

Advertising is News

The many pages of this newspaper are full of news of many things. News of people and their doings in nearby places and to the far corners of the earth. And most recently in the upper reaches of outer space.

But there is another kind of news that you hold in your hands as you read a newspaper. Not the news of people but of products and services... the news in the advertisements.

It has often been said that the function of advertising is to improve the standard of living. It does have such a function. But it must start, necessarily, with the manufacturers who make the products.

What advertising does is to tell people about new and better things—and new features of established favorites—and where they can be bought. In a very real sense, to increase demand and lead the way to lower prices. It is literally and actually true that practically

everything you buy would cost you more if there were no advertising.

Without advertising to inform the public, there couldn't be mass production as we know it today, with all its economies and advantages. People can't buy things—or want things—unless they know they exist.

The big problem in this country at this moment, and likely to be a big problem for some time to come, is not so much over-production as under-consumption.

Advertising is the ideal technique for mass communication because it is the cheapest, quickest—and most responsible—way to reach the people.

A good example of the low cost of advertising is shown in this newspaper.

It is a fact that advertising will speed up sales and create valuable good will for a brand or store. Witness the actual money value of any well-advertised, well-regarded name.

It is equally certain that back of that name, or that product, must be honesty, fair dealing and full value for the price.

There is a built-in penalty for every misrepresentation. Advertising an unworthy product or service simply means that a larger number of people will discover its disadvantages all the sooner.

This day, the advertisements will bring you important news of something you want or need and where to buy it... news, very often, that you could get in no other way or at the same low cost.



What has advertising done for you lately?

Besides supporting newspapers packed with features you want,
making possible many magazines that bring you news and wider horizons,
giving radio a voice that speaks wherever you are,
bringing you the wonderful world of television,
making possible the wide choice of low priced items in your supermarket,
informing you of the benefits of thousands of products and services,
advertising, good advertising, awakens your mind
to hundreds of ideas that help you live a fuller, richer, better life.
Whether you appreciate its presence or whether you say you do not—
advertising has done a lot for you lately,

Nankipoo Locals
By Mrs. Fleetwood Cates

Mr. and Mrs. Raymond Belton, Jr., and baby, of Memphis, spent the first of the week with their parents here.

Mrs. Nora Eison, of Ripley, spent part of last week here.

Mr. and Mrs. Ralph Garrett and family, of Memphis, spent the weekend with Mr. and Mrs. Coy Hilliard.

Mr. and Mrs. Dudley Belton and daughters, of Arab, Ala., spent a few days with their parents, Mr. and Mrs. Talmadge Belton.

The Rev. and Mrs. C. W. Baldrige, of Newbern, were visitors in the Roy Hilliard, Sr., home last Friday.

Mr. and Mrs. Charlie Cates and James Conner, of Ripley, were dinner guests Monday evening of Mr. and Mrs. Douglas Collins. Other visitors were Mr. and Mrs. Fleetwood Cates and Debbie Hilliard.

Visiting in the Roy Hilliard, Sr., home Saturday were Mrs. Teresa Bryan, Mrs. Buddy Love, and Miss Pauline Bryan, of Memphis, Mike Bryan and Tony Bryan, of Ripley, and Mr. and Mrs. Max Lancaster and sons, of Trenton.

Mrs. L. E. Olds has been quite ill for several days.

Mr. and Mrs. Jim Taylor and son, Danny, of Mount Vernon, Ill., spent Christmas with Mr. Taylor's par-

ents, Mr. and Mrs. Banks Taylor, and other relatives.

Word has been received of the death of Mrs. Dorothy Duggan, of Augusta, Mich., widow of Henry Duggan, who resided here before moving to Michigan a number of years ago.

Mr. and Mrs. Chapman Harrell and children, of Cedar Lake, Ind., spent the Christmas holidays with Mr. Harrell's parents, Mr. and Mrs. Maynard Harrell.

Mr. and Mrs. Thomas Belton and daughters, of Little Rock, Ark., are visiting their parents here and in Halls.

Mr. and Mrs. R. F. Davis spent Sunday in Memphis with Mr. and Mrs. Rodney Davis. Little Denise Davis has mumps.

The Rev. and Mrs. Ray Cavness and sons spent Christmas Day in New Madrid, Mo., with Mrs. Cavness' parents, The Rev. and Mrs. R. J. Cooper.

Mr. and Mrs. Roy Hilliard and Debbie Hilliard spent Sunday and Monday in Memphis with Mr. and Mrs. Joe Cates.

Mr. and Mrs. Charlie Cates, of Ripley, and Mr. and Mrs. Carl Cates spent Sunday in Memphis with Mr. and Mrs. Claud Cates.

Mr. and Mrs. Harry Moore have been with Harry's mother, who is very ill in Parkview Hospital in Dyersburg.

Mrs. Mary Taylor, of Nashville, has been visiting her sisters, Mrs. A. E. Cates and Mrs. Ernest Cates,

Poplar Grove Locals
By Miss Anita Swanner

Larry Moore and Miss Ellen West, of Memphis, spent the weekend with Mr. and Mrs. Mitchell Moore. Jackie Moore accompanied them home for a short visit.

Mr. and Mrs. Howard Shelton and daughter, Lori, of Memphis, spent the Christmas holidays with Mr. and Mrs. Doyle Davis.

Miss Mary Louise Knox, of Memphis, and Mr. and Mrs. Hollis Knox and children, of Dyersburg, spent Wednesday in the home of Mr. and Mrs. Ira Knox.

Mr. and Mrs. Jimmy Watts and children, of Memphis, were in the home of Mr. and Mrs. Buddy Rogers Sunday.

Mr. and Mrs. Bert Ables and Mr. and Mrs. David Moore and son, of Memphis, visited Mr. and Mrs. Mitchell Moore Sunday.

Bob Harris, of Memphis, visited relatives here Tuesday and Wednesday.

Visiting in the Holford Swanner home Saturday night were Mr. and Mrs. Cleveland Clendenin and daughter, Mr. and Mrs. Aaron Fish-

er and son and Miss Brenda Butler, all of Unionville, and Theron Yarbrough, of Fowlkes.

Mr. and Mrs. Holford Swanner and daughters were in the home of Mr. and Mrs. Cleveland Clendenin last Friday night in Unionville.

Mr. and Mrs. James Knox, of Memphis, spent the Christmas holidays visiting relatives here.

Mr. and Mrs. Rodney Davis and daughter, of Memphis, visited a few days in the home of Mr. and Mrs. Lenard Alston.

Mr. and Mrs. Bobby McMillan and children and Mr. and Mrs. Bill Powell and sons, all of Memphis, were in the Doyle Davis home Sunday.

Mrs. Ray McMillan, of Memphis, was in the home of Mr. and Mrs. Charles Harris for a few days last week.

Miss Hazel Griffin spent the Christmas holidays with her sister, Miss Pansy Griffin, in Chattanooga.

Sick and Ailing

McKinley Cherry is critically ill in Parkview Hospital in Dyersburg.

Carl Childress was rushed to Parkview Hospital in Dyersburg Sunday night after a heart attack at his home in Gum Flat community.

W. H. Keltner has been ill at his home in Halls.

Dismissed From Lauderdale County Hospital
Gates—Rt. 1, Dorothy Woodard, Mrs. Marie W. Brandon; Rt. 2, Richard Bailey, Mrs. John Lemons.

Halls—Mrs. Flossie Little; Rt. 2, Linda Dunaway, Roy Burns.

PROMOTION TO BELTON
Now Holds Captain's Rank In The Guard

Jackie A. Belton, of Memphis, has been promoted to captain in

8-POINTER FOR CORLEW
Handsome Deer Taken West Of Knob Creek Farm

Cary Corlew brought home the venison last Friday when he hunted an 8-pointer deer while hunting west of Knob Creek Farm. The deer field dressed at 160 pounds.

He is personnel officer of the group and an air technician.

He is the son of Monroe Belton, of Halls.

WANT ADS

FOR SALE
FOR SALE—New 3-bedroom brick house. Electric range, built-in oven, vent hood, ceramic tile bath. FHA loan. Bobby Jacobs. Phone 234-7777, Halls. 27-3t

NOTICE
No hunting, fishing, swimming or trespassing on any of my farms in Dyer or Lauderdale County. Violators will be prosecuted. Harold D. Keller, Dyersburg, Tenn. 13-4t

The Halls Graphic
HALLS, TENNESSEE

Entered as second class matter weekly at the post office in Halls, Tennessee, under the act of March 3, 1957.

Every Friday Morning

\$2.00 PER YEAR
in Lauderdale, Crockett and Dyer Counties.
\$2.50 ELSEWHERE

HENRY MURCHISON
Editor and Publisher

Notice To Lease Public Land

Sealed bids will be received at the Mayor's Office in Halls, Tennessee, for the Lease of certain public land hereinafter described, until 7:00 p. m. on

Monday, Jan. 6, 1964

at which time they will be opened and publicly read at the

Mayor's Office, Halls, Tenn.

This is an offer to lease all tillable land owned by the Town of Halls and located on that area of about 300 acres on what was formerly known as the Dyersburg Army Air Base in the 12th civil District of Lauderdale County, Tennessee. The amount offered to be leased being the tillable land on the area which is 123.7 acres more or less, including the 30 acres around the disposal plant. Lessee is to have no control of the balance of the land on the area and the city reserves the right to enter the same for the maintenance of gas and water lines without penalty. There is a cotton allotment which will be a part of this lease now set at approximately 41.9 acres, but the Lessor does not guarantee the exact amount of the cotton allotment.

This lease will be for the calendar year of 1964. Leased on a cash basis with the successful bidder to make and deliver to the Lessor a bankable note in the amount of his bid, said note payable November 15, 1964, and a landlord's lien is retained to secure the payment of the note. The exact boundaries of the land leased in this area are to be designated by the Lessor. The Lessor reserves the right to reject any and all bids and no member of the Board of Mayor and Aldermen or other City Employees shall be eligible to bid.

Board of Mayor and Aldermen
TOWN OF HALLS, TENNESSEE

Jones Best-Way Market

PHONE 234-7800 HIGHWAY 51, SOUTH

Prices Good Friday and Saturday, Jan. 3rd & 4th

Purnell Pride FRYERS	Whole lb.	29c
	Cut up lb.	33c
Tenn. Pride Sausage lb.	49c	
White Swan BISCUITS 6 cans	43c	
Tenderbake Plain or Self Rising FLOUR	5 lbs.	39c
Libby's 20 oz. Catsup 2 bottles	49c	
No. 1 Red Potatoes 10 lbs.	39c	
All Brands SWEET MILK	1/2-gal.	45c
LEMONS doz.	39c	
CELERY stalk	5c	
Shelton's Buttercup 9 3-4 oz. COOKIES	2 boxes	39c

General Insurance
Fire — Automobile — Casualty
Homeowners

Hurt Insurance Agency
117 E. Main Tel. 234-7712

Attention Cattle Growers

FOR SALE
GROUND COBS
and BALED SHUCKS

Halls Grain & Imp. Co.
Phone 234-7202 Halls

Announcement

I have opened the

Texaco Service Station
Highway 51, South Halls

TIRES GASOLINE
BATTERIES OIL & GREASE
FLATS WASH
All Business Will Be Appreciated

ROY JONES
Roy and Lucky

Join our Christmas Club

Pick your Club Class and start saving for happier spending next year. When next Christmas rolls around, you'll be glad you joined the Christmas Club now!

Club Class	Save to each week	Save to 25 weeks
1.00	\$25.00	\$250.00
2.00	\$50.00	\$500.00
3.00	\$75.00	\$750.00
4.00	\$100.00	\$1000.00

Bank Of Halls
Halls, Tenn.

Attention Farm Bureau Members

If you have your Fire Insurance with TENNESSEE FARMERS MUTUAL INSURANCE COMPANY, pick up your second 25% dividend check for 1963.

Farm Bureau Office
Ripley, Tennessee
C. Fred Faulk, General Agent

Plaza Food Center
PLENTY FREE PARKING — NO TIME LIMIT
DYERSBURG

Prices Good All Week Thru Wed., Jan. 8th

USDA Good, Tender and Fat Trimmed
Chuck Roast lb. 39c

Armour's Star 10 to 12 lbs.
HEN TURKEYS lb. 39c

USDA Good Center Cut
CHUCK ROAST lb 49c

Armour's Star Bacon lb. 49c

USDA Good Round Bone
POT ROAST lb. 59c

Old Fashioned Sliced or Chunk Style
BOLOGNA lb. 29c

New Viv Simonize FLOOR WAX 14 oz. 2 for 49c	Geisha Sliced PINEAPPLE 8 1-2 oz. can 10c	Rocket White or Yellow POPCORN 1 lb. bag 2 for 19c
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Maxwell House Instant
COFFEE 10 oz. \$1.39

Regoe's Black Pepper 4 oz. 29c	Swift's Roast Beef 12 oz. 49c
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Del Monte 20 oz.
Tomato Catsup 2 bottles 49c

Golden Rich OLEO 3 lbs. 49c	Turner's Quality Cheddar ICE CREAM 1/2-gal. 59c
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Yellow Rose Flour 25 lb. bag \$1.69

BANANAS lb. 10c Jewel Oil -qt. 37c

Florida Oranges dozen 29c

Jan.

10, 17

Not available

Jan.

10, 17

Not available

Public Records

Real Estate Transfers
Earl Hunt Marshall and wife to Spurston, 7 Smith and wife, lot 3rd Dist.
Ruth M. Burgess to Rufus T. Smith and wife, lot 2nd Dist.
J. F. Tillman and wife to Rufus T. Smith and wife, lot 2nd Dist.
Mary Cherry and others to Will A. Cherry, lot 12th Dist.
Lennie Taplar and wife to W. A. Cherry and wife, lot 17th Dist.
Carland Hargett and others to Mary Mary E. Hargett, lot 12th Dist.
T. W. Avery to Paul Avery and wife, lot 17th Dist.
T. W. Avery to Henry E. Jordan and wife, lot 17th Dist.
T. W. Avery to Sara Cannon and wife, lot 17th Dist.
Louis Williams and wife to Lewis Elder and wife, 14.8 acres, 2nd Dist.
Bremon E. Helton and wife to Rufus H. Helton, 2 acres, 15th Dist.
C. W. Ellis and wife to William Morgan Holloway and wife, 4 1/2 acres, 7th Dist.
W. H. Moody and wife to Ellen E. Williams, lot 2nd Dist.
Lillie B. Dexter to Claudine H. Stobing, lot 10th Dist.
Berlye Harfield and husband to Woodrow Jackson and wife, 25 acres, 3rd Dist.
James M. Klutts and others to C. Wilson Viar and wife, lot 2nd Dist.
James M. Klutts and others to Margaret Klutts, lot 2nd Dist.
Alec Riley and wife to Jessie Riley and wife, lot 2nd Dist.
Ollie G. Vandergriff to Claudine H. Stobing, lot 10th Dist.
Rose E. Brasfield and others to H. D. Brasfield and wife, three tracts, 17th Dist.
Mrs. Lucille Acuff to Lewis Walker and others, 480 acres, 5th Dist.
John Wood and others to N. C. Uley and others, 174.37 acres, 15th Dist.
Douglas McArthur Hendren to John L. Hicks and wife, lot 2nd Dist.
Sallie E. Blackwell to Wayne McGowan, Jr., and wife, four tracts, 13th Dist.
Burdorf Hatcock and others to Tucker Hatcock and wife, 65 acres, 2nd Dist.
Parker Griffin and wife to John Wesley Sadler and wife, 30.50 acres, 14th Dist.
Deatler Mescham and others to Roy Mescham, lot 7th Dist.
Wiley T. Daniels and wife to Doris Daniels Irvin, lot 2nd Dist.
James E. Wood and wife to John K. Walker and others, lot 2nd Dist.
Betty Ruth Metzner to Waldemar Metzner, 3.4 acres, 2nd Dist.
William F. Douglas to Hiram Paul Craig, four tracts, 10th Dist.
James Overall to James F. Taylor and wife, lot 2nd Dist.
James Overall to James F. Taylor and wife, 8.5 acres, 2nd Dist.
Mrs. Georgia May Chest and others to T. C. Sanders and wife, lot 2nd Dist.
Lavinia Connell and wife to Leonard Connell and wife, 2.80 acres, 2nd Dist.
Charlie Hayes and wife to Verlen G. Wheeler and wife, 8 acres, 2nd Dist.
Charles C. Shoaf, Jr., to M. S. Rice and wife, lot 4th Dist.
John Wesley Sadler and wife to

SCHOOL SCOOPS

From Halls High
By Betty Peinstorfer, Beta Club
Mid-term examinations were completed Tuesday, and school is getting back to normal. Since students were not required to be at school unless taking a test, it was a welcomed vacation for most. The fourth six-week term began Wednesday. Each semester has three such terms.
The Science Club was shown a film, "Missile Named Mac," Wednesday of last week. In cartoon style, it explained a guided missile system. The film was furnished by Bell Telephone Co.
In the annual staffs monthly meeting Wednesday of last week, in which co-editor Brenda Cannon presided, plans were made to buy a new camera for the staff. A new camera for the staff was announced on class pictures in February.
The girls' basketball team is ranked third in the district, after its recent victory over Manders. The team plays Somerville on the report cards will be given out Wednesday. Students take cards to each class, where teachers will find it convenient to confer when desired.
A letter grade will be given for the third term and a grade in figures for the first semester. This grade is an average of the three term grades and the mid-term examination grade. This semester's grade is recorded on the permanent record book.
Halls High will compete against Senatobia, Miss., High School Feb. 20th in the "Quit 'em On the Air" program over television station WMBZ, as the schedule has been set ahead one week to allow most students to complete mid-term exams.
A panel of four students, and a panel of four, will be released as soon as contestants are chosen.
The first year French class is starting a new French reader, "Le Conte de Monte Cristo," by Alexander Dumas, and continuing intensive drill with the new laboratory installed this year.
Latin classes I and II have received material about the Mid-South Latin Tournament, held each spring at Memphis State University, and students from both classes are expected to participate.
Donna Lou Roberts is Halls High's 1964 "Homemaker of Tomorrow." She achieved the high score here in a written knowledge and attitude examination given Dec. 2nd.
Donna Lou is the daughter of Mr. and Mrs. J. N. Roberts. She is a member of the senior class, and will graduate with a major in math, science and home economics. She has won several honors and awards in 4-H Club work and last year was Outstanding Student in Home Economics.
She plans to attend the University of Tennessee at Knoxville to major in home economics.
To James J. Fuller and wife, 113.80 acres, 5th Dist.
Mattie A. Fitzgerald and others

Leverage Key To Beet Plant Profits

(Continued From Page 1)
toward their equity at the rate of \$1 per ton of beets delivered.
"This use of farm or community credit to help finance refinery groups to help finance refinery groups is growing. The farmers' motive is clear enough. Beets yield a high gross return per acre, yet have twice as much as wheat for a western farmer.
"The beet grower plants and harvests his crop on a participating contract with the processor. After maturity of last week, in cartoon style, it explained a guided missile system. The film was furnished by Bell Telephone Co.
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Constant Comfort in Gold Medallion Homes
Electric heat is specified in every Gold Medallion Home because of its unexcelled quality and comfort.
Electricity provides constant warmth - like that of the sun's rays - at the setting of thermostats. Warmth without drafts, without flame, smoke, or soot. Warmth without the problem of fuel delivery or storage. Warmth that's clean, safe. And a great value under our low electric rates.
But the constant comfort of electric heating is just one of the quality features in a Gold Medallion Home. Others are an array of electric appliances, air conditioning, planned lighting, and adequate wiring.
The Gold Medallion means comfort and quality. Call us or your builder for full details about this new symbol of better living.

Ripley Power & Light Company

NOBODY BUT NOBODY UNDER SELLS GUTTMAN'S - NOBODY BUT NOBODY UNDER SELLS GUTTMAN'S
Guttman's Sensational Clearance Sale
JANUARY

Advertisement for Guttman's Sensational Clearance Sale featuring various clothing items like Dressy Frocks, Suits, Sport Jackets, Sport Shirts, and Jeans with prices and 'SAVE' callouts.

BREVITIATIONS

Mr. and Mrs. Roy M. Robinson, of Memphis, spent Saturday night with Mr. Robinson's mother, Mrs. Annie Robinson.
Mr. and Mrs. Elford Baker spent the first of the week in Memphis with Mr. and Mrs. Charles Smith.
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ENGAGED

Mr. and Mrs. Elford Baker spent the first of the week in Memphis with Mr. and Mrs. Charles Smith.

Mission Day Led by Mrs. Jordan

Mrs. R. E. Jordan, mission study superintendent, conducted an all day session Monday at First Methodist Church. The book "The Christian Mission in Southeast Asia" was the background for this study of Pakistan, Nepal, Ceylon, and India.

SICK AND AILING

M. E. McDermann, Jr., entered St. Joseph Hospital in Memphis Wednesday.
Mrs. P. G. Cooper, Jr., daughter of Mr. and Mrs. Paul Crittendon, of Halls, had surgery last Friday in St. Thomas Hospital in Nashville.

CHOSEN

MISS JUDY ANN GATES has been named as the Daughters of the American Revolution "Good Citizen of the Year" at Halls High School. She is the daughter of Mr. and Mrs. C. L. Gates, of Route 2, Halls.

Poplar Grove Locals

The Rev. and Mrs. Joe Paul Pruitt and son, Chris, of Jackson, were the Sunday guests of Mr. and Mrs. Annie Gentry last Friday.

CHURCH OF CHRIST

Taylor Davis, Minister
GATES - Preaching: 1st and 3rd Sundays, 11 a. m., 6:30 p. m.
ANTIOCH - Preaching: 2nd and 4th Sundays, 11 a. m., 6:30 p. m.
BIBLE STUDY
Gates: Tuesday, 7 p. m.
Antioch: Wednesday, 7 p. m.

Attend

Attend OPEN HOUSE AT Cook Implement Co. Friday, January 31 AND THE John Deere Show AT 7 P. M.

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Congratulations

To Mr. and Mrs. Clyde Manuel, of Rt. 2, Halls - a daughter, born Jan. 18th in Lauderdale County Hospital.

Attend

Attend OPEN HOUSE AT Cook Implement Co. Friday, January 31 AND THE John Deere Show AT 7 P. M.

Advertisement for Ford Dealer Hot Year Hardtop Rally, featuring images of Ford cars and promotional text about savings and performance.

Advertisement for Jones Best-Way Market featuring a list of meat products (Blade Cut Chuck, Center Cut Chuck, Round Steak, Minute Steak, Rib Steak, Prime Rib Roast, Well Trimmed Sirloin Steak, Short Ribs) and grocery items (Detergent, Purex, Sugar, Potatoes, Ice Milk, Matchless Bacon) with prices.

DON'T YOU READ BEFORE YOU BUY?
And don't you sometimes re-read, study, compare, figure, measure, clip, save, and show to friends? When you're on the brink of buying, aren't you hungry for facts, features, dimensions, styles, colors, capacities, and prices? Print advertising puts people who are close to a purchase close to the kind of information they demand. Magazines, newspapers and brochures let them linger with your message for as long as they like. Print imparts important details, allows for colorful presentation, makes lasting impressions, takes people straight to the point-of-purchase. Print makes sense because print makes sell.

BIBLE SPEAKS... Two Rich Men... Lesson for January 25, 1964

The Halls Graphic... Every Friday Morning... \$2.00 PER YEAR... \$2.50 ELSEWHERE

Gates Locals... Mrs. W. T. Heathcoat spent several days this week with her sister, Mrs. Francis Perot, in New York.

DEATHS... Carmen Ortis died at his home in Tujunga, Calif. after long illness.

Asa Vaughn... Asa Vaughn, Halls city mail carrier 36 years, died suddenly at 7 p. m. Monday at his home in Halls.

White Elephant Sale... Saturday, January 25, 1964... Joe L. Levy & Son

Confidential Corner... Well Planned... Big Day Planned... Still a Little Hope

County Democrats... Re-Elect Dr. Scott... Party's Chairman

Madison Countian... Before Livestock... Banquet Monday

SCHOOL SCOOPS... Torrid Winds... Strike Between Edith, Nankipoo

WANT ADS... FOR SALE... FOR SALE—Black locust posts... FOR SALE—Former Charlie Wilson house

Business Opportunities... Application For Beer Permit... MARLEY'S PLACE

General Insurance... Fire — Automobile — Casualty... Homeowners

Hurt Insurance Agency... 117 E. Main... Tel. 234-7712

Announcement... I have opened the... Texaco Service Station

Plaza Food Center... DIVERSBURG... Prices Good All Week Thru Wed., Jan. 29th

County Democrats... Re-Elect Dr. Scott... Party's Chairman

Madison Countian... Before Livestock... Banquet Monday

SCHOOL SCOOPS... Torrid Winds... Strike Between Edith, Nankipoo

Income Tax Service... INCOME TAX RETURNS MADE... CALL 234-7581

Gilreath Dyer... In Same Building With Bowie TV Service... Opposite Townsend-Davis

Telephone Talk... By ROGER GARNER... Your Telephone Manager

HOW'S YOUR TELEPHONE PERSONALITY?... Your voice is to the people you call on the telephone.

SIGN IN A PAINT STORE... "Husbands choosing colors must have note from wives"

POEM FOR NEW YEAR'S DAY... You can keep throughout the year? Stay in touch with all your relatives

DID YOU KNOW NETWORK TELEVISION... comes to your home via Long Distance Television Lines?

TELLING TIME BY TELSTAR!... The Bell System's first active communications satellite

HELP WITH FARM TAXES... Ollie Phillips, Jr., Internal Revenue auditor of Dyersburg

Bank of Halls... Halls, Tenn.

Bank of Halls... Halls, Tenn.

Bank of Halls... Halls, Tenn.

Bank of Halls... Halls, Tenn.

Bank of Halls... Halls, Tenn.

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Washington Merry-Go-Round... DREW PEARSON

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NOBODY BUT NOBODY UNDER SELLS GUTTMAN'S — NOBODY BUT NOBODY UNDER SELLS GUTTMAN'S — NOBODY BUT NOBODY UNDER SELLS GUTTMAN'S — NOBODY BUT NOBODY UNDER SELLS GUTTMAN'S — NOBODY BUT NOBODY UNDER SELLS GUTTMAN'S

GUTTMAN'S GIGANTIC WHITE SALE. Ladies' Cardigan \$1.99, Frocks \$1.99, Sport Shirts 99¢, Men's Flannel \$2.00, Socks 3 pr. 99¢.

YOUR SAVINGS See Our January 50% AND MORE Clearance Circular. Greater Than Ever - Now In Full Blast. Hob Nail-Chenille Spreads \$1.99.

Wash Cloths 5¢ ea., Print \$2.99, Pinwale Corduroy \$2.99, Jackets \$2.99, Jimmyalls 99¢.

Blankets \$2.99 pr., Nylon Hose 49¢ pr., Bath Towels 79¢, Dressy Frocks \$2.99, Sport Jackets \$3.99, Dressy Coats \$13.99, Siesta Sheets \$1.19, Sharp Skirts \$1.99, Sweaters \$2.99, Slim Jims \$1.49, Dressy Shoes \$2.99 pr., Dress-Casual Shoes 99¢ pair.

SAVE! Foxcroft Sheets \$1.79 ea., Foxcroft Sheets \$1.64 ea., Blankets \$1.99, Sheeting 5 yds. 99¢, Flannel 4 yds. 99¢, Bedspreads 99¢, Diapers \$1.69 doz., Blankets 99¢ ea.

Men's Heavy Work Pants \$1.99 pr., Men's Gaborino Topcoats \$8.99, Men's Sport Jackets \$4.99, Men's Suits \$23.99, Men's Dress Slacks \$4.89 pr., Men's Sport Shirts \$1.99, Boys' 13 1/2 Oz. Western Jeans \$1.99, Men's Hat Sale 33% Off \$13.99, Men's Sport Coat \$13.99, Men's 4-Backs Overshoes \$2.99 pr., Men's 13 1/2 Oz. Western Jeans \$2.89 pr., Men's Oxfords \$8.99, Men's Rubber 12" Insulated Lace Boots \$5.99 pr.

NO CHARGES NO REFUNDS ALL SALES FINAL. GUTTMAN'S Ripley, Tenn. Phone 203. \$5.99 pr.

BREVITIES

Warren Nunn... Mrs. M. E. McDermann... Mrs. E. J. Shannon... Miss Linda Tomlinson... Miss Vaden... Miss Helen Harrell... Mr. and Mrs. Charles Albrook.

Pre-nuptial Parties Honor Bride-Elect

Miss Barbara Kate McBride... Upon her arrival in a lovely two-piece red wool knit dress she was presented an unique coronet fashioned of miniature kitchen gadgets.

GARDEN CLUB MEETING

Halls Garden Club will meet at 2:30 P.M. Feb. 6th in the home of Mrs. Morris Stallings...

CARD OF THANKS

We wish to take this method to thank our friends and community for the flowers, food and many acts of kindness shown us during these past few days. We pray that God's blessings be on each of you. Mrs. Ann Vaughn and family.

General Insurance Fire - Automobile - Casualty Homeowners

Hurt Insurance Agency 117 E. Main Tel. 234-7712

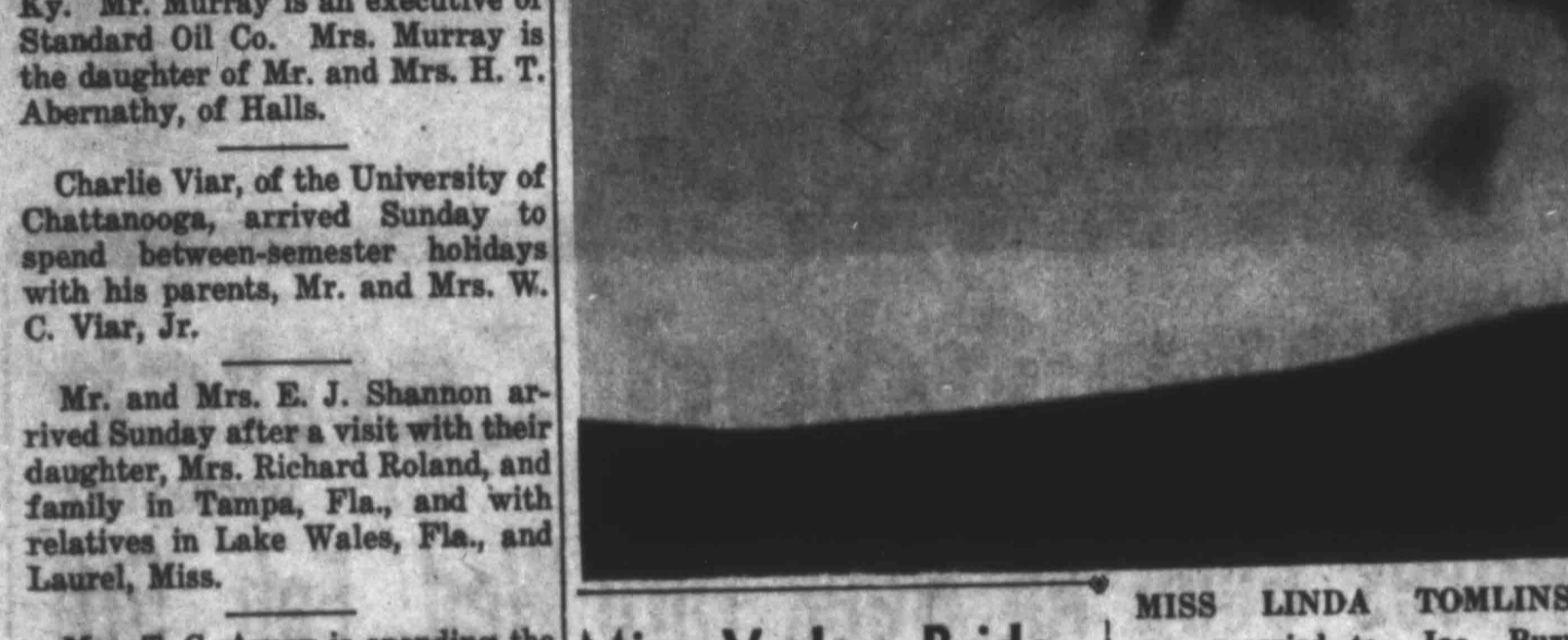
Income Tax Service INCOME TAX RETURNS MADE CALL 234-7581

Gilreath Dyer In Same Building With Bowie TV Service Opposite Townsend-Daws

Permanents Reduced Beginning Feb. 1 thru Feb. 15

Table with 2 columns: Service, Price. \$15.00 Cold Wave \$7.50, \$10.00 Cold Wave 6.50, Budget Wave 5.00

Williams Beauty Shop Violet and Zell Williams West Tipton St. Phone 234-9294



Miss Vaden Bride of William Jacobs



MISS LINDA TOMLINSON was married to Joe Burrow, son of Mr. and Mrs. J. W. Burrow, of West Memphis, Ark.

Mr. and Mrs. Paul Vaden, of Halls, announce the marriage of their daughter, Patricia Ann Vaden, to William Thomas Jacobs, son of Mr. and Mrs. Marshall Jacobs, of Halls.

HAMBURGER SUPPER SET The H-Club will sponsor a hamburger supper Feb. 6th at the school cafeteria beginning at 5:00 p.m.

Jones Best-Way Market

PHONE 234-7600 HIGHWAY 51, SOUTH Prices Good Friday & Saturday, Jan. 31st & Feb. 1st Open All-Day Every Wednesday

Table with 2 columns: Item, Price. Barbecue Sandwiches 10¢, Chili with Beans 2 for 49¢, Sorghum 4 lbs. \$1.29, Dressing 24 oz. 29¢.

You Are Invited To Attend Our OPEN HOUSE at Our New Building on Highway 51, North Friday, January 31st, 1964 and at 7:00 p. m. be our guest and enjoy your

host on film... CHARLIE WEAVER, at this year's JOHN DEERE DAY

See the greatest demonstration of farm equipment ever filmed. Two great new John Deere Tractors plus NEW Combines - NEW Garden Tractor - NEW Gyromors - NEW Disk Harrows AND... a whole parade of other John Deere Equipment NEW FOR '64.

COOK IMPLEMENT CO. Hwy. 51, North Near Forked Deer Electric Register Now for Free Prizes!

THE BIBLE SPEAKS
International Bible Society
BY DR. KENNETH J. FOREMAN

Casual Meeting
Lesson for February 2, 1964

Background Scriptures: John 4:1-12.
Devotional Reading: Psalm 42:1-4.

THE WORD "casual" has various meanings. It makes you think of leisure-time casual clothes or off-hand casual remarks. It is the opposite of formal, planned, carefully prepared. You don't look forward to a casual meeting, you don't even give it a thought till you run across this person unexpectedly. Many meetings in life are planned, more a stranger to a casual acquaintance is one you meet and then not again. A casual meeting is the opposite of an important meeting. Most people don't expect much from casual acquaintances or casual occasions of any kind.

No one is unimportant
Jesus, as usual, was different. He met many persons casually, as we would say. He would talk with a stranger a few moments and then they would part never to see each other again. But for Jesus no meeting was merely casual, because no person was unimportant, and every moment was bound up with Eternity.

That woman at the well is a good example. Jesus did not inquire her name. She lived in a village he never had visited and never would visit again so far as we know. As the world counts such things, she was not important. Notorious in her home town, maybe; but not important. In fact, from the viewpoint of the disciples, she was so far beneath the notice of Jesus that when they found him talking with her, they were astonished. And yet Jesus did talk to her with such leisurely seriousness that you might have thought she was the only person in the world. He said to her some profound truths that casual meeting, nothing would have happened. If when she talked about the right place to worship God, he had said, "That's a good question—but let's not get into an argument, it's too hot," or if when she said "I have no husband" he had said nothing but "Oh," it would indeed have been a casual meeting, nothing more. But Jesus turned that meeting into a milestone for the woman's life. Before she met Jesus she was a woman living only for pleasure and not getting much out of it. After she met Jesus she became an enthusiast about him. She is interested in her fellow-citizens—for the first time, we may suppose—no longer in a self-seeking way, but eager to have them know Christ also. She has a new interest in life because for the first time her life has found a new center, a center not in her own trivial self. In short, Jesus knew that while he himself would have more meaningful hours than this, while he knew that this was not a life-changing moment for him, it was for her. And he dealt with the woman in accordance with the importance of the hour and the meeting for her.

No brush-off
One of the most humiliating and disappointing experiences in life is to be the victim of a "brush-off" from someone who stands above us. Those who have some importance recognized by others might remember this: Christians especially. Parents, for example, may make fun of some effort a child has made at playing a small instrument, or high-jumping, or something else that isn't much account in the grown-up's book but means a lot to the child. A worker who has a suggestion thrown into the wastebasket, a helper in the house or on the farm who does his best on a small task only to have it ignored—these incidents are soon forgotten by parent, employer, or boss; but they are not forgotten by the "little man." The great secret of turning casual meetings, casual occasions, into memorable moments, is putting yourself in the other person's place. A woman was explaining why she didn't like her preacher. "He always acts like he doesn't have time for me. Isn't that the trouble with most of us? We don't have time for people—especially if they are littler than ourselves. Perhaps if we took more time with people we could begin to see more in them!"

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The Halls Graphic HALLS, TENNESSEE

Entered an second class matter weekly at the post office in Halls, Tennessee, under the act of March 3, 1897.

Every Friday Morning

\$2.00 PER YEAR in Lauderdale, Crockett and Dyer Counties.

\$2.50 ELSEWHERE

HENRY MURCHISON Editor and Publisher

WANT ADS

FOR SALE

SPINET PIANO—New name brand, \$395.00. Low payments. See truckload at no obligation. Write Piano Tuner, 1810 8th Ave. South, Nashville, Tenn. 37203 17-34

FOR SALE—John Deere 2-row planter; Farmall 2-row cultivator, both with 3-point hitches. B. A. Morgan, Phone 234-7715, Route 1, Halls.

FOR SALE—Spinnet Piano. Rated in highest grade at tremendous reduction. People with good credit can just assume small payments. Must find good home in next ten days. We'll move at no charge. To inspect without obligation, write Home Office, Joplin Piano Co., Joplin, Mo.

Poplar Grove Locals

By Miss Anita Swanner

Miss Barbara Sasser is home for a few days between semesters at Union University, Jackson.

Mrs. Dora Stacy, of Halls, spent Sunday with Mr. and Mrs. Talmage Spry.

The Rev. Cecil Burnette, of Gadsden, was the dinner guest Sunday of Mr. and Mrs. Jackie Walker.

Mr. and Mrs. Bob Graham and family, of Memphis, spent Saturday with Mr. and Mrs. Lenard Alston.

Mr. and Mrs. Billy Thurmond and daughters, of Halls, spent Sunday with Mrs. Cora Thurmond.

Mr. and Mrs. Martin Lee and Mrs. Presley attended a birthday dinner at the home of Billy Presley at Brownsville Sunday.

Mr. and Mrs. Roy Brandon returned Tuesday after two weeks in Champaign, Ill., and Owensboro, Ky.

Roger Harris, of Martin, was the weekend guest of his parents, Mr. and Mrs. Charles Harris, Jr.

Mr. and Mrs. David Moore and son, Dave, and Miss Janie Moore, of Memphis, spent part of last week with Mr. and Mrs. Mitchell Moore.

Mrs. Robbie Sasser and Miss Barbara Sasser were in Memphis Saturday.

Mrs. Henry Moore is ill.

Bubba Moore, of Nankipoo, spent the weekend with Randy Harris.

Mr. and Mrs. Henry Butler, of Alaska, visited Mr. and Mrs. Clifford Swanner Tuesday.

Hollis Knox and son, Steve, of Dyersburg, visited Mr. and Mrs. Ira Knox Monday.

Visiting in the Holford Swanner home Sunday night were Mr. and Mrs. Adron Fisher and son, Mr. and Mrs. Cleveland Clendennon and Miss Brenda Butler, all of Unionville, and Theron Yarbrough, of Fowkes.

Mr. and Mrs. Lloyd Fitzhugh and sons visited Mr. and Mrs. Holford Swanner Sunday.

Trade at home. Print at home.

Countians Attend Quarterly Meeting

Quarterly meeting of the Dyer Woman's Missionary Union met at the Finley Baptist Church on Thursday morning, January 23rd, at ten o'clock.

The president, Mrs. Edwin Hunter, of Halls, called the meeting to order and welcomed everyone. The hymn of the year, "O God Our Help in Ages Past," was led by Mrs. Howard Burchfield. Prayer for the missionaries with birthdays was offered by Mrs. Harry Odom.

Mrs. Jerry Powell, of Mary's Chapel, presented the devotional. Using the current Woman's Missionary Union watchword, Psalm 105:1, for her text, she asked that it be applied to each life and that more honor and glory be given unto God.

The business session was conducted by Mrs. Hunter, at which time various reports were given. Mrs. C. N. Hawks, Girls' Auxiliary director, announced that there will be a quarterly GA meeting on February 13th at Finley.

An inspiring message was brought by The Rev. Gerald Martin, pastor of the Poplar Avenue Baptist Church in Memphis. Mr. Martin was one of the ministers who went to the Orient for the New Life Crusade. He told of the

Nankipoo Locals

By Mrs. Fleetwood Cates

Mr. and Mrs. Roy Hilliard, Sr., and Debbie Hilliard spent Sunday in Trenton with Mr. and Mrs. Max Lancaster.

Fleetwood Cates has returned from North Carolina, where he visited his niece, Mrs. Delbert Vaughn, and family in Fayetteville, N. C., and Mrs. Corlane Smith and daughter in Garner, N. C. He was

great opportunities and of the wonderful experiences they had while in the revival efforts. He spoke of the great need for the support of the Christians back home they could not have accomplished this great task. Mr. Martin said the people were easily reached because they were searching for something to worship.

At the close of the message the congregation had silent prayer at the solo, "How Great Thou Art," was sung by Mrs. Howard Burchfield, accompanied at the piano by Mrs. Pat Hendrix, of Finley.

The Rev. T. C. Thurman offered thanks, after which the group adjourned to the dining room for a delicious covered dish luncheon.

In the afternoon the home mission institute was held.

CUB SCOUT MEETING

Halls Cub Scout Pack 67 met at 7 p. m. Monday at the Christian Church.

While parents met with the Cubmaster, den chiefs, Bubba Stallings and Ronnie Robertson led physical fitness contests in which Dens 1 and 2 tied for first.

The opening and closing "Candle" ceremonies were conducted by Mrs. James McKee, den mother.

The Rev. Clyde Lewis, Cubmaster, directed a "Trail of Safety" ceremony. He introduced Buddy Moore, who discussed bikes and street safety; W. H. Woodley, who spoke on fire safety; and Dale Overton, who reviewed water safety.

Mrs. Nell Dyer and Mrs. Marvin Hansford led songs.

Mrs. Vera Hilliard, Mrs. Odell Hilliard, Wayne Hilliard, Ryan Hilliard, and Reta Hilliard presented a "family alert" dramatization.

Cubmaster Lewis conducted advancement ceremonies in which David Dyer, Jackie Jackson and Scott McKee received the Lion Badge, and Gary Jennings received the Bear Badge.

Brownies and Cokes were enjoyed.

Jerry Olds, of Memphis, spent the weekend with his parents.

Monroe Belton visited his children in Memphis part of last week.

Tom Ed Collins entered Campbell's Clinic Sunday and had a pin removed from his leg, which had been put in about a year ago, following a broken leg when hit by a falling tree limb. Mrs. Collins and Mrs. Harvey Viar accompanied him to Memphis.



TEST-DRIVE A '64 FALCON SPRINT HARDTOP!



'64 Falcon Sprint V-8

AND GET A SIZZLING SAVING, TOO!
Here's the most exciting Falcon ever built! And you can get it at a most exciting saving... because we're celebrating the ending of a record hot year with extra-special trades! Drive the Sprint — competition-bred total performance is standard!

FORD DEALER HOT YEAR HARDTOP RALLY

TRY TOTAL PERFORMANCE AT YOUR FORD DEALER'S

Townsend-Daws Company, Inc.
Halls, Tenn. Phone AD4-7511

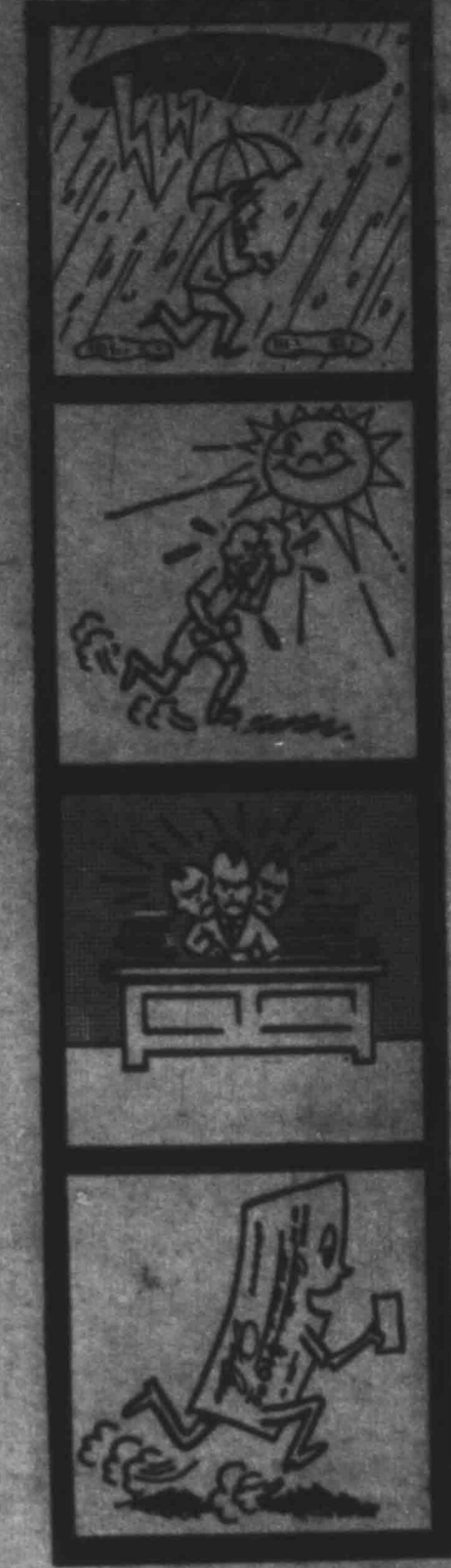


ELECTRICITY MAKES HOME HEATING LOW IN COST

This is a typical modern home. It has electrical resistance heating. Last year, the total heating bill was about \$100. (And the outstanding features of flameless electric heat — even warmth, cleanliness, safety, individual room thermostats — added nothing to the cost.)

FREE HEATING ESTIMATE
We'll be glad to give you an estimated electric heating cost for your home without obligation. Call us. Is your family's total winter comfort worth it?

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WHEN THE WEATHER IS BAD

THE DISTANCE GREAT

OR YOU ARE BUSY - BUSY - BUSY

Pay the easy way... by check and let them run your errands, safeguard your cash and furnish you with an accurate record of all payments.

YOU'RE WISE TO PAY EVERY BILL BY CHECK!

Bank Of Halls
Halls, Tenn.

WEAR BRIGHT CLOTHING
KEEP HUNTING A SAFE SPORT

FULL SERVICE BANK

Plaza Food Center
PLENTY FREE PARKING — NO TIME LIMIT
DYERSBURG

Prices Good All Week Thru Wed., Feb. 5th

Fresh Boston Butt Semi-Boneless
PORK ROAST lb. 39c

Ready To Cook Chuck Wagon
STEAKS 1-4 lb. each 19c

Fresh, Lean, Meaty
SPARE RIBS lb. 29c

Southern Belle
All Meat Franks lb. 49c

Armour's Star Bacon lb. 49c

Fresh Lean
PORK STEAK lb. 45c

New Ajax Laundry DETERGENT	Argo Green LIMA BEANS	Fresto Pop POPCORN
20 oz. 30c	16 oz. can	Fully Seasoned
49 1-4 oz. 79c	2 for 25c	5 oz. 25c
84 3-4 oz. \$1.14		

Hunt's 14 oz. bottle
Tomato Catsup 2 for 29c

Blue Plate GRAPE JAM 2 lb. jar 45c	Regoe's BLACK PEPPER 4 oz. 29c
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Regular Size
CAMAY SOAP 3 bars 25c

Evergood OLEO	Turner's ICE MILK
3 lbs. 49c	1/2 gal. 39c

Red Cross 7 oz. box Long
Spaghetti or Macaroni 2 for 19c

Martha White FLOUR	Yellow ONIONS
10 lbs. 99c	3 lb. bag 23c
RED POTATOES 25 lbs. 75c	BANANAS lb. 9 1/2c

Devis
PURE LARD 50 lb. std. \$4.89

Sick and Ailing

Mrs. Robert Ashcraft had surgery in St. Joseph Hospital in Memphis Tuesday.

Mrs. Edwin Hopkins is in St. Joseph Hospital at Memphis.

Mrs. Betra Mitchell broke her left arm in a fall last week at the home of her granddaughter, Mrs. Nell Dyer.

Steve Martin, son of Mr. and Mrs. T. O. Martin, Jr., had a tonsillectomy in Parkview Hospital in Dyersburg last Friday.

M. E. McDorman, Jr. returned home from St. Joseph Hospital in Memphis Tuesday.

Paul Avery, of Gales, returned home Tuesday after eye surgery at the Memphis Eye, Ear, Nose and Throat Hospital a week earlier.

Discharged From Lauderdale County Hospital
Gales—St. L. Mrs. W. E. Hall.
Halls—A. L. Terry, Mrs. Stella Larson; St. J. Ray Burns.