



## As It Looks From Here

By Omar Burleson, M. C. 17th Texas Dist.

WASHINGTON, D. C. — CONTINUING LAST WEEK'S discussion on the economic status of our Country, the question is do we really have an "affluent society"?

IT IS NOT A matter of raising alarm that an economic collapse is imminent or that it may occur even in the lifetime of most of us. Rather this is an attempt to raise some signs along the road on which we are traveling to warn "Slow Down", "Caution," "Slippery Road."

IT APPEARS FAIRLY SAFE to assume that most people who take these matters seriously find confusion at every turn. The obvious reason for it is the awful complexities involved. It is complicated by the powerful tendencies toward politicalization and centralization. (Perhaps are one and the same.)

IF WE ARE GOING TO politicize every problem then they will all run together and can no longer be identified. If the Government must decide what to do about housing on Bulb Street or a sewer system for the town of Rocky Branch, it must also involve itself in solving every problem for the many crises be solved, the package must be sent all the way on the road to Washington and back before action can be taken on the simplest principles of common sense to meet our needs of local police, housing, schools, welfare and wages.

WHEN THE ECONOMY IS completely entwined with politics, both seem to be hidden and made mysterious by propaganda and statistical veils. As Governmental programs are made available throughout the Nation, the demands become great, which is understandable. By reason of the moderate start, which is common to most all programs money is not available for every request. The request, however, furnishes the statistics for the programs to become larger, financed with additional appropriations.

THE SO — CALLED "LIBERALS" believe that we have

created a new and better economy which they sometimes call "welfare capitalism," which produces far more and takes far better care of the people than a free enterprise economy has ever done.

WHEN CHALLENGED ON the Question of liberty, they counter that, without jobs you can be satisfied with liberty.

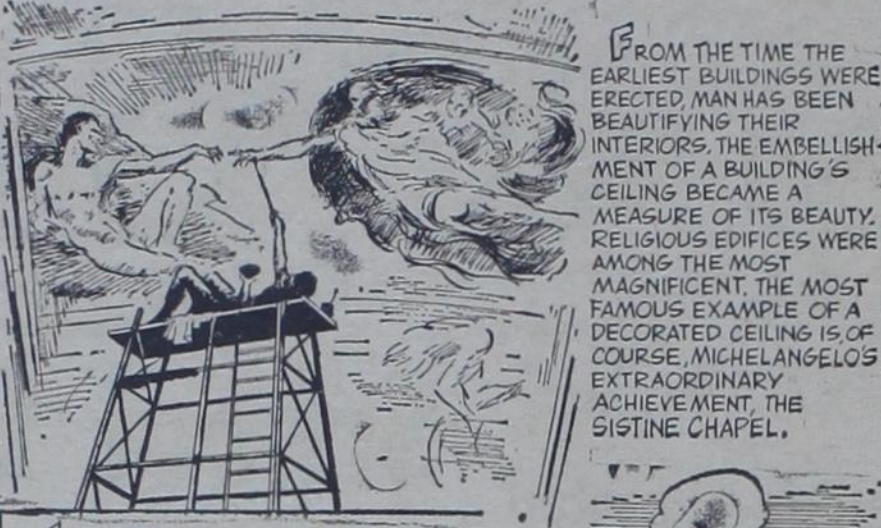
THE SO — CALLED "CONSERVATIVES" SAY that the American economy is efficient and highly productive and that the "liberals" have repaired its weak places in such a way that the surface is patched up. They warn that internally the balance of the structure is weakened and frictions are increasingly dangerous. If we continue with these "remedies," they contend, the result will be disastrous and eventually a total breakdown.

PUT ANOTHER WAY, THE economic conservatives believe the idea of a welfare state has been consistently paying the losses of a patch-work system by ever increasing doses of inflated money, thus hiding the fact that the true earning assets of the economy are shrinking. If allowed to continue, irreparable damage will be the price. This brings us back to the Ponzi theory discussed in this column last week—the illusion that there is a difference between a false individual financial empire and that the affluent society can be maintained and increased if the Government takes over the responsibility of distributing the wealth. The "Planners" convince these people that they can run the economy better and benefit more people. They make no distinction between that which they give away and productivity.

DO THEY REALLY GIVE jobs to the needy? Will "made jobs of the diminishing number work" payable out of the earnings of people engaged in genuine productive work really benefit anyone?

THUS FAR THE GAPING holes are hidden by the aura of inflation.

## DECORATING THROUGH THE AGES



FROM THE TIME THE EARLIEST BUILDINGS WERE ERECTED MAN HAS BEEN BEAUTIFYING THEIR INTERIORS. THE EMBELLISHMENT OF A BUILDING'S CEILING BECAME A MEASURE OF ITS BEAUTY. RELIGIOUS EDIFICES WERE AMONG THE MOST MAGNIFICENT. THE MOST FAMOUS EXAMPLE OF A DECORATED CEILING IS OF COURSE, MICHELANGELO'S EXTRAORDINARY ACHIEVEMENT, THE SISTINE CHAPEL.



IN MORE MODERN TIMES THERE HAS BEEN A MOVEMENT AWAY FROM DECORATED CEILINGS TOWARD THOSE WITH ACOUSTICAL QUALITIES. THE NEW PHILHARMONIC HALL AT LINCOLN CENTER HAS BEEN ENGINEERED ALONG SIMPLE LINES WITH EMPHASIS PLACED ON THE ACOUSTICAL PROPERTIES OF ITS AUDITORIUM.



TODAY, MANY PEOPLE ENJOY BOTH IN THEIR OWN HOMES. BARRETT'S ELEGANT CEILING TILE HAS BEEN DESIGNED TO ENHANCE EVERY DECOR WHILE PROVIDING THE FINEST IN SOUND ABSORPTION. ITS ACOUSTICAL QUALITY LETS THE CHILDREN SLEEP SOUNDLY UPSTAIRS WHILE AN ADULT DISCOTHEQUE GOES ON BELOW.

## THE FAMILY LAWYER

### "ALL RISKS" INSURANCE

More and more often, insurance policies on a home and its contents are using that reassuring phrase "all risks." Instead of naming the separate perils you are protected against, like "fire" or theft" or "windstorm," the policy will short words.

How much protection does that give you? Does it mean you are covered for absolutely everything that can possibly happen to your property?

No, it does not. For one thing the policy itself may spell out exceptions. But even if it doesn't, the law reads certain exceptions into the coverage anyhow. One such exceptions is a loss

which you yourself cause, either on purpose of by extreme negligence. Two cases:

- 1.) a terrible-tempered farmer flogged his horse to death;
- 2.) a home owner remained oblivious to the obvious while his dog soiled the carpet in more than 75 places.

Both men claimed insurance under an "all risks" policy. But neither one collected. The courts reasoned that such insurance was never intended to reim-

burse a person for the consequences of his own flagrant misconduct.

Another exception is a loss caused by "inherent vice"—that is, the tendency of an article to go bad all by itself. Butter spoils iron rusts, draperies fade, paint peels—not because of any outside peril but because of the product's own inherent nature. This, too, is the kind of a loss, it is not up to you to point to a clause that covers it. On the contrary, you collect—unless the insurance company can point to an express of implied exception that rules it out. Thus:

In another case of carpet damage, a woman accidentally mared the surface by the too vigorous application of a cleaning fluid. And a court granted her claim for insurance, because it found no flagrant misconduct, no inherent vice, no relevant exceptions in the policy.

This was the kind of loss, said the court, that an average person might reasonably have in mind when he buys "all risks" insurance.

A public service feature of the American Bar Association and the State Bar of Texas. Written by Will Bernard.

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### YWA's Study Call To Missionary Service

The YWA's met in the home of Mrs. Ira Hudler Saturday, August 27. The program topic was "Calling to Vocational Missionary Service."

Lee Anna Chalk gave the prayer for missionaries. Pam Geye, Caroline Brown, Becky Nowlin and Marcia Lee had parts on the program.

The study was "God's Call to Jonah, Jeremiah and Paul, interpreted as a call to Home Missionary Service".

Plans were made for "White Christmas in August" for a mission in Louisville Ky. Gifts will be sent to the children there.

Caroline Brown led the closing prayer. The next meeting will be held, September 7.

Mrs. Mable Smith and Mrs. Jack Rourke visited their sister, Mrs. N. E. Springer, at Abilene last week.

**NEW PARENTS**  
Mr. and Mrs. James R. Jackson are the parents of their first child, a boy born August 17. The baby weighed 8 pounds and 4 ounces, and has been named James Lynn.

**UNION CENTER CLUB**  
The Union Center Club met at the Club House Tuesday, August 23, with a good attendance. One quilt was finished. Plans were made for the next meeting.

**Lindy Auditor Pens at the Star**  
**STAMP PADS AT THE STAR**

### Why run when you can reach

Why burn yourself out running from barn to house to answer the phone. You waste time, too. Get a barn extension. Costs only pennies a day. Saves you—saves your time. Order yours from our business office today.

**KIZER TELEPHONE CO.**

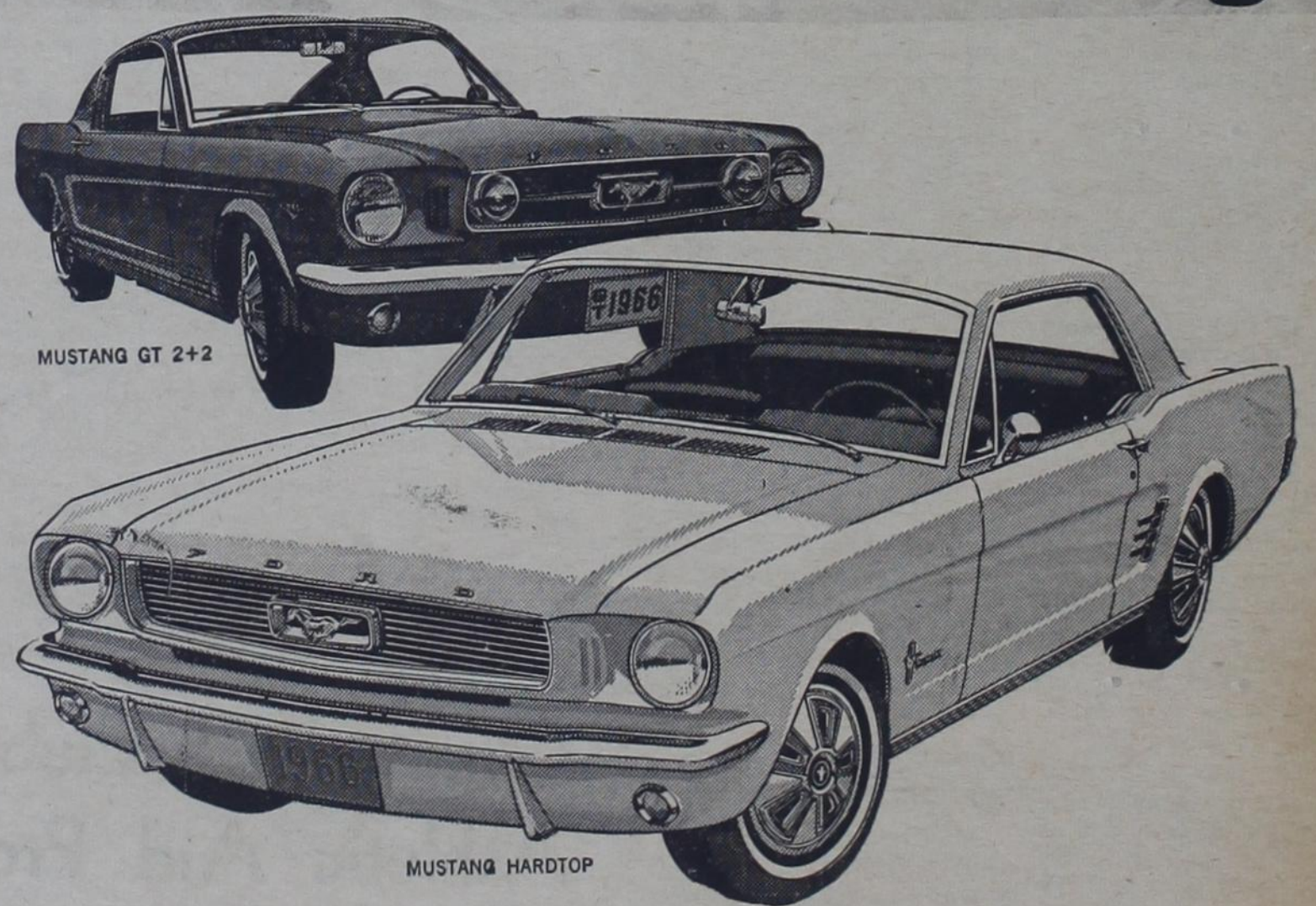
## Office Supplies

- STAPLER PAKS
- STAPLES
- GUMMED LABELS
- DATING STAMPS
- STAPLERS
- STAMP PADS
- TYPEWRITER PAPER
- TYPEWRITER RIBBONS
- ADDING MACHINE PAPER
- ERASERS
- LINDY PENS
- MARKING PENCILS
- PARCEL POST STICKERS
- TAPE ERASERS
- MANUSCRIPT COVERS
- PASTE
- LEPAGE'S MUSCILAGE
- INDEX CARDS
- FILE FOLDERS
- COLUMNAR PADS
- ENVELOPES — ALL SIZES
- TAPE DISPENSERS
- FILE POCKETS
- SCOTCH TAPE

We Carry A Full Line and Will Be Pleased to Serve You

**THE RISING STAR**

# Close-out prices on America's No.1 success car: Mustang!



Our Mustang prices have been shaved to the year's lowest! Our trades are the year's highest! So wait no longer for your fun-car Mustang! Come get your Mustang while we still have big selections of colors and equipment. But hurry ... at prices like these, they're going fast!

**FORD DEALER**  
**FLOOR SALE**

**ROACH MOTOR COMPANY**  
120 South Main Street      Rising Star, Texas

AWARDS FOR YOUNG PEOPLE! If you're under 25 years old, enter Ford Motor Company's Safe Driving Incentive Program for Young Americans, 3,230 awards to be made, including 30 new cars. See your Ford Dealer for details and entry forms.

# Attend Church Sunday

**The Bible Baptist Church**  
H. S. Hinson, Pastor

Rising Star  
Sunday School ..... 10:00  
Morning Services ..... 11:00  
Evening Service ..... 6 p. m.  
Prayer Meeting Wed. at 7:30  
A hearty welcome to all!

**First Baptist Church**  
Rising Star, Texas

L. R. Pendley, Pastor  
Sunday School ..... 9:45 a. m.  
Preaching Service ..... 10:45 a. m.  
Training Union ..... 6:30 P. M.  
Evening Service ..... 7:30 P. M.  
Prayer meetng 7 p. m. Wed.

**Blake Baptist Church**

Sunday School ..... 10:00 A.M.  
Preaching .. 11:00 A.M.-8:00P.M.  
S.T.U. .... 7:00 P.M.

**Baptist Church**  
Carbon, Texas

Sunday School ..... 10 a. m.  
Preaching ..... 11 a. m.  
Training Union ..... 6:30 p. m.  
Preaching ..... 7:30 p. m.  
Mrs. Bob Hastings, training director;; Mr. and Mrs. Henry

**CHURCH OF CHRIST**  
H. McDonall, Minister

Sunday Bible Study ..... 10 a.m.  
Morn. Worship Service 10:55 a.m.  
Evening Worship ..... 6:30 p. m.  
Ladies Bible Class, Wednesday at 9:30 a. m.  
Wednesday Evening Bible Class ..... 6:30 p. m.

**Calvary Baptist Church**  
May, Texas

Rev. Herchel Weedon  
Sunday School ..... 10 a.m.  
Preaching Service ..... 11 a.m.  
Evening Service ..... 7 p.m.  
W.M.U. Tuesday at 2 p.m. at church.  
Mrs. Ralph Hardy, Pres.

**Mountain Top Pentecostal Church**

Sunday School ..... 10:00 A.M.  
Sunday Services ..... 11:00 A.M.  
Midweek Services Each Thursday at 7:30 p.m.

**Pentecostal Church**

West Highway 36  
Mrs. A.J. Martin, pastor  
10 A.M. Sunday Sunday School  
11 A.M. Sunday ..... Preaching  
7:30 P.M. Sundry ..... Preaching  
Childrens Church and Bible

**Church of Christ**  
May, Texas

Preaching Services Every Sunday at 10:45 A.M.

SOURCE OF LIBERTY



**First Baptist Church**  
May, Texas

Leslie White, Pastor  
Family night, Wednesday following fourth Sunday.  
Sunday School ..... 10 a.m.  
Preaching Service ..... 11 a.m.  
Evening Service ..... 7:30 p.m.  
Prayer service Wednesday 7 p.m.

**Okra Baptist Church**

Rev. Charlie Cluck, Abilene, Pastor,  
Sunday School ..... 10:30 a.m.  
Morning Services ..... 11:30 a.m.  
Training Union ..... 6:30 p.m.  
Evening Services ..... 7:30 p.m.

**CHURCH OF CHRIST**

PIONEER, TEXAS

G. A. Dunn, Jr., Minister  
Bible Study ..... 10:00 A.M.  
Worship Hour ..... 11:00 A.M.  
Evening Service ..... 7 p.m.  
Wednesday Evening Bible Study ..... 7 p.m.

**Assembly of God Church**

Rev. V. E. McGinn, Pastor

Sunday School ..... 9:45 a.m.  
Morning Worship ..... 11:00 a.m.  
Evening Services ..... 7:30 p.m.  
Thursday Night Prayer and Bible Study ..... 7:30 p.m.

**First Methodist Church**

Rising Star, Texas

Rev. J. W. Hodges, Pastor  
A friendly Church with a warm heart Welcomes You to  
Sunday School ..... 9:45 a.m.  
Morning Worship ..... 10:50 a.m.  
Youth Fellowship ..... 6:45 p. m.  
Evening Worship ..... 7 p. m.  
Mid-Week Service, Wednesday at 7 p. m.  
Choir Practice, Wednesday at 7:30 p. m.  
Mrs. Tommy Lewis, Organist

**METHODIST CHURCH**

May, Texas

Prayer Services Wednesday evening following second Sunday.  
Sunday School ..... 10 a.m.  
Preaching Services ..... 11 a.m.  
MY? ..... 7 p.m.  
W. S. C. S. Monday 2 p.m.  
(Mrs. Frank Madison, Pres.)

**Long Branch Baptist Church**

Rev. C. O. Clemens, Pastor

Sunday School ..... 10:00 a.m.  
Sunday Services ..... 11:00 a.m.  
Training Union ..... 6 p. m.  
Preaching Service ..... 7 p. m.



Dill Drug Store

Mr. and Mrs. Russell Dill

Kizer Telephone Co.

Rutherford & Steel Co.

Higginbotham's  
General Merchants

Western Auto Associate Store

Joyce Insurance Agency

Jenkins Insurance Agency

Palace Drug Store

Butler Motor Company

C. M. (Mutt) Carroll  
Service Station

Elgie Crisp  
Station

Texaco Consignee

Mr. and Mrs. John Yocham

Star Cafe

City Utilities

Nichols Cleaners

First State Bank

STAR PLUMBING

Medley Motor Co.

Elite Cafe

Shults Implement Co.  
John Deere Implements

Roach Motor Company

The Rising Star

E. F. Agnew & Sons



hard surfaced floor. Your walking will be chiefly on hard surfaces, and this helps judge comfort. Try a combination last if a snugger heel fit is needed.

Here are some interesting and helpful hints on shopping for shoes. When you shop for shoes, put your largest foot forward. It's the best foot for measuring, since this helps get a better fit. The difference between one shoe size and the next is a mere 1/16th of an inch. A shoe should fit comfortably when bought.

Foot measurements frequently vary according to the time of day. During the afternoon, the foot is about midpoint in size. This is the best time to shop for shoes. As shoe styles change, so do sizes. Changing from a sedentary job to an active one can also cause a change in shoe size. When fitting shoes, try on both shoes and ask if you can walk on a

A good rule to follow when using electrical appliances in the home is one item per outlet. The use of a double socket is not wise, for soon families will get away from small items like lamps or clocks, and begin using bigger appliances. The result may soon be a fire hazard.

**It Has Been**

By VADA ARNOLD

When Albert Tyson was editor and Robert Brigham was local editor of the Rising Star X-Ray in 1903, it seems that they had much grief in trying to collect 50 cents a year for subscriptions. They hinted, pleaded and threatened to no avail.

Friday, November 6, 1903, the "Editorial" column carried this reminder:

"Do you want to be an angel, and with the angels stand, walk, run, fly, and have a perfectly clear and lucid conscious to take the editor by the hand when you meet him, while you are sojourning here in this 'low ground of sorrow' this dismal vale of tears, this wilderness of mad dogs and yellow fever mosquitos, 19th century 'new women' (new because Society made them), and who are worse off for toggles than our Mother Eve was before she be-thought herself of the fig leaf. This mud puddle of 10,000 different kinds of foolishness and microbes; fruit tree and insurance agents, and the seven-year itch, the latter three are about the same whatness.

somebody to keep him company, someone to pat him on the cheek and buoy him up and soothe him when the price of vegetables was low, and help him enjoy life when he made a good hit in the vegetable business; in fact, somebody to love him (and sew on his buttons) and otherwise administer to his various wants, mankind (and womankind) too have sought association.

"When they gather great bouquets of beautiful flowers from the Rosebud of life, they want somebody to help them enjoy them, when they get thorns and thistles they want somebody to help them weep.

"Emery Marshall is not an exception to the rule, as you will read below.

"Emery Marshall and Miss Lilly Crume were married Sunday evening, November 1. The wedding took place at the home of the bride's parents, Mr. and Mrs. R. M. Crume, the Rev. J. C. Kilgore performing the nuptial rites, performing the ceremony which made two one.

"The two contracting parties have both been raised here and come of excellent families.

"May the Goddess of Love, ever keep them as at present; may they gather beautiful flowers all along the pathway of their wedded lives, with as few thorns and thistles as is in keeping with flesh and blood is the wish of the X-ray."

**YWA's Honor Cynthia Brown With Shower**

Following the regular meeting of the YWAS in the home of Mrs. Ira Hudler Saturday, August 27, a lingerie shower honoring Miss Cynthia Brown, bride-elect of Jim Richardson of Lubbock, was given.

Guests were greeted by Mrs. Hudler and Mrs. B. B. Morris, and registered by Miss Caroline Brown.

Many beautiful gifts were sent and brought to the honoree. Marcia Lee and Pam Geyer assisted with opening the gifts.

The refreshment table was laid in white line cut work cloth over green, centered with a bowl of white roses. Lee Anna Chalk and Backy Nowlin served sand tarts and green frosted punch from a crystal punch bowl.

Call 643-4141  
To Insert Classified

Mr. and Mrs. Buford Cozart attended the Williams reunion in Eastland last week.

Mr. and Mrs. Herman Schaefer, Mrs. Herbert Wende and Ruby, visited in the home of Mr. and Mrs. Edgar Townsend recently.

Lawrence Ingram, who has been in California for several months, returned home a few days ago.

Nelda Harrelson underwent a tonsilectomy at the Gorman hospital Wednesday. She is at home, doing well.

Mr. and Mrs. Eugene Dawkins and girls of Abilene visited in the Truett Dawkins home Saturday.

Mrs. Maud Hill and Dinky visited Mr. and Mrs. G. C. Stroebel Tuesday evening.

Josie and Alma Morris visited Mr. and Mrs. Wilson Morris in Rising Star over the weekend.

Mr. and Mrs. Edgar Townsend visited their granddaughter and family, Mr. and Mrs. S. O. Rhinehart, in Warrsville, South Carolina, last week. A granddaughter of Fort Worth accompanied them on the trip.

Mr. and Mrs. Lester King and sons were in Abilene on business last Wednesday.

Ben Brown, who underwent surgery in a Tyler hospital recently, is slowly improving.

Mr. and Mrs. Dub Ledbetter of Brownwood spent Sunday afternoon with Mrs. H. C. Ledbetter.

Mrs. Beulah Sheridan visited in the Joe Hale home Monday.

Mr. and Mrs. Arthur Panning of Hooper, Neb., spent last week with her brother, Martin Wende, and Mrs. Wende.

James Thompson and son of Burleson visited their grandparents, Mr. and Mrs. J. L. King, recently.

Ernest Stroebel and son, Loren, made a business trip to Ft Worth Wednesday.

Mr. and Mrs. Wes Holcomb spent last weekend with their children, Mr. and Mrs. Jim Clark, and Mr. and Mrs. Gerald Holcomb and family, at Clyde.

Mrs. Ola Boles spent last week in Cisco with her mother, Mrs. Notgrass.

Mrs. P. M. Ray of Scranton is visiting her son and family, the Morrell Ray's, in Utah.

**LOCAL ITEMS**

Mr. and Mrs. James Morgan and family of Midland were Sunday guests of the M. L. Morgans.

Mrs. Wanda Siekman and children of Abilene spent the week-end with relatives in Rising Star.

Mrs. J. R. Snoddy and Louise of Cisco visited Mrs. H. C. Ledbetter last week.

Mrs. Madell Jackson has accepted a position in the Gorman High School, and will teach, English and Math.

Mrs. O. B. Switzer was an Abilene visitor Monday, August 21.

Mr. and Mrs. Don Schaefer entertained the Long and Schaefer families with a dinner in their home, Friday August 26.

Mr. and Mrs. John Morris, Miss Josie and Alma Morris, visited their sister, Mrs. Emma Kent, at Cook Saturday.

Mrs. Pat Chambers has moved into the Housing Unit and will enter her two children in the local school.

Mr. and Mrs. Edwin Erwin visited her brother and wife, Rev. and Mrs. T. N. Minix, recently.

Rev. and Mrs. Gerald Tatum and son of Clyde spent Friday night in the Jack Cozart home.

SCOTCH Strapping Tape at the Star. Like a ribbon of steel. Far better than string.

**THE WORK SAVER**

THE 'NEW' **Scout '800'** BY INTERNATIONAL

SEE IT NOW

THE All-Purpose Low-Cost VEHICLE



SAVE BIG MONEY While We're In A Selling Contest

BUY **Scout '800'**

GREATEST BARGAIN IN TRANSPORTATION TODAY

**Johnston Truck & Supply** CROSS PLAINS TEXAS

TELEPHONE 725-2181



**See the Games**  
In Comfort  
**This Fall**  
With A  
**Stadium Seat**  
Sturdy, Long-lasting, Aluminum Frame, Padded Seat and Back  
**\$3.95**

Take a warm drink to the game with one of our  
**Thermos Bottles**  
Sizes from a pint up. Attractive Colors. Some Larger Sizes with nested cups. From .....  
**\$1.95**

For After the Game Party Making:

IONA Portable hand mixer; three speeds; five-year warranty. Only **\$8.95**

Mirromatic Electric Skillet, Teflon-coated, no-Stick Cooking; no-Scour Cleaning, submersible **\$14.95**

Oven-Broiler or Toaster-Baker, a Portable oven for light baking or broiling. Only **\$16.95**



Texas-ware Dinner Sets, 45- and 61-Pieces. Variety of colors and patterns. From **\$14.95**

Simulated Wood Salad Sets, Only **\$6.95**

Large Stock of Corning Ware in Set and Open Stock

**HIGGINBOTHAM'S**

**First Call for the Wise Motorist!**

Get Your **1967 MVI Sticker Now**

The beginning of school emphasizes the need of safety in your car. Drive in NOW and have the required Safety Inspection made. That way you'll be done with it for 12 months. More important, an inspection will show up possible defects and save you big repair bills later on. You can drive with more confidence.

**Don't Wait!**

Don't Be Caught Short When the Deadline Comes!

Let Us Do the Job While There Is Plenty of Time!


**BUTLER MOTOR COMPANY**

**Credit Is Big Asset; Build It**

Credit is buying power—your buying power. Treat your credit with respect and it will earn respect for you.

If you are young begin now to build your credit by starting a bank account and adding to it regularly.

If you are older — it's never too late to begin a program of saving.



**FIRST STATE BANK**  
W. E. Tyler, President

## News From May

By Mrs. Ludene Michael

Rev. and Mrs. Joe Miller of Crosby have moved to May, and will make their home with her parents, Mr. and Mrs. P. B. Griffin. Mrs. Miller is the former Loretta Griffin. Rev. Miller will be employed by the Brownwood school district.

Mr. and Mrs. Gregg Lyons were honored with a bridal shower at the Home Economics Cottage on Monday evening, August 22. The couple were the recipients of many lovely and useful gifts. Hostesses were members of the May Homemaking Class of May High School.

Mrs. Floyd Michael, Gary and Eugene, and Mr. and Mrs. Hal Dean Michael, Kenneth and Jackie, were in Abilene on business last Thursday. While there they visited the Abilene Zoo.

Mr. and Mrs. Don Newbury of Alpine visited Mr. and Mrs. Gary Don Lancaster Sunday night.

Mrs. P. B. Griffin and Mrs. Minnie Brown are both at their homes in May after being hospitalized in Brownwood.

George Hughes of Cisco was unable to speak at the Church of Christ Sunday due to a severe illness caused by insecticide poisoning.

children visited relatives in Dallas last week and enjoyed a day at Six Flags Over Texas.

Mrs. Gary Don Lancaster was honored with a pink and blue Rev. and Mrs. Leslie White and shower Friday, August 25 at 6

## Need for Frequent Ads Shown In Findings of Retail Study

New York—(HK)—Dramatic documentation of the retailer's need for maximum frequency of newspaper advertising is provided in the latest of four research projects financed by the Newsprint Information Committee. It is one of the most comprehensive retail studies ever made.

More than 23,000 interviews and reinterviews were conducted by the independent Opinion Research Corporation, retained by the Committee. The Bureau of Advertising, American Newspaper Publishers Association, cooperated.

Patterns were charted on the buying process, shopping, and actual purchases of the interviewees from one week to the next.

### HELP NEWSPAPERS

The purpose of the seven Canadian newspaper producers making up the Committee was to help their chief customers, the newspapers. The results of the project will probably be of equal help to the newspapers' chief customers, the retail advertisers.

The members of the Committee are: Abitibi Paper Company, Ltd.; Anglo-Canadian Pulp & Paper Mills, Ltd.; British Columbia Forest Products, Ltd.; Domtar Newsprint Ltd.; The Great Lakes Paper

Company, Ltd.; the James MacLaren Company, Ltd.; and MacMillan Bloedel Ltd.

Here are some of the findings of the research project:

The retail market for any commodity is in constant turnover from week to week. America's tremendous volume of retail sales is generated from a surprisingly small number of real prospects on any given day.

### SHOPPING ACTION

Two kinds of prospects appear. Those with "top-of-the-mind" readiness to buy and a far greater number with "back-to-the-mind" readiness to buy which can be "triggered" by a sudden need or by advertising.

A retailer's advertising plays a key role in getting prospects to convert intended store visits to actual shopping action. In converting planned visits to particular stores into actual visits, the stores

which increased their newspaper ad linage from one week to the next scored 12 percent more success than those with the same or less linage.

High frequency of advertising exposure is valuable not so much to build impact by piling message on message but to maximize the probability that the story is being told to those prospects close to a buying decision on each of the days of exposure.

Women who do not buy, for whatever reason, that which is uppermost in their minds one week, are likely to buy something else next week—often in a completely different merchandise category.

Most decisions to buy are made in the week of purchase and not the week before.

Most women planning purchases have a particular store in mind, more so with low-ticket items than with major items.

The next reunion will be held in 1967.

Funeral services for Ottis S. Cox, of Sidney, were held in the Comanche Funeral Home Chapel Sunday, August 28, with Hugh Clark, minister of the Church of Christ, officiating. Burial was in Cox cemetery. Mr. Cox was well known at May.

Jesse Driskill of Arizona is visiting his mother Mrs. Effie Driskill and other relatives in May, Brownwood and San Antonio.

### Gift Tea Honors Miss Stewart, Bride-Elect

Miss Sharon Stewart, bride-elect of Roger Goodwin, was honored with a gift tea Saturday, August 27, in the home of Mrs. Weldon Roach. Hostesses were Mrs. Franklin Cox, Mrs. Weldon Roach, Miss Sandra Teague and Miss Anna Ezzell.

The tea table was laid with white lace over blue, centered with white wedding bells, adorned with blue and silver. Wedding bells were used as decoration throughout the reception rooms to carry out the traditional theme. The guest book table was laid in white lace centered with a Hallmark bride and groom.

Miss Stewart was the recipient of many lovely gifts.

Punch, mints and wedding cookies were served to Mrs. D. E. Stewart, mother of the bride-elect, Mrs. Geneva Linney and Vickie Stewart, sisters of the bride-elect, Mrs. Sharon Geyer, Jay Calloway, Pam Geyer, Becky Nowlin, Caroline Brown, Julie Watkins, Anna Ezzell, Sandra Teague, Sharolyn Cox and Mrs. Weldon Roach.

### HELPFUL HINTS FOR ACES AND PAINS



Aches aren't a matter of age! Young women often suffer muscular aches and pains from housework, child care, sports and outdoor activities. To ease them, here are a few suggestions...

1. Muscles always protest after prolonged or unusual strain. So vary daily chores to give yourself brief rest periods between active jobs.
2. Whenever you lift anything heavy, don't let your back do all the work. Use leg and thigh muscles to help support the weight.
3. When aches occur, relieve the pain as soon as you can by hopping into a hot tub for a good long soak, followed by a brisk toweling.
4. After the bath, apply a penetrating ointment or lotion to the affected areas. You can get hours of relief from new Ben-Gay lotion, a soothing, greaseless remedy that helps take the aches.

## Watkins Food Market

DOUBLE BUCCANEER STAMPS ON WEDNESDAY  
SPECIALS FOR FRIDAY AND SATURDAY

COFFEE	Folger's Pound	79¢
GRAPEFRUIT JUICE	46-Ounce	29¢
CAKE MIXES	Duncan Hines	3 for \$1.00
PORK & BEANS	Van Camp's No. 300	2 cans 29¢
TIDE	Regular Size	29¢
BEANS	Two-Pound Bag PINTO	29¢
NAPKINS	80-Count	2 for 25¢
PICNICS	3-lb Can	\$2.25
SLICED	FRYERS lb.	33¢
PRESSED HAM	lb.	59¢
	FRANKS lb.	45¢

ARMOUR'S ALL MEAT

ROBT J. MAHONEY, DDS  
General Dentistry  
102 W. College - Ph. 643-3141  
Rising Star, Texas  
Office Hours: 9 to 5  
Tuesdays through Saturdays

Tel. MI 3-4141 To Insert Classified Ad.

### Specs—

luk, and family; then to the province of Alberta, Canada, where they visited the parents and a sister of the late Rising Star doctor, and on to Kimberley, B. C., where they were the guests of Pete Semeniuk, a brother.

Here it was August, hot and dry; but in Canada the weather was June-like. Mrs. West said, with great fields of ripening wheat and vegetables, and everybody busy with the harvest before the first frosts expected in September.

### Too Late To Classify

FOR SALE — Chevrolet truck, long wheel base. See H. C. Fridge Service Station. 44-1p

FOR SALE — Upright piano and Polaroid camera with carrier case and flash bulb. Will take color pictures. Call 643-4411. 44-tfc.

# INSURANCE

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## E. F. Agnew & Sons

### RISING STAR'S FAVORITE FOOD STORE SINCE 1920

DOUBLE S&H GREEN STAMPS ON WEDNESDAYS

AJAX	Detergent Large Box	29¢
CRACKERS	Fireside Pound Package	19¢
FIG BARS	1½-Pound Package	25¢
SALAD DRESSING	Elford Quart Jar	39¢
CRUSHED PINEAPPLE	Gold Inn Tall Can	19¢
PEAS	Fresh Cream and Blackeye Two Pounds	25¢
BANANAS	Fancy Quality Two Pounds	25¢
JELLO	All Flavors Package	10¢
APPLE JELLY	Large Size	25¢

"Our Market Department Is Never Surpassed"

BOLOGNA	One Pound Vac-Pak Ridley's All Meat	55¢
STEW MEAT	Boneless Pound	59¢
CHICKEN SALAD	Fresh Made Pound	65¢

PAGE EIGHT

The Rising Star THURSDAY, SEPT. 1, 1966

### Friday and Saturday SPECIALS

CARROTS, No. 303 Can	2 for 25¢
HI-C Can Drinks	3 for \$1.00
SHORTENING, Kimbell's 3-lb can	69¢
CHUCK ROAST, Pound	69¢

Double S&H Green Stamps on Wednesdays

Somerford's Grocery

## New Fall Styles In Shoes

### Personality And Charm Step For Women

High, Medium and Low Heels  
Quality and Style At Medium Prices

FOR MEN:  
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Back-to-School . . .  
Shoes for Boys and Girls—  
All Ages

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