

**Commercial Bankers Help Small Business**

Small business owners should not overlook their commercial bankers as a possible source of valuable management help, according to a new leaflet announced today by William F. Strouy, Acting Regional Director of the Small Business Administration for this area.

The leaflet says, "Bankers do business with many kinds of loans to cover under many varied conditions. To make sound loans they have to know a good deal about what makes up effective management. The bankers' interest is strongly in favor of helping small firms to prosper and grow. For this reason they frequently offer a good deal of practical manage-

**German Traffic Cops Get Lot Aplenty**

FRANKFURT, Germany (U.P.)—German traffic cops are getting some these days loaded down with schnapps, pipes, whisky and cigarettes — usual holiday gifts from persons who pass the cop daily.

American, who back home might have regarded such gift giving as open graft, are joining in the German custom.

The leaflet explains that local banks can give valuable information on the credit standing of both customers and suppliers. Many banks have fine research departments which keep score on business trends and general economic conditions, and most bankers are willing to discuss such matters and give their judgment of the long-range situation.

The leaflet, "Using Your Bankers' Advisory Services" is No. 68 in the Small Business Administration's series of Management Aids and is available on request from the Atlanta office of the Small Business Administration, located at 50 Seventh Street, N. E.

**Moonlight and Roses and Heartburn!**



Now's the time for TUMS! A roll of Tums costs only a dime. But it's worth its weight in gold whenever acid indigestion strikes. Tums neutralize excess acid almost before it starts. You feel better FAST. And there's no acid rebound with Tums. No waste, no mixing required. Take Tums any time, anywhere—for you never know when you need relief. Get a handy roll today!

Be sure you get the 10¢ and 5¢ roll, 75¢.

**LAST MINUTE New Shipment Just Arrived!**

**Acme COWBOY BOOTS**  
**Atlas MAJORETTE BOOTS**

**Kaye's SHOE STORE**  
CHILDREN'S DEPT.

**CHRISTMAS SPECIAL**

**FREE 3-POUND FRUIT CAKE**

Full three-pound Claxton Old Fashioned Fruit Cake with each loan of \$25.00 or more at

**LIBERTY FINANCE COMPANY SHEFFIELD** 214 1/2 Montgomery

for that ALL-AMERICAN look...

**WINTHROP SHOES**

Styled with Spirit for all America...

Style, comfort, and long-lasting wear... you get them all in famous Winthrop Shoes for Men.

Today's modern American men who insist on the best at a value price will wear Winthrops.

See the complete line soon.

Riviera Black, Charcoal, Brown 12.95

Tan, Softy, Gray 13.95

Blue, Turquoise 12.95

Signor Tan, Black Handsewn 13.95

OTHER WINTHROPS 9.95 to 17.95 WINTHROP J.R.S. 8.95 to 9.50

**Kaye's SHOE STORE** FLORENCE

OPEN TONIGHT TILL 9:00

MEN'S DEPT.

**THE THREE WISHES**



**A Christmas Story**



**By WALT SCOTT**



**Livestock At Huntsville**

Huntsville Livestock (Madison County Stockyards) Wednesday, Dec. 21

By Alabama and U. S. Department of Agriculture

WEDNESDAY'S ACTUAL SALARIES: RECEIPTS: CATTLE, CALVES AND HOGS, 270 SHEEP.

Receipts light; trade fairly active, general quality unattractive, most classes represented including few fed steers over 800 lbs.; best demand for weaners and slaughter cows. Compared last week slaughter yearlings, stock steer calves and weaners steady to strong; slaughter cows 50¢-81.00 higher; 300-500 lb. slaughter calves and slaughter bulls steady to 50¢ up.

Individual 375 lb. Good slaughter heifer 16.00; Utility and Commercial 12.50-13.30. Good and low-choice stocker steer calves and yearlings 200-700 lbs. 16.50-17.25; Common and Medium 12.00-16.25; Common and Medium stock cows, 9.20-11.20.

Good and Choice weaners 24.00-28.00; Utility and Commercial 12.00-23.75; individual Good 450 lb. slaughter calf 16.10; Utility and Commercial 11.50-16.00. Cull calves 11.00 down.

HOGS: Receipts reduced; trade active; hogsers 20¢ higher; sows steady; mixed 190-230, U. S. No. 1, 8 slaughter barrows and gilt 11.75; best sows 9.00.

**Silver Beaver Award Presented Negro Scouter**

George O. McCalpep was honored at the banquet of the Negro Division of the Tennessee Valley Council, Boy Scouts of America, in Lawrence, Kans., in 1917, and in becoming its first Scoutmaster in 1940. Mr. McCalpep has continued his active registration since that time as Committeeman, Assistant Post Advisor, Chairman of the Division Health and Safety Committee, and Chairman of the Monticello Division.

Mr. McCalpep is a member of the American Teachers Association, Alabama Teachers Association, Alpha Phi Alpha Social Fraternity, Missionary Baptist Church, and instructor in First Aid Classes for American Red Cross.

The Awards Ceremony was conducted by Scout Executive Robert L. Haskins, who expressed appreciation on behalf of the over 700 Negro Scouts in the Tennessee Valley Council for Mr. McCalpep's long and gallant Cub Scouts, Scout Troops and Explorer Posts.

**Yuletide Blessings Reflected In Court**

NEW YORK (U.P.)—The blessings of the Yuletide season were reflected yesterday in upper Manhattan court, where Magistrate Harry G. Andrews fined 50 persons \$2 each instead of the usual \$15 fee.

The fines were for a variety of sanitary code violations.

Andrews reduced the fines on the 26 defendants' promises to "do something nice" on Christmas for less fortunate persons.

**Mexico's Needy Given Gifts Today**

MEXICO CITY (U.P.)—Mexico's first lady and wives of cabinet members make their annual distribution of Christmas presents to the needy today, the President's wife, Mrs. Maria Inez de la Ruz Cortices, headed the distribution of thousands of packages of food, candies, and clothing.



GEORGE MANUSH



JUDY RUTLEDGE



SKIP MCCLUNG



BLUE MCCAFFERTY



ROLAND OLIVER



BOB LEWIS



JOE VAN SANDT  
Owner



TOM YORK



VIRGINIA GRAY



PAUL SHANNON



IMOGENE STACK



JAMES CONNOLLY



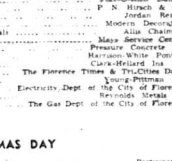
PAUL SHANNON



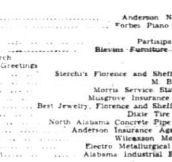
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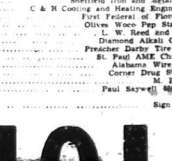
JAMES CONNOLLY



TOMMY VAN SANDT



PAUL SHANNON



IMOGENE STACK



TOMMY VAN SANDT

**HOLIDAY NOTICE**

MONDAY, DEC. 26th  
OBSERVING  
CHRISTMAS DAY

BEING A LEGAL HOLIDAY IN THE STATE OF ALABAMA WE WILL BE CLOSED FOR THE DAY.

**Sheffield Federal Savings and Loan Association**

301 Montgomery Ave. Sheffield, Ala.

**HOLIDAY NOTICE**

MONDAY, DEC. 26th  
OBSERVING  
CHRISTMAS DAY

BEING A LEGAL HOLIDAY IN THE STATE OF ALABAMA WE WILL BE CLOSED FOR THE DAY.

**First Federal Savings and Loan Association of Florence**

118 E. Mobile Street Florence, Ala.

The Staff and Management of

**WJOI**

Wishes You A Very

**MERRY Christmas**

and a

**HAPPY NEW YEAR**

and presents the following for your listening enjoyment

CHRISTMAS EVE		
4:00 PM	Carols at Christmas	Participating
4:15 PM	Carols for Christmas Eve	Set-O-Star Corporation
4:30 PM	Knox with Kent Griffith	Williams & Son Gift Co.
4:45 PM	Carols-Spirit-Music	Court Jewellers
5:00 PM	Carols with Kent Griffith	Flanigan-Bush Denton
5:15 PM	Hour of Charm	P. N. Hirsch & Co.
5:30 PM	Christmas Eve	Jordan Realty
5:45 PM	Christmas Eve	Modern Decorators
6:00 PM	Christmas Eve	Allen Chalmers
6:15 PM	Christmas Eve	Maya Service Center
6:30 PM	Christmas Eve	Young Brothers Co.
6:45 PM	Christmas Eve	Harmon-White Pontiac
7:00 PM	Christmas Eve	Carroll-Hallard Inc. Co.
7:15 PM	Christmas Eve	The Florence Times & Tri-Cities Daily
7:30 PM	Christmas Eve	Young Brothers Co.
7:45 PM	Christmas Eve	Harmon-White Pontiac
8:00 PM	Christmas Eve	Herold's Metals Co.
8:15 PM	Christmas Eve	The Gas Dept. of the City of Florence
8:30 PM	Christmas Eve	
8:45 PM	Christmas Eve	
9:00 PM	Christmas Eve	
9:15 PM	Christmas Eve	
9:30 PM	Christmas Eve	
9:45 PM	Christmas Eve	
10:00 PM	Christmas Eve	
10:15 PM	Christmas Eve	
10:30 PM	Christmas Eve	
10:45 PM	Christmas Eve	
11:00 PM	Christmas Eve	
11:15 PM	Christmas Eve	
11:30 PM	Christmas Eve	
11:45 PM	Christmas Eve	
12:00 AM	Christmas Eve	
CHRISTMAS DAY		
6:00 AM	Merry Christmas Time	Participating
6:15 AM	Merry Christmas Time	Participating
6:30 AM	Merry Christmas Time	King News Inc.
6:45 AM	Merry Christmas Time	Participating
7:00 AM	First Church of the A-Square	
7:15 AM	Showers of Blessings	Anderson News
7:30 AM	Holly Harvest	Forbes Piano Co.
7:45 AM	Christmas in the Air	Participating
8:00 AM	Christmas in the Air	Blassius-Furnitures
8:15 AM	Merry Christmas Time	
8:30 AM	Blessed Christmas	
8:45 AM	Christmas Eve	
9:00 AM	Christmas Eve	
9:15 AM	Christmas Eve	
9:30 AM	Christmas Eve	
9:45 AM	Christmas Eve	
10:00 AM	Christmas Eve	
10:15 AM	Christmas Eve	
10:30 AM	Christmas Eve	
10:45 AM	Christmas Eve	
11:00 AM	Christmas Eve	
11:15 AM	Christmas Eve	
11:30 AM	Christmas Eve	
11:45 AM	Christmas Eve	
12:00 PM	Christmas Eve	

**LAST MINUTE GIFT SUGGESTIONS...**

If you don't know his size - give him a Winthrop Gift Certificate with a miniature plastic shoe.