


Have You Reserved Your

## BLANKETS

in Higginbotam's Big Blanket Sale!


50 c will hold any Blanket For Fall Delivery
Single Control Electric blanket, 2-year ..... $\$ 15.95$ guaranteeguaranteeguarantee
Dual Control Electric blenket, 2-year guarantee ..... \$19.95
79x90 Fashion weave blankets, 75 per ..... $\$ 8.95$
72,290 Plaid blankets, 9 p per cent ..... $\$ 5.95$
70:90 All cotton dobube blanket ..... $\$ 3.95$
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$\$ 2.95$
OxaO Blanket thee ..... $\$ 9.95$Two Blankets and a Set of Dinnerware . $\$ 12.95$See Our Window DisplayHIGGIHBOTHAM'S

Through the Editor's Specs

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Telephone MI 3-4141 For Classified Ad


Play it COOR-ER this summer with a KITCHEN EXTENSION


A kitchen telephone does all your errands in short order-lets you reach instead of run when the phone rings. For a comfortable
summer-call our Business Office for this low-cost convenience-an extension in color,

## THIS WALL PAINT GOES ON EASY AS



All the painting skill you need is in this wall paint!

- Never too thick nor too thin.
- Goes on quickly, evenly, with brush or roller.
- Requires no pushing or tricky painting techniques.
- Gives you beautiful results eve - MOint refunded if you're not . . purchase price of


## higginbothall's

Keep Your Lawn under Control and Beautiful With a Dependable

## DYNAMOW

Rotary Lawn Mower


21-Inch, Recoil Starter, with Famous Briggs and Stratton motor. Sturdy, Economical, Dependable, long life mower for the Average lawn.
22-Inch Impulse Starter, with 3 hp Briggs and Stratton motor, fast adjustment on all four wheels. A dandy, easy to handle mower that makes lawn keeping easy.
22-Inch Impulse starter, with 3 hp Briggs and Stratton motor, a self-propelled mower that takes the push out of lawn care

## Prices Start at $\$ 49.95$

HIGGINBOTHAM'S

## They MUST Go!

Our Stocks of Spring and Summer

## Dresses

## Must Be Cleared NOW!

We must make room for new Fall and Winter merchandize which will be arriving in a few weeks!
We Have Your Size!
Lots and Lots of New Styles!
. Lots of Color! Lots of Choices!
. Lots of Summer Wearing Left!
Don't Miss This Opportunity! It Won't Last Long!


Higginbotham's

# Have You Heard About ... "Operation Bootstrap" 

This is a Message - and an Invitation - To Every Person in the Rising Star Area, a Message which affects the Property Values, the Business and the Job Stability of Every Individual!

## It Involves the Future of Our Community

The small town, you hear it said, is on the way out.
Good roads, fast transportation, better community services and mass merchandizing methods, they say, are drawing trade and population to the larger centers, making it harder and harder for the small town merchant to compete and destroying job opportunities in the smaller communities.

To a great degree this is true. We think it has always been true. But there is one evident fact which is most often overlooked:

SOME of the smaller communities are not only surviving the trend - they are Growing and Prospering. Why?

In nearly every case it is a community which has faced up to the facts and adjusted itself to changing conditions and new opportunities. It has identified its needs, analyzed its resources, made a plan and helped itself. Its evident faith in itself stimumade a plan and helped itself. Its evident faith in itself stimu-
lated local enthusiasm and effort, and attracted new investments, new business and new citizens.

Rising Star, in common with many other small towns is at an economic cross roads. It is not the first time; there have been crises of a similar nature in the past, moments when its future was at stake. And this won't be the last time - not unless we let it become so!

We have a choice of two alternatives. There is no middle ground; we cannot be neutral in this battle to survive and grow. At stake is not merely the existance of our community. The security of every job, the value of every piece of property, the soundness of every investment, the success of every single business is affected. Even the future of our children is involved.

What we choose to do about the question before us is not simply a community problem. It is a PERSONAL problem. It is your problem.

You can run away, of course. Each of us can salvage what he can and go elsewhere. But wherever we go and whatever we do, the same qualities of faith, investment and work will be demanded of us. What we expend in the difficult and often discouraging process of becoming established in a new place can most often yield magnificent results when invested in the oppormost often yield magnificent res
tunities that lie under our noses.

WE BELIEVE THAT RISING STAR IS IN A MOST FORTUNATE LOCATION TO GROW AND PROSPER.

It has obvious advantages as a community of homes and public services and as trading center. But we must make it so.

Some fundamental changes have been taking place during the past two decades in its population characteristics and economic support. But, on the other hand, there have been fundamental changes of a general character - in populaton trends, economic resources and rural-urban organization - which offer opportunities for communities like ours to attract and hold new citportunities for communities like ours
izens, new idustry ad now business.

For one thing, the population of Texas is growing rapidly. It is destined to grow even more rapidly in the next few years as more and more people look to this State as one of the new frontiers of opportunity.

We believe our communty has a wonderful chance to geti its share of this new growth. But it will do so ONLY IF IT GETS THE SPARK.

We propose, with your help, to furnish that spark - the initial incentive, the decisive push which will get our community off dead center and moving.

We propose to do it with only a small investment on the part of each person, but an investment which, in the sum, will make it possible to secure certain very essential institutions and industries. It will give us a tremendous boost in morale and, by dem-
onstrating our own faith in our area, have a most attractive influence upon other people who are looking for places to invest and live.

WE CALL IT "OPERATION BOOTSTRAP". That is exactly what it is - an operation to Help Ourselves!

Here is how it works:
A corporation is being formed with a total authorized capital of 1,000 shares of stock at $\$ 100$ par value. It is proposed to sell 100 shares of this stock at first, and when this amount is sold and the money on hand, to apply for a charter under Texas law. The corporation will be known as Rising Star Development Corp.

When the charter has been issued, the stockholders will elect a permanent board of directors who will name the officers and operate the corporation. Decisions on what projects to undertake will be made with the help of the stockholders who are asked to make suggestions as to what they consider of most importance to the future and prosperity of the community and area.

Most of the financing for approved projects and industries can be obtained from government lending agencies set up to help in rural development, small business and industry promotion and community improvement. Interest rates are favorable and long terms are available. Once a project is built, such as a motor court, or an industry established, such as a peanut drying or processing plant, the corporation may either operate the business itself or sell or lease it.

By selling, the corporation will be able to recover its initial capital and invest it in new enterprises so that the local capital becomes a revolving fund. Other stock of the corporation may be sold to provide additional funds for development purposes, if needed.

What the corporation can do, any individual with good credit and a sound business record, can do. But it has not been possible to induce individuals to put up the large amounts of capital that are required. By selling stock in comparatively small denominations to a large number of people interested in their town and their own welfare, the corporation can provide the necessary local funds.

We want to make it absolutely clear that the sale of stock in the Rising Star Development Corporation is NOT a contribution. It is an investment. It is in fact, a DOUBLE investment, offering returns not only in dividends on the stock itself, but in a larger sense on the increase in community values and assets which affect the worth of all property and businesses in the town.

In order to secure financing, a project must meet careful tests of soundness, good management and need. It must contribute to the community welfare.

We are putting our money into this project. We believe it is the most constructive program that has been undertaken in our community in many years. We believe it is the answer to the question of our community future, to the question of the continued value of the business or the job and the property of each of us. It is a sound program.

But to be most effective, it must be a community-wide program. It needs you! Won't you join us?

Don't wait to be seen, if you have not already been contacted. Ask one of the committee for information. Help lift on the bootstrap!

The following temporary directors are serving as Subscription Takers:

Charles Rutherford, Cecil Shults, J. D. (Skeet) Clark, George Steel, C. R. Tyler, Ed Kizer and James Rutherford.
Any of them will be glad to explain the workings of the Corportion and to take your subscription for stock.

## Rising Star Development Corp.

Mrs. Crowell Installed as Worthy Matron of Rising Star OES Chapter


NEWS FROM AMITY


Call MI 3-3831

## RISING STAR FLOWERS

For Flowers for All Occasions
Arrangements - Corsages - Anniversaries Weddings and Funerals At Night Call 643-3661

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| TRUCK STOP CAFE |  |
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| SADIE BR | ZENDINE |
| Shay 36 | Rising Star, Texas |

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##  ENCO STATION NOW!



## 1,000,000 PRIZES AND GIFTS!

Nothing to buiy, think up or write! It's easy! Simply fill in your name and send it in. Prizes? Wow! 6 Grand Prizes that include everything you need for a "Happy Motoring" vacation, from the money and fully equipped car (which you keep) to luggage and movie gear. Other prizes range from boats with motors and trailers to camping trailers, Racing Karts, movie outfits and more! All to dramatize to you that more people the world over stop at the "Happy Motoring" sign than any other (it's the WORLD'S FIRST CHOICE). Don't miss it - see your Enco

Dealer today!

## HUMBLE

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## Enco

## Happy Motoring is the Worlds FIRST Choice!

Classified Ads

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$\square$
- WANTED TO BUY



## Protect Your Valuables

We have recently installed 16 new Safe Deposit
Boxes. This gives us 22 Boxes which will be rented on a First Come, First Served basis.

Due to limited space, it is unlikely that we will be able to install any more boxes in the near future.

If you would like to have a Safe Deposit Box we urge you to come in and see us immediately.

First State Bank RISING STAR, TEXAS
W. E. Tyler, Pres. C. R. Tyler, Vice-Pres. Member FDIC

Good Crowd, Good Show For Second Rodeo of Season

Former Rising Star
Boy Wins Band Honor
Larry Crump, son of Mr. and


To Place Classified Ads in Record Dial MI 3-4141

## Watkins Food Market

DOUBLE BUCCANEER STAMPS ON WEDNESDAY


Milk Has Played Major Role In History of Man

4-H Scholarships
Offered To Six
Texas Ag Students


Mrs. Rufus Pierce
Is Circle Hostess

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ATTENTION Farmers and Ranchers Farmall Tractors and
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Place Your Orders Now at

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## E. F. Agnew \& Sons

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| FLOUR | 496 |
| "Our Market Dept. Is Never Surpassed" |  |
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