

PROMOTERS HAD TOUGH YEAR AT PUBLIC'S HANDS

American Sports Fan Compelled Powers To Clean Up Shows

NEW YORK, Dec. 24.—(AP)—A "showier" attitude by American sports fan, compelling promoters to produce better entertainment for less money, stands out as the leading development of the closing year, on the basis of opinion expressed by the country's sports experts in the 1932 Associated Press poll.

An one Midwestern sports editor expresses it: "The fans today no longer are lured only by the promise of 'fight tonight' or football today. He must be assured a real show for his money. The real shows alone drew big money in the recent football season."

The returns show widespread recognition that "the average sports fan now wants more for his money than ever before. It serves throughout the country not only to cite the enterprise of professional talent in giving the public what it wants but point out that amateur organizations, including the colleges, are doing the same thing to keep football, in particular, off the financial shoals."

To-Night Double Show

THUNDERING DRAMA UNDER WESTERN SKIES
BUCK JONES
WHITE EAGLE
A COLUMBIA PRESENT

and
EDW. G. ROBINSON
TIGER SHARK
MIRAGE



Greetings

We extend our most cordial greetings and sincerest wishes for a Joyous Yuletide.

MAFFETT Auto Service

We wish you a Good Time and the Best of Health for CHRISTMAS

Our deep appreciation of your loyal support this past season moves us to wish you a very happy Christmas.

HEARTIEST GREETINGS

May your Christmas Day be a delightful one and may the New Year bring a new happy year.

Joyous Christmas

May your every wish be realized this Christmas and succeeding days bring cheer and prosperity.

Season's Greetings

It is our hope that this Christmas will be the merriest ever—and may the New Year be the beginning of new health and prosperity.

the policies of general retrenchment, noted especially in the east, and the country-wide lowering of admission for all sports.

Summed up, here are the year's major trends, as indicated by expressions in the Associated Press canvass:

1. Better sport "shows", to meet more discriminating demands of fans.
2. General economy in operations, coupled with reduced ticket prices.
3. Rules legislation to safeguard or improve football and basketball.
4. De-emphasis of college football, stressing team play.
5. Decline of minor league baseball.
6. More individual participation, especially in Middle West.
7. Increase in golf pay, coupled with reduced expense and more public links.
8. Blame in professional boxing, especially in middle west.
9. Development of more interest and proficiency in girls' athletics.
10. Progress in some professional sports, especially wrestling and football.

One of the striking contrasts in opinion involves college football. Where a number of eastern observers see striking evidence of "de-emphasis", including less commercialism, less proselyting and fewer athletic scholarships for star players, others in the West discuss more of the so-called "evils" in existence than ever.

For example, an Illinois sports editor points to "the perfection of a powerful proselyting system" in amateur athletics, generally, and "the fire it has drawn from its opponents." Another cites the "trend toward the business end in intercollegiate athletics" and, in the Rocky Mountain area, an observer emphasizes "the development of commercialism of colleges and universities as evidenced in their commercialization of football."

In the Southwest, to offset declines in professional baseball and boxing, a healthier trend is noted in amateur as well as "participation" in sports which demand little expense. One sports editor times "tremendous increase in the number of hunters and fishermen, with golf, tennis and bowling holding up well."

One of the conspicuous developments noticed on the Pacific coast is "the desire of amateurs in most every line of athletic endeavor to gain some of the emolument of the professional athlete." It is added that "hypercity is slowly but surely being purged from amateurism" and another observer notes the unusual number of amateurs who have turned to professional pursuits, including Babe Thrifickon, Eddie Talon, etc.

The Season's Best Wishes

We wish our friends and customers a Joyous Christmas and the happiest of New Years.

Roumillat & Anderson Drug Co.

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New Ocean Liner Ready for Service



Above—New Grace Line "Santa Rosa." At left, Main Dining Room. At right—Open-air Swimming Pool, Inset, Captain Curt Zastrow.

THE last finishing touches have been given to the "Santa Rosa" and she now takes her place in the Grace Line fleet. Under the command of Captain Curt Zastrow this first of the four new \$5,000,000 sister ships built for the Grace Line, sets out on November 26 for Havana, Panama, Costa Rica, El Salvador, Guatemala, Mexico, California, Victoria, B. C., and Seattle, Washington.

The Santa Rosa—one of the first ships to be furnished throughout by a woman interior decorator—is one of the most homelike liners that ever put out to sea. Living Room and Library are done in 18th Cen-

tury English style developed in cool materials and cool colors. The chief decorative feature of the Main Dining Room is a mural, 15 ft. high and 8 ft. wide, painted by the noted marine artist, Charles H. Patterson.

The staterooms—all outside rooms with private bath—are dressed in summy chaises. The casino-like Club, a rendezvous for dancing and refreshment, is gay with colorful garden furniture and panels depicting tropical birds and foliage. Even the tiled Swimming Pool—the largest open-air pool on any American ship—is all dressed up with umbrella-topped tables and bright-colored beach chairs.

Additional Society

Mrs. Lovejoy Honors T.E.L. Class Members

Mrs. A. B. Lovejoy entertained the members of the T. E. L. Class of the First Baptist Church with a "pound" party on Thursday evening at her home, 211 Maple Avenue. Since Mrs. Lovejoy celebrated her wedding anniversary that day the members presented her with a bouquet of white chrysanthemums and baby's breath and staged a mock wedding in her honor.

Quantities of roses, poinsettias, and ferns were arranged about the rooms where the guests were entertained. Refreshments were served at a late hour by the hostess, assisted by Mrs. B. R. Beck and Mrs. Loretta Brotherson.

Those present were: Mrs. R. L. Garrison, Mrs. Sarah Stewart, Mrs. W. L. Stouffer, Mrs. J. B. Smith, Mrs. Julia McClain, Mrs. Mary Hall, Mrs. Loretta Brotherson, Mrs. R. J. Boyd, Mrs. E. W. Biggers, Mrs. A. C. Williams, Mrs. J. V. Johnson, Mrs. A. C. Grissett, Mrs. C. F. Weil, Mrs. J. C. Roberts, Mrs. B. R. Beck, Mrs. E. W. Stiles, Mrs. P. L. White, Mrs. S. A. Edenfield, Mrs. F. W. Stanley, Mrs. Lillian Vickery, Mrs. H. Cummings, and the Misses Marie Stewart, Emily Boyd, Gussie Fletcher, and Mary Goodale.

Engagement Of Miss Hamby Is Announced

Announcement was made this morning of the engagement and approaching marriage of Miss Marie Cecelia Hamby, daughter of Mr. and Mrs. Horace Monroe Hamby, of this city, to Chester Thomas Estes, of Orlando, son of Mrs. G. T. Cleveland and the late Jasper Estes, of Hartwell, Ga. The marriage is to take place the first part of the coming year.

MIDSHIPMAN KILLED

WRENS, Georgia, Dec. 24.—(AP)—Midshipman J. A. Smith, of the United States Naval Academy was killed and five other cadets were injured, some critically, in an auto-train collision here today. The party was enroute to Albany, Ga. Smith's home, for the Christmas holidays.

Holm, Buster Crabbe, Fay Coleman, and scores of college football stars.

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Joyous Christmas

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Father Drops Dead Of Joy After Seeing Son

LOS ANGELES, Dec. 24.—(AP)—E. D. Prouditt, 60, overjoyed at the prospect of seeing his son after a separation of several years, fell dead in the shopping district yesterday, his arms laden with presents.

A retired business man, Prouditt suffered the fatal heart attack while purchasing gifts after his son had telephoned him from San Francisco. Prouditt had not seen his son since he had left South America.

Nearly Forty Million Persons Voted In Nov.

WASHINGTON, Dec. 24.—(AP)—The largest vote in the nation's history was cast in the November presidential election—39,734,351. Three other records were established. Roosevelt received the highest popular and electoral votes ever given a winner, and Hoover polled the largest popular vote ever given a loser.

Here's the way the votes were distributed: Roosevelt, 22,813,780; Hoover, 15,769,266; others, 1,161,299.

The final returns, certified by state officials and compiled by the Associated Press today were slightly less than a 3,000,000 increase over the previous high in 1928.

CHILDS BURNED BY STOVE

WAUCHULA, Dec. 24.—(AP)—The 15-month-old son of Mr. and Mrs. Jim Lewis, who live on the Andy Hurst place north of town, was seriously burned Wednesday morning when he fell into a pan of hot starch. The child is being treated by a local physician.

Congress Suspends All Work For Holidays

WASHINGTON, Dec. 24.—(AP)—Legislation was firmly laid aside yesterday by Congress until after Christmas.

The House quit within a few minutes after meeting, but the Senate remained in session until it voted down 43 to 23 a move to take up immediately a bill to legalize 3.5 per cent beer.

Before quitting, the House expenditures committee ended hearings on President Hoover's plan for regrouping of government agencies with the prospect that it would adopt a resolution disapproving the changes after the holidays.

The Senate confirmed a number of routine appointments, including promotions of naval officers, but it was plainly indicated that the general ban on Mr. Hoover's selections for office still applied.

Most of the members of the House agriculture committee were busy with Christmas business but a reminder of the struggle to come over farm failed after the holidays—was the labor of legislative draftsmen putting into shape the allotment relief bill.

PALMETTO—35 cars fruits and vegetables shipped out of here during recent week.

First Place Tie Exists In Junior Hoop League

Another first place tie exists in the Junior High School basketball league that ended in sixth week of play Wednesday afternoon when the Sharpshooters, by defeating the Mustangs 24 to 9, went into a tie with the Hawk-eyes who dropped an 11 to 10 contest to the Ramblers on Tuesday.

Featuring the play of the week is the work of Captain Stoothoff of the Sharpshooters team. Wednesday he scored 11 of his team's 24 points so that in six games played he has rolled up 45 points. Ecker, Echols, and Humphrey of the Mustangs and Hawk-eyes are second to Stoothoff in points scored with 33 each.

Scores of games this week: Ramblers, Captain Zachry, 1, 7; Steele, 6, 0; Harpers, 4, 1; Hodges, Waltz, Stenoff, Whitten, 0, 0; total 11. Hawk-eyes, Captain Humphrey, 4, 4; Stevens, 1, 4; Dean, 1, 0; Harriett, 2, 2; Telford, 1, 0; Colbert, 0, 0; total 10. Sharpshooters, Robson, 1, 7; Odham, 1, 4; Captain Stoothoff, 1, 11; J. Colbert, 3, 3; Tillis, O'Barr, Oliver, 0, 0; total 24. Mustangs, Echols, 1, 9; Stanley, 1, 0; Captain Doker, 0, 1; Vickery, 0, 1; Thurston, Stenstrom, 0, 9; total 9.

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River Association To Meet On January 10

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Steel Mills Resume

HAMMOND, Ind., Dec. 24.—(AP)—Two mills of the Inland Steel Company have been placed in operation for the first time since last summer, and four others already have been re-opened. The production schedule this week is higher than in several months because of increased orders from farmers and automobile makers. The firm said prospects for the first quarter of 1934 were unusually good.

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15 Samsack Tire Shop

The Spirit OF XMAS

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