

the local newspaper for all South Dade



Published by TIMES-GUIDE Coral Gables, Fla. HI 3-1661 Combined 44,095 William von Maurer, Editor V-1. 2 No. 24 Thursday, November 24, 1960 308 Aragon Circulation Le Jeune Project Is Stalled Again Safety Lane He'll Be Here Nov. 26 **Hitch Causes High Flying Santa Will** Newest Problem Whizz Into Coral Gables What ever happened to the plans for LeJeune Rd.? Old Saint Nick will then be other merchants to participate Recently revealed plans for its improvement by widening paraded through the downtown in the event. and repaying to four lanes show area on a special float obtained Donations may be made at the that it will not be constructed for the occasion. Chamber of Commerce office. in the manner agreed to months His arrival will put the 1960 The RMD has agreed to set ago. Christmas shopping season into Dec. 9-23 as the period during What happened? full swing. which stores will remain open \$10 Assessment nights. The Retail Merchants Division Closings will generally be at of the Coral Gables Chamber 9 p.m., but this was left up to the County and tSate Road OOR MR. GOLF BALL didn't stand a chance recently when these four woman teed off on him Board could not be reduced to of Commerce, which has assess- individual merchants. Stores to cop top honors in a tournament at King's Bay Yacht and Country Club. About 40 members of engineering drawings. the Women's Golf Association played, and it was the first action seen on the just-completed golf ed its members \$10 each to fi- will not be open on Sunday. The reason this could not be It'll be a high flying Santa done was simple: course. Taking their swings are, front to back, winner of the A division, Mary McCrackin, 6500 nance Santa's royal reception SW 128th St.: "B", Estelle Van Armen, 1200 Country Club Prado, and Marian Krystow, 7401 and long stay here, has asked who'll come to Coral Gables, SW 74th Ter.; and "C" winner, Dorothy Hall, 7380 SW 121 St. the morning of Nov. 26. not accommodate safely four The gregarious old gent with lanes of traffic, a left turn lane **Statewide Program** South Miami To Purchase **150 Golfing** and five-foot sidewalks on each a bag full of toys will land his side. West Lab helicopter near Coral Gables Complicating the problem of **Fans Needed Brown Parcel For \$39,000** City Hall at approximately 10:30 left turn lanes is the fact that **Pupils Get** that morning and will greet and the planners who laid out the For PGA Tourney South Miami Tuesday night, | TABLED a resolution grantexpected mob of kiddies, many intersections where the streets **Dental Check** in effect, purchased the Brown ing assorted variances for the of whom will cast eyes on him fail to join. The City of Coral Gables property, a parcel of land includ- construction of a new Mount About 90 pupils at West for the first time. weeds the help of at least 150 ing a fertilizer warehouse ad- Olive Negro church in the city's Laboratory School bared their persons to sponsor the Profes- jacent to City Hall on Sunset colored section. The variances Santa, long accustomed to air- is a far cry from the 100 feet apply to the front, rear and teeth last week at a visitor and borne travel, has switched to recommended, the engineers fincional Golf Association Tourna- Drive, for \$39,000. the helicopter for his visits to ally threw up their hands. Council authorized City Man- side setbacks. The church now their parents will be glad they ment, Dec. 8-11, at the Biltmore ager C. B. Petry to execute pur- is in a frame structure at 6316 did. Therefore, don't look for left Golf Course. The children were having their this snowless area. chase of the property from Win- SW 59th Pl. which would be turn lanes when the highway Sponsorship for the second fred Brown to include three an- torn down for a new CBS struc- teeth checked by a dentist. Live Deer is placed under construction in

anteal national golf tournament nual payments. wost \$150 and will help raise ap-

Last year's tourney drew

The first installment will be

some of the top names in golf and the city hopes to draw more top talent for this years' event. Qualifying rounds are sche-possession of the land in 90

ture.

proximately \$22,500 toward the \$25,000, with the remaining pay- South Miami Baptist Church to checked the teeth of kindergart- Way from City Hall to make Two Elderly

The land, designated as 6110 30 to Dec. & for use in the pro- who are now at West Lab.

But live deer will be on hand December.

In the final analysis it will have to be noted that the agreement between the Chamber of Commerce, City of Coral Gables,

A 70-foot right of way could

Added to the fact that 60 feet

Persons Injured

Dr. Bernard Neuwirth of the GRANTED permission to Dental Health Association at Merrick Park across Biltmore the erection of a tent from Nov. en pupils and other children him feel at home.



Dateline: Southwest High

Marine Lab Opens Doors For Summer Study

By LAURA HENRY 'An opportunity for Southwest meet Nov. 30. They will discuss The Southwest Eagles, un- day night in the Orange Bowl. High School juniors and seniors to work at the Miami Marine Laboratory this summer is one Students will have a chance to Laboratory this summer is one Students will have a chance to week in a 13-12 victory. The On Thanksgiving, Southwest of the plans that resulted from attend three separate meetings Eagles haven't gotten rolling wil meet Coral Gables at the

the Regional IV, National during the day . Addresses History Casses Science Teachers Association, meeting on Miami Beach. Mr. Mr. Thomas Cunningham, a a loss of a number of players a.m. At this game Southwest James F. Miley, biology teacher, representative of the Central due to various circumstances. will celebrate its homecoming attended the meeting and was and Southern Florida Flood The high flying Eagles met festivities. recorder for one of the discus- Control District, addressed Mr.

sion groups. He explained that Joseph Carter's "Problems of another new idea is the Biologi- American Democracy" classes. cal Science curriculum, now in After showing a film on flood the trial stage in schools control, he answered questions concerning acquisition of lands throughout the county. Al Leliard, a Southwest stu- for the project and the part the

dent, won a \$50 savings bond Army Corps of Engineers playfor his poster titled "Inform ed in construction.

Yourself and Vote." The contest, Wally Dayhoff, this week sponsored by the League of sharing Coaches Choice honors Women Voters, was held in with Don Wood, has establishhonor of American Art Week. ed himself as one of the finest

Southwest has sent out Col- pass receivers in the Gold Coast lege Day invitations to 60 col- Conference. Pass receiving is leges and universities through- only one of his powers. He is out he United States. Represent- also an outstanding blocker and

tackler. As halfback he has The long, sharp claws on a demonstrated his unusual run-

grizzly bear's forepaw can slash ning and passing ability. an enemy mortally, but the Don Wood starts on both the animal uses them more often offensive and defensive teams. for digging out ground squirrels He has been cited as "one of the and mice, the National Geo- hardest working boys on the graphic Magazine says. In quest team." Don played on the junof such prey, bears can give a ior varsity team one year, and meadow the appearance of a then was moved up to the varsity. He has remained varsity

atives from the schools will guard for the past two years, the Jackson Generals Wednesthis year, and in last week's Coral Gables PBA Field in the game they were handicapped by tradititonal rivalry game at 10:30



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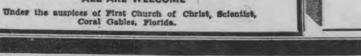
"CHRISTIAN SCIENCE REVEALS GOD AS A 'VERY PRESENT HELP' "

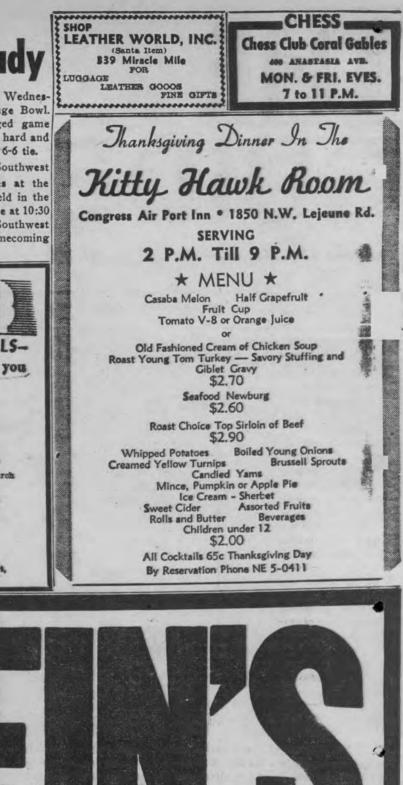
by Otto G. Ziegenhagen, C.S.B., of Chicago, Illinois Member of the Board of Lectureship of The Mother Church of Christ, Scientist, in Boston, Massachusetts

MONDAY, 8:00 p.m., November 28

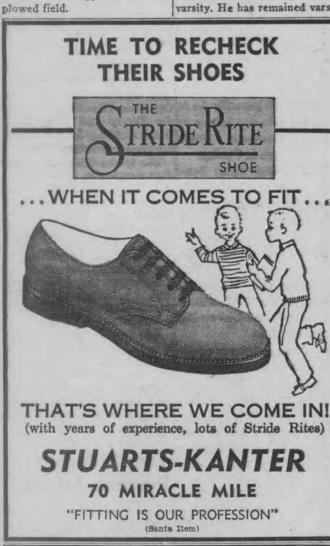
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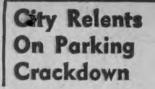
CHILDREN'S DEPARTMENT

Page 2

DERMETICS and REVLON COSMETICS (SANTA ITEM)

WOMEN'S AND CHILDREN'S FINEST WEARING APPAREL AT SPECTACULAR SAVINGS!!! "ECONOMIZE WITH THE FASHION WISE"

Thursday, November 24, 1960



Coral Gables has declared a swiping a tree near the intermoratorium on stringent over- section of LeJeune Rd. and time parking enforcement from South Dixie Hwy. recently. Thanksgiving through New Thomas M. Marco, Z661 Bay-Yes .

The announcement came treatment at the scene by Coral volume. Tuesday after the Commission Gables Firemen L. L. Lanway heard complaints from various and R. L. Bunting and later at sources about lack of information concerning the recently Doctors' Hospital.

Officer Lamar Gilbert said

fore 4 a.m. when he apparently

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8241 SW 124th St.

Across From A & P

(Santa Item)

R. WINTERMUTE

BEAUTY SPECIALISTS

(IN ALL DEPARTMENTS) Make Holiday Appointments Now

who me?

Me, It's Da

lost control and hit the tree.

ordered crackdown on overtime parkers in the downtown area. that Marco's 1955 model car was Reaction to the get tough turning south on LeJeune Rd.

bol has been strong among from South Dixie shortly beers and merchants. she

An error in enforcement helped create more hard feelings.

The City Commission's policy of strict enforcement of one-hour parking on downtown streets somehow was translated into strict enforcement of all parking regulations.

Police have been marking tires to r-vent parkers from cheating on time by putting additional coins in meters.

The move was designed to discourage the use of downtown on-street parking by merchants and employes to the disadvantage of shoppers.

Florida's two biggest vegetable crops-the tomato and the pots -were spurned for centuries because of fear of poison or superstition. The Sunshine State now markets more than a half billion pounds each of these crops annually to all parts of the nation.

Florida is the only state which produces winter strawberries in quantity.



In spite of some storm and weather damage, fall production of cabbage, cauliflower, and broccoli in Florida is expected shore Dr., was given emergency to equal or exceed last year's

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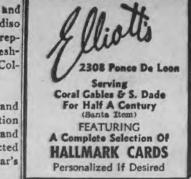
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HEY KIDS! I'LL BE FLYING IN **TO CORAL GABLES** 10:30 SATURDAY! I'll be at City Hall, with candy, surprises, a band. Be sure to come ... I want to see you!

Page 3

If You've Always Dreamed ... of Lakefront Living... Stop Dreaming... Come...See...



(Santa Item) 760 PERRINE AVENUE CE 5-1942 For Toys N' Clothe (Sants Item) THE JUVENILE SHOP 5826 SUNSET DRIVE FOAM RUBBER FOR ANY PURPOSE LEWISON INDUSTRIES 2230 S.W. 8th ST.

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Contest Rules (Con't)

4 -

ADV

- 5. Make the first, Nov. 17th set of facing pages as novel and colorful as you wish, but DO NOT alter the original form of the pages by cutting, rearranging or covering the blocks. You may cover the list of prizes or rules, but otherwise leave the facing pages intact.
- 6. Do nothing with the remaining sets of facing pages except fill in the cor-rect Santa Item neatly and correctly.
- 7. Entries must not exceed 25 pounds in weight.

IN THE

- 8. Make sure that your entry has your name and address plainly written on the upper margin of each page.
- 9. Mail or deliver your entry to THE EDITOR, SANTA SLEIGH CONTEST, TIMES-GUIDE, 308 ARAGON AVE., CORAL GABLES, FLA., to be re-ceived not later than 4 p.m. Thursday, December 15, 1960. Entries received at the Times-Guide office after 4 p.m. Thursday will not be accepted. To avoid the possibility of having your entry returned for in-sufficient postage, we suggest that entries mailed in be sent first-class. Entries with insufficient postage will not be accepted. To avoid the postage will not be sent first-class. Ent bef
- 10. En alit
- 11. All and

vour mailing or deliver before 4 p.m. Thursday . Entries will be judged ality of presentation of . All entries in this con and duplicate prizes w judges is final. tra copies of this, or an rchased by contestant, st issues have appeared. MES & GUIDE, 308 Ara	the postage will not be accepted y so that it will be received by y, Dec. 15. on the basis of correctness, all four sets of facing pages. test become the property of ill be awarded in case of ties by other issue of the TIMES or those who desire to enter by calling at the Service B gon, Coral Gables. Prizes will the winners will be announce	by the Contest Editor neatness and origin- THE TIMES-GUIDE, The decision of the or GUIDE, may be the contest after the sureau, second floor, If me mailed to win-	Cuidara Croves Gift Fruit Shippers 7400 SW 77th Ave. MO 1-2033	R. Wintermute Beauty Specialists 760 Perrine Ave. CE 5-1942	Stuarts-Kanter 70 Miracle Mile Coral Gables
Gifts From Nelson's 9625 SW 47th St. "Bhop at Home and Save"	Loffler Bros. Oyster House 280 Alhambra Circle 'Coral Gables Oldest Seafood House'	Jimmy's Bar 737 SW 109th Ave. Just N. of Trall Open SunNoon til § a.m.	Birk Inc. Office Supplies 2710 Ponce de Leon Blvd. Coral Gables	Leather World 339 Miracle Mile HI 6-7888 'Luggage, Leather Goods, Fine Gifts'	The Cift Questers 162 Giralda Ave. 'Gifts from All the World'
Henri's Restaurant 3101 Ponce de Leon	Elliott's 2308 Ponce de Leon	Pop's Shoe Repair 6783 SW 8th St.	Roy's Radio & TV 5527 SW 8th St.	The Juvenile Shop Sunset Drive	Florida Lime & Avocado Growers

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Overholt Jewelers "Fine Watches and Diamonds' 5706 Sunset Dr." Crossroads Bidg.	Liggett's Drugs 'Cosmetics-Toys-Drugs' 20217 S. Dixie Highway Cutler Ridge Shopping Center	L & H Bake Shop 2428 Ponce de Leon "For the Finest French Pastries"	Robinson's Jewelers 143 Miracle Mile Coral Gables	Hales Office Supply 262 Giralda Ave. HI 8-5446 'Free Imprint on Christmas Cards'	Aragon Hardware Locksmiths 'Your Security 13 Our Concern' 217. Aragon HI 6-1249
•		•			
Thursday, November 24,	1960	THE	GUIDE		Page 5

Page 5

Cedar or Bluebird Cabs

Fastest Taxis in SW Dade

CA 1-4323

CE 5-5552

Ramon's Fur Rentals

3916 SW 8th St.

Miami

Don't Rule Out Shopping Centers

By RON LEVITT

there is only one suburban shop- potential market.

in North Dade.

shopping centers construction new centers there, too. is slowing down? Does that mean the big Southwest part nent builders (who has built of Dade has reached its peak in five centers for developers in a suburban shopping plazas?

hund

need for more new homes, there ber, said builder Robert L. Turida shopping centers in the past natural they want a complete few years.

Strawgate says that just as long as the population increases and just as long as new homes are being built, new shopping centers will be built.

Frederick Arthur, developer of the Miami Gardens Shopping Plaza - the lone entrant in the current shopping center sweepstakes-also agreed that "housing" and "potential housing" were the ingredients which decide whether or not a shopping center will be built. Arthur says he selected the

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North Dade site because that shopping area close by." It was recently brought to particular area showed great That's what is happening in my attention that for the first potential in having a good re-our neck of Dade County, too. time in nearly three years, tail market as well as a good The area in the far western end

ping center under construction But, although Arthur said his ly. Thus another developer in all of Dade County. And center in the northern part of Bob Bookbinder - is preparing that one, the huge Miami Gar- the county had the "best po- to build a huge 70-acre center dens Shopping Plaza, is located tential" in that particular area, for these residents. And several he admitted population growth other developers are eying the Does that mean the surge in in the Southwest would beckon day - by - day growth of other

One of Florida's most promitwo-year period) agrees with the The answers to both ques- leasing agent and the developer. tions is a great big NO! And "A few years back many peoanyone who thinks differently ple considered that construction had better take another look of shopping centers would last only a short time and then "Just as long as there is a there would be a sufficient num-

will be a need for more new chin. "But in this area - which shipping centers," according to is so rapidly increasing in pop-Edward M. Strawgate, of Web- ulation - new homes are being ster Stone, Inc., a man who has built constantly. And when there leased space in dozens of Flor- is an increase in residents, it is

KING'S PHARMACY REXALL 12451 S. Dixle Hwy. Ph. CE 5-7821 SOUTH MIAMI Lamps & Shades OPEN FRI. EVENING ... REPAIRS (Santa Item) LIGHTORAMA 5832 SUNSET DR. MO 7-8941 -LADIES: LESS THAN GIVES YOU ALL THIS A WEEK Expert Swedish Massage Unlimited Use of Gym 53rd Ave. & THE TRAIL • Steam Rooms, Etc. HI 3-1631 **MIAMI HEALTH STUDIOS** HOURS: SOUTH'S LARGEST 9 a.m. - 10 p.m. mito Hair Styling FASHION HAIR CUTTING (Santa Item) CUSTOM PERMANENTS 9726 N.E. 2nd AVE., M. S .- PL 8-1368 LEAVING TOWN? PLAN & TRIP? STORAGE 10 We care for your car and contents ADT Protection - U.S. Customs TURNER'S STORAGE WAREHOUSE CO. 601 SW 8th STREET FR 4-8532

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EMBER

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Dita's Sportswear Ridge Bakery and Delicatessen **Cutler Ridge Camera Shop** Custom Upholsterers, Inc. Maternity Togs Cutler Ridge Bowling Lanes **Okie's Cities Service** Bamboo and Rattan Shop **Butler Shoe Corporation** Marco Shoes Fun Spot Amusement Park

Thursday, November 24, 1960

Vows Exchanged In Military Wedding

Following a wedding trip Lieut. James Edmund Schulte, tricia Jeanne Atkinson of Min-ed from Spring Hill College, through the Scandinavian coun-tries, United States Army First his bride, the former Miss Pa-berg, Germany. Mobile, Ala., where he was berg, Germany.



APPLIANCES. 9715 E. HIBISCUS ST. INC CE 5-2711 YOUR CHOICE OF WHEN YOU Aluminum 2-qt. Sauce Pan. New-Exciting! OPEN YOUR SAVINGS ACCOUNT FOR \$250, OR MORE CURRENT niversi DIVIDEND ORAL GABLES OPEN FRI. EVES. TIL 8 P.M. FREE GIFT WHEN YOU SAVE (Santa Item) **GRAND OPENING** SAT., NOV. 26th

The couple pledged their vows fraternity. He was in his first in a nuptial mass Aug. 13 in the year at the University of Flori-Twelfth Century Saint Michaels- da and a member of Phi Delta berg Kirche at Bamberg. The Theta fraternity when the Army reception followed at the Bam- called him. He holds memberberg Officers Club.

White Roses

The bride, who wore a white ber of the Country Club of Corsatin sheath and veil of illusion, al Gables.

carried white roses. She was attended by Miss Diane Vallance of Gary, Ind., in pink chiffon. Catherine Clement, daughter of Capt. and Mrs. C. C. Clement and a first grade pupil of the bride, was flower girl.

The groom was attended by fellow officers in dress uniform who held crossed swords in the traditional ceremony as the couple left the Kirche.

The bride, the daughter of Mrs. John Robert Petrick of Minneapolis, was graduated from the University of Minnesota with a B.A. degree in education and home economics. She was a member of Alpha Delta Pi sorority.

Spring Hill Graduate The groom, son of Mr. and Mrs. Edmund R. Schulte of 1259 Asturia Ave., was graduat-



1 yr. Guarantee, Stainless Steel Back



where your Fashion Dollars buy MORE Fashion . (Santa Item) Look Stylish N Youthful ship in Scabbard and Blade, milin Ro'al itary honorary, and is a mem-Half-Size (121/2-201/2) **Gifts From Robinson's** Dresses **Jewelry Collection Will Be Appreciated by** \$10⁹⁸ **Everyone!** From **ROBINSON'S Cottons For Street, Afternoon** \$6998 JEWELERS 143 MIRACLE MILE CORAL GABLES Fine Cocktail & Bridal Clothes JEWELRY GIFTS Open Fri. 'til 9 P.M. Santa Item **Florida Physicians Supply** 3121 S.W. 22nd ST., MIAMI, FLORIDA Phone HI 4-5757 NEW SI IMPROVED MESH FABRIC BREATHES COOLNESS Men's and Women's Lumbusacral Supports, Pre-Shrunk! EASY TO LAUNDER! PRICED RIGHT! We rent Hospital Beds, Wheel Chairs, Sick Room Supplies EXPERT FITTERS FOR MALE OR FEMALE PRIVATE FITTING ROOMS Buy Your Medical Needs Where Your Doctor Buys His-Santa Item GAYLORD GIFT CERTIFICA IS A GIFT HE'LL APPRECIATE! **Gaylord Shows The Brands He'll Know** ARROW McGREGOR JANTZEN **STETSON** ALLIGATOR WELDON JOCKEY **INTERWOVEN BOTANY "500"**



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THE GUIDE

PALM BEACH

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SO MUCH TO BE THANKFUL FOR.

The Past Has Held Many **Blessings... And The Future Promises Even More!**

When the pilgrims gathered that first Thanksgiving Day, it was to offer thanks not only for the blessings of that past year . . . but to express their gratitude for the opportunity this new land offered. **Opportunity that meant a bright future! And** that opportunity, the chance to do as the individual desires, has provided the climate needed to develop the freedom and prosperity we now enjoy.

Today, we can give thanks that opportunity is evergrowing! The future of America, her people, has, in fact, never looked brighter . . . more jobs, more income, more production, more savings, more research, more leisure, more luxuries, and a space-world to conquer.

We do, indeed, have so very much to be thankful for!

Star's New & Used Furniture 6140 S. Dixie-MO 7-7211 Happy Thanksgiving from R. F. Morningstar **Biltmore Way Hotel** Cheerful, Airy Hotel Rooms 713 Biltmore Way, Coral Gables

Ye Old Spiritual Book Shoppe 618 SW 17 Ave.-FR 3-7121 Books, too, Offer Much to be Thankful For 'Perl-Lome' Horticultural Perlite

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This 'n That Shop \$155 Commodore Plaxa men's Fellowship, Plymouth Congregational Church Wom **Pyramid Realty Corp** CE 5-7321 Fraise God From Whom All Blessings Flow 'Perl-Lome' Hortlcultural Perlite Perlite, Inc. 1050 SE 5th St., Hialeah, TU 8-8791 **Hendricks Electronics** 2525 SW 8th St.-HI 8-5741 Finest TV Service Charles Holmes 3950 SW 67th St.-MO 1-9475 Specializing In Plastering **Community Secretaries** \$142 Coral Way-HI 8-7787 Mimeographing that Looks Like Printing House of Bamboo, Inc. 6267 SW 8th St. MO 1-8525 Chinese Food Mrs. Kathleen Jones 2290 SW 58th Ave. swiss Pansies & Potted Strawberry Plants Mark Ehrlickman 3604 Le jeune-HI 4-4168 Fiano Instr Beginers & Intermediates Kings Daughters & Sons Home 1838 NE 6th Ave.-FR 1-4254 Lovely Home for Retired People

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Thursday, November 24, 1960

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MIRACLE MILE AT PON

excellence were announced re-worth Jr., the golf chairman, Low Gross 45. In class B, Mrs. Tarullo first with 48; Mrs. Leland Lee, Mrs. cently, following luncheon and installation of new officers of

showing a 37 per cent improvement; Mrs. Albert Anderson, low gross with 69, and Mrs. Frank Kriwanck, 59, low net. 43 Golfers

A total of 43 golfers turned out for the day's play and installation. Mrs. Albert Anderson club champion and presiden. of the Greater Miami Women's Golf Association, was the installing officer. Mrs. Harry Jasper is the new

First Birthday

The Coral Gables Chapter of Hope School for Retarded Children celebrated its first birthday, Nov. 15. The celebration featured a luncheon at Park SW 22nd Ave.



World famous Detecto Bathroom

scales in decorators' colors.

CURRENT DIVIDEND

10

(Santa Item)

Winners in the Friday low Franklin Parson and Mrs. J. gross played in classes were: Stanley Burke, second with 51. the Women's Golf Association Class A, Mrs. John P. Beau- In Class C, Mrs. Rollo Budde of the Country Club of Coral mont and Mrs. Georgia Miller and Mrs. W. M. West were They are: Mrs. Daniel A. Ta- tied for first with a 43; Mrs. first with 52; Miss Louise Husrullo, most improved golfer, Tony McCrakin, second with 44; band second with 54; Mrs. Mrs. Albert Anderson and Mrs. Henry Krystow, third with 55.

HERE THEY ARE! **Custom Molded** Shoes CORAL SHOE CO. 248 Andalusia Ave., Coral Gables (One Block S. of Miracle Mile) Get the shoe that's made especially for you. A plaster impression is taken of your feet by a qualified techni-cian. Store Hours 9:00 to 1:00 - 2:00 to 5:00. **Evenings** by Appointment PHONE HI 4-5521

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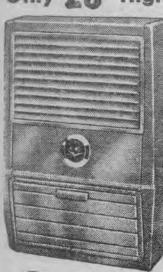






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South Dade Business Review

THIS CHRISTMAS give your family a new 1961 Zenith High Fidelity Stereo.

lifts To Say 'Merry Christmas What are planning to buy

your family for Christmas? Why not give them a new television, or an exciting new stereophonic phonograph.

As your friends have probably told you, home entertainment instruments, available at Lawrence Radio-Electric, are wonderful Christmas presents that you can give.

They "high-light" the many hours you and your family will spend together with delightful listening pleasure.

Lawrence Radio-Electric

Lawrence Radio - Electric, with a fine reputation to back them up, can supply Christmas gifts to fit every pocketbook.

Lawrence Electric is the center for all Zenith and RCA Victor appliances. This includes the new RCA Color Television.

"Every day more programs are being presented in color," Mr. Lawrence said. "In sports you follow the action - enjoy more of the entertainment . . . Color television give you the best seat in the house.'

Zenith For '61

In time for Christmas, Lawrence Electric has in stock a complete line of 1961 Zenith Stereo television and radio equipment.

"Zenith has done it again," Mr. Lawrence declared. "The 1961 models are the finest in

... they'll all enjoy!

every comparison - the finest values-dollar-for-dollar.

Zenith has specialized in quality and sound reproduction for 42 years. All these years of specialization coupled with Zenith's rigid dedication to quality has earned Zenith the quality name in sound reproduction . . . today's world leader in rich, true incomparable high fidelity stereo sound reproduction.

A Stereo For Christman

A new 1961 Zenith Stereo is a perfect Christmas gift for the whole family. The '61 models are introducing a new exciting advancement in home sound reproduction ... new "extended reverberation."

A turn of the reverberation control makes every note, every word come alive, as never before. It adds new magnitude to stereo, monaual records and radio programs to simulate the vibrant acoustical effectts of a large aud- hold. itorium . . . the "living realism" of the actual performance in your very own living room. 1961 Zenith Radio & T. V.

Turning to the Radio and television department of Lawrence Electric, you will not the large selection of these items in all price catagories. Take for example the new "Tourney F 1805" with a 17" TV screen, this sells for only \$169.95. Or the "Patio Mate" with an automatic tuner can be yours for \$249.95.

Lawrence Electric also has a variety of radios that will be a cherished gift.

Zenith has introduced the "Royal 50." This is a unique all-transistor radio that sells for only \$29,95. With the "Royal 50" there's no difficulty in obtaining parts-for this is truly an American made Zenith product.

Also popular in the line of radios is the Royal 1000D. All Transistor, trans-oceanic portable radio. This radio receives standard broadcast as well as shortwave, marine weather, amateur shortwave bands, ship to ship, ship to shore, plus FAA Network of LF Weather-Navigation Stations.

Yes, Lawrence Radio-Electric is truly a center for purchasing Christmas gifts . . . for there are items to please every member of the house-

Stop by Lawrence Radio-Electric today. They are conveniently located in the heart of the Coral Gables Shopping Area, 2422 Ponce De Leon Blvd.

The numbers to call are HI 8-3456 or HI 3-0347.



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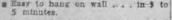
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