

MR. ADVERTISER . . .

Here Is Why Your Local Newspaper Ad Provides Greatest Return For Your Dollar

When you place your advertisement in your local, home-town newspaper, an unexpected telephone call or visitor will only delay your message, NOT LOSE IT FOREVER!

Newspaper Advertising DOESN'T INTRUDE . . . It Goes Where It Is Invited! People buy newspapers because they want all the news. They are as much interested in the advertising columns as the news columns because advertising is the news of what is available in goods and services at the stores they know. There are no gadgets to turn off the advertising in newspapers. Nobody wants it turned off. Every survey ever made shows that people prefer to have the newspaper they buy contain advertising BECAUSE THE ADVERTISING IS NEWS!

The newspaper is there all day and far into the night. It is there for the whole family to read. AND THEY DO! They can refer to your ad a day later, a week later, or a month later.

It is there to be read at the time and under the circumstances when reader asks to be informed. It is there for the housewife to tear out the ads and take them with her when she shops. SHE DOES!

There are no dials to turn on. There is no problem of turning the dial at just the right time. There is never a question about whether the advertiser's message gets to the reader. Local newspaper advertising goes where it is invited. It sells because it is read at your customer's convenience.

No Other Medium Can Say That!

The Eldorado Success

PRINTING ——— ADVERTISING ——— NEWS

Some Pointers On Contributions, Interest, And Income Tax Given

You may deduct contributions made by you in cash or other property for religious, charitable, literary, educational or scientific purposes. This is one of the itemized personal income tax deductions available to you. However, you cannot deduct contributions which you make, no matter how worthy your intentions, to needy relatives or other individuals, social clubs, and political organizations.

If you are on a cash basis and report income as you receive it and expense as you pay it, your contribution must be paid before it can be deducted from your tax return.

You need not make a donation in cash in order to obtain a charitable contribution deduction. In fact, you can often afford to make a larger contribution to charity because the law permits you to deduct the fair value of the property you donate to charity, whether or not this amount exceeds the price you paid for the property, with no requirement that you report the increase in value as income to yourself.

For example, if you have a share of stock which cost you \$50 and is presently worth \$100, you can give the share to a charitable organization and take a \$100 deduction. If you sold the stock and gave the cash as a charitable donation, it would be necessary for you to pay an income tax on the \$50 profit. By giving the stock to charity you get the \$100 deduction and pay no tax.

You also are entitled to deduct as a charitable contribution the fair value of clothing, toys and other articles which you gave to charity and also expenses which you incur for travel and transportation in serving a charitable organization. You cannot, however, deduct as a charitable contribution the value of your time which was donated.

On your Federal return, your charitable deduction is limited to 20 per cent of adjusted gross income. However, where one-third of the total charitable deduction is for donations to churches, educational organizations and hospitals, you are entitled to deduct a maximum of 30 per cent of your adjusted gross income.

Interest expense is deductible in

full from your tax return. This expense is often a substantial part of your monthly mortgage payments on your house.

If you are buying a car or other property or appliances on time, a portion of your time purchase price and monthly payment will normally to interest expense. Where the amount of interest expense is not clear or where the time carrying charge includes other charges such as for insurance on your life, you may estimate the interest charge by determining your average monthly balance during the year and multiplying this amount by 6 per cent. It is, of course, preferable to obtain the actual amount of interest that you pay because most running accounts or time charges are based upon substantially higher interest than the 6 per cent figure.

P. T. A. Council Meets In Del Rio

The District VI PTA council meeting was held in Del Rio last Wednesday at Laughlin Air Force Base.

Mrs. Edwin Jackson of Eldorado and Mrs. A. C. Kilkes of San Angelo were in charge of registration and registered 192 guests for the meeting.

The theme of the program was Effective Learning for Community Strength.

Mrs. Edwin Jackson was chairman of the nominating committee and presented a slate of officers who were elected, including Mrs. Arlice Brooks of San Angelo for president; Mrs. Boyd Baker of Ozona for vice president; Mrs. Ed Meador for recording secretary. Supt. A. M. Whitis is the outgoing vice president.

Mrs. J. C. Ratliff, historian, gave a history of the administration under the leadership of Mrs. L. S. Vashinder of Del Rio, outgoing president.

The local delegates returned home Wednesday night.

DU BOSE CIRCLE MEETS

The DuBose circle met at the home of Mrs. Skeet Mace on Monday afternoon. Mrs. DuBose presided over the short business. The program consisted of two films on Communism presented by Rev. D. C. DuBose.

Refreshments of congealed salad layer cake and coffee were served to the eleven members and one guest, Rev. DuBose, by the hostess

MERRY MAKERS 42

The Merry Makers 42 club met on March 22 in the dining room of the West Texas cafe for their regular bi-monthly meeting.

There were three tables of players. Mrs. L. T. Wilson and Mrs. Lige Chrestman, visitors, taking the places of Ruth Williams and Bertha Shugart. Mrs. Williams is in California and Mrs. Shugart is visiting in Dallas.

Miss John Alexander was hostess and served the members and guests with a delicious sandwich plate and coffee.

STUDY CLUB MEETS

The Eldorado Study club met at the West Texas Cafe on the evening of March 22. Seven members and two guests, Mrs. Bob Rutledge and Mrs. Douglas Jung, were present.

The program was given by Mrs. Jim Martin on the history of the San Saba mission. This is one of the series of programs given on the historical places around Eldorado.

Coffee and cake was served following the meeting.

Frank O'Banion, director of music for the First Baptist church attended the state-wide associational officers leadership conference in aco on Monday and Tuesday.

Mrs. C. N. Clark was ill at her home in Huldale several days last week.

Roxa Jean Tinning Married In Ohio

Mrs. V. G. Tisdale has returned from Ohio where she visited the W. H. Paffs and while there attended the wedding of her granddaughter and name-sake, Roxa Jean Tinning. Mrs. Tisdale reports a delightful trip and a lovely wedding.

Roxa Jean was married March 17 to Gene Douglas Mumford in an evening ceremony in the Tipp City Methodist church, with about 100 guests attending. The bride attended school here in Eldorado before moving with the Paffs to Ohio a number of years ago.

Among the attendants at the wedding was Mrs. Frank Feight, sister of the bride. She served as matron of honor.

Mr. and Mrs. Mumford have established a home at 820 W. Race Street, Troy, Ohio.

The bride is a graduate of Covington High school and at the time of her marriage was a clerk-typist at B. F. Goodrich Co.

Mr. Mumford was graduated from Bethel High school, served two years in the Army, and is employed at Frigidaire Division, General Motors Corp., Dayton, Ohio.

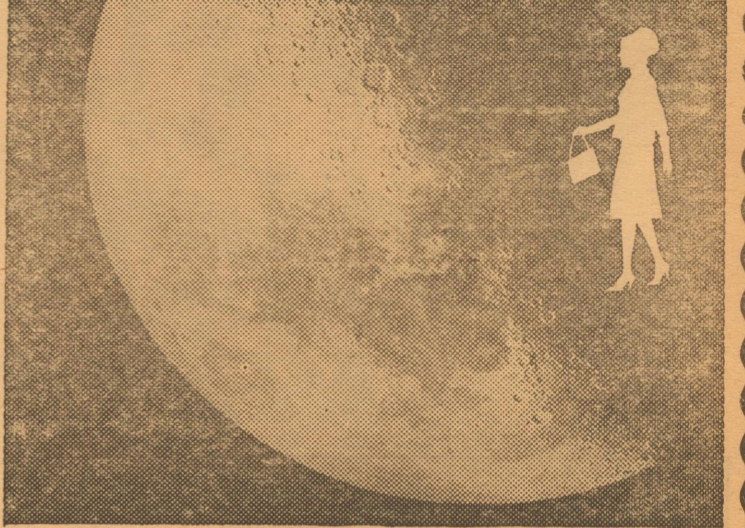
Mrs. R. L. Pearce and Mr. and Mrs. Bob Pearce and boys, Bobby and Freddy, of Fife, visited the senior Mrs. Pearce's sisters, Mrs. F. M. Bradley and Mrs. W. L. Isaacs, and their families Sunday.

Principles of Business for Ed Meador Insurance Agency Over the Years Are and Have Been These:

1. To provide the best and most dependable insurance of all kinds.
2. To provide the best, most courteous, dependable and efficient service.

For insurance that truly is designed to protect against costly hazards, counsel with—

ED MEADOR AGENCY
Phone 23161

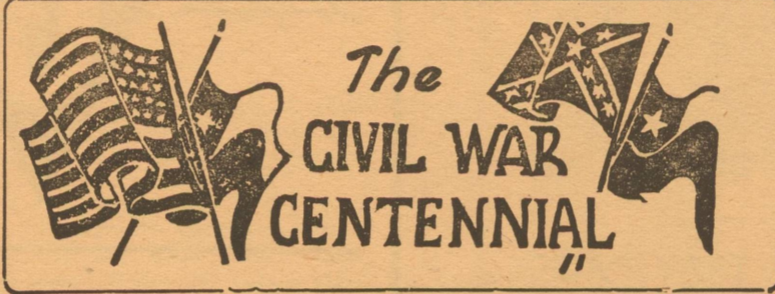


Woman Walks to Moon!

In her adult lifetime, the average American woman walks as far as the distance from Earth to the moon! Make you tired just to think of it? To avoid needless, extra steps when you're already busy enough, do your banking with us by mail—forms are free.

THE FIRST NATIONAL BANK

Eldorado, Texas



By Dayton Kelley
Mary Hardn-Baylor College

The neighboring state of Arkansas recently observed the 100th anniversary of the Battle of Pea Ridge, a two-day battle which occurred on March 7 and 8, 1862 and took the lives of three Confederate generals including that of the Old Texan Ben McCulloch.

Sometimes referred to as the Battle of Elkhorn Tavern, Pea Ridge was one of the major battles in the Western theatre of operations and the loss by the more numerous Confederate force under General Earl Van Dorn ensured Union control of Missouri for the remainder of the War.

Several Texas units participated in the Battle of Pea Ridge, among them the Third Texas Cavalry which was mustered in Confederate service on June 13, 1861 at Dallas.

Some of the officers of the regiment were Col. Robert H. Cumby, Col. Elkanah Greer, Col. Hinchel P. Mabry, St. Col. Walter P. Lane, Lt. Col. Jules S. Boggess, Maj. J. J. A. Barker, Maj. George W. Chilton, and Maj. Absalom B. Stone.

One of the highlights of the centennial observance in Arkansas was to have been the dedication of the Pea Ridge National Park which the people of Arkansas bought at a cost of \$500,000 and deeded to the Federal Government. In return the National Park Service is developing the site as it was at the time of the decisive battle.

Pea Ridge is the first Civil War battlefield west of the Mississippi River to be made a national park and is also the only one in the entire national system where all the acreage is preserved. Most of the others include only a small portion of the actual battlefield.

Latest word is that the battlefield will not be ready for dedication until May 30 and 31 of next year, but earlier there was a memorial program in the Baptist Church in Pea Ridge and a short ceremony at Elkhorn Tavern which is still standing.

And in Bentonville, a marker was placed at the old Eagle Hotel, now the Town House, where Union General Franz Sigel was chased away from his breakfast by Confederates the day preceding the beginning of the historic battle.

Three of the Confederate regiments engaged in the Battle of Pea Ridge were composed of Indians from the Creek, Seminole, Cherokee, Chickasaw and Choctaw tribes all under the command of Brig. Gen. Albert Pike. It is interesting to note that an Indian by the name of Stand Watie held the rank of General in the Confederate Army and that his braves fought well in the battle.

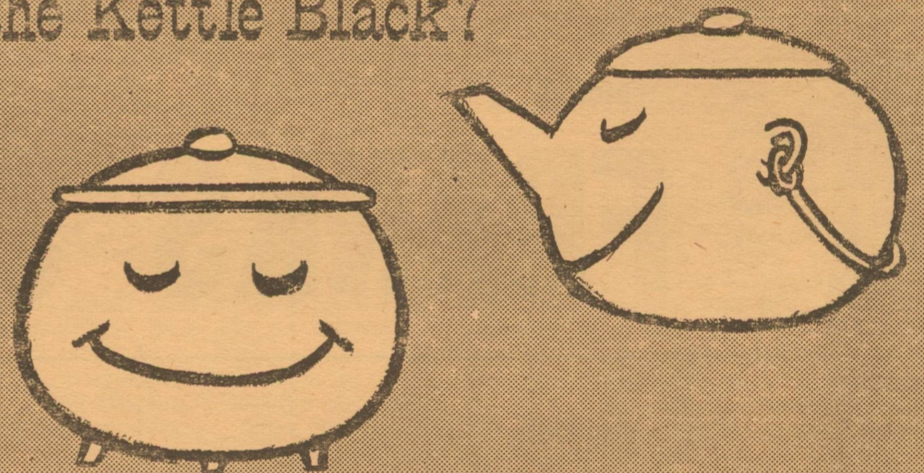
It is also interesting to note that among the scouts employed to great advantages by the Union commander Gen. Samuel R. Curtis was a young man who wore gaudy shirts and a mustache whose ends would be knotted together behind his head. His name was James Butler (Wild Bill) Hickok.

Recommended reading this week—The full account of Gen. Stand Watie's Indians and how they acquitted themselves at the Battle of Pea Ridge is contained in the

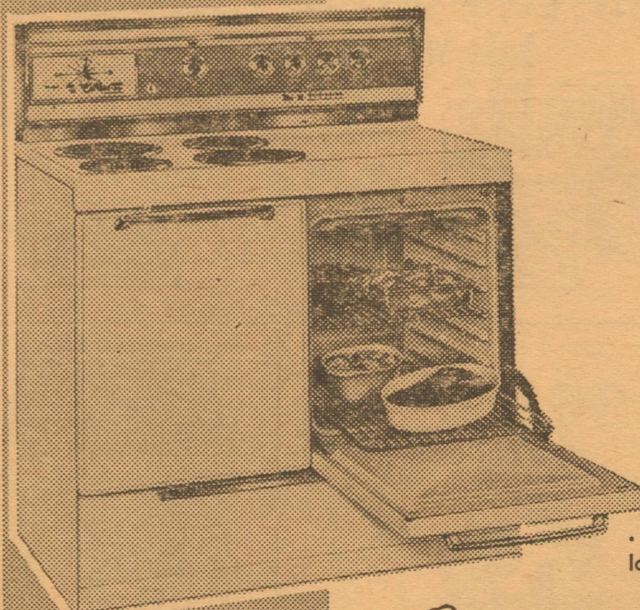
Naylor Company's publication by Frank Cunningham entitled Confederate Indians. The story of the only Indian to attain the rank of general during the War and why he and his people chose to fight for the Confederacy is skillfully and readably presented.

And for a further understanding of the importance of the battle of Pea Ridge, one of the best volumes we've seen is Little, Brown and Company's Civil War on the Western Border by Jay Monaghan which puts the whole Western theatre of operations in its proper perspective.

Remember When the Pot Called the Kettle Black?



Not any more...
On a Flameless Electric Range!



All your fine pots and pans will be friends again... with a flameless electric range. It's the cleanest, finest heat source ever to caress a cooking vessel.

Economical, too. For less than 3¢ the average family served by WTU can cook a complete meal the modern electric way.

Stop in soon at your Electric Appliance Dealer and see the model designed to fit best and look best in your home.

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...to customers served by WTU. Ask your local appliance dealer or at any WTU office.

Live Better...
Electrically!



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an investor owned company

Prompt
Service
On All Types
Job Printing
At The
Success Office

Now is the time to stock up with...
STULL'S LIVESTOCK SPRAYS
for
Flies, Ticks, Lice, and Other Insect Pests

Phone or write:
Lewis Ferguson
Harper Rt., London, Texas
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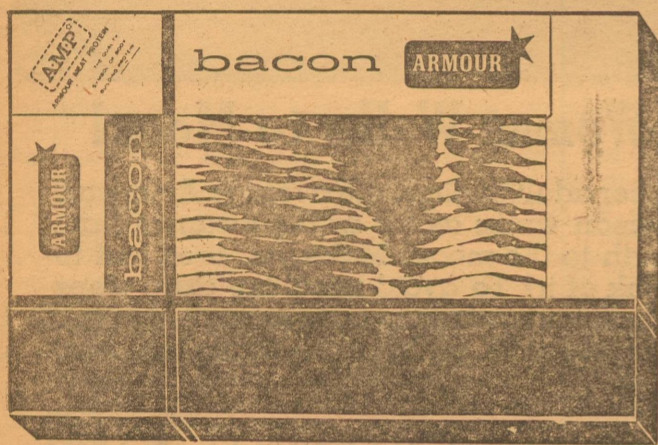
Proven Agricultural Chemicals



MORE



Finest Quality
MEATS



ONE POUND

TRAY PACK

49^c

Lean — Meaty

PORK RIBS

Pound

39^c

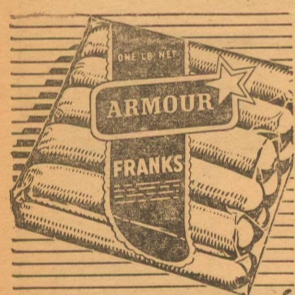
Sirloin

Fine For Broiling

STEAK

Pound

89^c



Armours

Package

FRANKS 39^c



18-Oz. Bottle
29^c

Vegetole

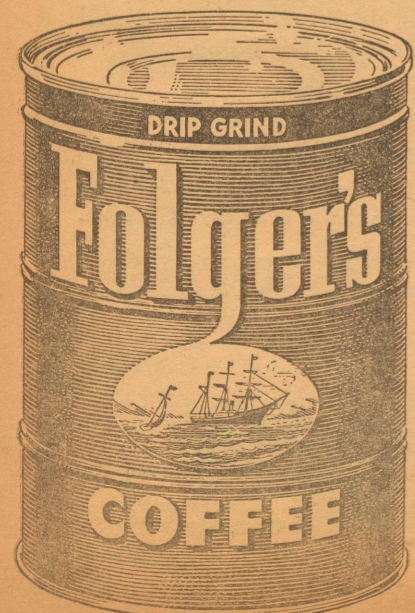
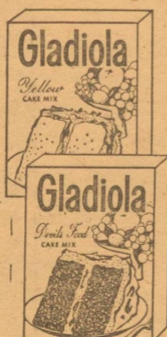
3 Lb. Can

Shortening 59^c

If you'd bake with pride...
bake with GLADIOLA



29^c

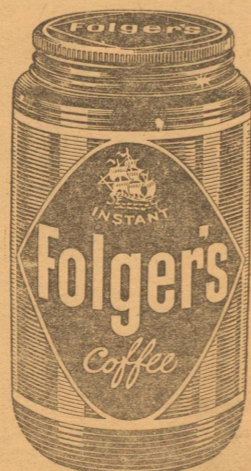


ONE POUND
CAN

59^c

TWO POUND
CAN

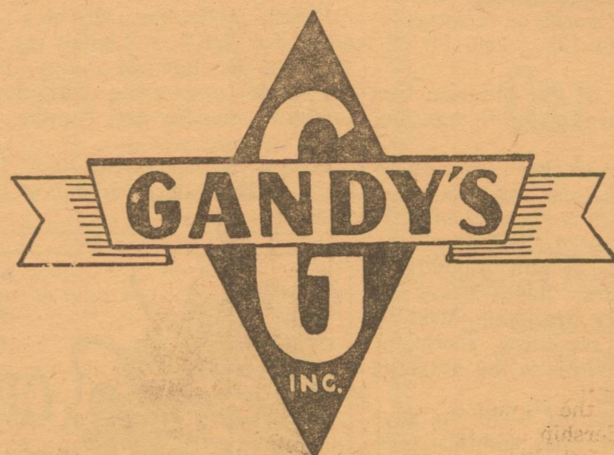
\$1.17



10-Oz. Instant

1.29

at Parker's



GANDY'S
ICE CREAM

1/2 GALLON

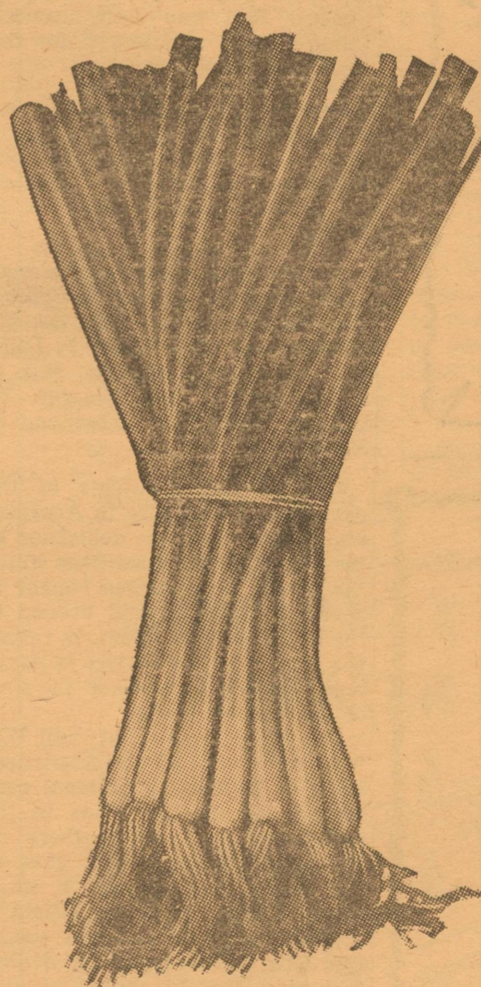
69^c



12 BOTTLE
CARTON



73^c



Green

Bunch

Onions 5^c

Fresh

Bunch

Radishes 5^c

Baby Yellow

Pound

Squash 19^c

Supreme

14-Oz. Package

OATMEAL COOKIES 39^c

Supreme

14-Oz. Package

LEMON COOKIES 39^c

Morton's

Quart

SALAD DRESSING 39^c

American Beauty — Macaroni and

Package

CHEESE DINNER 19^c

We give S.W. GREEN STAMPS