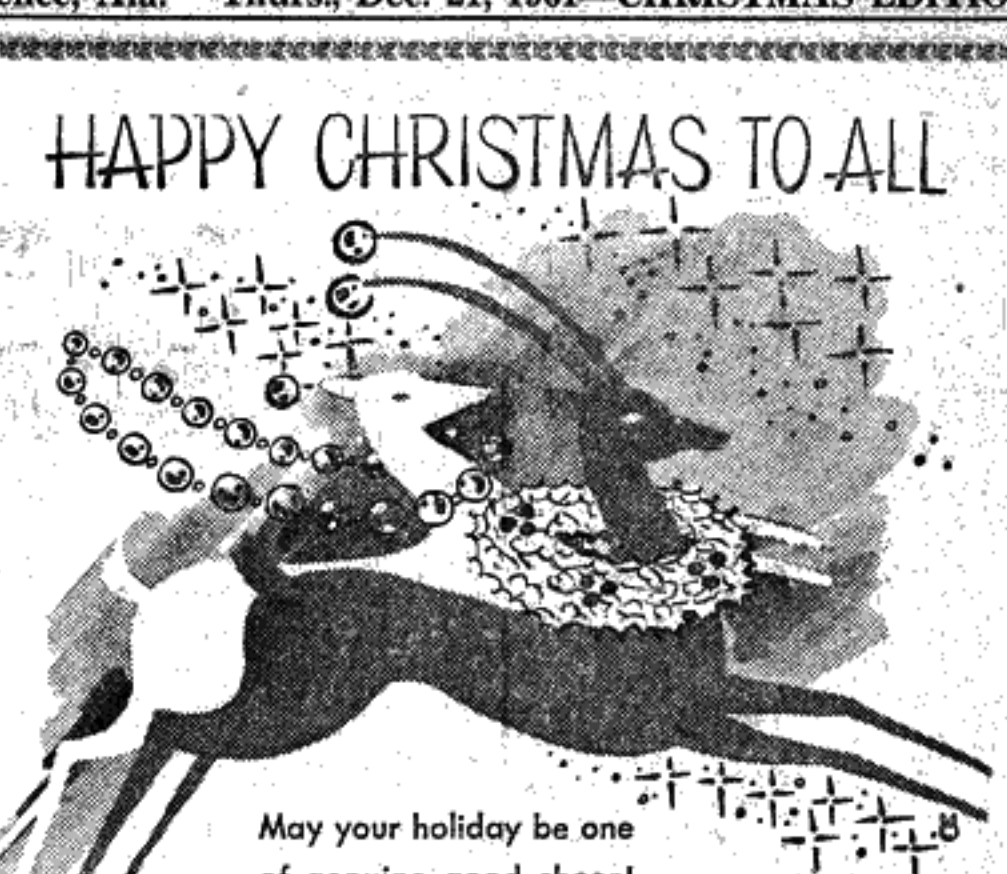
Somehow it didn't look like a coffee-maker to me—it looked exactly like Grey Ghost, the Weimaraner. But Bill had Little Mary in his arms, and her heart was in her eyes even if the stars were gone, as she kept saying, "Darling, it's exactly what I wanted."

I guess, they know what true love is anyway.

ANIMATED CARDS

Ingenious mechanical devices were used to animate early Christmas greeting cards, much as they are today. The symbols of Christmas—the robin, Santa Claus, holly, mistletoe and carolers—first became popular on cards of the Victorian era.

HAPPY CHRISTMAS TO ALL



May your holiday be one of genuine good cheer!

CITY DRUG STORE
Cor. Tenn. & Seminary 764-1762



Season's Greetings

On this Joyous Christmas, we wish you prosperity... prosperity in all its forms: The riches of good health; the wealth that comes with sheer contentment; the limitless treasure of faith... in yourself, in your neighbor, and in Him, whose teachings will lead us to universal peace.

JET PEST CONTROL
South Court St. 764-3121



Blessed Christmas

Blessed Christmas, time of happy hearts and uplifted spirits, is with us once again.

And, at this glad season, our wish is with you... the wish that your Christmas may be rich in happiness, friendship, lasting joy.

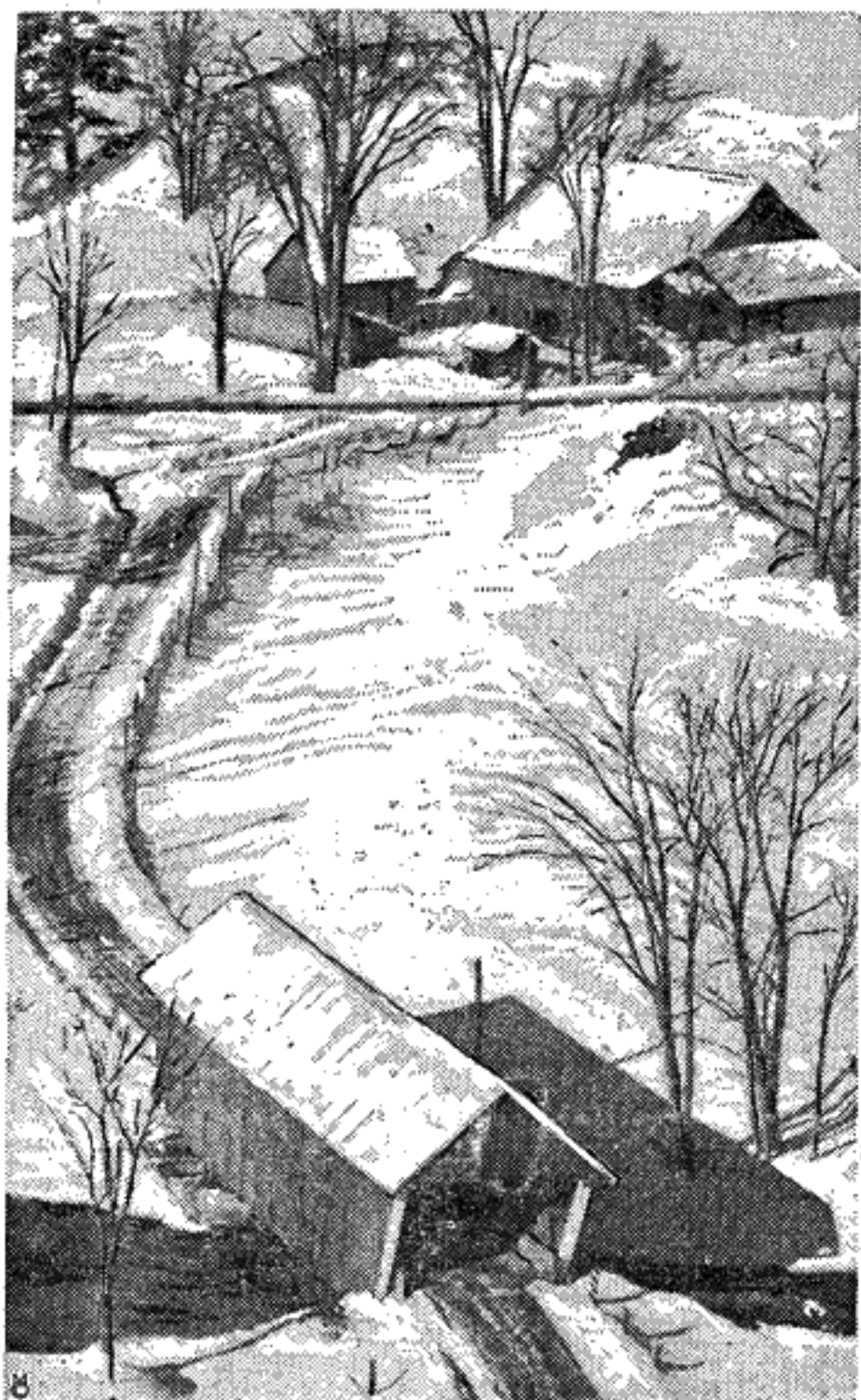
CARROLL'S
TUSCUMBIA



Our sincere thanks for your loyal patronage, and may this holiday season be one that you will always look back on with the greatest of pleasure.

GEORGE HESTER INSURANCE AGENCY

128 E. Tenn. St. 764-2914 Florence



...and all good wishes for a completely happy holiday season

EAST FLORENCE DRUG CO.

1401 Lee Highway

White House Hasn't Always Had a Tree

President Theodore Roosevelt, an early conservationist, once disapproved of Christmas trees and for several years forbade any being brought into the White House. But one year, his sons, Archie and Quentin, smuggled one in and set it up in Archie's room. After the discovery, Gifford Pinchot, a great forester and conservationist who later became Governor of Pennsylvania, soothed T.R. by explaining that supervised and careful harvesting of Christmas trees—as thinning—was good for the forests because it gave other trees room to grow.

Ever since, the White House has had an indoor tree.



PEACE ON EARTH . . . Prayers for peace against background of the Nativity scene reflect the true spirit of the Christmas season, when peace and goodness are foremost in the thoughts of mankind.

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, 1843 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.

America's dairy cows produced 122.9 billion pounds of milk in 1960—a billion pounds more than the year before.

LAST MINUTE PRESENT

BY F.L. ROWLEY



ELAINE glanced up at the clock. Fifteen minutes more and the doll would be hers. Mr. Rogers had promised to let her have it at half price if no one bought it before closing time. Ever since she was a little girl Elaine had wanted a baby doll—just like this one.

For the third time in ten minutes she arranged the few items left on the toy counter. These last minute shoppers were so messy. All except that charming man in the tweed coat. He'd been the only bright spot in a hectic day.

"Well, did you buy yourself the Christmas present?"

Elaine turned to see Helen Smith grinning at her. Helen was in cosmetics.

"Not yet, Helen. Mr. Rogers says I can take the doll off the shelf at exactly five o'clock. Isn't she adorable? I hope no one runs in to buy her at the last minute."

"Not at that price!" scoffed Helen. "Unless your prince charming returns."

"Prince charming?"

"Don't kid me. That chap in the tweed coat. Now there's MY



"That doll would make a fine present for some little girl."

idea of a Christmas present! He was in at least twice today again—wasn't he?"

"Three times," said Elaine, blushing. "He's been my best customer."

"And greatest admirer, if you ask me."

"Oh cut it out! Judging from the toys he bought he must have a dozen kids. No one's given me a second look in twenty-nine years. I don't think they're going to start now."

"Really? Well take a peek at who just walked in the door!" Helen scurried away.

Elaine held her breath. The man in the tweed coat was heading straight for the toy counter. For a second Elaine had a wild urge to hide the precious baby doll. He was upon her before she could move.

Back Again

"Hello again!" he said gayly. "Say, you've done a land-office business since I was here last. Not much left, is there?" His gray eyes studied the counter and the shelves behind Elaine. "That doll would make a fine present for some little girl."

Elaine's heart sank. "It's—it's more for a big girl," she stammered. "Besides—it's so expensive."

His eyes were sharp. He looked at her for a long moment, then said: "I'll buy the doll."

"Yes sir," said Elaine, turning quickly. She regained her composure while wrapping the doll.

"Is it for one of your little girls?" she asked.

"For THE little girl."

"Oh—and those other presents you bought?"

He leaned across the counter. His eyes twinkled. "There's eight boys," he whispered confidentially.

"Eight?" Elaine stepped back. "Goodness—what a big family!"

The man in the tweed coat was laughing. "Yes, isn't it? Too bad they're not mine. I'm just an uncle."

"But the little girl—she's yours?"

Surprise

He stroked his chin thoughtfully. "I sincerely hope so. This morning I asked Mr. Rogers what she wanted most for Christmas, and he said: 'The baby doll on the shelf over her head.' To me it seems like an odd present, but I guess you know what you want." He held the box out to her.

Elaine gasped. "Me—you mean me?" The clock struck five. "Oh, but you—I mean we—could have saved—"

"YOU could have saved. And if you'd bought the doll it wouldn't have been a present from me, would it? And then I wouldn't be able to ask a favor of you."

"A favor?"

"To have supper with me. And to have Christmas dinner with me tomorrow if you're not tied up."

"I'll get my coat," said Elaine breathlessly.

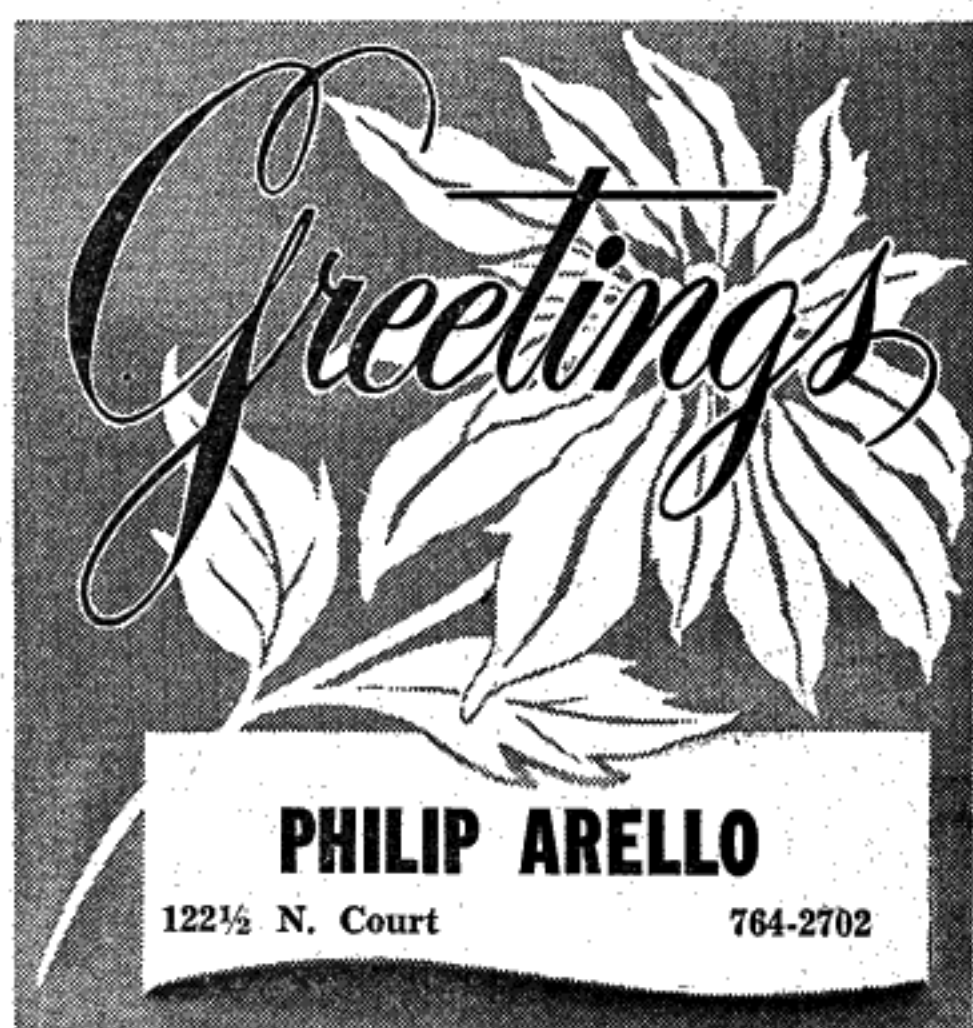
FAMED AS SCHOLARS

Bringing gifts to the Christ Child, the Magi also brought with them a reputation of wisdom. They were renowned, legend says, as philosophers, scholars, diviners and astrologists.

LET THE FLORENCE HERALD
DO ALL YOUR PRINTING!



MAGIC HOUR . . . The hour of 12 p. m. becomes a magic moment when it welcomes in a New Year. Traditionally, it is a time of gaiety and happiness and probably for longer than most of us can remember, photographers have taken advantage of the occasion to picture a pretty girl in a pose similar to the one above. Happy New Year, to one and all!



PHILIP ARELLO

122½ N. Court

764-2702

Merry Christmas

TO EVERYONE

FOOTE AUTO CO.

E. Tennessee St.

764-9082

Florence



Warmest Wishes

May health, happiness and good cheer enter your home this Christmas and remain there for years to come.

COLEMAN CLEANERS

DRY CLEANING & SHIRT LAUNDERING

603 E. Tennessee St.

764-4291

Florence, Alabama



Merry Christmas

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.

GRAY'S CONCRETE PRODUCTS CO., Inc.

UNION STREET

FLORENCE

SHEFFIELD READY-MIX CO., Inc.

14th AVE., S.W.

SHEFFIELD

Merry Christmas

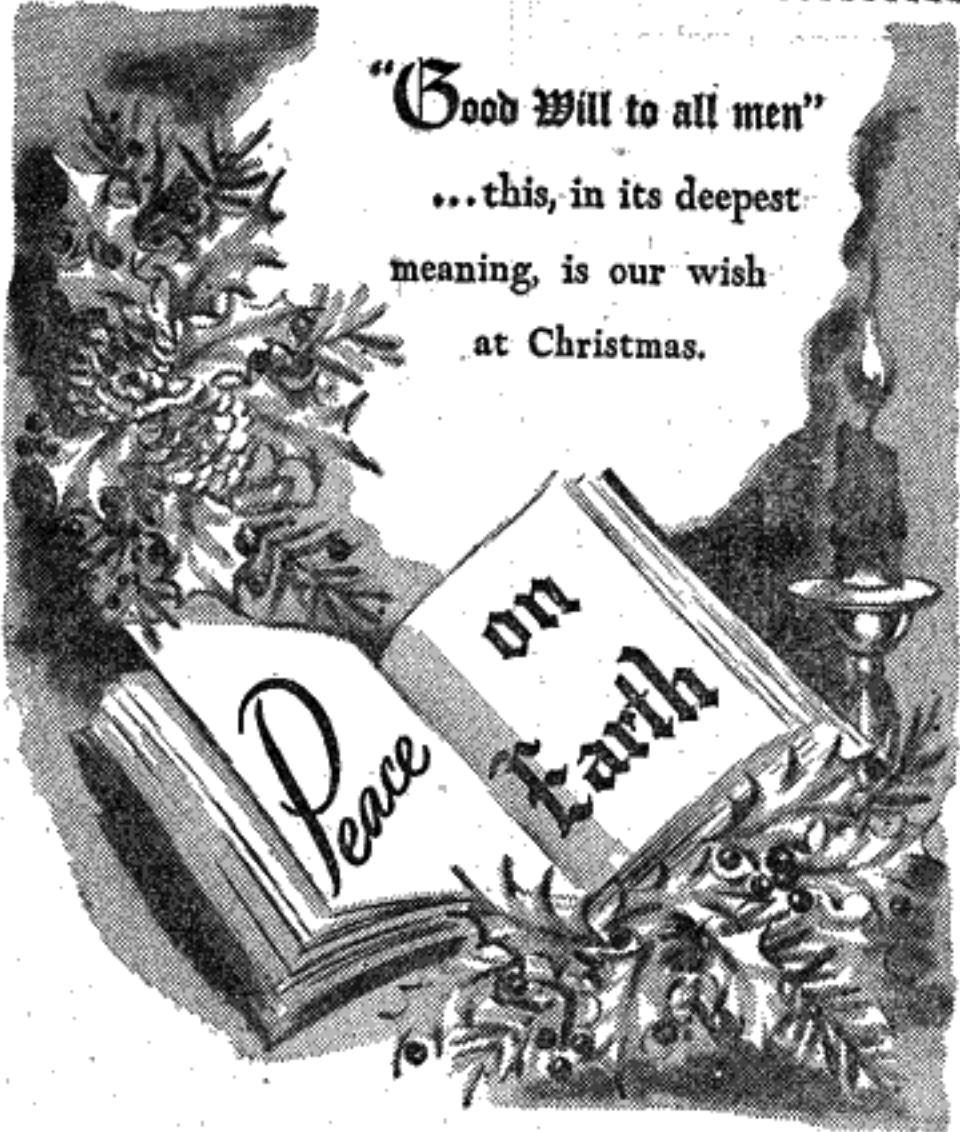
If we haven't had a chance to wish you a Merry Christmas personally, during the past few days, may we now say to each and every one of our friends and patrons, "A Happy Christmas and Joyous New Year"

ORY'S CLEANERS AND LAUNDRY ORY'S WASHATERIA

215 N. WOOD AVE.

SEVEN POINTS SHOPPING CENTER

"Good Will to all men"
...this, in its deepest
meaning, is our wish
at Christmas.



D. M. DROKE

Authorized Zenith Hearing Aid Dealer
123 S. Court St. 764-0942 Florence

Mrs. Applegate's Revolt

By Shirley Sargent

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

"Why doncha ask for a rocket ship while you're at it?" Hartley was fourteen, two vast years older than his brother. "I wanta 28 inch and then you can have my 24 inch."

"That old beat-up job!" Terry's red-headed temper was biting 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 dis- gustedly. She was ten-and-a-half, blond, pretty and knew her own mind. "Now I'm not asking for expensive things with Daddy work- ing only half time. I just wanta 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 wanta, I wanta!"



"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 sprinkler 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 an- grily. "Forget that we want any- thing?"

"Not entirely, though you might as well cross off your grandiose dreams for something more prac- tical. 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. Hart- ley 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 hus- band's hand take hers firmly under cover of the table. She hadn't dreamed of such heartwarming re- sults 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."

CRIB IS YULE EMBLEM

In Italy the Presepio, or crib, is as characteristic of Christmas as the tree in other countries. To the Presepio, people bring gifts of nuts and apples, which they place in the hands of life-sized figures.

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.

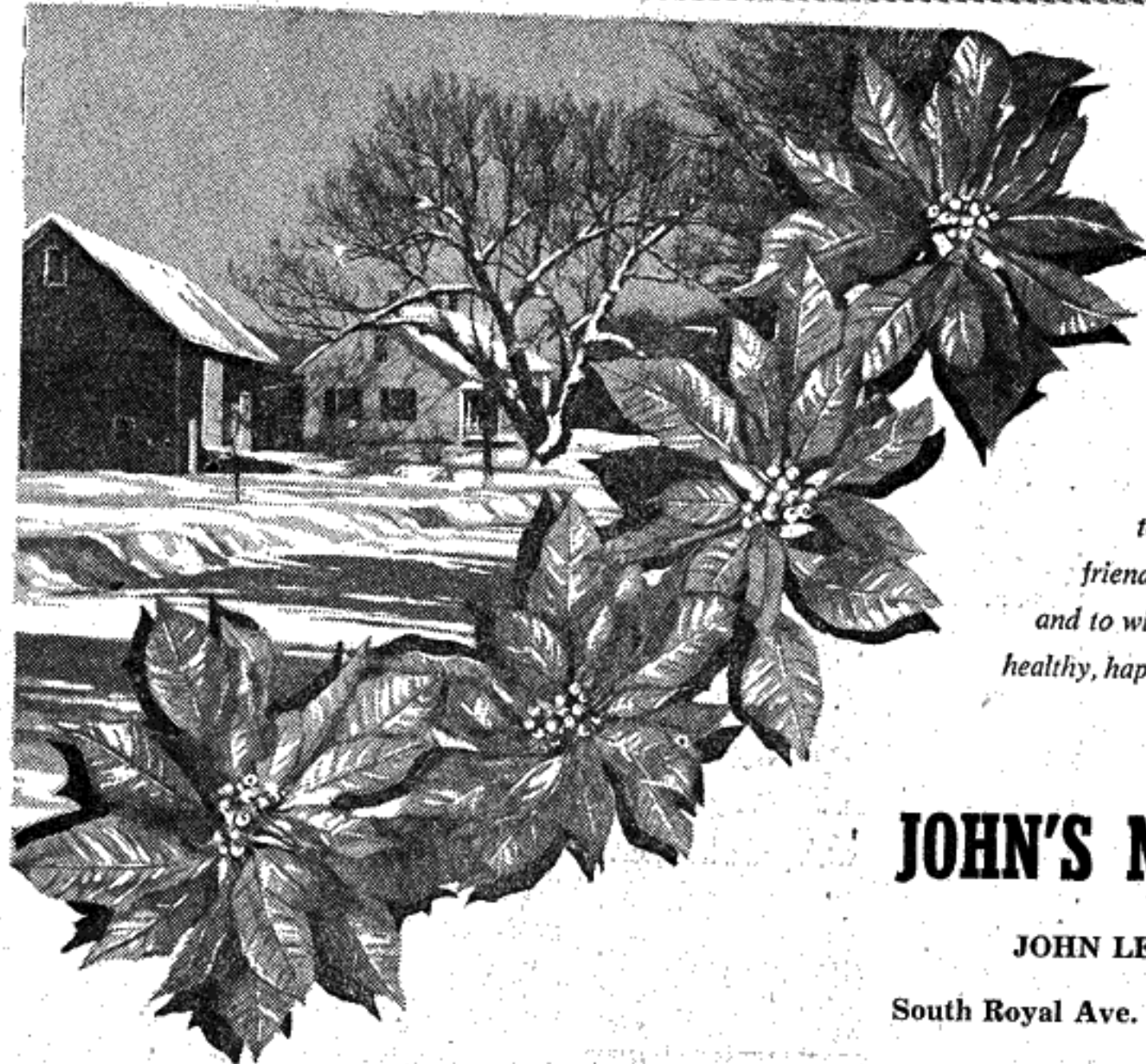
If you choose a doll as a gift, be sure it is durable. Check the arms to see that they will bend easily. Also see that the fingers are not spread out so that it is difficult to dress the doll.

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 but- tons 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.

Bake pears with cinnamon can- dies for a dessert treat. Top pears with cheese or with raisins and nuts in salads.

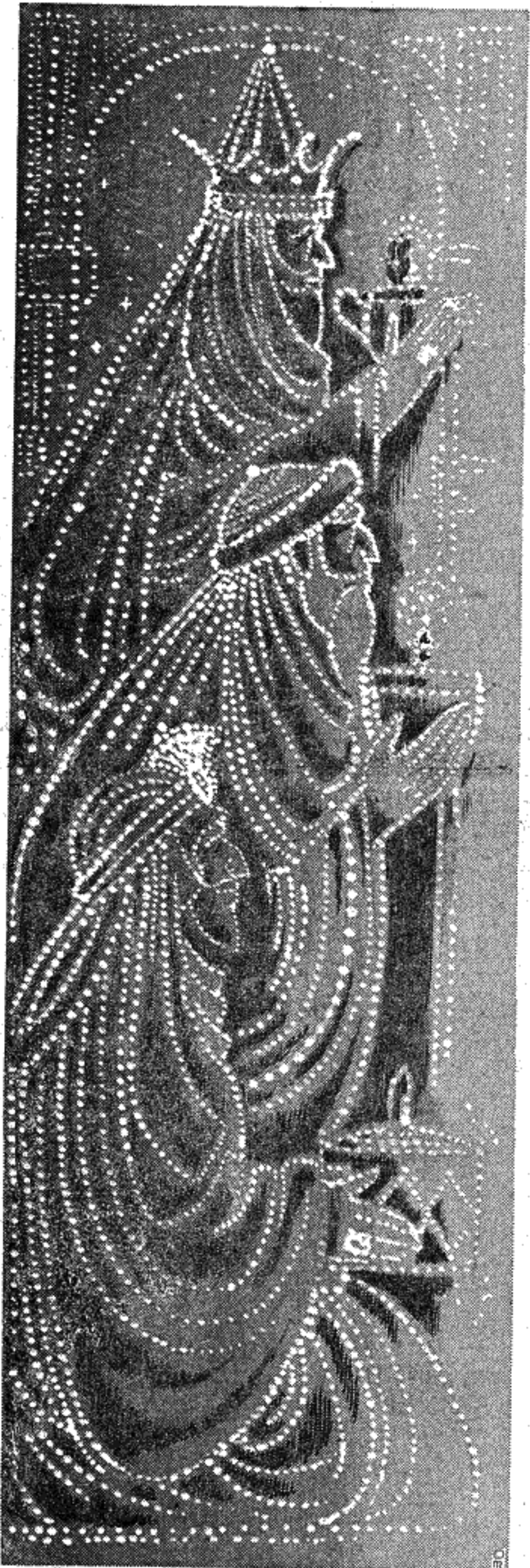


GREETINGS

Here's a holiday tradition
we really cherish...time out
to tell you how much your loyal
friendship and patronage mean to us
and to wish you and your family a very
healthy, happy and cheerful festive season!

JOHN'S MOTOR SERVICE

JOHN LEATHERWOOD, Owner
South Royal Ave. Florence



GREETINGS

As the wise men came from the
East bearing gifts to the Holy Child
so let us bear in our hearts
that greatest gift of all—Love
toward each other so that peace may prevail.

Rogers
Since 1894



the First Christmas

The first Christmas, nearly twenty centuries ago, brought a new way of life that has lived and grown to this day.

The wise men, those kings of knowl- edge, travelled from afar to the birth- place of the King of Peace. They came not to pay homage or tribute as to a king of a mighty nation, but came rather to worship a king of all Nations who would rule in the name of Peace.

As once again we come to this Holy day, let us come too, with a feeling of peace...let us look for this true meaning of the name "Christmas" in all we do.

We extend sincerest wishes to you for a Christmas Season filled with great Joy and Peace.

Alabama-Tennessee Natural Gas Co.

Covering the Tennessee Valley



Crews Cleaners

702 E. Mobile St.

Dial 764-8232



BOB • MARY • BILL • MIKE

W. M. CLINGMAN AND SONS TRACTOR CO.

ROUTE 2

764-7462

FLORENCE



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 Baby 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.

"Why, 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 Understands

"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 — 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.

WHAT WISE MEN DID

Tradition says that the Three Wise Men, after returning to their kingdoms from Bethlehem, gave up their high positions, gave their property to the poor, and went out to preach the gospel of Christianity.

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.

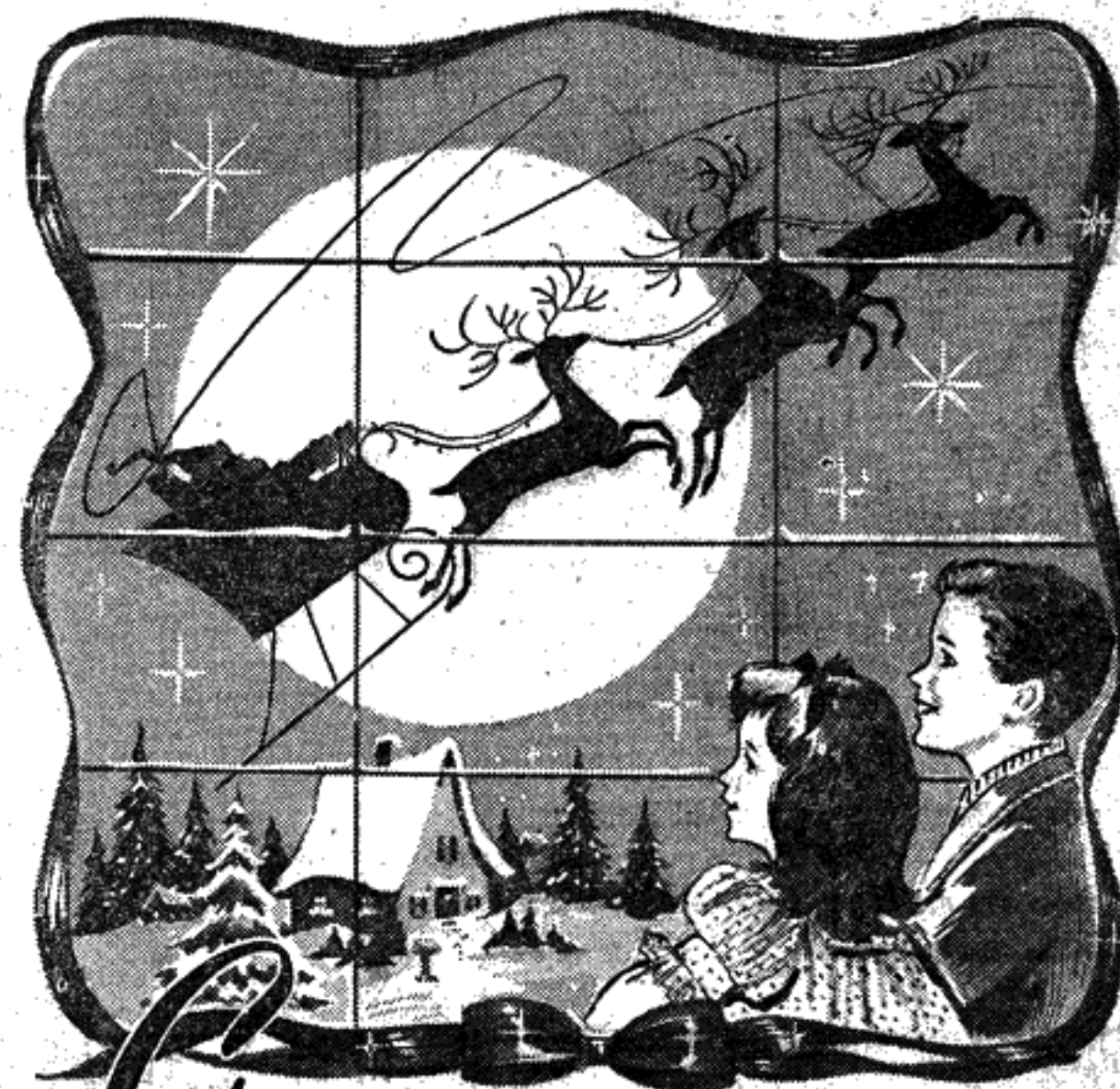
For the Christmas party, Turkey is available in four states, Cranberry in three. In the decorative theme, one can find an Evergreen in six states, a Pine in seven, a Holly in three. Trees in Louisiana, and finally, Mistletoe in Kentucky.

There are 500 million bushels of feed grains that could be released on the market by the USDA.

Towns Named For Yule Season

Among the busiest of Santa's helpers at the Yuletide season are postoffices in towns with Christmas names.

In Noel, Mo.; Christmas, Fla.; Santa Claus, Ind.; and Bethlehem, Ind. and Bethlehem, Pa., many thousands of packages and cards are received around Christmas time, to be postmarked with the Yuletown's name, and remailed to other states and countries. The towns also play host to many visitors during the Christmas season. In Bethlehem and Nazareth, Pa., there are permanent displays and festivals of light, emphasizing the religious meaning and beauty of Christmas.



Christmas is here again and to all our friends we wish a Holiday filled with great joy and good health.

SMITH SEED AND FEED CO.

116 W. Tennessee St.

764-4373

Florence



BEST WISHES

...for a Merry Christmas for You and all those Dear to You... May this Holiday Time be one of great Joy and Happiness...

Richardson Lumber Company

New Location — 5002 Florence Blvd.

764-4541

Florence

May we pause for a moment at this
Happy Holiday Season and wish for you and yours

an abundance of good cheer.

We trust you will think of us as your friend

and neighbor... and may we take

this opportunity to express again our gratitude

for your patronage during the

past year... and our pledge to strive to merit

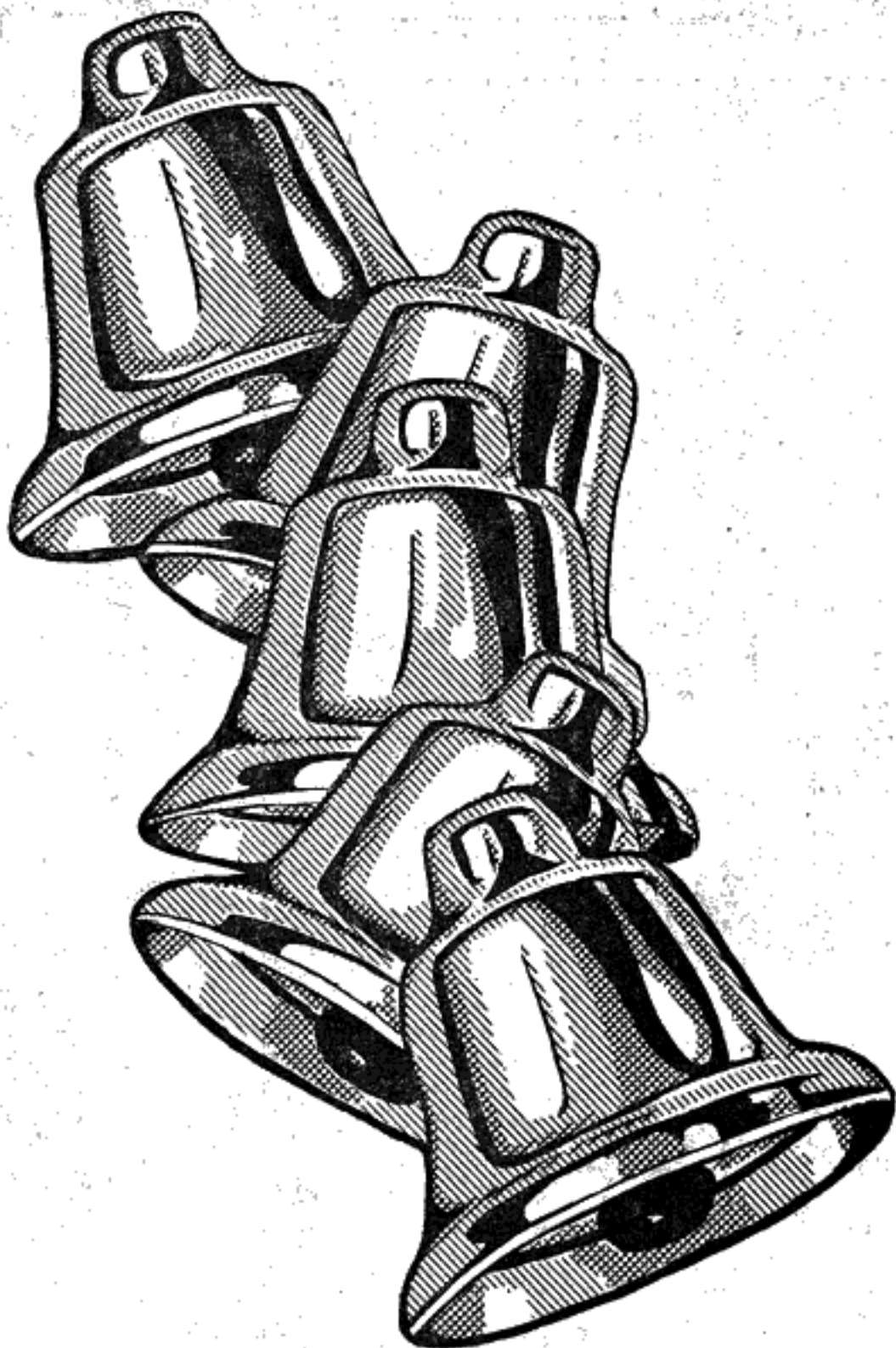
your good will in the years to come.



Brown's Radio & TV Center

102 N. Seminary St.

766-0612



RING OUT!

Merry Christmas
to our loyal friends

Lauderdale County Cooperative, Inc.

605 S. Seminary St.

764-8441

Florence



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 anyway." 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.

FIRES BURN CHRISTMAS

In Switzerland, Christmas Day, or Weihnachten, is the traditional opening day of the winter sports season. A colorful sight on Christmas is the fires which are burned on the peaks of the Alps. Like flaming stars, they hang in the dark heavens during Holy Night.

BOAR'S HEAD

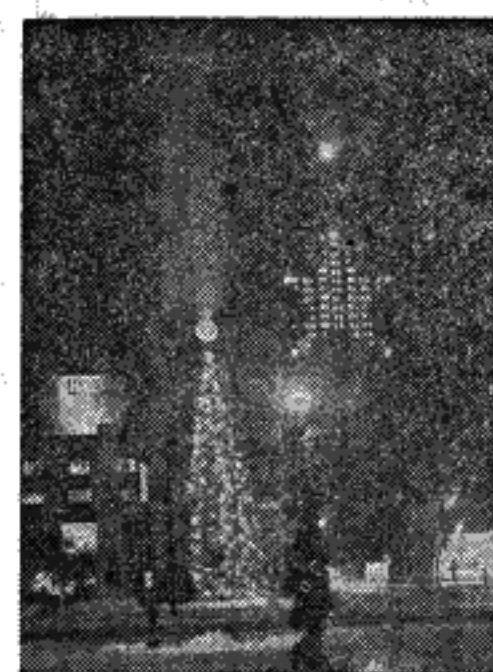


Turkey dominates the American holiday dinner menu but back in the days of Medieval England it was the boar's head which occupied the spot of honor at the Yuletide feasting table.

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.



CITY STAR... A bright and shiny star lights the night in Chicago, where lights of buildings are cleverly lighted to form a Christmas star.

In 1960 farmers received only 39 cents of the consumers food dollar, compared to 51 cents in 1947.



May the Yuletide
be full of joy and
dreams - come - true for you and yours.

KING-NANCE INSURANCE AGENCY

123 E. MOBILE ST.

764-2431



To our many friends both old and new, we wish the joys of the season in fullest measure. May your holidays sparkle with the merriment of good times and good cheer, and glow with the radiance of warm friendships, family and home.

North Florence Pharmacy

"Prescriptions As Prescribed"

OTIS BROWN

1151 N. Wood Ave.

764-3771

Florence

WE WANT TO WISH YOU ALL A MERRY CHRISTMAS

AND TO EXPRESS OUR SINCERE
GRATITUDE FOR GIVING US THE
OPPORTUNITY TO SERVE YOU...

FLORENCE TRADING POST

Owned and Operated by Florence-Lauderdale Post No. 11, American Legion
LIVESTOCK AT AUCTION EACH TUESDAY

CHRISTMAS HOME-COMING BY WILLIAM L. ROPER

JAKE YANCY took no part in the holiday merriment on the train. His ears, long accustomed to prison silence, resented the gay chatter of the youngsters going home for Christmas. Even their gaiety annoyed him. For his plans were of a different kind.

As the train chugged up the long, curving grade toward Loganville, he stared unseeing at the snow-laden pine trees glistening in the late afternoon sun. His mind was on what he planned to do that night—something that he had been thinking about for a long time. Almost unconsciously, he touched the handle of the small automatic in his overcoat pocket. His lips tightened into a hard line and he half-closed his eyes. It would not be long now.

Often during his ten years in prison, it had seemed a long way off. But now here he was within a few miles of Loganville and Big Ben Patterson.

He could see Big Ben as he looked that day there in the courtroom, testifying for the State.

"It was him—Jake Yancy," Big Ben had said. "I recognized him by his brown overcoat and hat when he ran out of the bank."

It was that testimony by Big Ben, Loganville's town marshal, that had convinced the jury. Thinking it over night after night in his prison cell, Jake had often wondered if Big Ben had lied deliberately, or if he had simply been mistaken. The fact that Big



He came to Big Ben's place and his heart beat faster.

Ben had married Milly soon afterwards might indicate that it was deliberate.

It was getting dark when the train ground to a stop at the old weather-beaten Loganville station. Jake waited for the youngsters, home for the Christmas holidays, to get off first. Then as he came down the steps, he glanced quickly around, looking for big Ben.

The marshal used to meet all trains. Tonight his face was missing.

After a drink of coffee at the restaurant next to the station, Jake strode past the Christmas tree on the courthouse lawn. A group of children were singing Christmas carols.

"Silent night, Holy night!" The voices reminded him of other Christmas Eves when he was a little boy.

Memories
Somehow these memory flashes of other Christmas Eves kept haunting him as he walked out the tree-lined street to Big Ben's home. He recalled the sleigh bells and the parties. And several times, he paused, trying to shake off the Christmas spirit that seemed to have come over him.

Finally he came to Big Ben's place. His heart beat a trifle faster.

Jake rapped softly on the door. He heard quick footsteps inside. Then the door opened. There in the lamp-light stood Milly, an expression of pleased surprise on her face.

"Why Jake!" she exclaimed. "It was so good of you to come. Please come in."

With a puzzled frown, he followed her into the living room. Milly, he noted, appeared worn and tired. Yet she was still beautiful.

"Where's Big Ben?" he said. "Oh," she said, putting a hand to her forehead. "Then you don't know. Big Ben passed away last Sunday . . . drank himself to death."

"Drank himself to death?" Jake said. "Why, I never knew he touched liquor."

"It was the news that you were innocent, Jake," she spoke softly. "He started drinking the day the news came that another man confessed the bank robbery. He felt terribly remorseful for his mistake."

"Mistake?" Jake said. "Yes, Jake, you don't think he deliberately framed you, do you?"

Jake shook his head. "Of course not, Milly. Besides what's done is done. And this is Christmas." He smiled and walked out into the cool, crisp evening.

Decorating the Christmas tree with lights is a custom that some historians trace back to Martin Luther, the Reformation leader, Encyclopedia Americana researchers say.

After a walk one Christmas Eve under a brilliant starlight sky, Luther returned home and tried to reproduce the scene for his family by lighting candles on the Christmas tree.

"Merry Christmas" in other languages

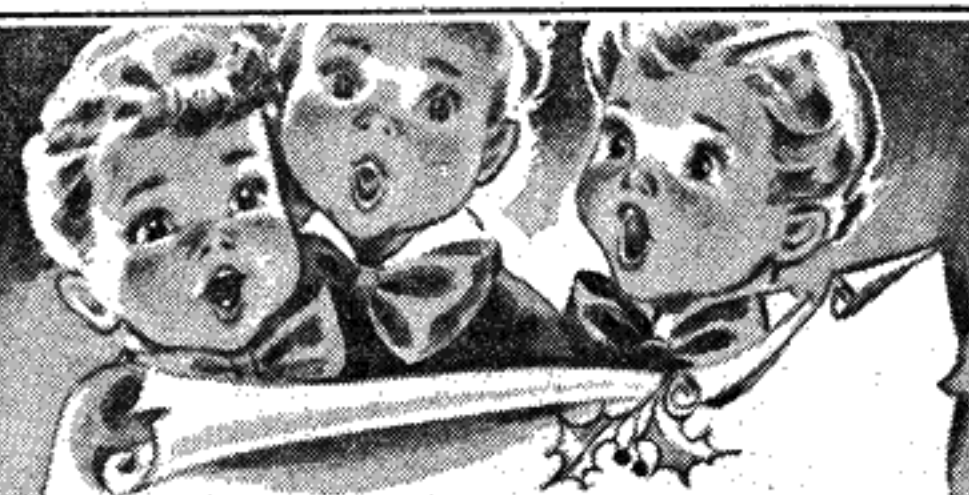
Merry Christmas! Merry Christmas! The spirit conveyed by these words is the same in all countries, but the words themselves sometimes fall harshly on American ears.

"Merry Christmas" in French has a soft and musical sound. It is "Joyeux Noel."

In Spain the greeting is "Feliz Pascuas", and in Italy, "Buon Natale".

For Sweden it is "God Jul" and Norway, "Gladig Jul".

In Germany and Holland the greeting is a tongue-twister that will stump the average American. The Germans say "Froehliche Weihnach-



JOYOUS WISHES

May your home be bright and
your heart be light
with the Holiday spirit...
may you enjoy the fullest measure of
health and happiness
throughout the New Year!

ROYAL TIN SHOP

764-1902

213 S. Royal Ave.

Florence

THE GLOW of YULE LOGS

Reflects the spirit of Christmas in a manner which best expresses our sincere good wishes to everyone.

In this brief, simple message, we wish to convey our Christmas Greetings, and trust that you will accept them in the true meaning in which they are presented. May the new year hold for you every success and may your every ambition be realized.

Merry Christmas



SHERWIN-WILLIAMS

Pine & College Sts.

Dial 764-2123

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

Dixie Tire Co.

Jackson Hwy.

764-2037



The Holiday Season affords us the opportunity to express our appreciation to our many friends for their good will and thoughtfulness during the past year.

And with this appreciation goes our wish for a memorable Christmas—one that will be abundant with good cheer and good health followed by a New Year of contentment and good fortune.

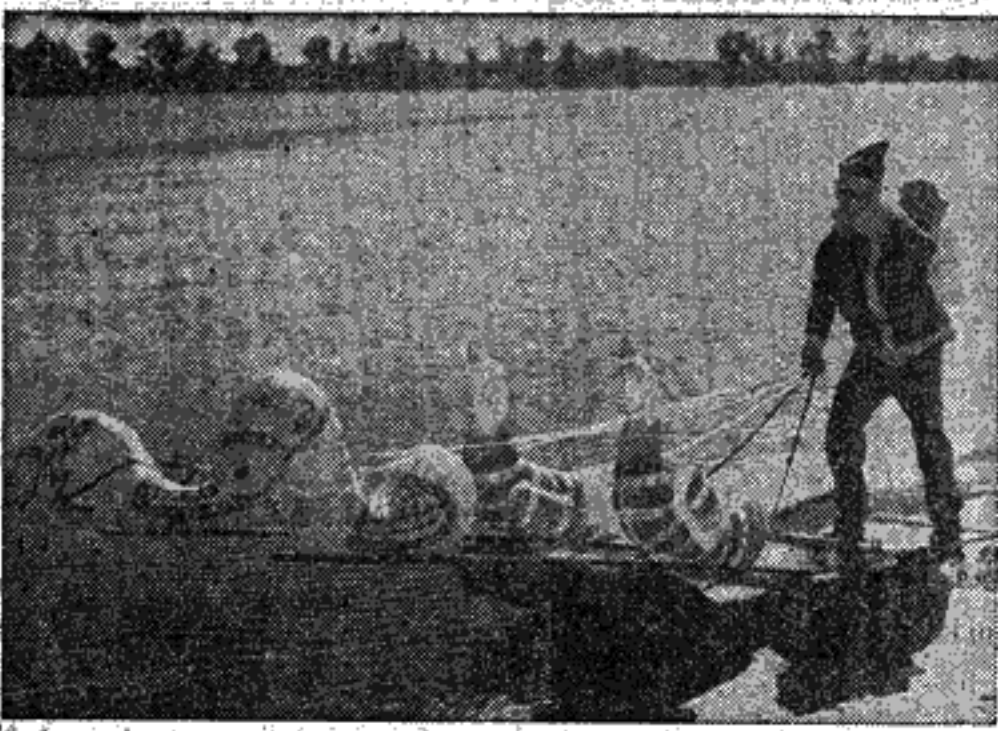
Grady R. Williams

Kenneth Williams

Williams & Son Oil Co.

Sweetwater Ave.

Dial 764-0372



SOUTHERN SANTA . . . Reindeer may be fine up No'th, but Santa uses other transportation when he makes his Southern swing. At Cypress Gardens, Florida, naturally, he uses sea horses and seals to pull his water toboggan.

JOY TO THE YOUNG



One of the most beautiful aspects of Christmas is the joy that it brings to the hearts of the young, the shining anticipation that lights their merry eyes like candles.

How old are you that you cannot remember the many times you lay quietly in the winter dark eagerly awaiting the anticipated hour of midnight? Did you ever tiptoe down the stairs, silently, cautiously, peeking around the corner to see if HE had been there? Can you not remember how all at once the days and hours of waiting were ended in the glorious realization that it was Christmas morning? Do you not recall how the world seemed different on that day, how your nostrils were filled with the aroma of pine and nuts, fruits and the fresh red paint of a wagon or the unsoiled newness of a fluffy doll?

You are not so old that you cannot remember, nor so blind that you cannot see it in the eyes of your children. For it is there. It is a part of the spirit of Christmas and an important part. For the moment it is the spirit of receiving, but this will change with time as the spirit of giving and the truer meaning of Christmas become a reality.

So let young hearts enjoy the coming of Christmas. Neither man nor time can change the idea of Christmas in the hearts of the very young, no more than they can alter the true meaning of the Christmas story.

XXXMAS KISSES

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 beneficent effects. Try it and see for yourself!

PINATA SCRAMBLE

In Mexico and other Latin American countries, the breaking of the pinata is a traditional Christmas custom. Earthen jars are filled with toys and sweets, covered with colored papier-mache figures and hung in an open space.

Blindfolded children take turns at trying to break the pinata with a stick. When it is smashed, there's a merry scramble for its contents.

YULE BURNS BRIGHT

The French traditionally exchange gifts on New Year's Day, but the burning of the Yule log at Christmas is an honored custom in many parts of the country. After carols are sung, wine is poured on the log by the youngest child.

Spray non-washable wallpaper with a clear protective liquid so stains can be sponged away.



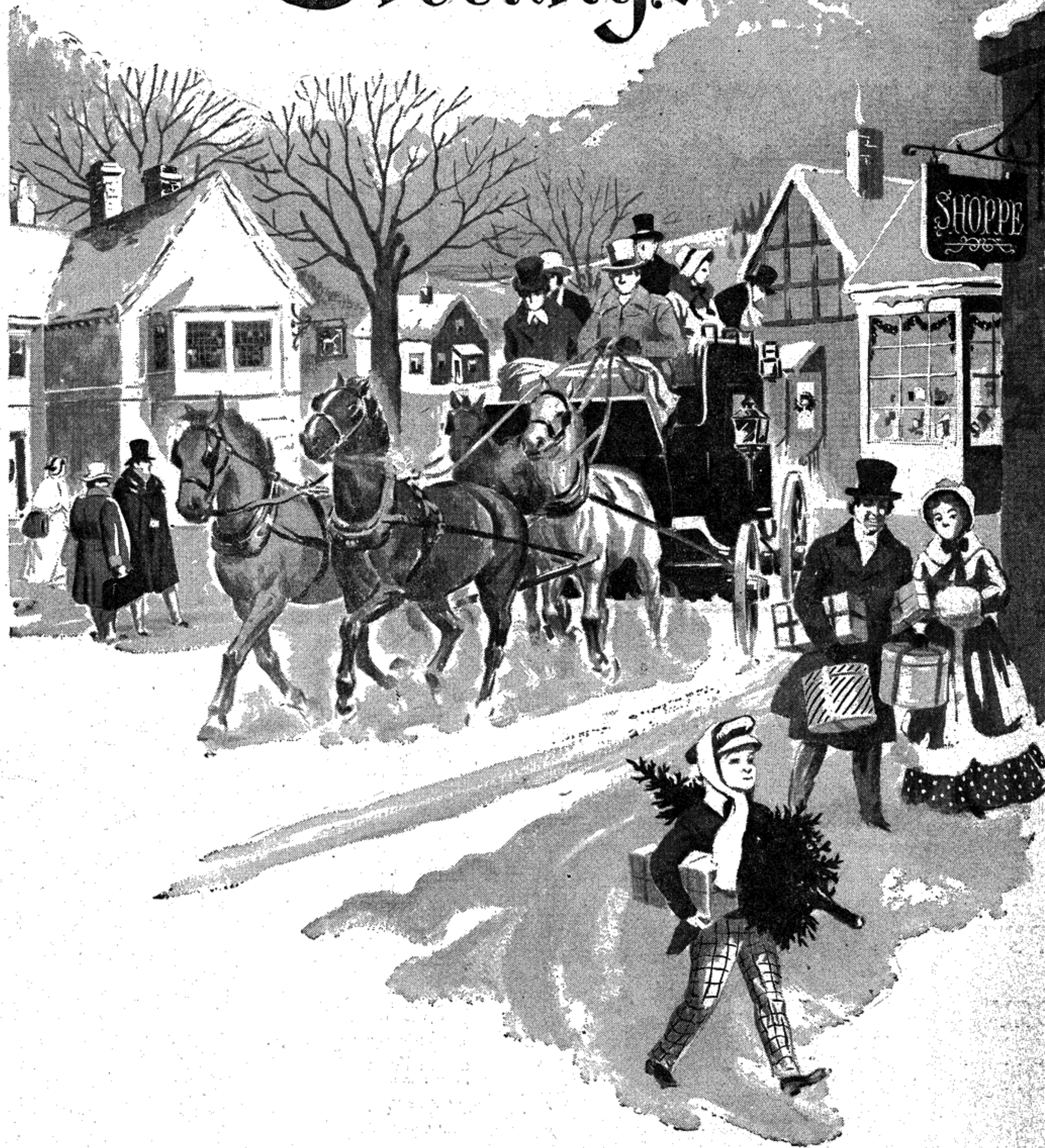
With the year coming almost full circle, we once again have the pleasure of extending the greetings of the season to our many good friends and wonderful patrons. May you all enjoy this last, but best, part of the year in health and happiness.

ROYAL CLEANERS

S. Royal Ave.

Florence

Christmas Greetings



Year by year we appreciate more and more the close association we have with those of the greater community about us and the smaller community within our organization. From these old and tried friendships we receive an especially warm feeling at this season of the year and in this feeling of mutual understanding and close cooperation extend the warmest of Christmas Greetings to our many friends throughout this area.

A Very Merry Christmas

EMPLOYEES AND MANAGEMENT
FLAGG-UTICA CORPORATION
OF FLORENCE



A note of cheer
for a very
Merry
Christmas

QUALITY CLEANERS

111 S. Seminary St.

764-8351

Florence

JIM KENNEDY'S CHRISTMAS

BY D.L. ALEXANDER

BEFORE the echoes of the prison siren had died away over the hills Jim Kennedy was well on his way toward a cherished freedom and his family. Where speed had been essential, extreme caution became imperative. He kept below the skyline, well away from the highway with its occasional cars and searching spotlights. Away from the farm houses with their barking dogs. Slogging along through the slush and snow with one thought uppermost in his mind: To spend Christmas at home with his wife Millie and their two children, Marian and Joe.

Back at the prison they would be certain he was headed for home. They might even be waiting for him when he arrived, but there was one thing in his favor: At this time of the year the road to his remote cabin was impossible for cars, and he might get there before they did.

He slogged on for two days and nights. He ate sparingly of the meager food he had filched from the prison tables. The weather was not too cold and he took fitful rests beneath jutting cliffs and abandoned shacks. But the overpowering desire to reach his home drove him onward, insensible to the discomforts of his travel.

His mind often returned to his prison life. Especially did he think of Lemaster, the guard over his company. He held a bitter, consuming hatred for the man. Always riding him about



Somehow he found the path down to the valley floor.

prison rules, making him toe the mark, but ignoring similar infractions committed by others. Rules! Rules! The man didn't let him live for rehabilitation, but by rules. He hoped Lemaster would be dead by the time they took him back.

The morning Jim stood on the bluff overlooking the little valley would always remain a bright spot in his memory. The tears that gathered in the corners of his eyes were not the result of cold. The lump in his throat was caused by pent-up emotion, finally released when he realized he had won through.

The mists in the valley raised suddenly and the cabin stood out in startling reality. Smoke poured from the chimney and yellow light splashed from the windows onto the snow.

Somewhat blindly he found the path down to the valley floor. The delighted voices of the children came to him through the cloud of snow he kicked up as he rushed to the door. And then he had Millie in his arms.

Welcome Sight

There was an interval of silence, and then heart-felt expressions of joy and pleasure. When it had somewhat subsided Jim looked around. The homey surroundings were the same as when he left, excepting the Christmas tree in the corner. It was brilliantly lighted, and numerous packages and toys clustered around the base.

He took a step towards it, but Millie pushed in front of him and, reaching toward the tinsel star at the top, took down a long envelope.

"For you," she said, with a bright smile.

"What is it?" he asked, wondering.

"Open it and see."

"It means a Merry Christmas and a full pardon for you." It was the hated voice of Lemaster who had come up behind him.

Jim whirled about. "You here?" he asked bitterly.

"I knew you wanted to come home long ago, Jim. I had to report on your behavior, and to make sure I could make a good report on you I made you live up to every rule strictly. You ranked as a number one, and when the pardons were handed out yours was the first."

Jim had slowly lifted his head as hope sprang anew in him. He gazed mistfully into Lemaster's eyes. "I've had you all wrong, Cap. I thought you was riding me all the time for spite work."

"That's all right. Forget it. I'm going to have a Merry Christmas with you folks if you'll let me stay."

IRELAND LIGHTS WAY FOR CHILD

The people of Ireland originated the tradition of burning a candle in the window at Christmas time. Legend said that the Christ Child might be wandering alone in the dark and cold, and they lit a candle to light him on his way.

LET THE FLORENCE HERALD
DO ALL YOUR PRINTING!

HERMAN S. McCALL TAKES SPECIAL COURSE

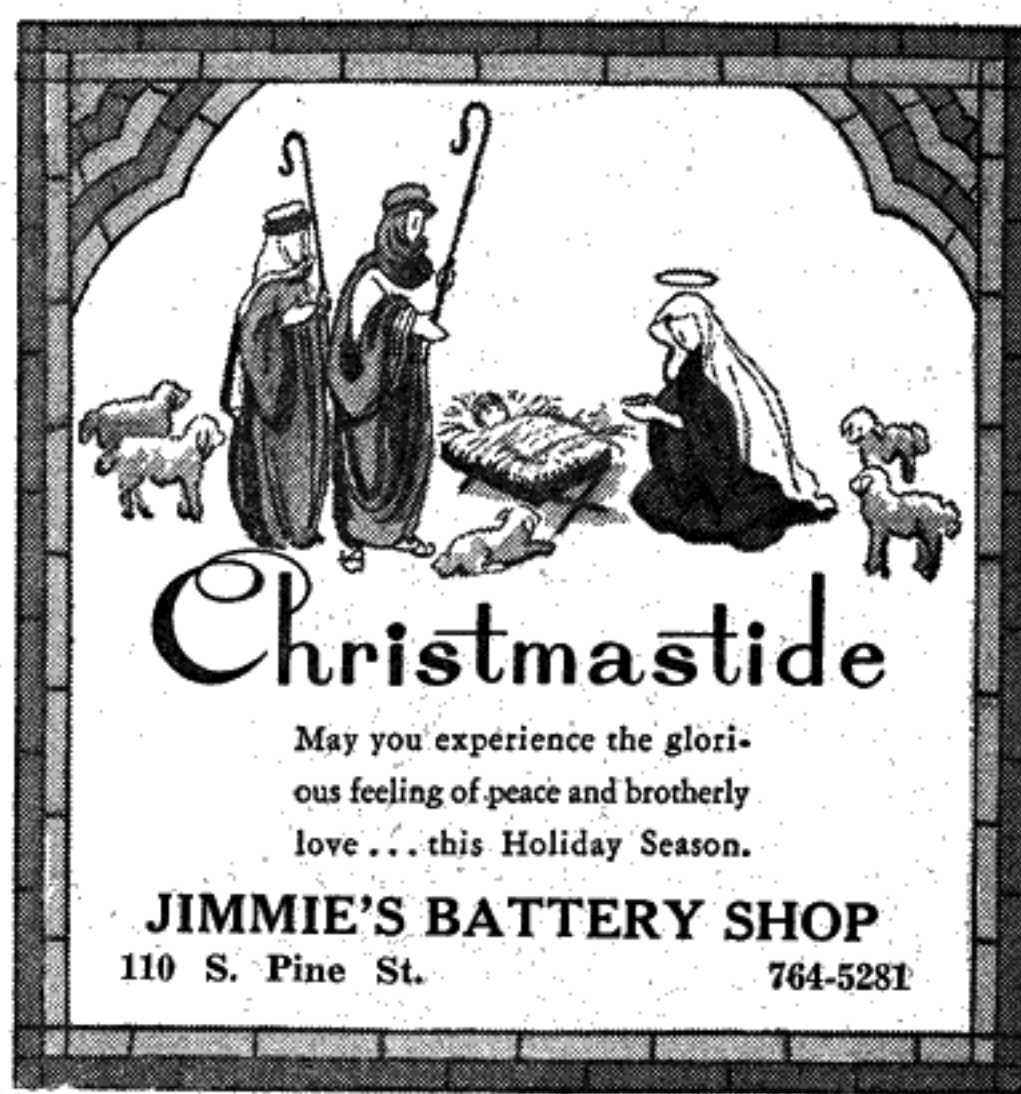
Herman S. McCall, radarman second class, USN, son of Mrs. Pauline McCall of 160 N. Morengo St., Florence, is attending a four-week course in leadership at Norfolk, Va.

The school is attended by senior Navy Petty officers who have demonstrated their leadership abilities. They study the Constitution, the Bill of Rights and Navy regulations, as well as other subjects, to help make them better leaders.

SGT. JESSE P. STUTTS SERVES WITH MARINES

Marine Sgt. Jesse P. Stutts, son of Mrs. F. Crunk of Route 1, Rogersville, completed annual rifle marksmanship training, Nov. 27, while serving with the First Battalion, Tenth Marine Regiment of the Second Marine Division at Camp Lejeune, N.C.

Since every marine is considered to be basically an infantryman, he must fire the M-1 rifle "for the record" once a year.



Christmastide

May you experience the glorious feeling of peace and brotherly love... this Holiday Season.

JIMMIE'S BATTERY SHOP

110 S. Pine St.

764-5281

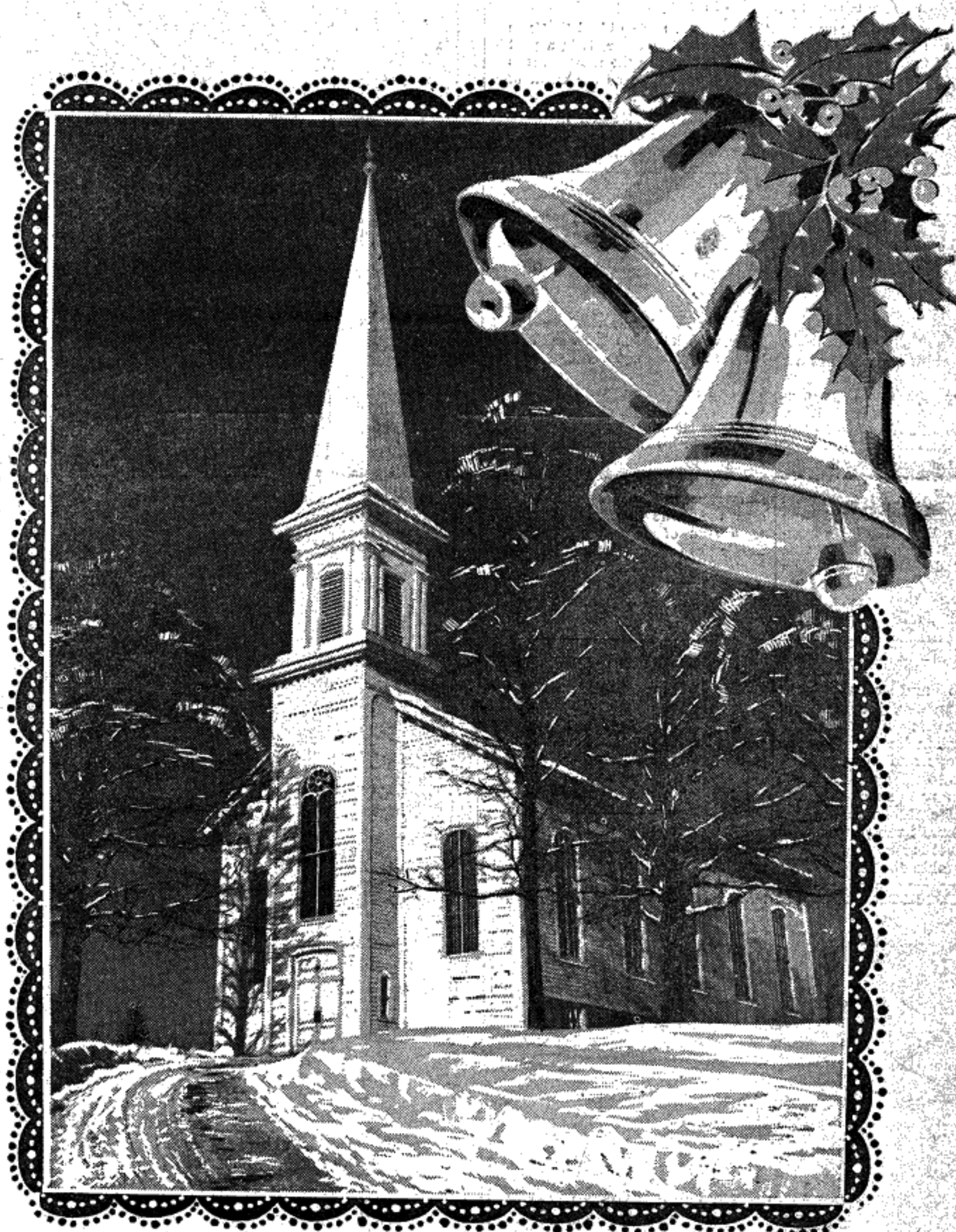


We sincerely hope that this Christmas rings in a new era of peace and good will for all the world and much good fortune and joy for you and your family.

FLORENCE MARBLE WORKS

810 E. Tenn. St.

Florence



In the happy spirit of the Christmas season, we send sincerest greetings to our loyal friends and customers, with hearty thanks for their patronage.

LAUDERDALE COUNTY FARM EQUIPMENT ASSN.

SHOALS TRACTOR CO.

HIGGINBOTHAM MOTORS

LUND AND KEETON IMPLEMENT CO.

FLORENCE IMPLEMENT CO., INC.

TOM VAUGHAN TRACTOR CO.

Good Wishes
for a

HAPPY
HOLIDAY
SEASON

FROM THE
MANAGEMENT
AND STAFF
of
YOUR FRIENDLY

Holiday Inn
TRADE MARK REGISTERED
In Downtown Florence

— OUR PERSONAL GOOD WISHES —

RONNIE RUDEN
Innkeeper

PAUL SHOCKLEY
Restaurant

PROFESSIONAL QUALITY ECONOMY PRICED!
NEW McCULLOCH ONE/42 CHAIN SAW
 More features, more value for your dollar. Starts fast, cuts fast with light-touch direct drive action. Weatherproofed ignition. Fingertip controls. Weighs only 18½ lb. Takes bars up to 24", plus six versatile accessories.

Prices on McCulloch saws start as low as \$149.95

HIGHEST TRADE-INS AND EASY TERMS NOW
B. M. INGRAM CO.
 705 S. Seminary St. Florence, Ala.

HAPPY NEW YEAR . . . All set and ready to welcome in the New Year, this young lady typifies the youthful vigor and freshness which we associate with another year.

THE Christmas STAR
 F.L. ROWLEY

THE Christmas season is a magical time of year. Children make impossible wishes, and the dreams they dream delight even the angels. My sister Kathy, at the age of seven, was possessed of one such dream. She credited it to her 'Christmas Star.'

I was twelve at the time, and looked upon Santa Claus and such things with the tolerant eye of an adult.

"Do you know what I dreamed last night, mommy?" asked Kathy this particular Christmas Eve.

My mother looked up from the dressing she was making. "That you were a princess in a far-off castle?" she asked.

"Oh mother! I dreamed THAT last summer. Last night I dreamed that Santa Claus came to visit me, and he brought a lot of friends with him, and each of his friends had a present for me, and—"

"Oh brother, has this kid got the 'gimmies'?" I cut in. "You'd think she was the only one on Santa Claus' list."

"Shut up! Make him shut up, mommy. If I ask my Christmas Star it will happen—just like in

MAGIC WONDERLAND . . . New York's Rockefeller Center each year becomes a magic wonderland of bright lights and beautiful decorations and thousands gather here to witness the annual lighting of the huge Christmas tree

Greetings for CHRISTMAS

Share your Christmas Joy Give to The Salvation Army

GREETINGS for Christmas

To all our valued friends... we wish that the blessings of Christmas will remain with you and yours, now and always.

Florence Implement Co.
 1411 New Lee Highway Phone 764-2601



"Goody! goody!" cried Kathy. She scooted for the stairs, my dream."

My mother gave me a significant frown. She turned to Kathy: "You should be happy with one or two presents, dear. Besides, I'm sure Santa Claus is far too busy to bring all his helpers to one house." Then she asked me: "Is it still snowing, Bob?"

My mother wasn't merely changing the subject. She was worried about my father. He was due on the 7:15. Our town lay at the end of a spur. During heavy snowfalls the main line was kept clear by the plows, but our little side track usually waited until the next day.

I pulled back the curtain. "It's stopped; sure is deep, though. Look how clear the sky is all of a sudden. I'll bet Kathy will be able to see her Christmas Star tonight."

"Goody! Goody!" cried Kathy. She scooted for the stairs leading to the second floor.

My mother shook her head. "Kathy will be awfully disappointed if your father has to stay in town."

"Dad knows that. He'll make it somehow," I assured her. But I had my doubts. Lesser storms than this had stopped the train.

Fear Grows

Kathy went to bed early to speed things up. My mother and I trimmed the tree. By eleven o'clock mother could no longer hide her disappointment. "Isn't this terrible, Bob?" she asked. "If only we had the teddy bear. That's what Kathy wanted most."

Suddenly there was a commotion outside the front door. The door flew open before we could reach it. Grinning like a triumphant general, my father stood in the doorway. Several other persons stood on the porch behind him; some of them were strangers to me.

"We made it!" cried my father. "The railroad sent a special train out because it's Christmas Eve. It's stuck in a drift this side of the quarry. Fix these folks some hot coffee, honey, so we can get 'em home for Christmas. The plows are working on the roads already."

Happiness

I'd never seen my mother so happy. She served coffee to fifteen or twenty people. They sat in a circle around the tree and chatted noisily. Old Pete Dawkins even tried on the red and white suit he had bought.

Suddenly the talk stopped. All eyes turned to the little girl on the stairs.

"It's Santa's helpers!" cried Kathy. She rushed down the stairs and into my mother's arms. "See mommy, they're here, just like I told you! Now do you believe my Christmas Star?"

"I believe it, darling."

And you know, I felt kind of creepy myself. I went to the window and pulled back the curtains. Kathy's Christmas Star was still here, brighter than the rest, and winking a Merry Christmas to all.

COST OF SUBSIDIES

The cost of farm subsidies up to January 1, 1960 amounted to 6.9 billion dollars. Mail subsidies for the past 12 years amounted to 6.6 billion dollars. Ship subsidies (1939-59) 4.0 billion dollars. Reconversion subsidies for World War II 43.3 billion dollars. For every \$1,000.00 spent on subsidies, agriculture has received \$5.00.

CAR LOOKING RAGGED?

ENJOY A COMPLETELY NEW AUTOMOBILE INTERIOR, SEAT COVERS AND FLOOR MATS. *Woven fiber. *Woven Saran plastic LETS YOU SLIDE IN EASILY!

Complete your customizing with new Door Panels, Trim, and Headliner. Be in style and add sparkle and color to your car. . . . the CUSTOM TAILORED WAY.

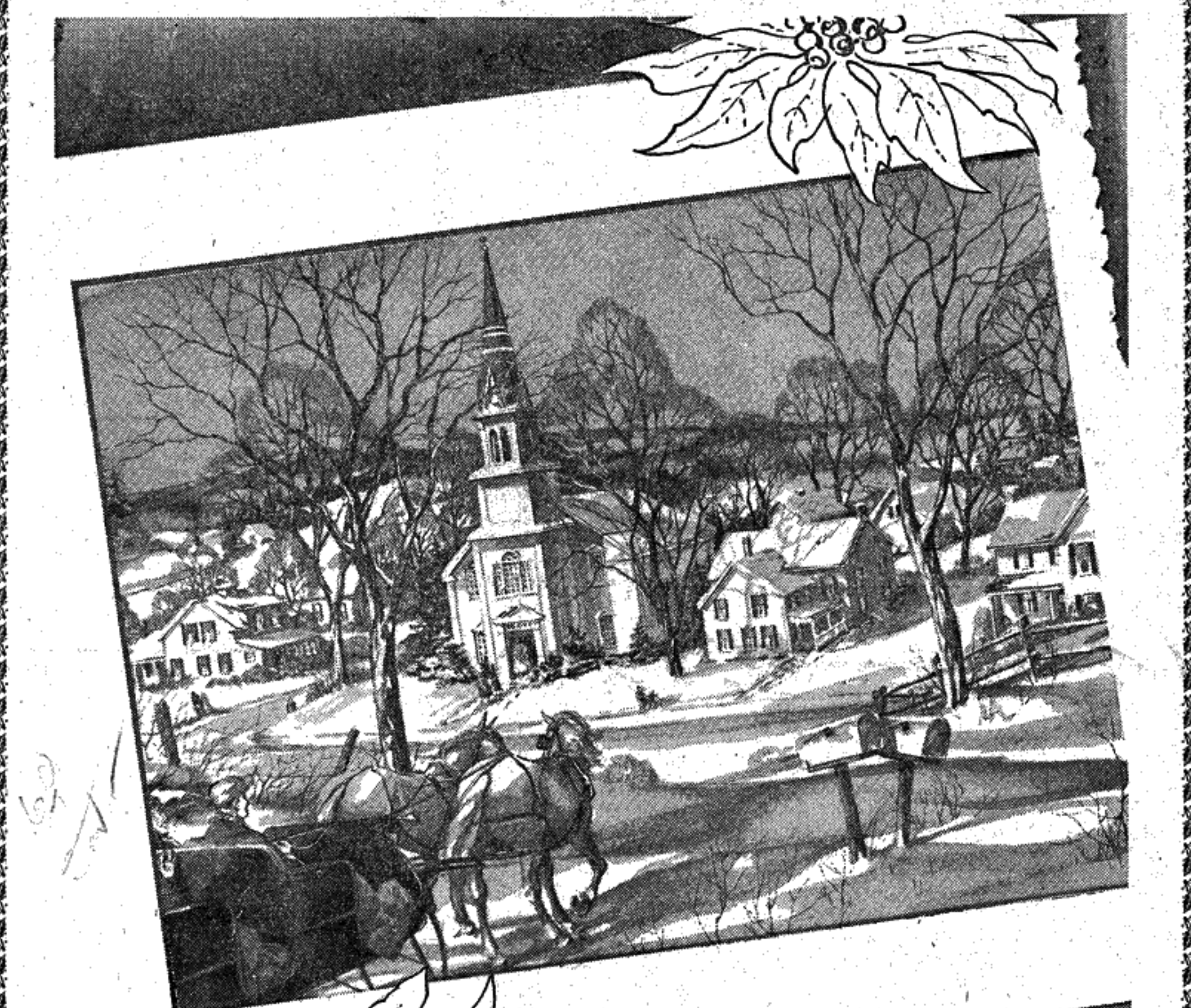
HARGROVE SEAT COVER CO.
 308 E. College St. AT 2-7072 Florence

INSURANCE AND TAX SERVICE
 Life • Fire • Automobile • Hospital
R. H. OLD
 Dial 764-5171-2 112 S. Pine Street
 P. O. Box 14 Florence, Ala.

Warm Wishes for Christmas

May your home be filled with boundless happiness.

SPRY FUNERAL HOMES and BURIAL INSURANCE CO., INC.
 HUNTSVILLE • ATHENS • ROGERSVILLE • FLORENCE • SHEFFIELD
 RUSSELLVILLE • RED BAY • HAMILTON • HALEYVILLE



GREETINGS

With every good wish for your happiness this Christmas season and a hearty "Thank You" for your loyal and friendly patronage throughout the past year.

Florence Coca-Cola Bottling Co.
 Dial 764-5921 S. Court St.



A Blessed Christmas...

This Christmas, when again we celebrate the birth of the Prince of Peace, let us allow His spirit of hope and love to enter every heart. Let us pray to Him to keep us steadfast in our faith. Let us beseech Him to give us strength, courage and wisdom so that we might be worthy of Him to whom all praise is due.

THE FIRST NATIONAL BANK
OF FLORENCE

NORTH FLORENCE BRANCH, FIRST NATIONAL BANK
EAST TENNESSEE STREET DRIVE-IN

Member Federal Deposit Insurance Corporation



The foundation of all business is friendship.
And with each Christmas it gives us great pleasure
to extend our very best wishes to those
whose friendship we treasure.
May your Christmas truly be a happy one.

Farmers and Merchants Bank
WATERLOO, ALA.

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

New Year's Courage

BY SHIRLEY SARGENT

"HAPPY NEW YEAR!" The exultant, drunken shout went up around the apartment-lined street along with a few firecrackers and noisemakers. Letha Bishop, a youngish, palish blond, shivered a little as she leaned out the upstairs window to watch the usual, futile efforts at merry-making. What's so happy about the New Year, she thought grimly—1959 was a flop! Letha thought of her unhappy year in the city with bitterness. Her left arm had been hurt in an industrial accident so she had been off work for six snowbound weeks. The city overwhelmed her with its noise and grime as contrasted to the quiet farm life she had fled in a stubborn search for independence.

"The story of my life," Letha said aloud, but couldn't help smiling. She remembered her father expounding on a sense of humor being a saving grace. She didn't have much left. Impulsively she grabbed her worn coat and went outside to walk. The sidewalks were clear of snow and ice, but not of people. A party was breaking up noisily so Letha turned and walked the other way.



"Sounds as if you hadn't said that word in a long, long time," he said.

"Happy New Year!" Two men were having a snowball fight and she was their target. They were uproarious and pelted her with the stinging balls and loud suggestions of "Come on in, we can make your New Year happy."

Encounter
Letha turned, frightened, and ran smack into a man. "That's enough snow now," he warned the throwers in the rasping voice Letha recognized as that of an older man.

"You don't have to help me," she said tightly, but when the snowballs and taunts found her again, she was grateful for the man's bulk and arm. They ran back to the protection of a doorway.

"Thanks." She managed to say it.

"Sounds as if you haven't said that word in a long time," he commented dryly.

There was enough light so Letha could see her craggy benefactor. He was a big man, as blunt in appearance as he was in speech. He asked curiously, "Are you always so independent?"

"I try to be," Letha said stiffly. "You don't like independence?" She lingered in the doorway because she had no fear of this strange, observing man and besides, she was so glad to hear someone talk. She had been cooped up in her room for days. It reminded her of a cell. She surprised herself by saying, "You remind me of my father. He doesn't like independence either."

Listener
"I admire it in a woman," he said quickly, "but a little bit goes a long way. I have a feeling you're as independent as a hog on ice and you don't know how to retreat so you keep skidding around." He spoke so dispassionately that she heard herself bit by bit, telling him of the whole disastrous year. She realized that she, who never confided in anyone, was talking a lot. She didn't care. The man was so dispassionate, so anonymous, he was easy and good to talk to.

"Your biggest problem is yourself," he said calmly after her recital on the life and woes of Letha Bishop. "You don't know how to give in or even go halfway. I think you really want to go home..."

She picked up the telephone receiver three times before she summoned enough courage to put a call through to her family. Saying "Happy New Year" to her father was hard, but the rest came easier. "How would you like to have a daughter settling—"

That was all she had to say as her father interrupted excitedly. "We'd love it! When? How soon? You will stay? Oh Happy New Year!"

Letha smiled at the placard, smiled hugely at the world, thinking thankfully of her midnight advisor, and said to her sputtering father, "It will be a happy year!"

Disappearance of cotton in the U. S. for the 1961-62 marketing year is estimated at about 14.8 million bales, about the same as in the 1960-61 marketing year. Mill consumption will probably be up from last season while exports are expected to show a decrease. The carryover on August 1, 1961—an estimated 300,000 bales below a year earlier—is the lowest since 1953.

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 "hangover."

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.

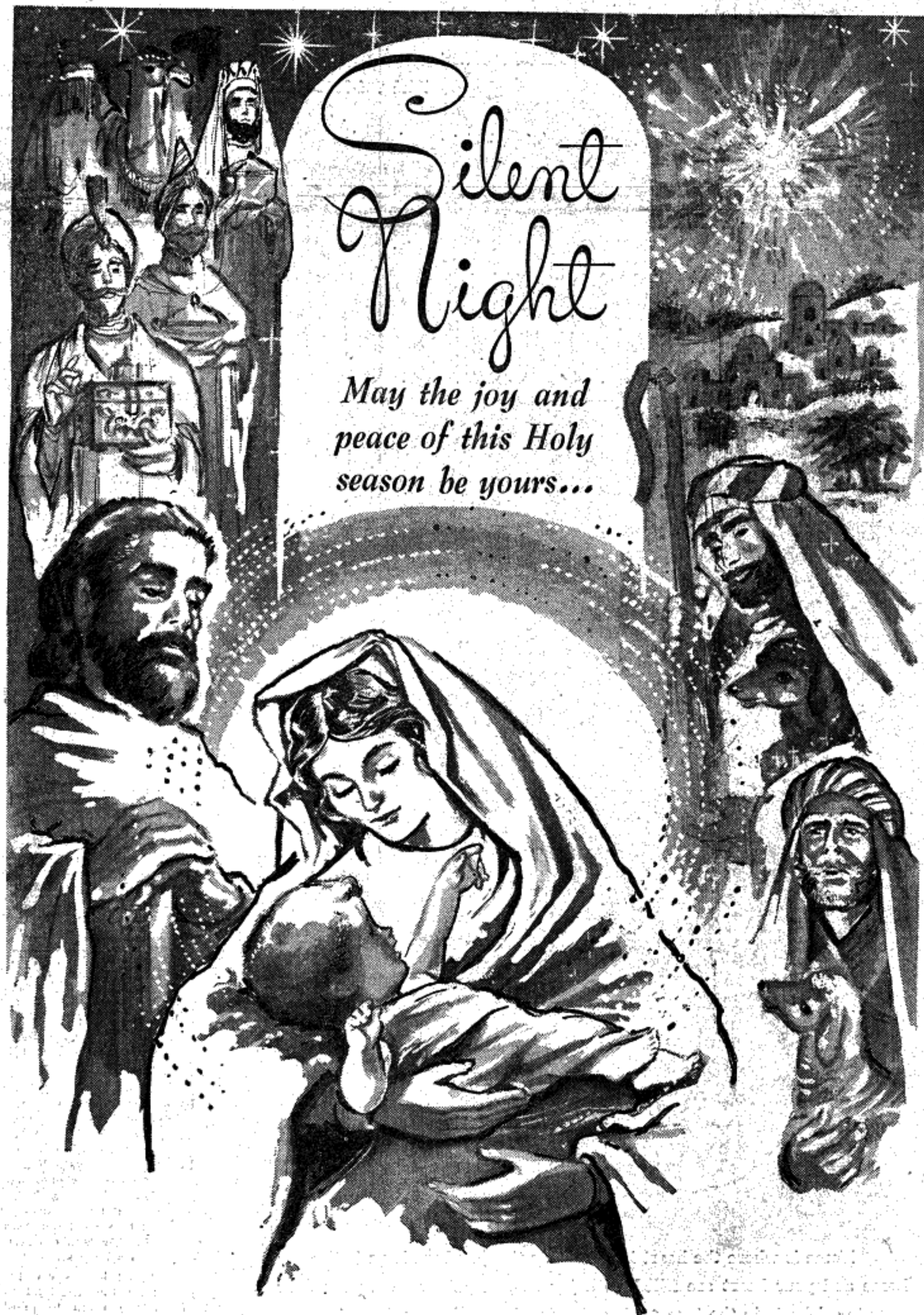
Waxing the inside of metal ashtrays makes cleaning easier.



Our Christmas message is wreathed in good wishes and garlanded with gratitude for the privilege of serving all our many friends.

DARBY'S SHELL SERVICE

ALVIN AND O'STEEN DARBY
Cor. Court & Tuscaloosa 764-6272 Florence, Ala.



KILLEN'S • KILLEN GROCERY

N. Seminary St. — Florence

St. Florian



CHRISTMAS CHEER

Age-old, yet ever new, the true spirit of Christmas brings good cheer to every heart, new sparkle to every eye. May you and your loved ones experience, in fullest measure, all the joys of the season, and may its happiness spread its glow throughout the New Year.

JOHNSON AND JOHNSON

INSURANCE AND SURETY BONDS
115 E. MOBILE ST. Dial 764-8682



EFFECTIVE DISPLAY . . . The story of the Nativity is itself a simple story and accordingly it doesn't take a lot of fancy trimmings to create an effective Nativity scene. The one above was created with cardboard cutouts and straw, with a lighted tree for the background.



Although America has contributed more than its share, our Christmas carols, both old and new, have come down to us from many lands. Our early settlers brought with them the carols of Europe. Perhaps the most universal carol is "O Come, All Ye Faithful" (Adeste Fidelis) which has been translated into hundreds of languages and dialects and belongs to no one nation.

Germany was responsible for Luther's hymn for children, "Away in a manger, no crib for a bed . . ." England provided "God Rest You, Merry Gentlemen . . ." And from France came the beautiful "Cantique de Noel" or "O Holy Night."

Three of our greatest carols were written by Americans. "It Came Upon a Midnight Clear" was written by Edmund H. Sears, a Massachusetts Unitarian minister, in 1849. Dr. John Henry Hopkins, Jr., Episcopal rector from Williamsport, Pa., composed the words and music for "We Three Kings of Orient Are." Author of "O Little Town of Bethlehem" was Phillip Brooks, a young Episcopal minister who later became bishop of Massachusetts. He was inspired to write the poem after a trip to the Holy Land.

Although non-religious, the rollicking "Jingle Bells" also came from the pen of a churchman, John Pierpont, almost a century ago.

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.



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.

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.

Overseas shipments of U.S. farm products in 1960-61 were equal to production from about 60 million acres of farmland. This means that production from one out of every six harvested acres went abroad.

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.



The Management and Staff
Welcomes You
To Our New Building With Drive-In Facilities
To Serve You Better

American Bank

St. Joseph, Tennessee

With best wishes for the
Holiday Season



May this Christmas be one of resounding joy and good cheer for you and all those dear to you... and may your Holiday happiness continue through every day of the New Year.

Florence Packing Co.

Manufacturers of
BAMA'S BEST BRAND MEATS



Home is where the heart is at holiday time, and we hope both your home and your heart are filled with joy as you gather with your dear ones to celebrate in the true spirit of love and good fellowship.

SBS ELECTRIC SUPPLY CO.

SOUTH ROYAL AVE.

FLORENCE

The Spirit of Christmas

In all the hustle-bustle of our happy Holiday preparations, let us never forget the true spirit of Christmas, so beautifully expressed in those carols of beloved memory. Let us dedicate ourselves to the ideal of which the Angel sang: "Peace on Earth, Good Will toward Men."

GLAZIER LUMBER COMPANY

706 E. COLLEGE ST.

764-3211

FLORENCE



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



Shoals Cheese Corporation

WILLIAM HOWARD JONES

President

501 S. SEMINARY ST.

DIAL 764-0862

FLORENCE
FINEST

FROZEN
FIXED

FOODS
FLAVORS

115 E. ALABAMA ST.

DIAL 764-3863

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 farthest 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."



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.



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.

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.

ALFRED J. DARBY
WITH U.S. MARINES

Marine Pvt. Alfred J. Darby, son of Mrs. Mandia Darby, of Waterloo, completed recruit training, Nov. 23, at the Marine Corps Recruit Depot, Parris Island, S. C.

The 12 weeks of intensive training include drill, bayonet training, physical conditioning, parades, and ceremonies, the M-1 rifle and instruction in other basic marine infantry weapons.

New marines will next report to Camp Lejeune, N. C., for combat infantry training.

SGT. BILLIE McKELVEY

MADE TEAM CHIEF

Army Sgt. Billie J. McKelvey, whose wife, Wyllodene, lives on Route 3, Florence, recently participated with other personnel from the 25th Signal Battalion in Exercise Main Barge, a V Corps field

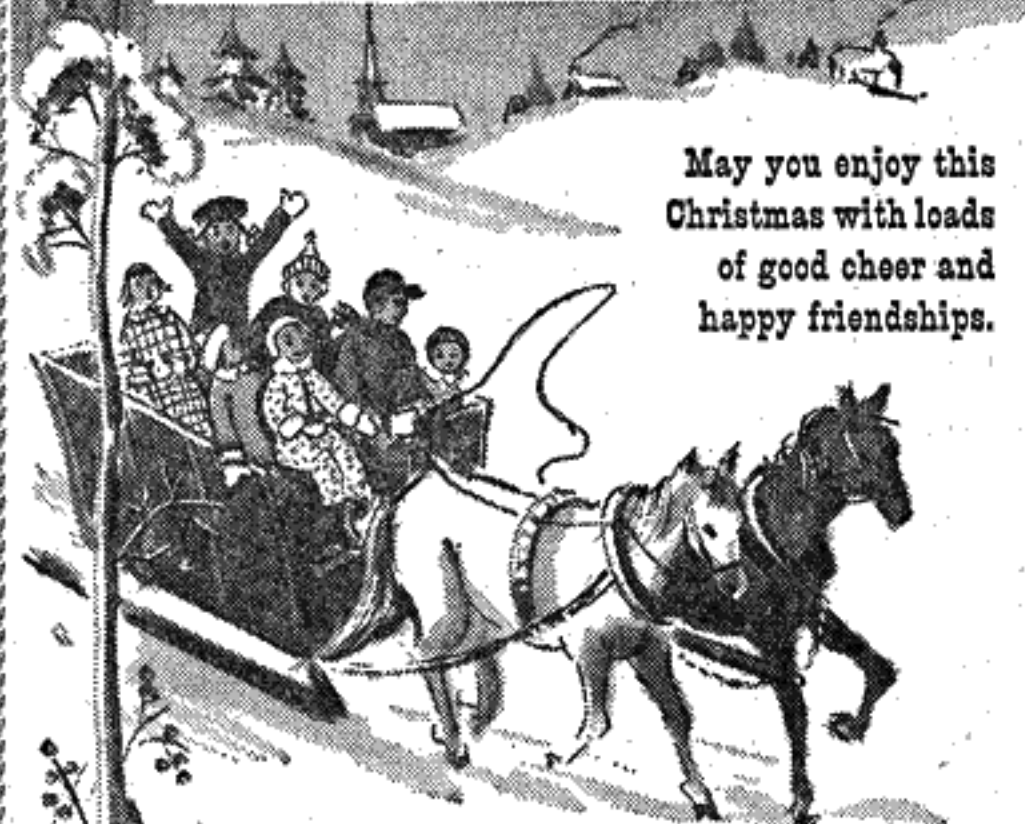
THE FLORENCE HERALD, Florence, Ala. Thurs., Dec. 21, 1961—CHRISTMAS EDITION

training exercise in central Germany.

He entered the Army in 1951 and arrived overseas last July on this tour of duty.

He attended Coffee High School.

THE JOYS of CHRISTMAS



McMICHAEL'S FEED MILLS

CUSTOM GRINDING

Lexington

764-4762

Florence



Lund & Keeton Implement Co.

119 S. Seminary St. 764-1612 Florence



Christmas Wishes

To our many loyal friends and devoted patrons we send heartfelt greetings. May the glorious inspiration of the first Christmas be with you and your loved ones throughout this holiday season, and abide with you for all the years to come . . . lightening your cares, brightening your lives, bringing you enduring peace and contentment.

Bank Of Lexington

LEXINGTON, ALA.

Pregnancy Test Used In Cattle

Examinations made in the barnyard maternity ward can determine to a great extent the outcome of a farmer's cattle program. Dr. Worth Lanier, Auburn University Extension Service veterinarian, says the herdsman who gives little heed to the problems of reproduction will find it hard to compete with the progressive livestock man who has a definite breeding program.

He points out that Alabama's calving percentages are much lower than the national average. Too,

10 per cent of the state's cows are barren to begin with. How can a cattleman find this out without making examinations?

For example, explains Dr. Lanier, one of the top commercial beef herds in the state was recently examined for pregnancy. When all 600 brood cows were examined, 46 were found to be barren. And these had been in the herd for several years. In most Alabama herds, adds the veterinarian, an even higher percentage of barren cows is likely to be found.

Clean cotton insect sprayers and dusters thoroughly before storing for winter.



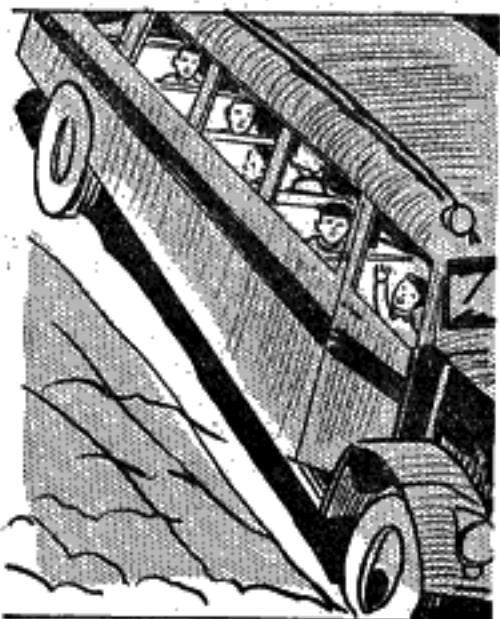
TODD ELLIOT guided his huge truck carefully down the middle of the snow-drifted road. If only no other suckers were out in this blizzard, he'd have a chance of getting his load of fruit into the warehouse by night and make it home in time to take Molly to the New Year's Eve dance. She'd go with Judd if he was late!

But no! You might know somebody would foul up the works. Smack in the middle of the highway ahead was a stalled car. The man leaning out its side window had a worried look on his face.

"Thank God you came along," he called back. "We're in real trouble. The school bus is stalled some place and I'm out hunting it and got stuck. Can you give me a push?"

Oh well, always give a guy a hand up, was Todd's motto. Certainly he couldn't get around, so there was nothing else to do. He nosed the big truck up gently and nudged the car ahead. He was proud of the way she performed. One more payment and she'd be his, and this load of fruit would just about do it. Then he could start the New Year debt-free and ask Molly to marry him—that is, if that old beau of hers who was back in town didn't beat him to the draw.

He kept grinding along in second, but the car ahead didn't seem to catch. And now there was a huge drift looming up in the cut ahead. If it didn't get going before that—



About a mile up the road they spied the bus, two wheels in the ditch.

"Mister, we've just got to find that bus. Twenty kids on it, and they'll freeze if it's stalled for the night. I promised their folks I'd bring them in."

Bad Luck

Todd slammed on his brakes angrily. Just his luck to get sucked in on a thing like this! But twenty kids freezing! Molly would have to wait—or go on to the party with Judd Evans, the old flame.

He let the man into the cab beside him and they plowed through the drift in the cut. About a mile up the road they spied the bus, sitting askew with two wheels in the ditch. Not a chance of righting it before dark. Twenty faces were pressed against the windows, and twenty pairs of eyes looked at him as if he were a St. Bernard with a bottle of brandy about his neck. What could he do but stop?

"If only you could put them in your truck," the bus driver begged. "I've used up all my gas trying to pull out and they are chilled through."

Under their direction he deposited the children at their homes one by one. It was almost worth it to hear the tearful sobs of gratitude from the parents as they extricated their own at each gate.

Almost worth it—but not quite—not quite worth losing his girl and his big chance of paying off the indebtedness that had hung over him all year, was it? He drove the big empty truck into the warehouse with grimly set teeth. It was well on toward midnight when he had finally cleaned up and arrived at the dance.

But when he walked into the crowded hall, a cheer arose. It seems the news of his exploit had come over the radio and suddenly he was a hero with everyone crowding about to shake his hand. He hadn't figured on that—he'd just been doing what he had to do.

And then Molly came through the crowd, leaving Judd Evans as if he didn't exist, her brown eyes aglow with pride and something else.

"I knew you had a good reason," she whispered. "And when I heard what it was, I knew then you were the kind of a guy I'd been waiting for all my life—and wouldn't mind waiting for the rest of it." And she slipped into his arms for the "Auld Lang Syne" waltz just as the midnight whistles blew.

Oh well, tomorrow was another year!

Army Sgt. Cledus F. Gandy, whose wife, Barbara, lives at 113 Mine St., Fayetteville, N. C., recently arrived in Germany and is now assigned to the 11th Chemical Company.

A machinist in the company in Hanau, Sergeant Gandy entered the Army in 1953 and was stationed at Fort Bragg, N. C., before his arrival overseas on this tour of duty.



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 FLORENCE HERALD, Florence, Ala. Thurs., Dec. 21, 1961—CHRISTMAS EDITION

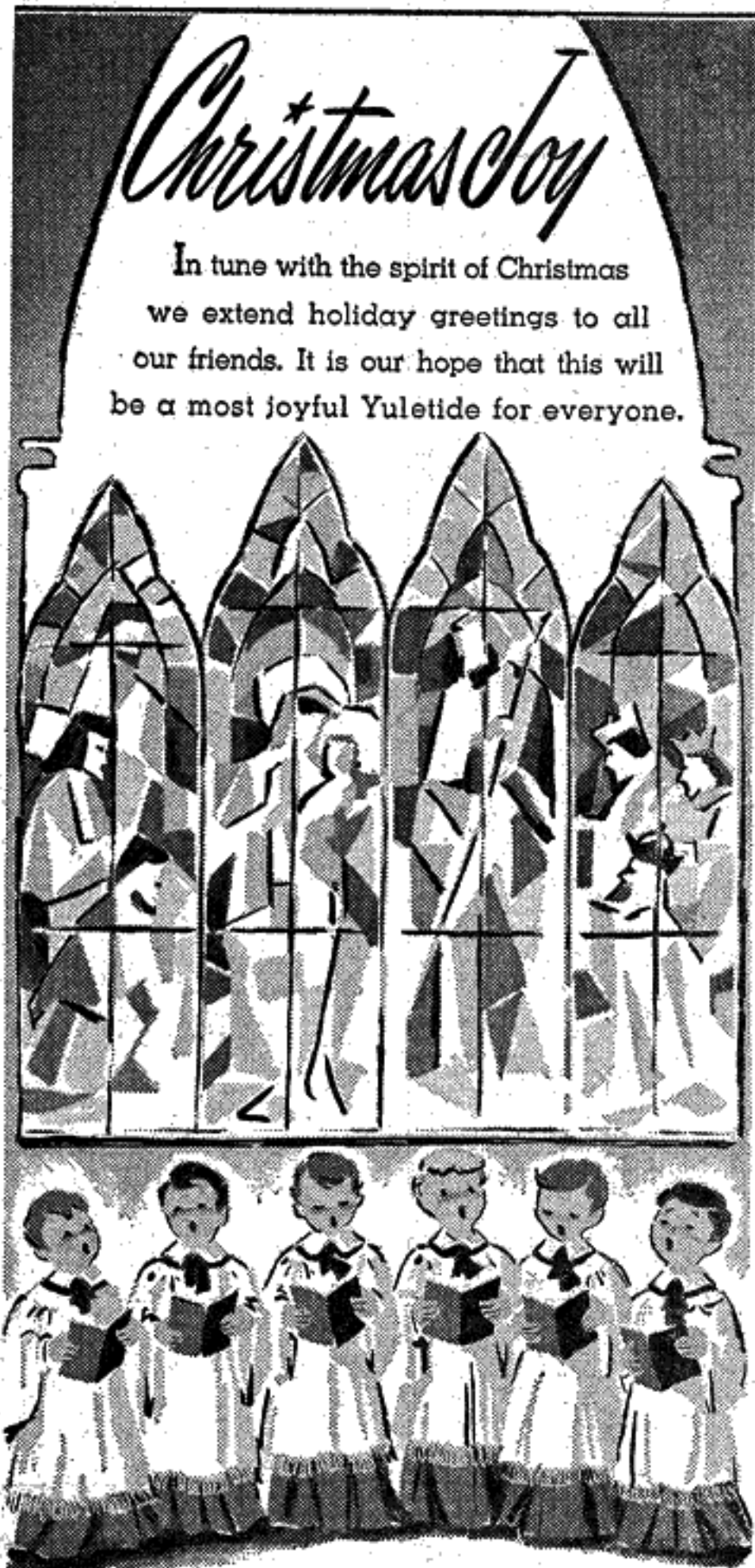


**SHUMAKE-POSEY
FURNITURE CO.**

122 E. Tenn. St.

764-9542

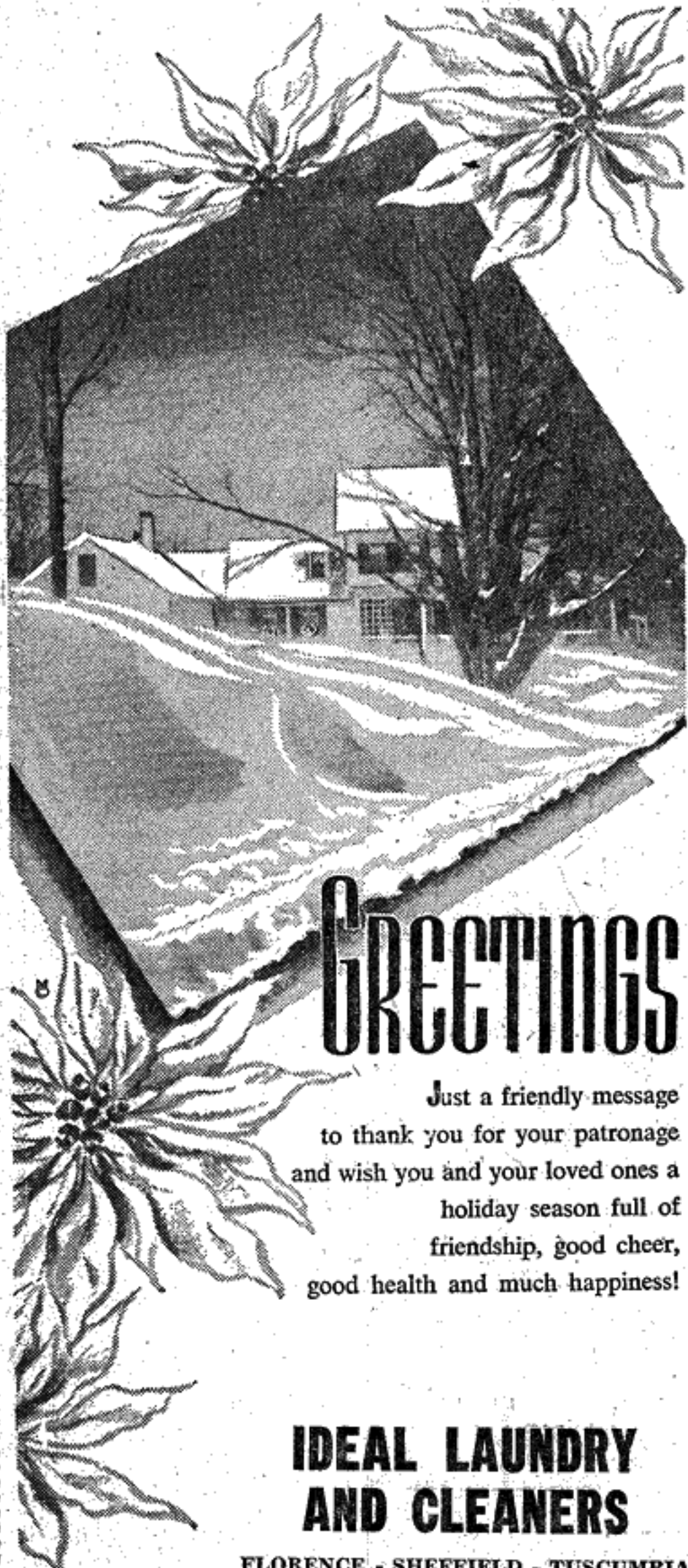
Florence



FLORENCE SEED & FEED CO.

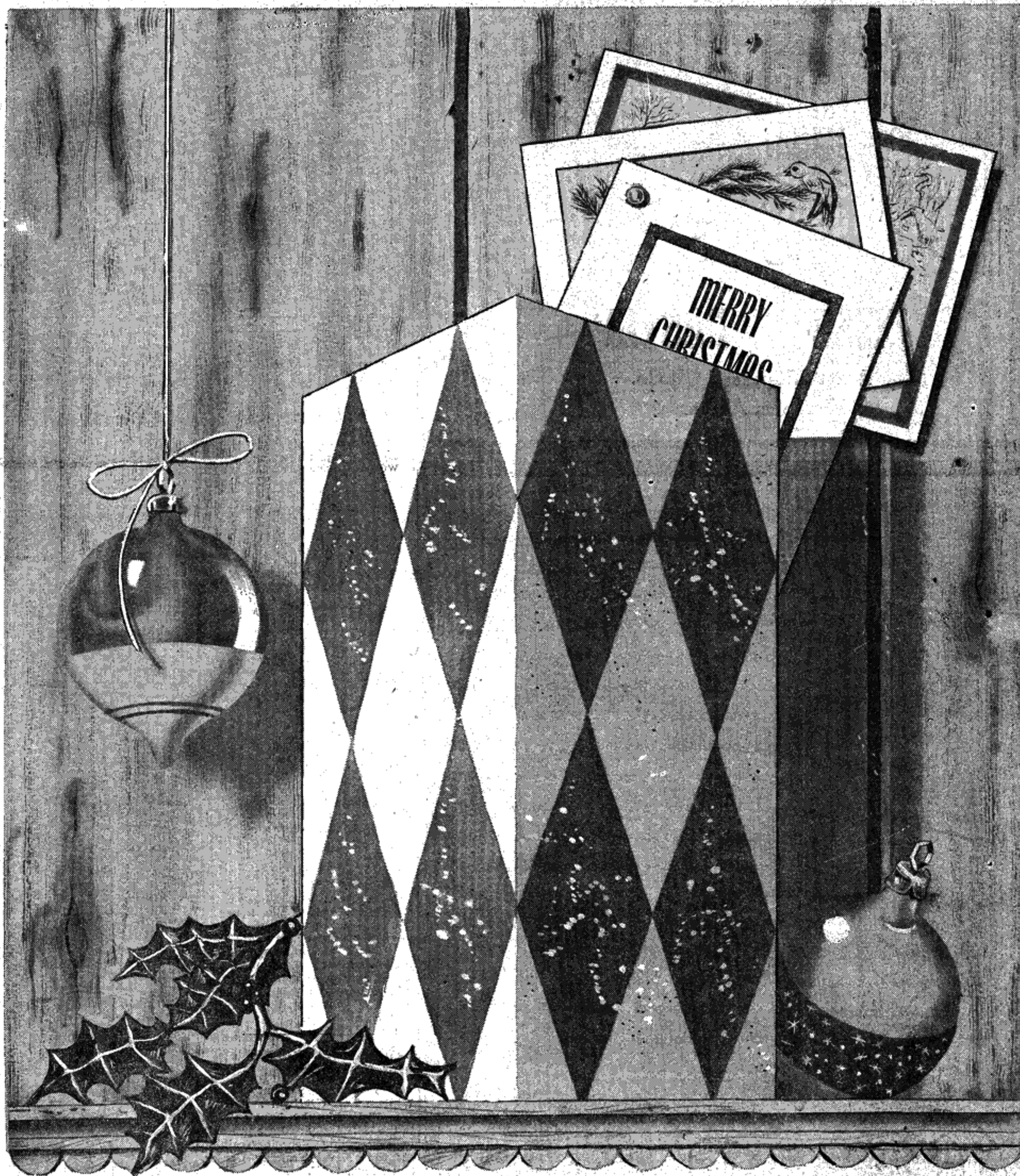
764-9201

213 North Seminary Street



**IDEAL LAUNDRY
AND CLEANERS**

FLORENCE - SHEFFIELD - TUSCUMBIA



Again, this special season quickens our hearts, and we join together in celebration of Christmas. The wondrous memories of Christmas past...the anticipation of Christmas in the future give special meaning to our Christmas today. Part of this feeling comes from associating with our many friends and customers throughout the year. As a symbol of our sincere appreciation of your loyalty and friendship, once again we say:

Merry Christmas to Everybody!

Southern Tire Company

1414 Broadway

Dial 383-2312

Sheffield

One of the greatest pleasures of Christmas comes in sending good wishes to our friends.

Your friendship and patronage has made our work more enjoyable, and we want you to know that we sincerely appreciate your every consideration.

So here's hoping that yours will be a very Merry Christmas.

GREETINGS



JESSE F. EASTEP

Agent, Standard Oil Co.
Florence, Alabama

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 redemption by the birth of the Saviour.



SANTAS A'PLENTY . . . From his expression it's apparent that this youngster was slightly confused when he bumped into some 50 Santas, all at once. The Kringles were in a Broadway restaurant to get last-minute briefing on their benevolent duties.

HOLIDAY GREENERY

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, co-mingled 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.

LAUDERDALE YOUTHS JOIN U. S. NAVY

Two Lauderdale County youths, William Lois Gresham and Clarence Wylie Murphy, have enlisted in the U. S. Navy and are presently undergoing Recruit Training at the Naval Training Center, San Diego, Calif.

Lois, the son of Mr. and Mrs. G. H. Gresham of Florence, is a 1961 graduate of Lauderdale Co. High School. He enlisted in the Electronics Field of the Navy's High School Graduate Training Program.

Clarence, the son of Mr. and Mrs. Pat Murphy, attended Waterloo High School. He is married to Mrs. Marsha Lynn Murphy of Elkhart, Ind. and made his home in that city before his enlistment.

These young men will receive training during the nine weeks of "Boot Camp" designed to provide a smooth transition from "raw recruit" to experienced Navy Bluejacket ready for duty with the fleet. Instruction covers subjects from Swimming to Fire Fighting to Cold Weather Training.

Most people of the world spend half their income for food. People in the U. S. spent only 21 per cent of their income for food in 1959.



To our many friends—old and new—May the spirit of Christmas linger with you to brighten every day of the New Year.

CLARK-HELLARD AGENCY, Inc.

Phone 764-0271

323 S. Court St.

Florence



Christmas greetings

May the true spirit of Christmas

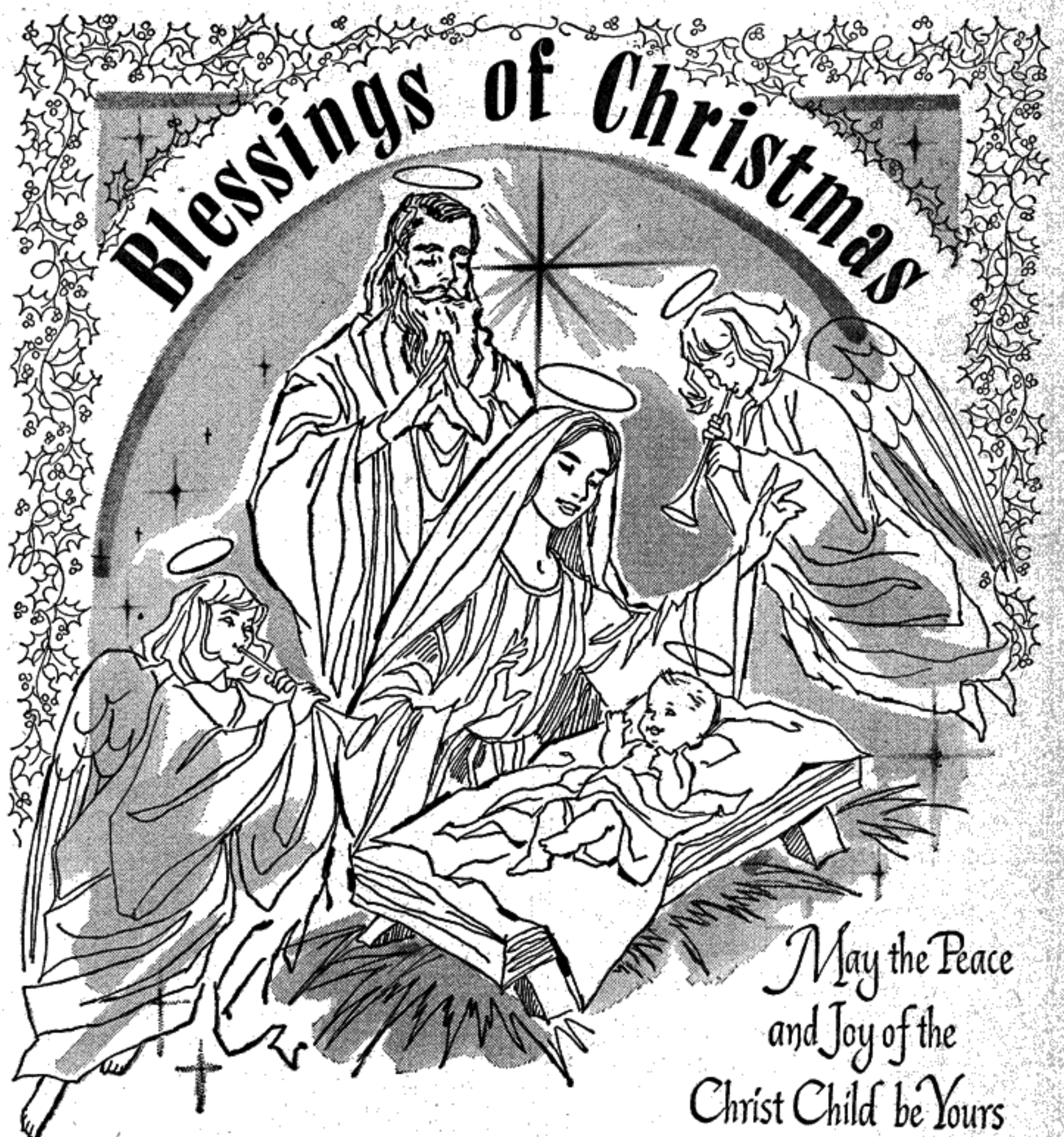
bring joy to every home...con-

tentment to every heart. And throughout the coming year, may we all know the peace and good will of which the angels sang on that Holy Night, long ago. To you and yours, we wish a very merry Christmas.

The Griffin Company

Florence

Sheffield



May the Peace and Joy of the Christ Child be Yours this Holy Christmas Day

E. Lauderdale Banking Co.

ROGERSVILLE

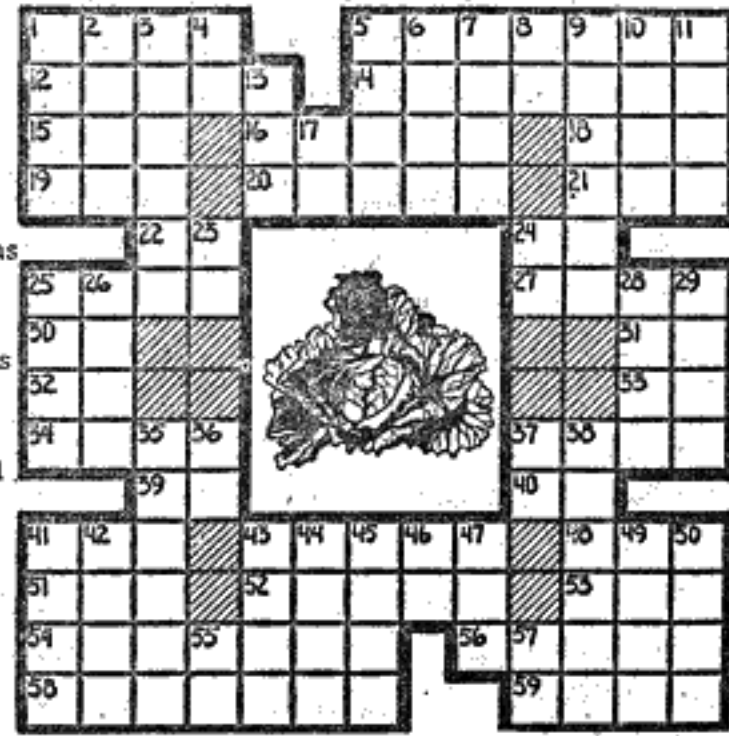
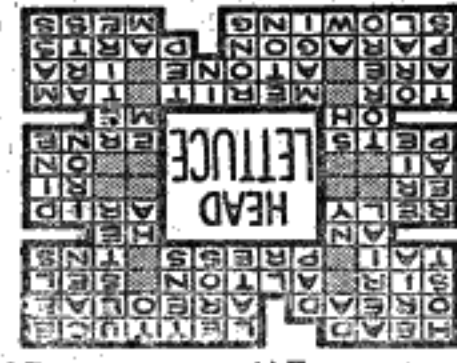
RAINFALL FOR NOVEMBER ABOVE NORMAL IN VALLEY
 Rainfall was considerably above normal in the Tennessee Valley during November, with an average fall of 4.4 inches, TVA said today. Normal for November is 3.4 inches. The area east of Chattanooga received 3.8 inches (normal is 3.0); west of that city it was 5.2 inches (normal is 3.5 inches.)

WEEKLY CROSSWORD PUZZLE

Salad Vegetable

- HORIZONTAL**
 1. Depicted vegetable
 12. Mountain nymph
 13. Interstices
 14. Courtesy title
 15. Illinois city
 16. Selection (ab.)
 19. Oriental porridge
 20. Iron
 21. Tons (ab.)
 22. Any
 23. Pronoun
 24. Depend
 27. Dry
 30. Symbol for chromium
 31. Oriental measure
 32. Three-toed cloth
 33. Preposition
 34. Fondles
 37. Sea eagle
 39. Exclamation of surprise
 40. Myself
 41. Rocky peak
 43. It has as a salad
 48. Scottish cap
 51. Exist
 52. Make amends
 53. Man's name
 54. Type of perfection
 56. Short-pointed missiles
 58. Decreasing speed
 59. Disorder
- VERTICAL**
 1. Multitude
 2. Assam silkworm

Here's the Answer



Old Legends Concern Magic Mule and Camel

Among the many legends about Christmas that concern animals, two of the most interesting are the Magic Mule and the Camel of Jesus.

A Syrian legend says that a certain traveler tied his mule to a tree and went into an inn for refreshment on Epiphany Eve. Just at midnight, when the boughs of the tree bowed down in homage to the Holy Infant, the mule was caught up on the rebound and found cradled high up in the branches by its returning master.

Another legend holds that the youngest camel of the three ridden by the Wise Men was exhausted by the pressing journey and was blessed with immortality by the baby Jesus as it lay moaning near the Nativity scene.

LLOYD A. BECKMAN COMPANY "HONOR MAN"

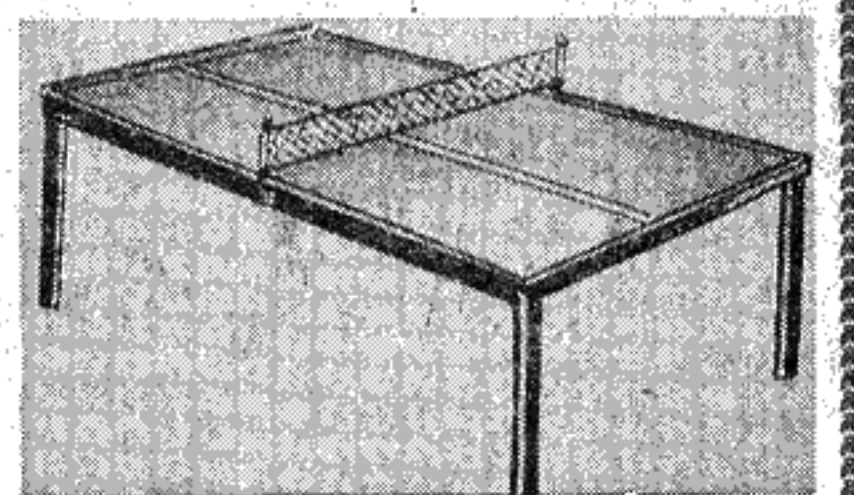
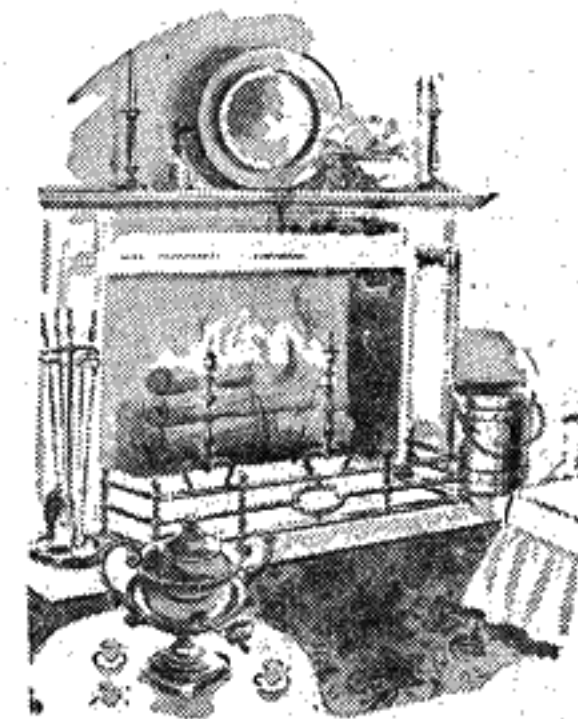
Lloyd A. Beckman EFSR, USN, son of Conrad J. Beckman of Loretto, Tenn. has been selected Honor man of his company at Recruit Training Center, San Diego, California by his shipmates. This selection is made by virtue of demonstrated attention to duty, military conduct, responsiveness to orders, cooperation, loyalty and comradeship.

Lloyd was enlisted at Nashville, Tennessee September 14, 1961 from the Florence area.

LET THE FLORENCE HERALD DO ALL YOUR PRINTING!

Pre-Christmas Sale Of FIREPLACE FIXTURES

SAVE UP TO **50%**



FUN FOR THE FAMILY

OFFICIAL SIZE 5'x9' UNFINISHED

PING PONG TABLE

Exterior Type 5/8" Plywood Top **\$15.30**

Base, Complete, Ready to Assemble (no tools needed) **\$11.95**

OUTFIT **\$27.25**

YOU CAN RELY ON THE OLD RELIABLE

FIREPLACE ENSEMBLES IN ANTIQUE FINISH, SOLID BLACK OR BRIGHTLY POLISHED SOLID BRASS Sets or Individual Pieces

FLORENCE LUMBER COMPANY

528 East Tennessee St.

764-0551

Florence, Ala.

Greetings

Once again it's the time of the year for Joy and Merriment, and we wish to take a moment to extend to all our friends our very best wishes for a Holiday Season full of good cheer and happy times.

TRI-CITIES INSURANCE AGENCY

First Federal Savings & Loan Bldg. 764-4691 Florence



Joy at Christmas

The time of happy hearts and uplifted spirits is with us now in all its glory. And, at this glad season, our special wish is for you... a sincere wish that this may be your best Christmas ever... rich in happiness, friendships and lasting spiritual joy.

Alabama Oil Co.

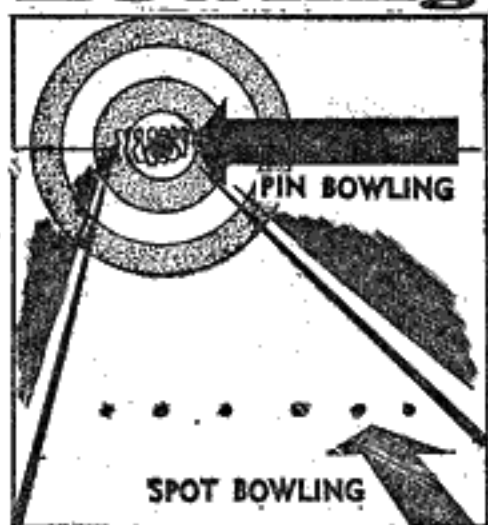
Union Ave.

Florence



CUTE CUTOUT... A novel Santa cutout can easily be made by the children in the house and will lend a cheerful spirit to home surroundings.

Better Bowling



Mark Your Spot

Some bowlers—the majority are beginners—aim directly at the pins when bowling. Others select a spot and aim at it.

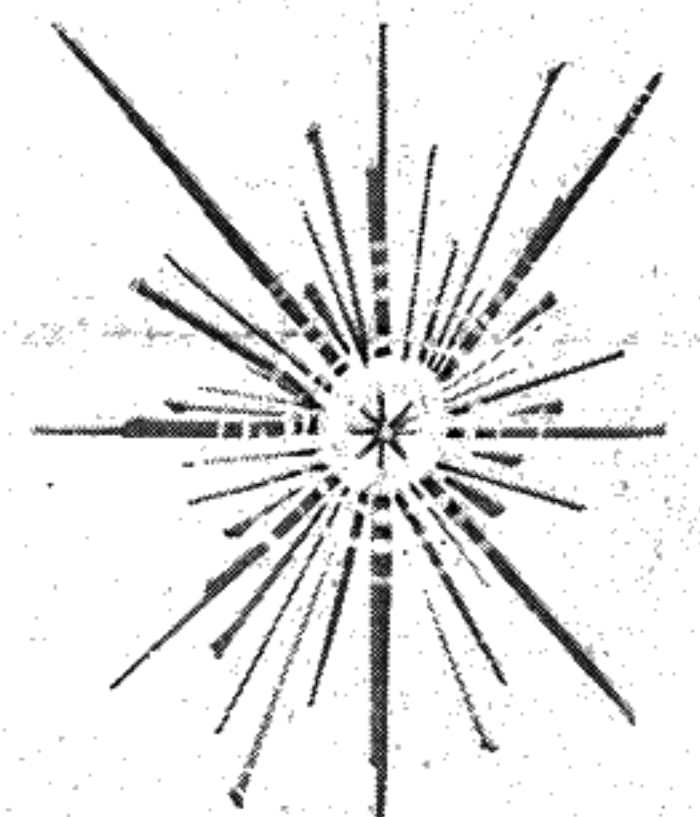
Most professionals claim that spot bowling is the best. They say that spot bowling is like aiming a gun at the target. One can hit the target by pointing the gun at the target; but, to hit the bulls eye, one has to use the sights.

If you throw a consistent ball, it should make a similar route down the alley each time. If the ball goes over the same "spot" on its way to the pins, it should hit the pocket each time, also. It sounds simple enough, but it takes a lot of practice. The best way to find out how it works is to try it.

Airman Basic James N. Winn, son of Mr. and Mrs. Sam P. Winn of 1320 Ingleside Ave., Florence, is being assigned to the United States Air Force technical training course for radio and radar maintenance specialists at Keesler AFB, Miss.

Airman Winn, who has completed his basic military training at Lackland AFB, Tex., was selected for advanced training on the basis of his interests and aptitudes.

The airman was graduated from Coffee High School and attended Florence State College.



Merry Christmas

Christmas is here...and we wish for you all its deepest pleasures... expressed in greetings from friends and loved ones... experienced anew in the inspiration of the ageless Christmas story. And, as the Wise Men followed a Star, and found the Babe of Bethlehem, may you and yours find spiritual peace and joy at Christmas.

INTERNATIONAL MINERALS AND CHEMICAL CORPORATION

Manufacturers of Rainbow and International Fertilizers
 FLORENCE



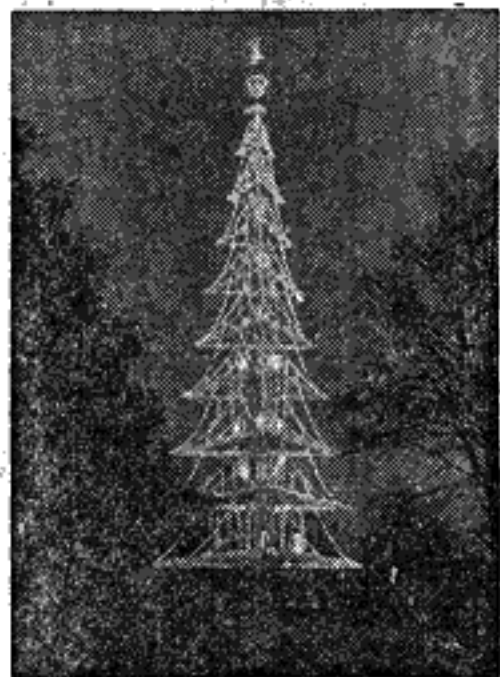
M. JEROME CARTER & CO.
INSURANCE and REAL ESTATE
125 S. Court St. Florence

Washington's Christmas

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.

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."

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.



HAPPIER CHRISTMAS . . . Things are tough these days for the mailman, but carriers in some sections of the country will have it easier. Many post offices are now using caddy carts which carry the mailman's heavy load easily on rubber tires.



May happiness and contentment enter your home to bring you a
Joyful Christmas
STRINGFELLOW BODY SHOP

E. Tenn. St. 764-2584 Florence



A JOYOUS Christmas



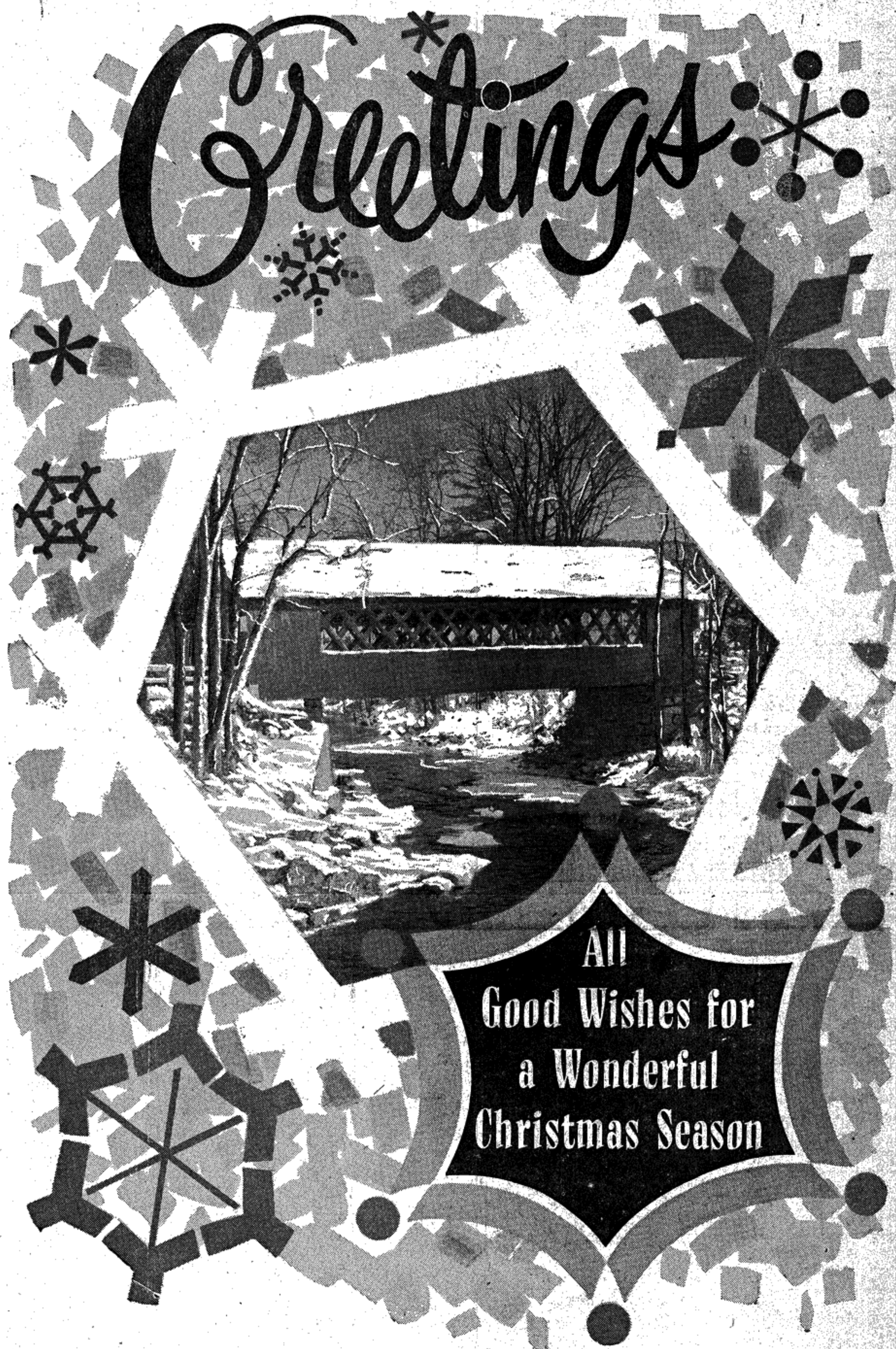
From ALL OF US



To ALL OF YOU



STORK DIAPER SERVICE
Division of
Tennessee Valley Laundry & Dry Cleaners



All Good Wishes for a Wonderful Christmas 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 Estes R. Flynt, Chairman

Ben Clemmons

L. C. Simmons

Nolen Robinson

J. Lambert Richardson