

Senators Say Offer By Hanoi Is Encouraging

By MORRIS CUNNINGHAM
Washington Staff Writer

WASHINGTON, April 2.—Midnight hawks and doves agreed Wednesday Hanoi's offer to negotiate is encouraging, even though murky and unclear.

Senator John Stennis (D-Miss.), chairman of the Senate Foreign Relations Committee, said the offer is "a first step in the right direction."

Chairman J. W. Fulbright (D-Ark.) of the Senate Foreign Relations Committee said the offer is "a first step in the right direction."

He said Mrs. Fulbright had criticized his Tuesday remarks, telling him that he is "talking too much."

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Memphis Bands Rated Superior

Senior school bands received top ratings in the 3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1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223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369-2370-2371-2372-2373-2374-2375-2376-2377-2378-2379-2380-2381-2382-2383-2384-2385-2386-2387-2388-2389-2390-2391-2392-2393-2394-2395-2396-2397-2398-2399-2400-2401-2402-2403-2404-2405-2406-2407-2408-2409-2410-2411-2412-2413-2414-2415-2416-2417-2418-2419-2420-2421-2422-2423-2424-2425-2426-2427-2428-2429-2430-2431-2432-2433-2434-2435-2436-2437-2438-2439-2440-2441-2442-2443-2444-2445-2446-2447-2448-2449-2450-2451-2452-2453-2454-2455-2456-2457-2458-2459-2460-2461-2462-2463-2464-2465-2466-2467-2468-2469-2470-2471-2472-2473-2474-2475-2476-2477-2478-2479-2480-2481-2482-2483-2484-2485-2486-2487-2488-2489-2490-2491-2492-2493-2494-2495-2496-2497-2498-2499-2500-2501-2502-2503-2504-2505-2506-2507-2508-2509-2510-2511-2512-2513-2514-2515-2516-2517-2518-2519-2520-2521-2522-2523-2524-2525-2526-2527-2528-2529-2530-

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ALL 3
STORES
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TODAY
TIL 9Pitch For Unity
Made By King2,000 Hear Rights Leader
Scoff At Injunction,
Belittle Violence

Dr. Martin Luther King Jr. last night told more than 2,000 persons at Mason Temple that Monday's mass march must be held to refocus attention on the eight-week-old sanitation workers' strike.

"If the police dogs and fire hoses in Alabama couldn't stop us, an injunction in Memphis, Tenn., can't," he told the disappointed crowd.

Pleading for unity, Dr. King said, "We have got to stay together and maintain unity. We have to keep the issues where they are supposed to be. The issue is the refusal of Memphis to honor with its public servants who happen to be garbage men."

Dr. King said the violence that erupted during last Thursday's mass march caused attention to focus on the "broken windows."

"That's what happens when you have a little violence. The press concentrates on the broken windows and not on the issues."

He said Southern Christian Leadership Conference leaders are going into court this morning to fight "this illegal, unconstitutional injunction."

Dr. King urged persons to leave work and school to join Monday's march.

He is expected to speak again tonight during another mass meeting at Mason Temple.

Dr. Ralph Abernathy, one of Dr. King's aides, said it was a tribute to Dr. King's leadership that only a few persons in the March 28 march became violent.

He said despite Dr. King's about seven months and years of honors he has not yet decided to resign from the First Air Cavalry to be president of the United States.

"But he is the man who tells the President what to do."

In New York yesterday a civil rights leader and a labor leader said the Rev. Dr. King had changed the mass march from Friday to Monday so that the demonstration ranks could be swelled by those planning a nationwide march on Memphis.

The announcement of the massive convergence on Memphis was made by Bayard Rustin, president of the A. Philip Randolph Institute and organizer of the 1964 march on Washington, and Victor G. Goins, executive director of the Direct Council 37 of the American Federation of State, County and Municipal Employees (AFSCME) union representing the Memphis sanitation workers.

The two men said more than 6,000 persons are expected to converge on Memphis from throughout the country.

And John DeLury, president of the Montgomery, Ala., Sanitation Workers Union, who led a strike there and members of his union plan a mass march on the Memphis by plane, train, bus and private car to join the march.

The number of strikes and riot-connected incidents continued to decline. The last ball-tossing of the Tennessee National Guard—the local unit—was released from active duty.

Others in the 2,000 who arrived here during the emergency had returned to their homes gradually over the last few days. Guard officials said they could be alerted again in a matter of hours.

The 200 Tennessee Highway Patrol troopers who had been here since Thursday also returned home yesterday.

In the same general area, B. C. Dowdle, owner of Dowdle Sporting Goods store at 288 Walnut Grove, reported his store broken into. Three automatic rifles, general shotgun, some knives and a quantity of ammunition were taken.

Fire Chief E. A. Hamilton said the number of fire calls had dropped back to almost normal.

(Additional Story On Page 1)

New Role For Cronkite
SYRACUSE, N.Y., April 3. — (UPI) — Walter Cronkite, managing editor of the CBS evening news, will be the command speaker at Syracuse University June 2. It was announced Wednesday.

Cronkite, who has worked for CBS since 1955, was a war correspondent for United Press during World War II, chief UP correspondent at the Nuremberg war crimes trials and correspondent from 1946-48 in UP's Moscow bureau.



KNOWN AS HOME — Sgt. John Dean had good old home cooking yesterday as a welcome repeat compared to food in the field in Vietnam. His father, Jesse Dean, did the food serving at his brother, Jesse Dean Jr., and mother served the smiles.

Home Crowds Out Horrors Of War

By LINDLEY RICHERT
Sgt. John Dean had to hold his breath as he listened to the Purple Heart in his hand as he showed it to friends gathered yesterday to welcome him home from Vietnam.

"I carried my right arm, (shown off at the shoulder by the Purple Heart), all the way home," he said. "I'm a career man. I will have been in the service two years this Friday."

The 19-year-old son of Mr. and Mrs. Jesse A. Dean, of 4328 Twelfth, talks with a group of friends at the Purple Heart ceremony at the Purple Heart Club in Memphis.

Sergeant Dean's narrative reads like fiction created in a pulp magazine. He was shot in the chest by a Viet Cong sniper in the March 28 march between Hue and Da Nang.

He said despite Dr. King's about seven months and years of honors he has not yet decided to resign from the First Air Cavalry to be president of the United States.

"But he is the man who tells the President what to do."

In New York yesterday a civil rights leader and a labor leader said the Rev. Dr. King had changed the mass march from Friday to Monday so that the demonstration ranks could be swelled by those planning a nationwide march on Memphis.

The announcement of the massive convergence on Memphis was made by Bayard Rustin, president of the A. Philip Randolph Institute and organizer of the 1964 march on Washington, and Victor G. Goins, executive director of the Direct Council 37 of the American Federation of State, County and Municipal Employees (AFSCME) union representing the Memphis sanitation workers.

The two men said more than 6,000 persons are expected to converge on Memphis from throughout the country.

And John DeLury, president of the Montgomery, Ala., Sanitation Workers Union, who led a strike there and members of his union plan a mass march on the Memphis by plane, train, bus and private car to join the march.

The number of strikes and riot-connected incidents continued to decline. The last ball-tossing of the Tennessee National Guard—the local unit—was released from active duty.

Others in the 2,000 who arrived here during the emergency had returned to their homes gradually over the last few days. Guard officials said they could be alerted again in a matter of hours.

The 200 Tennessee Highway Patrol troopers who had been here since Thursday also returned home yesterday.

In the same general area, B. C. Dowdle, owner of Dowdle Sporting Goods store at 288 Walnut Grove, reported his store broken into. Three automatic rifles, general shotgun, some knives and a quantity of ammunition were taken.

Fire Chief E. A. Hamilton said the number of fire calls had dropped back to almost normal.

(Additional Story On Page 1)

New Role For Cronkite
SYRACUSE, N.Y., April 3. — (UPI) — Walter Cronkite, managing editor of the CBS evening news, will be the command speaker at Syracuse University June 2. It was announced Wednesday.

Cronkite, who has worked for CBS since 1955, was a war correspondent for United Press during World War II, chief UP correspondent at the Nuremberg war crimes trials and correspondent from 1946-48 in UP's Moscow bureau.

MOTEL CONTRACT IS LET

Clark & Zeller Will Build
Civic Center Unit

Clark & Zeller Inc., contractors, is the low bidder on the construction contract for the 250-room, 100,000-sq-ft motel in the block bounded by Second, Winchester, Market and Third in the Civic Center.

William B. Clark said his firm bid slightly more than \$1.8 million dollars on the construction contract for the 250-room, 100,000-sq-ft motel in the block bounded by Second, Winchester, Market and Third in the Civic Center.

Construction, expected to begin within 30 days, will take 18 months.

The Houston firm paid the Memphis Housing Authority \$26.25 for the 127,000-sq-ft tract or \$2.36 per square foot.

The motel plan calls for 11

Joan of Arc
Honey Beam
for those with a sense of value

Was it fate that made
Yellowstone Kentucky's
No. 1 Bourbon?

No. It was taste.

And who knows more about the taste of Bourbon than Kentuckians? So even though Yellowstone's fairly expensive, take your cue from them... try a beautiful Bourbon tonight.

Namery Straight Bourbon, 90 Proof & 100 Proof Bottled in Bond, Yellowstone Distillery Co., Louisville, Kentucky.

Use Our Layaway
At no extra charge!

Penneys

excellent selection
of classic slacks

Well-fitting, meticulously tailored
plain-front slacks for every purpose
... from casual styles in pima
and rayon to dressy styles in
luxurious wool blends tropically start-
ing at \$2.50.

Alfred's

In the finest tradition
Second and Court 428 S. Perkins

Shop Downtown
Today 10 'Til 5:30

Goldsmith's
BUDGET STORE
DOWNTOWN

Cupid Proportioned Contour Control
in Regular and Tall Girdles, Panties
Average 4.00 Tall 5.00

Two-inch flash-dipped front tops your middle! 4 sections of
slimming power net with thigh-trimming side sections, front
panel and back section of satin Lingerie? Phishioned cuffs long
Regular length panty style 729, girdle 728; tall length panty
style 731, girdle 730.

Foundations—Budget Store—Downtown

POPLAR PLAZA
3440 POPLAR

CHARGE IT AT PENNEY'S
OPEN DAILY 9:30 'Til 9:00

SOUTHGATE
1939 S. THIRD

Dashing little daytimers are
a breeze to wear and care for!

Time to perk up your deep toned wardrobe with several light
and lovely fashions! Pretty pastel shirt and shift shapes of Deacon?
polyester/cotton machine wash and need only touch-up ironing to keep
their springtime, fresh good looks. Rich cotton lace trims and smart
slicing makes them this year's brightest wardrobe
additions. Bouquet hued pastels.

A. Short sleeve pleated skirted dress in sizes 10 to 20.
B. Low down pleated shift blouse in sizes 10 to 18.
C. Wing collar shirtwaist in sizes 14½ to 24½.

\$9

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DROP CLOTH
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Size for every job.



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Cleaner with ammonia.



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Many popular fragrances. Ample size.



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Gives clothes body without starch.



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Cleans fuel lines.



JOHNSON'S
"KIT"
WAX
97¢

12 oz. Cleaner and wax.



AUTOLITE OR
AC SPARK
PLUGS
44¢ EA.

Limit 5 per customer.



HAVOLINE
MOTOR
OIL
44¢ QT.

10W-30. Limit 6 ea.

HURRY IN...ON SALE WHILE QUANTITIES LAST!



FAMOUS 6 TRANSISTOR
PORTABLE RADIO
3.88

Powerful miniature portable radio with battery, earphone and carrying case. Fits into your shirt pocket.



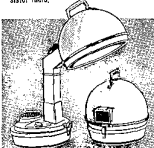
FAMOUS 12 TRANSISTOR
PORTABLE RADIO
5.88

Shirtpocket size with long range reception. Complete with battery, earphone and carrying case.



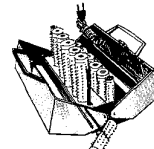
MOTOROLA FM/AM
PORTABLE RADIO
19.95

Personal size. 2 antennas, earphone and battery included. The portable Motorola quality built into transistor radio.



SCHICK PROFESSIONAL
HAIR DRYERS
19.88

Hot box style with large bonnet and weight adjustments. Folds to a compact size for easy storage.



CLAIROL INSTANT
HAIR SETTER
16.88

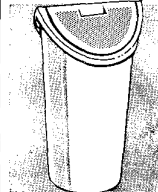
Easy to use. Just roll your locks on heat-retaining rollers. Ten minutes later you have beautiful curls.

ASSORTED BAKEWARE



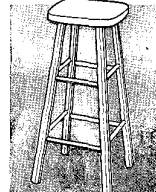
YOUR CHOICE
19¢
EA.

- A. Square All Purpose Cake Pan
- B. Round Seamless 9 Inch Cake Pan
- C. All Purpose Bread or Loaf Pan
- D. Heavy Duty Seamless Cookie Pan
- E. Easy Clean Juice Saver Pie Pan



30 QT. SWING TOP
WASTEBASKET
\$1

Lightweight and easy to clean. Features new wider top on a heavy duty plastic barrel. Your choice in the newest colors to match any color scheme in your home.

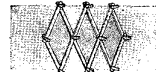


30" HIGH HARDWOOD
BAR STOOL
2 FOR \$5

Just the stool for your kitchen, den or playroom. Unfinished wood to be finished in the color or stain of your choice. Rugged and sturdy. 30" high, 12" x 12" deep.



FOLDING LAP TRAYS
Ideal for bed tray, buffet lunches, etc. Shatterproof. Compact fold for storage.
44¢



EXPANDING COAT & HAT RACK
Handsome walnut finished hardwood. 10 pegs. 3 hooks for hanging. 48" x 18".
99¢



APPLIANCE DOLLY
Move your heavy appliances without problems. Solid metal adjustable frame. Holds to 3,000 lbs.
1.69



GARBAGE CAN TOTE
Lightweight. Lift saving. can carrier. Holds two 20 gal. trash cans. Easy roll.
3.79



RUSTPROOF MAILBOXES
Solid black and bright brass trim, upright or magazine type.
1.29



RURAL MAILBOXES
Made of prime galvanized steel construction. Meets U.S. Govt. standards.
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EMBOSSED WASTEBASKETS
Handsome brass finish with a 10 qt. capacity. Decorative accents.
38¢ EA.



IRONING BOARD PAD & COVER
Non-slip Teflon coated cover. Steam cushioning. For all standard boards.
\$1 SET

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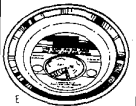
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ZAYRE

WHERE HAPPY THINGS ARE HAPPENING

TIES LAST!

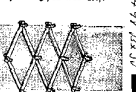
BEWARE



"HIGH HARDWOOD
BAR STOOL

2 FOR \$5

the stool for your kitchen, den or
room. Unfinished wood to be finished
in color or stain of your choice. Sturdy,
sturdy, 30" high, 12" x 12" deep.



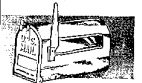
HANGING COAT & HAT RACK

Sturdy walnut finished
wood, 12 pegs, 3 hooks
mounting, 48" x 18".



GARBAGE CAN TOTE

Lightweight, lift saving,
on wheels, holds up to 20
lb. trash cans. Easy roll.



RURAL MAILBOXES

Made of prime galvanized
steel construction. Meets
U.S. 62-11 standards.



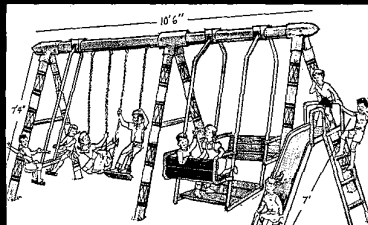
FINISH BOARD PAD & COVER

Non-slip, 16" x 16" coated
wood, 1/2" thick, 1/2" x 1/2" x 1/2".



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DELUXE
12 PLAY GYM
STURDY TOP RAIL & LEGS
OF 2" STEEL TUBING!

29⁸⁸
COMPLETE

- Deluxe 4 passenger lawn swing
- 2 sturdy and rugged swings
- 2 passenger sky glide
- Attached 7" side with steel side entry ladder
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- Extra heavy swing chairs
- 2 rugged slide bars
- Welded ladder safety steps
- Nylon bushings at all friction points
- Full factory guarantee



BOYS' OR GIRLS' 20"
HIGH RISER BIKES

29⁸⁸

Sparkling chrome fenders and deluxe white vinyl saddle. Safety coaster brakes, rear reflector. Sturdy "motorcycle look" rear tire. Complete trim, homelike finish.



GLOW
GLOBES
By Kenner

Making colorful that
glows in the dark. 3 colors,
red, blue, and green. Use
in room, or outdoors.

59^c



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BALLPOINT PEN

Writes longer,
smoother. Plus free
refill.

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GREETING
CARDS

14 and 21 to ten plus
multicolor envelopes.

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FINE STATIONERY
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24 sheets and 12 en-
velopes for any writ-
ing need.

3 88^c
FOR



GIANT
28"
BUNNY

97^c

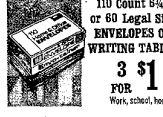
Cute, colorful and
 cuddly with un-
breakable face,
fuzzies, and plastic
materials.



SCOTCH TAPE OR
TRANSPARENT

2 39^c
FOR

Callotape 15" x 700",
Transparent 15" x 400",
1/4" x 300"



110 Count 8 1/2"
or 60 legal size
ENVELOPES OR
WRITING TABLET

3 1⁰⁰
FOR



CURRENT
BEST SELLERS

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Novels, mysteries and
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REG. 69c VALUE
PRO-TOOTHBRUSH

Shirley brushes for long
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many colors for every-
one.

4 \$1
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2 \$1
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4 oz. spray can. Keeps
you safe all day.



REG. 1.49 SIZE
BUFFERIN
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100 count. Relieves
headaches, colds, etc.
fast!



REG. 2.95 VALUE
GILLETTE
TECHMATIC
RAZOR

1 38^c

Easy, fast shaves,
stainless steel bands.



REG. 1.05 SIZE
JOHNSON &
JOHNSON
POWDER

57^c

Ideal after bath, keeps
baby dry and soft.



REG. 1.00 SIZE
Just Wonderful
HAIR
SPRAY

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Keeps your hair soft
and looking bright.



REG. \$2 SIZE
CLAIROL
NICE 'N' EAST
HAIR COLOR

97^c

Loosely colored hair
color. Look. Many
shades.

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A FABULOUS STOREWIDE EVENT PLANNED TO
GIVE YOU, YOUR HOME AND YOUR FAMILY ALL
THE QUALITY SPRING THINGS YOU NEED AT
TREMENDOUS SAVINGS.



FABULOUS EASTER
BASKET

4 67^c

Filled with sugar
goodies for little chil-
dren. Also plastic pull
toys or a plastic bunny
book.



CHOCOLATE EGGS

66^c

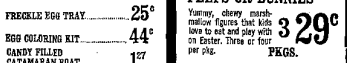
Ideal to use as is or
for making Easter bask-
ets for the kiddies. Full
1 lb. bag of solid
milk chocolate Easter
eggs.



HOLLOW
MILK
CHOCOLATE
ANIMALS

56^c

Bunny Binks and Cat-
die Give chocolate or
white chocolate.



HAND DECORATED EGGS

37^c

15 lb. chocolate fruit and
nut or coconut cream
eggs in fancy carton.

12" HOLLOW "CHOCOLATE
BUNNY KEEPS OR BUNNY
HOLD WHITE OR MILK
CHOCOLATE BUNNIES

1 47^c

FREEKLE EGG TRAY

25^c

EGG COLORING KIT

44^c

GARDY FILLED
CATAMARAN BOAT

1 27^c



DECORATIVE
EASTER BASKET

3 49^c

Check full of candy
with Jimmy Cocker,
Mickey Mouse and
Ninew Mouse hand
puppets or plastic
bunny.



EASTER
GOODIES
BASKET

77^c

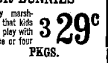
Every child will love this 15" high Easter
basket, check full of delicious candies and
goodies.



"BUSY BUNNIES"

2 44^c

Assorted hollow choco-
late molded bunnies, each
in a fancy box. Ideal in
making Easter baskets or
for separate gifts.



MARSHMALLOW
PEEPS OR BUNNIES

3 29^c

Yummy, chewy marsh-
mallow figures that kids
love to eat and play with
on Easter. Three or four
per pkg.

PKGS.

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SHOP THE ZAYRE NEAREST YOU FOR FABULOUS SAVINGS!

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THE COMMERCIAL APPEAL

A Semi-Weekly Newspaper
FRANK R. ASHMORE, Editor
Published by The Memphis Publishing Co., 495 Union Avenue, Memphis, Tenn. 38101
W. FRANK ATCOCK JR., Business Manager
Consolidated July 1961
The Commercial Appeal
The Memphis Press-Scimitar
PAGE 4 MEMPHIS, THURSDAY MORNING, APRIL 4, 1968

Hanoi's Dubious Terms

JOHNSON'S dramatic peace offer to North Vietnam has drawn an answer within three days—a response stating "readiness" to talk to the United States. And within less than a day Johnson has agreed to an American meeting with North Vietnam's representatives. The President will hurry to Hawaii tonight to make preparations.

Again, as he did in his Sunday night speech, President Johnson is calling all bluffs.

The aura of optimism, however, must be repressed.

Read the entire Hanoi statement and the optimism shrinks. President Ho Chi Minh has said that Johnson's cut-back in bombing of North Vietnam is a challenge to Ho to talk about anything anywhere. Hanoi had to indicate some willingness.

But keep the Hanoi response in context.

The bulk of the North Vietnamese statement bristled with descriptions of the United States as barbaric, aggressive, cruel, perfidious, imperialistic, neocolonialistic, while the Vietnamese were the "valiant" defenders of all Vietnam.

"US defeat is obvious," said Hanoi.

The demand for complete withdrawal of all American and allied troops from South Vietnam was repeated.

Johnson's offer for restriction and limitation of the bombing of North Vietnam to the supply areas feeding into South Vietnam was dismissed as "shrewd talk" intended only to placate public opinion.

The President, said Hanoi, has "not

correctly and fully responded" to North Vietnam demands.

"However,"

With that word, Ho introduced the sentence which is being interpreted as a major break in Hanoi intransigence.

"However, on its part, the DRV (Democratic Republic of Vietnam, or North Vietnam) government declares its readiness to meet its representatives to make contact with US representatives to decide with the US side the unconditional cessation of bombing and all other war acts by the United States against the DRV so that talks could be begun."

However, that language and what you see favor along with the Kennedy-McCarthy battle while before deciding whether to make a run for the Democratic presidential nomination.

It's too late to enter state primaries and Humphrey would be working long odds to try to beat Senator Robert F. Kennedy (D-N.Y.) in a head-to-head clash for convention delegates in non-primary states.

But the Vice President does have political strength, especially with the rapidly declining support of the Kennedy camp.

He is actively weak—and his office has and will continue to give him wide national exposure.

But Mr. Johnson's decision to pull out of the race generally is expected.

Humphrey could benefit and Kennedy might lose

We're Not Counting Yet

JOHNSON-HUMPHREY ticket in November.

"President Lyndon Johnson is the man who deserves your commitment now and every day until November," the Vice President said, cheering when Democrats before being in Mexico.

That was Friday, a presidential election day.

Now, one of Humphrey's old political associates said he did not see how the Vice President could get the nomination away from Kennedy.

If Johnson won't do it for himself, why would he do it for Hubert? If Hubert can get (Chicago Mayor) Richard J. Daley tomorrow, isn't it all over?

public for his "very singular achievements." But he refused to elaborate on his own political plans.

A LATE AS Friday, Humphrey was talking as if he hoped for and anticipated

Paul Flowers

Greenhouse

In response to popular request to read from his new creation, Paul Flowers is happy to perpetuate a tradition established many years ago by Blauhard Tull, a tradition more exactly heralded spring than robin and worms, crapple spawning, Japanese magnolias, forsythia, and bilkies in shop windows.

It is the classic lure, "Spring Has Come To Arkansas," an effective fragment of communication if I ever saw one.

Here it is:

Spring has come winter has went, I was not by accident.

The birds have sang the grass has grew.

The sun it showed on I and you.

The creeks have sang with melting snow.

St. Francis River does overflow.

The ducks have flew, as you have saw, And spring has come to Arkansas.

Since I have undertaken the holy mission of imparting a touch of civilization upon play-suited boys and girls of the advertising profession, I make this little classic available to them, and recommend it highly—from this they might start into lyrical flights, spring beyond the petty excitement already achieved with such skimble skimbles as "Use a cigarette smolder" and "tell it like it is."

If they do not get enough inspiration from Blauhard Tull's offering, they should not give up hope, they can always borrow an idea from the coed who reported:

"I come to this here university to be went with, but ain't bees."



March Control Is Essential

MEMPHIS is confronted by the threat of massive civil disobedience. Martin Luther King and followers have put off their planned end-of-march rally on Monday in the hope of bringing in courtiers, none of them involved in the core issue which is the sanitation strike against the City of Memphis, a race rather than a social matter.

City strategy has been to seek a federal court restraining order against the march. This was granted temporarily by Judge Bailey Brown, with understanding that he or Federal Judge Robert McRae could alter or reverse the order.

A possible alternative would be to provide federal marshals to help in controlling such a march. The point is not to help King prove he can lead a "non-violent" march, but to protect Memphis against a repeat of last week's riotous street destruction.

March leaders would like to ignore court orders, and against a federal demonstration. That could only invite disturbance and confrontation with law enforcement officers.

The burden should be placed by federal court on federal law enforcement to control the marchers and to protect the public. Such control is essential.

A Time For Watchful Waiting By Humphrey

WASHINGTON — Vice President Hubert H. Humphrey will be waiting and watching the Kennedy-McCarthy battle while before deciding whether to make a run for the Democratic presidential nomination.

It's too late to enter state primaries and Humphrey would be working long odds to try to beat Senator Robert F. Kennedy (D-N.Y.) in a head-to-head clash for convention delegates in non-primary states.

But the Vice President does have political strength, especially with the rapidly declining support of the Kennedy camp.

He is actively weak—and his office has and will continue to give him wide national exposure.

But Mr. Johnson's decision to pull out of the race generally is expected.

Humphrey could benefit and Kennedy might lose

Winning And Losing At Nashville

TENNESSEE'S legislators have produced protection for the little man who becomes from small loss.

The General Assembly in its final hours set up a constitutional convention, one product may be changes in assessment of real estate and building against annual charges in the hands of the legislature, county court or city council. The convention is forbidden to establish a state income tax, which apparently also rules out city taxation by means of property taxes, service fees or similar methods of reaching the suburban dweller who works in the city.

The same convention call, with little public discussion, allows establishment of a judicial system to replace the patchwork establishment of courts for local purposes.

The convention also may consider lowering the voting age to 18.

But the eventual action depends on approval by the people in statewide referendum, as well as program of men elected as delegates to the convention, and on what the convention agreed upon in 1971.

The legislators also agreed on allowing counties and cities to hold referendums on adding a half-cent to the local sales tax. Mayors and county court chairmen are strongly in favor but the people in each locality have still to speak on whether the one-cent local sales levy should be increased. The state now collects these cents.

There is a realistic change in interest laws, expected to end the flight of investment capital from the state and encourage a return to financing of residences, and a target of jobs in the home-building industries.

Rise suppression a topic near the top of the list throughout the session, was

News Of Bygone Days

(From The Commercial Appeal Files)

25 YEARS AGO
April 4, 1943
As the senior victim of Japanese aggression, blocked-adequate of what one newspaper called "the most serious situation in the world," the Japanese government has been urged to stop its aggression.

UNDER THE NEW 15th Amendment to the Constitution, the President could immediately install the Vice President as the new leader if he chose to resign at once, but it is not likely that he will do so.

It is likely that such a change would resolve the problem of a prolonged caretaker government, for Hubert H. Humphrey is totally committed to and identified with the administration, and, particularly the ones that have been under fire.

So, for the sake of the country, we must all try to make the best of the situation in which we suddenly find ourselves. We have learned from previous experience that life is not meant to be easy, but much can be done merely by retaining the temperance in respect to their last year of office, President Truman and his successor were also lame

Wisconsin Votes

WISCONSIN is where the presidential primary idea was born. It is also the state that has provided the greatest number of innovative primary procedures, among them the possibility of cross-over by members of one party into the primary vote of another and this year's negative vote.

In addition, Wisconsin has always been the state of important mavericks. It has had at times a strong Progressive Party led by the never-ending list of La Follette and in the industrial southeast corner that includes Milwaukee it even had a substantial Socialist Party.

It is a state that could elect a La Follette to the United States Senate in election and the McCarthy to replace him in the seat.

Given this background, it is difficult enough to assess the outcome of a presidential primary there. But when to this is added the fact that the incumbent President announces he has taken 36 hours before the polls open that he is not a candidate for re-election, anybody's guess as to what the vote may be.

About the only really safe observation is that both Richard Nixon and Senator Eugene McCarthy received sufficient large vote to support their hopes until they engage more formal opponents and that both picked up a parcel of delegate which assures them of a nominating spot at their respective national party conventions if they still want the nomination in August.

Lame Duck President Creates Problems

WASHINGTON — Former Vice President Richard Nixon's first reaction to the retirement of President Johnson was that "he may have strengthened his hand in the party and made it possible to name his successor." Nixon outside of the mark on both counts.

Johnson's withdrawal, hopefully, may solve some pressing problems, but it also inevitably creates new ones. We already have a lame duck military commander in Vietnam; now we have a lame duck president in the White House. There is no blinking the fact that we are going to have serious leadership difficulties for the next 18 months.

This is mitigated to some extent by the possibility that the opposition in both parties may be softened by sympathy for the President, and also by the fact that his leadership has been seriously eroded, especially in Congress, not only on the war but more seriously in the economic realm of taxes, deficits and inflation.

UNDER THE NEW 15th Amendment to the Constitution, the President could immediately install the Vice President as the new leader if he chose to resign at once, but it is not likely that he will do so.

It is likely that such a change would resolve the problem of a prolonged caretaker government, for Hubert H. Humphrey is totally committed to and identified with the administration, and, particularly the ones that have been under fire.

So, for the sake of the country, we must all try to make the best of the situation in which we suddenly find ourselves. We have learned from previous experience that life is not meant to be easy, but much can be done merely by retaining the temperance in respect to their last year of office, President Truman and his successor were also lame

Busy Man's Corner

For those who know what is good for man in this life, all the days of the year have value. For who can tell a man who is set on a mission to do the good that he can do?

THE BIBLE: Ecclesiastes, Chapter 6, Verse 12

Prayer: For a minute of prayer.

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Rules To Raise Children By—Or Help

Not too much love and too little. Not too much spending money, or you're a punk.

Check on them often and see they behave.

If you are strict, you'll hear them rave.

Leave them alone, and do not share, Then they'll lament, "Moon does not care."

We're either too strict or lenient, it seems.

We never allow to come in on beams. All we can do is hope for the best. And know the Good Lord will handle the rest.

—Maurice Le Talley

You should excuse the expression, Maurice Le Talley has aptly considered restoration of the kowtow, cat's paw, and other such pacifist practices.

Herbert Lieberman defines a beatnik as one who has lived out on the job, but kept the coffee break.

WHICH THE COMMERCIAL, WHICH THE MOVIE?

A man thinking. A girl dreaming. A white knight riding into a kitchen and transforming it into a hospital room. With antiseptic smell.

—Burrow

INFATUATION WITH THE SOUND OF WORDS DEPARTMENT — Polarization. In indicate the widening gap between white and Negro people, has become quite popular with news writers, commentators, radio and TV people, and of course, the sociologists.

Gene Kieny, Curt Parham and Dudley Jefferson of National Bank of Commerce are circulating a picture of a boat plowing the way in the water, with the caption:

"If you're not making waves, you're standing still."

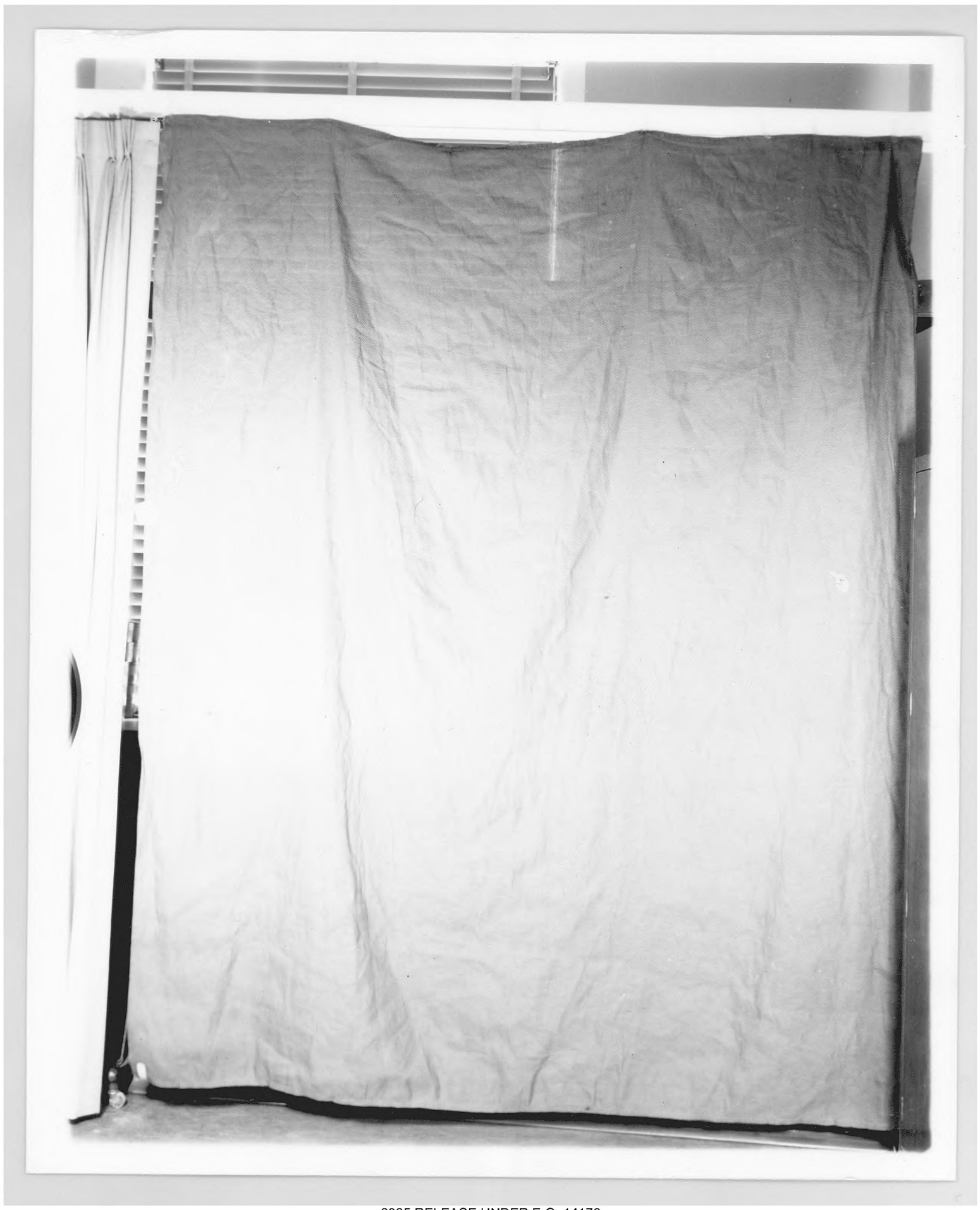
HE MADE THE PLAN

I took a pace of clock one day. I finished it and planned to do it nearly four years. Although I seemed likely to get the President's blessing for a White House job, the power of a lame duck chief executive is not overwhelming.

It would be hard to see how Mr. Johnson could control the convention when local Democrats realize that he will be out of office next January.

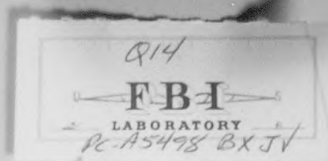


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