Why Is Newspaper Advertising More Effective?

1. CREDIBILITY: Readers place greater trust in news articles than in advertising, even if the articles are about the same topic.

2. LOCAL COVERAGE: Newspapers have a unique position as a reader's daily life, which means copy of news and events is a reliable source of information. A newspaper provides local background to promote your message, and your ad is more likely to be read and appreciated.

3. PERSUASIVENESS: Newspapers allow readers to read about, digest, and remember your message over time. People do not see the same message in a newspaper every day.

4. IMPACT: Since most readers are exposed to newspapers, even if only briefly, the impact of an ad is greater in a newspaper, as readers are more likely to read the message, which makes its impression more lasting.

5. SECURITY: Newspaper advertising, unlike broadcast advertising, is not subject to cancellation, and you can guarantee your message will reach the readers who will actually read it.

6. CONTROL: Ads in newspapers can be more targeted, allowing you to reach specific groups of people who are more likely to be interested in your product or service.

Daylight Saving Time ends
Set clocks back one hour

Reagan describes tax package 'pro family'

In summary, here is why newspapers are the right medium for political campaigns: newspapers are read by more people, and the impact of an ad is greater than the impact of an ad in other media. Newspapers are also more likely to reach people who are likely to be interested in your message, and the ads are less likely to be canceled or delayed. This makes newspapers an effective medium for political campaigns.
Cub Scout sport program aimed at improved health

Families throughout the East Texas area can ensure their Cub Scouts get the physical exercise they need by joining the new Cub Scout sport programs. This week's story introduces one of these programs, the Football, Soccer and Baseball. The programs are designed to help Cub Scouts develop good physical fitness habits and to provide a fun and exciting way to stay active.

Panola newspapers football winners take home cash

This week, three Panola newspapers football winners were awarded $500 each for their participation in the football games. The winners were selected from a field of 30 contestants who entered the contest. The winners were: John Smith, $500; Jane Doe, $500; and John Doe, $500. The contest was sponsored by the Panola newspapers.

Nursing home rates rise

Textile

Tax plan explained

Taxpayers have been waiting for the Texas Department of Revenue to release their proposed tax plan. The new plan has been met with mixed reactions. Some taxpayers are happy with the proposed changes, while others are concerned about the potential impact on their finances.

Tatum sales growing

By Tom White

This year, Tatum has seen a significant increase in sales. The town's businesses have been thriving, with many new stores and restaurants opening in the past year.

Pesticide rules revised

The pesticide application regulation was recently updated by the Environmental Protection Agency (EPA). The new rules are designed to ensure the safe use of pesticides and to protect the environment.

Lice Control Is No Laughing Matter. IT'S SERIOUS!!

See Us For A Complete Line Of Shampoo For Lice Control.

Panola Pharmacy

Downtown Pharmacy

Proud staff

Panola Newspapers staff and volunteers

Sen. Ed Howard honored

Sunshine Cloggers

will be at

WAL-MART

Friday, October 25
At 7:00 P.M.

CARTAGE TWIN CINEMAS

Esquire

Zombie Island Massacre

Voters decide amendments Nov. 5

The Texas Highway Department starts 'Adopt a Highway' plan

The Texas Highway Department has launched a new program called 'Adopt a Highway'. The program is designed to encourage residents to adopt stretches of highway to maintain and improve them.

Proud staff

Panola Newspapers staff and volunteers

E. L. Newsman (left) receives award from Candy Foster

W.R. Nall (right) accepts award from Tammy Lee

Panola Newspapers' subscription drive continues. In the following issue, we will feature the following articles:

- "The Great Outdoors" by John Smith
- "The Art of Photography" by Jane Doe
- "The History of Panola" by John Doe

Farmers LP Gas Co.

"We Care For Our Customers!"

Come By
220 S. Shelby in Cartersville
for details on our
Monthly Propane Giveaway!
"We Service All Your Propane Needs"
495-5848

Joffrin Insurance Agency
134 W. Rose, Cartersville
495-6123

"Trivial Facts"
By Liz Johnson

R.S. Nelson rockefeller had at least six children. His first marriage was to the daughter of the Rockefeller clan. The marriage was troubled, and the couple had no children.

Lice Control Is No Laughing Matter. IT'S SERIOUS!!

See Us For A Complete Line Of Shampoo For Lice Control.

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Friday, October 25
At 7:00 P.M.
Middle East causes problems for America

"What did you like best at Potlatch?"

Editorial
No-pass, no-play' to be taken seriously?

Not only were American businesses and organizations that bought the P.O.D. tickets required to fight the suit, but also the townspeople who sold the tickets. The suit was also brought to light by the local newspaper, the Panola Watchman, which has been covering the story extensively.

The key players in the suit were the Potlatch Middle School football team and its coach, John Smith. Smith had been accused of violating the anti-discrimination laws by refusing to play against schools that did not have integrated student bodies. The suit was filed by the Potlatch Middle School Parents Association, which represented a group of parents who complained about the coach's discriminatory practices.

Smith, who had been coach of the team for several years, denied the allegations and said that he had been treated unfairly. He said that he had been denied the opportunity to defend himself against the charges.

The suit was filed in Seattle, and a federal judge ruled in favor of the parents. Smith was forced to resign, and the team was banned from participating in the state playoffs.

The case was widely followed, and it raised questions about the role of coaches in the education system. It also brought attention to the issue of discrimination in sports, and it led to increased efforts to promote diversity and inclusion in school sports programs.

Public Opinion Forum
TALK-LINE
TO VOICE YOUR OPINION CALL 214-492-8255

Editorial
Potlatch goers show festival's popularity

The attendance levels at the 2017 Potlatch festival exceeded expectations, as festival-goers packed the local venues and enjoyed the various events and activities. The festival, which is held annually in early June, attracts visitors from all over the country and is a major event in the town's calendar.

The festival features a variety of events, including a street fair, a food court, and a music concert. It also includes a parade, which attracts a large crowd and adds to the festive atmosphere.

This year's festival was particularly successful, with more people than ever attending the various events. The organizers of the festival were pleased with the results, and they plan to continue to build on the success of the festival in future years.

The festival is an important part of the town's culture, and it provides an opportunity for residents and visitors to come together and enjoy the local community. It is also a significant economic boost for the town, as it brings in visitors and generates revenue for local businesses.

Reader wants seat belt law repealed

The reader was pleased with the recent decision by the state court to overturn the law that requires drivers to wear seat belts at all times. The reader felt that the law was unfairly burdensome and that it should be repealed.

The reader argued that the law was not necessary and that it was not effective in preventing accidents. The reader also pointed out that the law was not enforceable and that it was often not followed by drivers.

The reader suggested that the law be replaced with a more effective system for promoting seat belt use, such as education and incentives. The reader also recommended that the state government focus on other areas for improvement, such as road infrastructure and driver education.

The reader's comments reflect the ongoing debate over seat belt laws and their effectiveness. While some argue that they save lives and reduce injuries, others believe that they are not effective and are too burdensome to enforce.

WAL-MART
3 YEARS OF SAVINGS
Terrific Savings During Our 23rd Anniversary Sale!

WAL-MART
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Terrific Savings During Our 23rd Anniversary Sale!

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3 YEARS OF SAVINGS
Terrific Savings During Our 23rd Anniversary Sale!
Eyes searching for love

Abandoned animals need good home

By Mary Kay Bost

Abandoned cats and dogs are looking for a home and can be found at the Cayce, Lexington, Newberry, West Columbia, and West Union SPCA shelters located on Kyle Drive on Hwy. 1. Some are free for the asking. Others may be claimed by their owners or can be adopted after being held 72 hours for a $37 deposit.

Information about the animals is available by calling the Cayce Police Department at 762-5392.

These animals, left by owners or turned in by citizens, are available free of charge:

Cats
- Two orange kittens born around three months old. Very playful. Very cute.
- A black and white kitten born around three months old. (Lori's Home)

Dogs
- A male black and brown dog turned in around three months old. People say he is very smart and playful.
- A male black and white dog around two years old. (Claire's Home)

Besides being wonderful pets, white and orange cats are real assets and can add spice to your life. Cats need exercise, attention, food, and companionship. They also love beauty and play a part in the natural environment.

By Robert Cline

Browning cited for service work

James H. Browning has announced the following new assignments in the Richland and Lexington counties:

-徹県, the assistant district attorney for Richland County, is moving to Richland County to assume the position of chief deputy district attorney for Richland County.
- B. William K. Reaves, president of TASC, is moving to Richland County to assume the position of chief deputy district attorney for Richland County.

Browning is the son of Hugh and Jeannette Browning of Richland County.

Boosters torafle shotgun

Beckley Athletic Boosters' Boosters will be distributing tickets for a 19-gauge shotgun. A forty-dollar shotgun drawing will be held Nov. 22 at the first home game. Tickets are $1.00 each. A $2,000 prize will be awarded, with a maximum of 100 tickets. The high school game will be played at 7 p.m. The event will be held at the old school. Tickets will be available at the athletic Boosters' Boosters office.

By Richard E. Smith

Service held for furrier

Funeral services for Morris Jenkins Rogers of Longview were held Tuesday, Oct. 22, at 2 p.m., followed by a memorial service at Longview Baptist Church. The services were conducted by Father Daniel W. Odom officiating, Dr. Daniel Jenkins officiating, and John Q. Jenkins officiating. A 90-year-old member of the Longview Baptist Church, Jenkins was born Aug. 9, 1905, the son of James and Mary Dorris Jenkins. He spent most of his early life in Longview and was employed as a grocery store checker and clerk in 1955 and served as mayor of Longview. His family will receive visitors at the DeBerry Baptist Church for the service. The service will be followed by interment at Longview Memorial Park.

Gary PTA to sponsor carnival

The Gary PTA will sponsor the annual Halloween carnival at the Gary School Friday night. The school will be open from 6:00 to 9:00 p.m., and residents are encouraged to participate in the activities. The PTA will also have a costume contest, and all costumes will be judged. Prizes will be awarded to the winners. Additionally, a special area will be set aside for children with special needs to enjoy the festivities. Parents are encouraged to attend and support their children at this event. The PTA hopes to make this an enjoyable and memorable evening for all participants.
You're Invited To...
Carthage Twin Cinema & Panola Newspapers

Special Halloween Movie & Costume Contest

Saturday, October 26
Costume Contest At 1:30 P.M.; Movie Starts At 2:30 P.M.

Admission To All Kids Under 12 in Costume

- Plain Clothes And Parents 50c
- Prizes To Be Given For Boys & Girls In Each Category
- Categories For Costume Contest Are 3-5, 6-8, 9-10, 11-12
- Concession Stand Will Be Open

The following merchants are providing the prizes for the winners of boys & girls in each category:
- Walgreens
- Western Auto
- Wal-Mart
- K & M Tappery
- Ken Turner
- Don's House of Tapes
- Chips Ahoy
- Halloween & More

Also Appearing: “Dum Dum” the clown
Dogs, Athens vie for survival
Will the real Hornets show up here Friday?

At state fair
Barney cops day money

Roughly stars
TCU lauds ex-Bulldog

Lions survive frog-strangler
Cats find quarterback
Frosh at Athens next

Reed lights fires under dog's attack

By Bob Cook

Coach Doug Reed said a little bit of fire under the dog's tail will help his 5-1 Athens team opposite 7-1 Lufkin in tonight's Class 4-A state quarterfinals.

"Some fire and a little bit of enthusiasm will help us tonight," Reed said Tuesday afternoon following practice. "We need to keep the fire under the dog's tail and stay in the game." Reed added that his team's work ethic and ability to execute are essential to its success.

The Athens Tigers have been holding their own in District 14-4A, where they've won three out of four games and have a good shot at making the playoffs. Reed said that his team's defense has been solid, allowing them to stay in most games.

But Reed knows that he can't take his foot off the gas. He said that he wants to keep the team focused on the task at hand and not get distracted by any outside noise.

Reed said that he hopes to see a packed stadium tonight and that he's looking forward to the challenge that Lufkin will bring to Athens. He added that he believes his team is up to the task and is ready to step up and play at a high level.

Lufkin coach Mike Bostick also reiterated that his team is ready to go.

"We're looking forward to the game and we're ready to play," Bostick said. "We've been working hard and we're ready to make a run in the playoffs." Bostick added that he believes his team can compete with Athens and that it will be a tough game.

The Athens Tiger's victory would put them one win away from the state semifinals. Reed said that he's proud of his team and that he's looking forward to the game.

On the other hand, Bostick said that he believes his team can pull off a victory if they stay focused and execute their game plan.

The game is set to begin at 7 p.m. tonight at Athens High School. Both teams will be fielding strong rosters and it should be a unsere of a game. Athens fans are expected to turn out in full force to cheer on their team.
Beckville down
Rams pose big trouble for Bearcats

By Carl Corder

Beckville returns to the regional quarterfinals this year for the third straight season and will be favored to advance to the state tournament. The Rams, under head coach Mike Smith, will host rival Carthage in a key district match on Tuesday.

The Rams have won the district title for the past three seasons, and they are looking to make a deep run in the regional tournament. Beckville's key to success has been its strong defense, which has held opponents to an average of 35 points per game.

Carthage students fight litter

By Gary Biddle

The Carthage High School student council is fighting litter with a clean-up campaign. The campaign has been in effect for the past week and has resulted in the collection of over 200 pounds of trash.

Carthage students have been actively involved in the campaign, picking up trash on their own time and in their own neighborhoods. The students have been working hard to make a difference in their community.

Local's attend reunion

By Edward Weeks

Hundreds of alumni from Carthage High School gathered on Saturday for a reunion. The event was organized by the school's alumni association.

The reunion featured a variety of activities, including a reunion dinner, a class reunion, and a tour of the school's facilities. Many former students and faculty members attended the event, and it was a chance for everyone to catch up and reminisce about their time at Carthage.

Jackets pondering fate

By Bob Johnson

The Carthage High School football team is currently 5-2 for the season and is looking to make a strong playoff run. The Jackets have been a force in the district and are hoping to make it to the regional championship.

On paper, the Jackets have a strong defense, led by junior linebacker Michael Smith, who has amassed 80 tackles this season. The offense, led by senior quarterback Texas Brown, has been averaging over 400 yards per game.

But the Jackets' fate in the playoffs depends on how they perform in their upcoming games. They face tough opponents in the final two weeks of the season, and every game counts if they want to advance.

Marshall Symphony Season Premiere

Marshall Music Club Presents MARIA RADICHEVA
Acclaimed Violinist in Concert

7:30 p.m. Thursday October 24
Marshall Civic Center Auditorium
Season and single tickets available at the door.

Hunan

420 N. High
Longview
757-9137

Lunch & Dinner
Hawaiian Polynesian Cocktails

"Best of East Texas in REAL Hawaiian Cuisine"
Open 7 Days a Week
Till 11:00 Friday & Saturday

Xmas open Holidays

Allen Joe's Wrecker Service and Muffler Shop
Has added a larger wrecker to his fleet of wreckers.
We can now handle any need whether Small, Medium or Large
We can even move portable buildings.
Galloway News

Pamela Weideman

Donation given

The Galloway Lions Club presented a check for $254 to the Galloway Exchange Club, which is raising money for the Galloway United Way. This was the third donation given by the Galloway Lions Club during their recent fund-raising drive. Money was also given to the Galloway Salvation Army and Galloway Manor.

Billy's Beat

By Bytcha Skiles

Pamela Weideman

The Galloway News Club presented a check for $254 to the Galloway Exchange Club, which is raising money for the Galloway United Way. The donation was one of three given by the Galloway Lions Club during their recent fund-raising drive. Money was also given to the Galloway Salvation Army and Galloway Manor.

Sicilian Sale

Thick Crust Pizza

Pepperoni $3.95

Pepperoni $4.40

Works $3.95 - $4.40

The Pizzeria

First celebrated

Inventory Reduction Sale

On All Heaton Balers

Special Model 8510

$9,600

$1,650

$7,950

Halloween event slated

Department Store

Pamela Weideman

The Pizzeria

First celebrated

Inventory Reduction Sale

On All Heaton Balers

Special Model 8510

$9,600

$1,650

$7,950
Red Lobster is bringing America to you on a platter.

Presenting the Seafood Tastes of America, Red Lobster is bringing home the flavors that make America great. As we present 5 new combination platters.

1. The Alaska Platter: Tempura tempura, shrimp ceviche, crab meat, halibut steak and a salmon fillet.
2. The Southern Platter: Savor the flavors of fried catfish, crawfish, steamed gulf shrimp and a side of coleslaw and hush puppies.
3. The Louisiana Platter: Taste the magic of shrimp curry, crawfish, shrimp and a side of coleslaw and hush puppies.
4. The New England Platter: Experience the delicious flavors of maine lobsters, steamed shrimp and clams or a side of coleslaw.
5. The California Platter: Indulge yourself with shrimp kabob, halibut kabob and lightly breaded calamari rings.

Thanks given.

Red Lobster, 3015 McCamn Road, Longmont 757-6739
1600 W. 39th Loop 326, Tyler 855-2794 © 1992 Red Lobster

Beckville Honor Roll released
Beckville High School of Beckville has released the honor roll for the second nine weeks. The following students were named to the second nine-week honor roll.


Sr. High: 12th grade: Emi Smith, Jada Donahue, Kira Hearn, Elizabeth Davis, Makenzie Hulon, Jordan Page, Briley Smith, Kayla Swearingen, Tori Williams, Ava Wilson.

Chevy Pick-Up
Chevy Pick-Up

S-10 Loaded With Extras

Plus...
Safeway will be giving away this brand new

Chevy Pick-Up
And also register for $6000.00
In Valuable Safeway Gift Certificates!
One $100.00 Prize
One $100.00 Prize

Chevy Pick-Up

Just come in and register!

Saturday, Nov. 9, 1985 at 7:00 p.m.
Register as soon as you arrive. Nothing to lose.
You need not be present to win. Safeway employees and their families are eligible for two prizes.

Safeway
Amercia's Favorite Food Store
Children, teens enjoy Potlatch

Sheriff's office arrests

Sliced Bologna 88¢

Bryan Franks

Carpentry & Cleaning Co.

SafeWAY

Safeway Famous Quality Meats are Guaranteed!

Dr. Michael T. Lee, 37, was transported to the North Carolina DTH cheering on three sports

Fresh Fish Fillets $3.69

Grade 'A' Turkeys Masterpiece

Grade 'A' Turkeys Masterpiece

Dr. John D. Tate, 37, was transported to the North Carolina DTH cheering on three sports

Immunizations

Immunizations

The safety Department of the North Carolina DTH will continue its mobile immunization program on Oct. 12, the 36th year of the Department's on-site mobile vaccine program. The program will be available to all children, regardless of income. For children who qualify, the program is free. Children aged 6 months to 6 years old who have not had their first immunization will receive a DTH vaccine with any other immunization given on the same day. The Department will continue to offer a variety of immunizations, including those for measles, mumps, and rubella. For more information, call the Department at 1-800-999-8888.
**FOOD KING**

Your Community Supermarket

Open Daily Monday - Saturday, 8 a.m. - 8 p.m.
Sunday 8 a.m. - 7 p.m.

PRICES EFFECTIVE:
Thursday, October 26, 1983

**USDA Choice Western Beef** - A Carthage Tradition

<table>
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<th>Grade A Whole Fryers</th>
<th>45¢</th>
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**USDA Choice Boneless**

| Rump lb. | $1.78 |
| Roast lb. | $1.88 |
| Silver Spur Sliced lb. | $1.29 |
| Slab Bacon lb. | $2.99 |
| Frozen Cow Steak lb. | $2.99 |

**Shurfresh Sliced Lunchmeats**

| 12 oz. Pkg. | $9.99 |

**Jimmy Dean Pork Sausage**

| lb. | $1.99 |

**Our famous Cube Steaks**

| lb. | $2.69 |

**Hillshire Farms Smoked Sausage**

| lb. | $1.89 |

**Dramatic or Thighs**

| lb. | $9.99 |

**California Head Lettuce**

| 3/$1 |

| 3 lbs. | $1.99 |

**New England Breadcround Shrimp**

| 1 lb. | $1.99 |

**Dolly’s Dry Roasted Peanuts**

| 16 oz. | $1.99 |

**Betty Crocker Cake Mixes**

| 8 oz. | $1.99 |

**New England Breadcround Shrimp**

| 1 lb. | $1.99 |

**Corny’s Dry Roasted Peanuts**

| 16 oz. | $1.99 |

**Kraft Margarine**

| 38¢ |

| 2 liter | 78¢ |

**Four Pack of Paper Towels**

| 2/$1 |

**Delta Paper Bleach**

| 1-2 Gal. | 59¢ |

**Kleenex Tissues**

| 48¢ |

**Charcoal Bag**

| 99¢ |

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**He’s alive! Lost hunter found safe**

By Scott C. Wilson

An elderly hunter from a small town in north Texas was found alive after being lost in the woods for two days. The 76-year-old man, who had been hiking with his family when he became separated, was located by a rescue team using helicopters and drones. The man was taken to a hospital where he was treated for dehydration and hypothermia.

---

**Judge seeks state’s help on insurance**

By Susan L. Thompson

Governor Brown has asked the state’s insurance commissioner to take action on the rising cost of auto insurance. The governor cited a recent study that found that the average premium for a policy has increased by 25% over the past five years. The commissioner pledged to work with the legislature to find a solution.

---

**Final section of Loop 436 goes out for bids**

By Tom W. Jackson

The final section of the Loop 436 expansion project will soon be up for bid. Construction on the project is expected to be completed in 2024. The project is funded through a combination of state and federal grants.

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**DFW Airport expansion project moves forward**

By Jane R. Anderson

The expansion project at DFW Airport is progressing as planned. The project is expected to be completed in 2025 and will include additional gates and terminals.

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**Tax reform package would exempt poor**

By Edward S. Brown

A proposed tax reform package would exempt low-income families from paying certain taxes. The package is expected to be voted on in December.

---

**DA disposes docket of 50 felony cases**

By Lisa M. Johnson

The DA disposed of a docket of 50 felony cases this week. The cases were dismissed due to insufficient evidence or the death of a key witness.

---

** Forgotten tube**

By William J. Martin

A forgotten tube was found on the beach last week. The tube was later identified as a piece of a 19th-century shipwreck.

---

**Death penalty bill advances in legislature**

By Robert L. White

A bill to allow the death penalty in cases of murder has advanced in the legislature. The bill is expected to be voted on next month.

---

**New construction**

By Mary A. Johnson

A new construction project is underway in the area. The project is expected to be completed in 2026 and will include additional apartments and retail space.