



## B & G FEED

Feed, mineral salt, livestock hauling, hay hauling. Pasture and liquid feed. Will be delivered or can be picked up.

Feeders will be furnished.

Eldorado salesman: Sam Carrell, 853-2219

GEORGE SCHWIENING

800 Glasscock, Sonora, Texas

Office Phone ----- 387-3620

Res. Phone ----- 387-2063



Eldorado Girl Scouts will be taking orders November 5-14 for cookies to be delivered in January, 1977

(Contributed in the Public Interest by the Eldorado Success)

## Bacon And Eggs— Now A New Salad



That traditional duo, bacon and eggs, becomes a trio when combined with western iceberg lettuce in "Bacon And Egg Salad," a refreshing salad that's hearty enough for a satisfying weekend supper. Crisp bite-size chunks of western iceberg lettuce are layered in a chilled salad bowl with crisp bacon pieces and hard-cooked egg slices and tossed at the last moment with a piquant dressing of sour cream, salad dressing, chopped egg and green onion.

### Bacon And Egg Salad

- |                                |  |
|--------------------------------|--|
| 1 head western iceberg lettuce | 1/2 cup dairy sour cream                 |
| 6 strips bacon                 | 2 tablespoons finely chopped green onion |
| 4 hard-cooked eggs             | 1 teaspoon prepared mustard              |
| 1 cup salad dressing           |  |

Core, rinse and thoroughly drain lettuce; refrigerate in disposable plastic bag or lettuce crisper. Cook bacon crisp; break into medium-large pieces. Slice 2 eggs. Coarsely chop remaining eggs and combine with salad dressing, sour cream, onion and mustard. When ready to serve, cut lettuce into bite-size chunks. Layer in chilled salad bowl with crisp bacon and sliced eggs. Toss with dressing and serve at once.

Makes 6 to 8 servings.

Note: If thinner dressing is desired, add a tablespoon of milk.

## PROMPT ATTENTION

TO ALL JOB PRINTING ORDERS

at

THE ELDORADO SUCCESS

Phone: 853-2600

## WHAT'S NEW IN EDUCATION?

by William A. Fowler, M.Ed.

### Emerging Career Opportunities

The age of specialization and the need for four-year professional college training is giving way today to a society that needs people trained for middle manpower posts in such fields as construction, business and medicine.

This was the main thrust of a report on the "unmet educational needs" in one of our nation's most affluent communities. The chairman of a committee that made the four-month study in Montgomery County, Md., said it concluded: "There is a need for people in the various trades — mechanical, construction, accounting, book-keeping, photography, and in civil engineering and electronics. We found a lot of college graduates," he added, "trained for career fields with no more demand who want something else now."

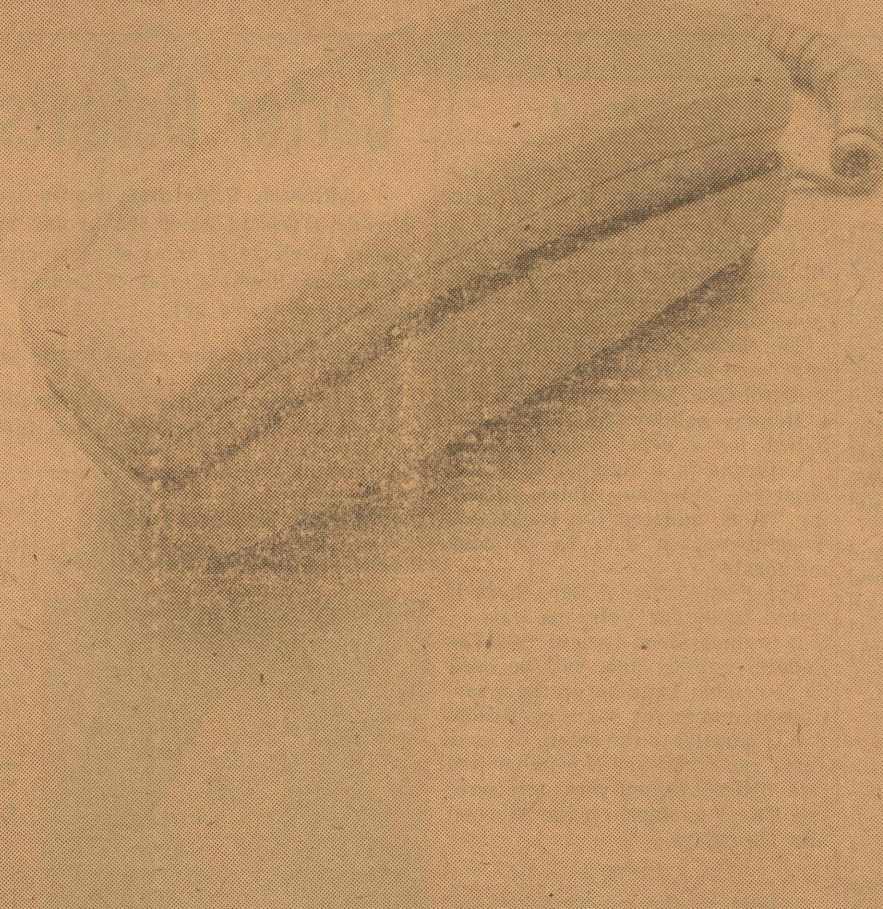
The study reflects a growing awareness by educators, parents and students of the necessity to expand occupational education in public schools throughout the country. This "practical education" is now available at vocational schools, technical institutes, community colleges and some junior colleges. But, these schools are hard pressed to serve increasing student needs and require greater financial support for program development.

Home study offers an alternative method to develop a new skill or brush up on old skills. More than four million Americans are enrolled in correspondence courses today. Information on courses you can study at home is available from the National Home Study Council, 1601-18th St. N. W., Washington, D. C. 20009.



Tea was introduced to America by the Dutch.

## THE QUIET PHONE. (It doesn't shout "telephone.")



It's the handsome Styleline® telephone. Its quiet elegance won't clash with any decor.

Styleline phones come in wall or desk models and many colors, both delicate pastels and bold accents. Handsets are available with either rotary dial or pushbuttons in Touch-Calling areas.

So get the phone that doesn't yell "telephone!" It's a great conversation piece. Call our business office today.

GTB  
GENERAL TELEPHONE

## Swine Flu Immunization Clinic Set For Nov. 11th

A Clinic for giving immunizations for A/New Jersey influenza (Swine Flu) is scheduled for Thursday, November 11th, at the Memorial Building, from 3:00 to 6:00 p.m. for persons over 18 years of age.

The dangers of catching the A/New Jersey strain of influenza are very real if the expected fall and winter outbreak occurs. A nationwide epidemic can be averted if everyone receives the Swine Flu vaccine. Everyone 18 and older should be immunized with these free shots as soon as possible in order to be protected against this strain of influenza. Persons who are allergic to eggs are asked NOT to take the Swine Flu vaccine because the virus used in preparing the vaccine is grown in eggs. There

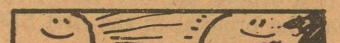
is very little discomfort from these shots and reactions are extremely rare.

Local public health authorities and volunteers will conduct the influenza campaign in Eldorado, at the Memorial Building, November 11th, from 3:00 p.m. until 6:00 p.m.

Don't be an influenza statistic this winter; take advantage of the free A/New Jersey (Swine Flu) immunizations being offered.

— CHEAPEST, hardest-working salesmen in town: That's Success Want Ads.

RECEIPT BOOKS: Small and large ones on sale at The Success office.



The time required for the earth to orbit the sun—that is, the length of an earth year—increases by about .04 seconds each century.



Vegetables have a different texture and taste when served raw instead of cooked—and you get a bonus of vitamins and minerals, as none are lost in cooking.

## COME TO OUR BIG PRE-INVENTORY CLEARANCE SALE!



## SALE CONTINUES THROUGH FRIDAY:

NOVEMBER 12TH

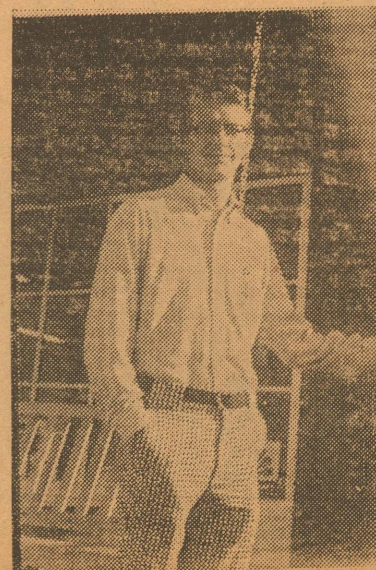
Values In All Departments

Hunters Are Welcome!

Particle Board ----- \$3 Sheet

Louan Paneling,  
Light & Dark \$3.99  
Reg \$4.29

Notice: Store Will Be Closed All Day This Saturday, November 13th, For Inventory



Charles Harris  
Manager



Building  
Materials  
Center

PHONE 853-2744

**To Eldorado T-V Cable Customers:**

Please send your monthly payments to:

Television Enterprises, Inc.  
P.O. Box 491  
Eldorado, Texas 76936

—Telephone 853-2804—

Call the above number for any other business you may have about Cable T-V.

**A Special Word To Out-Of Town Subscribers**

Please notify us promptly when you change your mailing address.

Newspapers are Second Class Mail and are not forwarded as First Class letters are.

We appreciate receiving both your old and new addresses, and MUST have your ZIP Code number in order to assure proper delivery. Your co-operation will enable us to send Success papers to you without delay in the mails.

**THE ELDORADO SUCCESS**

Serving Schleicher County Since 1901

**New 2 and 3 Bedroom Homes—**

From 1,000 to 1700 square feet of floor space, built under city inspections. 1½ or 2 full baths with ceramic tile showers and dressing tables. Large kitchen-dinette combinations. Lots of cabinets and snack bar. Built-in dishwasher and range with hood. Utility rooms or areas. All gas or all electric. Central heating. Fully carpeted with window drapes installed. Completely finished and delivered to any place in West Texas.

Can also brick all or part if desired and include refrigerated air all as an extra. We invite you to come and look at what we have to offer. We have been in this business for over 20 years and guarantee satisfaction.

Call Craig Hardegree at Burley Lumber Co.  
San Angelo, Texas 655-3127

**Robert Massie Co.**

Furniture — Carpet

**WEST TEXAS' LARGEST HOME FURNISHING STORE**

Whether yours is a small or a large budget, whether your need is one room, A houseful or one piece, Our management and our experienced sales personnel are anxious to serve you according to your wishes.

MAKE OUR STORE YOUR HEADQUARTERS WHEN SHOPPING IN SAN ANGELO

12-14 E. Twohig Telephone 655-6721

Phone 2619 for Complete Line of Exxon Products. Farm and Ranch Butane. All Business Appreciated.

**Eldorado - Divide Petroleum Co.**

Exxon Products — Raymon Mobley & Employees

**ELDORADO SUCCESS Want Ads Get Results!**

**ELDORADO EAGLES**

**1976 FOOTBALL RECORD**

Date	Team	Place	Time
Sept. 3	Rankin 29	Eagles 14	
Sept. 10	Traan 13	Eagles 13	
Sept. 17	Ozona 32	Eagles 7	
Sept. 24	Winters 14	Eagles 0	
*Oct. 1	Big Lake 29	Eagles 12	
*Oct. 8	Menard 13	Eagles 27	
*Oct. 15	Robert Lee 0	Eagles 28	
*Oct. 22	Wall 34	Eagles 14	
*Oct. 29	Junction 17	Eagles 14	
*Nov. 5	Mason 40	Eagles 0	
*Nov. 12	Open		

\* District 9-A Games (Above Are Varsity Games)

**November Is National Diabetes Month**

You could have diabetes without any of the symptoms. Indeed, anyone at any age, can become diabetic. Those most likely to get it, however, are relatives of diabetics, and people who are over 40 or overweight.

The earlier the disease is discovered and proper control is established, the better the diabetic's chances are for living an active life. It is therefore in your best interests to be tested periodically for diabetes.

It is also important to be able to recognize the most common symptoms: excessive thirst, frequent urination, constant hunger, loss of weight, itching, tiring easily, changes in vision, and slow healing of cuts and scratches.

November is National Diabetes Month. If you have not been tested lately, do so now. And learn all you can about this major health problem that is expected to affect one in five of us by the time we are 70.

**TO CONDUCT SERVICE**

West Side Church of Christ will have charge of the services this Sunday afternoon, Nov. 14th, at the Nursing Home.

**Growth doesn't stop at maturity.**

Everyone knows U.S. Savings Bonds reach full maturity in just five years.

But they don't stop there.

Bonds keep accumulating interest year after year after year.

So if you're enrolled in a Payroll Savings Plan at work (or the Bond-A-Month Plan where you save), you don't have to rush out and cash your Bonds at maturity.

You can sit back and watch them keep growing.

The older they get, the better they look.

Series E Bonds pay 6% interest when held to maturity of 5 years (4½% the first year). Interest is not subject to state or local income taxes, and federal tax may be deferred until redemption.



**Take stock in America.**  
200 years at the same location.

A public service of this publication and The Advertising Council.

**Grants Made To COG**

Austin, Texas.—Governor Dolph Briscoe has approved two criminal justice grants to Concho Valley Council of Governments.

Criminal justice planning will be continued with a grant of \$31,882 for the 13 counties.

A \$26,786 grant will provide law enforcement training for more than 200 peace officers in the 13-county region.

The local grants were among 101 approved by Governor Briscoe with funds from the Law Enforcement Assistance Administration (LEAA) under the Crime Control Act of 1973.



The Bible is not a brief for a courtroom; it is a love letter. The Bible is not a series of formal statements about God; it is a personal message from Him to us. The Bible is not a detective story in which man with a cluster of clues tracks down an elusive Creator. No, here God comes down to us.



The Bible stresses that the entire creation still depends on its Creator to keep it going. To put it another way, subtract the world from God and God would still be God. But the world minus God would be nothing.



To better understand the living God today, you can read a booklet entitled, "Is God Out of Date?" To receive it, send your name and address and 25¢ to International Lutheran Laymen's League, 2185 Hampton Avenue, St. Louis, Missouri 63139.



Though the phrase "the Real McCoy" probably originated in Scotland, at one time it applied to an outstanding American boxer whose name happened to be McCoy.

**News & Advertising Copy Deadlines:**

MONDAY of Each Week: Please turn in contributed columns, club reports for preceding week end, society and personal news, etc.

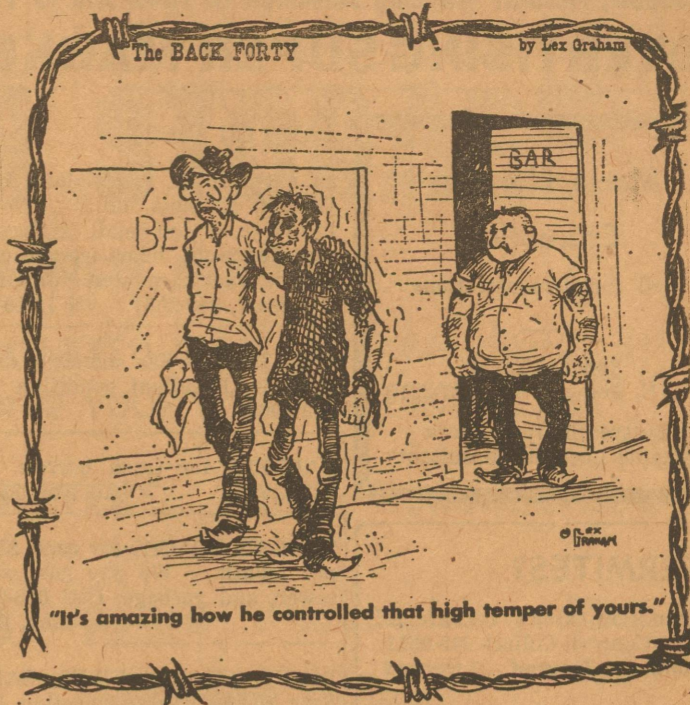
TUESDAY Morning: More General News.

TUESDAY Noon: Only news items of real significance such as deaths can be accepted.

IN GENERAL: Please Turn in News and Ad Copy As Early In The Week As Possible.

**THE ELDORADO SUCCESS**

PRINTING—ADVERTISING—NEWS —SINCE 1901



Control your financial worries with a personal loan from The First National Bank.

Our loan department is waiting to help you  
**Closed All Day Thursday, Nov. 11, Veterans' Day**

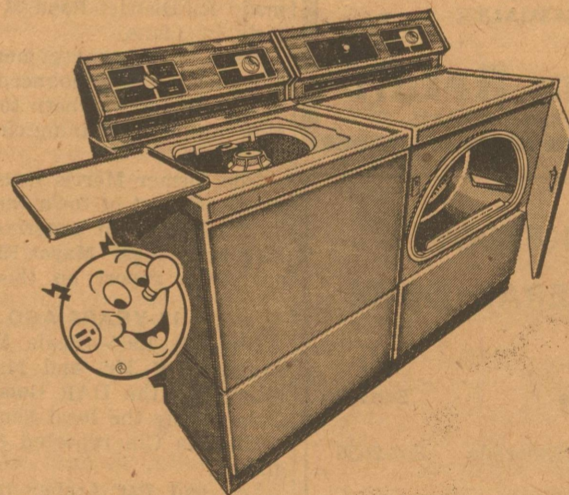


**The First National Bank**

Of Eldorado

**Proper Energy Management Can Save You Money!**

**In Your Home Laundry**

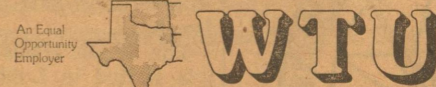


- ★ Utilize the washer's full capacity. Wash larger loads — wash less often.
- ★ Same goes for dryers: dry more than just a few items at a time.
- ★ Use the washer's load selector to save on hot water when you must wash small loads.
- ★ Use a cold rinse whenever possible to conserve hot water.
- ★ For more efficient drying, clean the dryer lint screen after each load.
- ★ If your dryer has an automatic cycle, use it to prevent unnecessary overdrying. Also, when allowed to overdry, clothes tend to wrinkle, thus require more ironing.

Pick up your FREE copy of "ENERGY CONSERVATION" Booklet from



**WEST TEXAS UTILITIES COMPANY**



A Member of The Central and South West System

Remember REDDY Supplies the energy— but only YOU can use it wisely!

**Cheapest, Hardest Working Salesmen In Town Are In The ADVERTISING SUPER MARKET**

**Merle Norman**  
Cosmetics  
Call for demonstrations  
Sonora, Texas  
511 E. 2nd 387-2216  
Betty Stewart, Clerk  
Maxine Locklin, Consultant

**TERMITES?**  
Then Call King's Termite & Pest Control, Collect 949-8611  
Bonded Insured Licensed  
**King's Pest Control Service**  
2820 W. Ave. N.  
San Angelo, Texas  
Johnny J. King, Mgr.  
(to 28\*)

**ROOFING**  
ALL TYPES  
ROOF REPAIR  
and Quality Roofs  
**KENT ELLIOTT ROOFING**  
Phone 655-2800  
San Angelo, Texas

**Western-Bilt**  
If They're Western-Bilt  
They're Guaranteed  
**Free Pick Up and Del.**  
Phone 853-2956

**INSURANCE**  
FIRE  
WINDSTORM  
HAIL; AUTO; LIFE  
CASUALTY  
**Tom Ratliff**  
Phone 853-2636

**KERBOW FUNERAL HOME**  
Eldorado Sonora  
Phones, Eldorado 853-2636  
Or Call Sonora 387-2266

**ELDORADO SUCCESS**  
PUBLISHED EVERY THURSDAY  
At Eldorado, Texas 76936  
Fred Gunstead... Editor-Publisher  
Bill Gunstead... Associate Editor  
Subscription Rates  
1 Year In Schleicher County \$5.00  
1 Year, Elsewhere \$6.00  
Entered as Second-Class Matter at the post office at Eldorado, Texas, under the Act of March 3, 1887.  
Any erroneous reflection upon the character, standing or reputation of any person firm or corporation which may appear in the columns of The Success, will be gladly corrected upon same being brought to the attention of the publisher.  
Notice of entertainments where a charge of admission is made, obituaries, cards of thanks, resolutions of respect, and all matters not news will be charged for at the regular rates.  
Announcements of revivals for churches are considered advertising and charged for at regular advertising rates.  
Unsolicited poetry charged for at regular advertising rates.  
Pictures — Unsolicited pictures for publication charged for at engraver's rates.  
Front page advertising announcements to be charged for at a rate equal to three times the regular rate.

**TEXAS PRESS ASSOCIATION**  
TPA  
MEMBER 1974  
Member  
BEST TEXAS PRESS ASSOCIATION

**Do You Need**  
an extra room, remodeling, home repairs, cabinets built? No job too large, or too small. Eight years experience in home construction. Journeyman carpenter. Call Mike O'Connor, 853-2087. (N 11-18-25\*)

WESTINGHOUSE electric dryer, for sale. Excellent condition. Call 853-2966. 1\*

BARRELS for trash barrels. Call 853-2126. (to Nov 25\*)

TRAILER SPACES for rent, \$50.00 per month. We pay gas, water, sewer, and garbage. Call 853-2126. (to Nov. 25\*)

DESKS, CHAIRS, FILES, SAFES. Save 20-50%. Large selection. Cash & carry. Hours 9:00 to 5:30 Monday thru Friday. —Value City, 117 W. Twohig, San Angelo, Tex. (Oc 28)

**PENNY'S PLANTS & GIFTS**  
915-653-4633  
New Ideas For Christmas  
Custom Made Drapes

WE SHELL pecans at Sonora, on halves or by the pound. —387-2294 Fred Adkins. Oc

DO PEOPLE read these small ads in The Success? You just did.

**In Those Days**  
Compiled From Success Files

**ONE YEAR AGO**  
Nov. 13, 1975—Irene Garcia was crowned Band and Football Sweetheart, as the Homecoming game was held here with Menard. The Eagle varsity took their first victory of the season by defeating Menard 47-14.  
Mrs. James Head was in Wisconsin for the funeral of her father, Walter Peterson, who died there at the age of 85.  
A fund drive was under way for the Salvation Army with Floyd Butler as the general chairman.

**FIVE YEARS AGO**  
Nov. 11, 1971—The Eagle varsity football boys lost to Sonora 27 to 6, and were to meet Menard for the final game of the 1971 season.  
Jim Martin and Doyle Easterwood, employees of Southwest Texas Electric Co-Op., attended a meeting in Lubbock.  
Menard was putting on a Centennial observance of the founding of their town in 1871.  
Benjie Jay and Nancy Rinehart made All-District Band at the contests in Llano.  
Susie Hardy's engagement to Mickey Clark was announced.  
A daughter was born to Mr. and Mrs. Kenneth Pennington of Austin.  
The former Morris house in the northeast part of town was deeded to the Boy Scout program by San Angelo Savings. Mayor Eldon Calk made the report on this matter.

**12 YEARS AGO**  
Nov. 12, 1964—Paula Mace, the daughter of Mr. and Mrs. J. H. Mace, was the DAR Good Citizen from among the local Senior girls.  
Mikeska Gin reported 617 bales ginned.  
Lee and Pat Archer took over the former McDonald Drive-In in south Eldorado and were operating it as Pat's Drive-In.  
James Williams was chairman of the fund drive conducted for the Concho Valley Boy Scout Council and he reported \$783 raised.  
A daughter was born to Mr. and Mrs. Roy Lynn Taylor and a son to Mr. and Mrs. Domingo Pina.  
Walter (Pop) Taylor was working over his building on South Main street and getting it ready for Mr. and Mrs. M. E. McEwen to put in a coin-operated laundry.

**20 YEARS AGO**  
Nov. 8, 1956—"Eisenhower Repeats '52 Sweep With Bigger Landslide" headlined The Success.  
Will Faught died in Lampasas.  
Cheer leaders pictured were Jimmie Dell Williams, Dale West, Jeanie Mund, Joy Dodd and June Williams.  
Dr. H. Z. Pennington, long-time physician here in Eldorado, observed his 90th birthday. He was reported "somewhat ailing."  
Junior McLaughlin visited here from San Angelo College.  
Joe and Callie Wagley were showing the new '57 Oldsmobile.  
Beth Birdwell became the bride of Gerald Hicks, in a ceremony in Snyder.  
Parker Foods was having an Anniversary Sale with hot dogs for 5c.  
The W. H. Hales and Arch Mittels visited in Lubbock with Billy Sam Hale and Ronnie Mittel, for Homecoming at Texas Tech.  
Elvis Parker and family were new renters in the Prugel house.

**Community Calendar**  
Nov. 11, Thursday. Veterans' Day observance, 1:00 p.m., at Court House, south side.  
Nov. 11, Thurs. Forty-Two Club meets with Mrs. Annie Speck.  
Nov. 11, Thursday. Swine Flu Immunizations to be given, 3:00 to 6:00 p.m., at Memorial Building.  
Nov. 11, Thurs. Masonic Lodge.  
Nov. 13, Saturday. Breakfast for World War I veterans, 7:00 a.m., at Memorial Building.  
Nov. 15, Monday. Teachers' In-Service Work Day; school holiday.  
Nov. 16, Tuesday. Basketball A&B girls to Crane; A&B boys host Comstock in games starting at 6:00.  
Nov. 17, Wednesday. Lions Club meets 12:05, Memorial Building.  
Nov. 18, Thursday. Social Security representative at Court House, 10:00 a.m. to 12:00 noon.  
Nov. 18, Thursday. Planning meeting for Summer Youth Program, 7:00 p.m., Corral room.  
Nov. 23, Tuesday. Deer dressing demonstration, 7:00 p.m., Memorial Building.

**FASHIONS by Lela**  
113 N. Harrison  
(behind Skaggs) San Angelo  
Ladies Apparels Lingerie  
Hose, Bags, Jewelry  
Complete Junior Line  
1 thru 15  
**LELA HAMNER**  
Mgr. & Owner 949-2219

**CLASSIFIED ADVERTISING RATES**  
First Insertion.....4c word  
Additional Insertions.....2c word  
Minimum \$1.50 Each Insertion  
Cash In Advance  
\$2.00 Minimum On All Small Ads  
Taken On Phone Or By Mail

**Sales Help Wanted**  
TEXAS REFINERY CORP. offers PLENTY OF MONEY plus cash bonuses, fringe benefits to mature individual in Eldorado area. Regardless of experience, airmail A. N. Pate, Pres., Texas Refinery Corp., Box 711, Fort Worth, Texas 76101. 1tc

**School Menus**  
Wed., Nov. 10: Beef stew with vegetables, cheese strips, lime jello, cornbread or crackers, iced cupcakes.  
Thursday, Nov. 11: Beef patties in gravy, thickened potatoes, waxed beans, stewed prunes, coconut pudding.  
Friday, Nov. 12: Sandwiches—tuna, chicken salad, ham salad, pimento cheese, peanut butter; potato chips, orange halves, rice krispie cookies.  
Monday, Nov. 15: Teachers' work day; no school.  
Tuesday, Nov. 16: Fresh fish filets, blackeyed peas, macaroni & cheese, cole slaw, chocolate cake/fudge icing.  
Wed., Nov. 17: Spaghetti and meat sauce, whole kernel corn, applesauce, chocolate chip cookies.  
Thursday, Nov. 18: Turkey and dressing, giblet gravy, green beans, fresh fruit salad, harvest cake/icing.  
Friday, Nov. 19: Hot dogs with chili, corn chips, pork & beans, stuffed celery (cheese), banana pudding.

**MEMORIAL PROGRAM**  
**Your Memorial Gift is a fitting tribute to a loved one. This remembrance helps support the research, education and service programs of the American Cancer Society.**  
**Memorial gift funds may be sent to your local Unit of the Society.**  
**AMERICAN CANCER SOCIETY**  
We have the appropriate cards to send to the family and to the donor, and will send your check to the American Cancer Society in Austin.  
**HELEN CARLMAN**  
Memorial Chmn. Schleicher County

**ELDORADO LODGE**  
No. 890 — A. F. & A. M. Stated meeting 2nd Thursday in each month, at 7:00 p. m. from Oct. 1 to April 1, and at 8:00 from April 1 to October 1. Visiting brethren welcome.

**WINTER is just around the corner!**

**SEE US FOR**  
Jackets — Insulated Coveralls — Work Boots  
Dress Boots — Felt Hats — Toboggans  
Gloves — Insulated Underwear — Tube Socks

Wool Yarn for your Christmas Knitting, only \$1  
A New Shipment of Darnettes & Buster Brown

Ladies Skirts — 3-piece suits — Gauchos  
Turtleneck Blouses — Blazers  
Long Sleeve Blouses

All Straw Hats in Stock 1/2 Price

For the Hobbyist We Have Craftfur  
Also a new selection of wooden beads

Eagle Traveling Bags for Basketball Season

**McCalla's Dept. Store**  
GENE AND VERNELL McCALLA

**VISITORS DISCOVER A GRACIOUS PORT CITY**



A stroll through "Planten un Blomen" park (top left) is a pleasant rest for busy tourists. Sightseeing ferries (top) leave Hamburg's exclusive shopping promenade to tour twin lakes of the Alster. The cabarets in St. Pauli (bottom) provide entertainment of all kinds.  
Sailors ashore look for entertainment, and St. Pauli, near the docks, has long provided it. The area today is a vast amusement district with night life attractions ranging from the Eros Center to the "Zillertal" Bavarian beer garden, from dance halls to striptease shows.  
In Hamburg, visitors can take boat rides which leave regularly from a landing near St. Michael's on tours of the harbor. In Poseldorf, a small restored district near the Alster, you will find antique lamps lighting narrow, cobbled streets and boutiques, art galleries, intimate restaurants and pubs in former coach houses.  
There's jazz in Hamburg from 11 in the morning till 4 or 5 the next morning. Eppendorf, favorite of the and its restaurant choice is comparably cosmopolitan.  
A song goes, "In Hamburg the night is long." As long and full as a visitor could want. And so are the days.  
Lufthansa German Airlines now brings Hamburg within direct reach of Americans with non-stop flights four times weekly from New York. Details on flights to Hamburg and illustrated folders on packaged tours and Fly & Drive vacations, can be obtained from the airline or by contacting your travel agent.

**VE SPEED LIMIT 2**  
A steam-powered tricycle built in 1769 could carry four people and go at two miles per hour.



# The POWER of PRINT in AMERICAN HISTORY

1776-1976  
THE GROWTH OF BUSINESS

This article is adapted from a program of historical monographs created by the St. Regis Paper Company in an effort to rededicate our heritage and renew our pride in our country's achievements.

In our pursuit of liberty, Americans have always believed there can be no freedom without freedom from want. Business has provided the materials which built this country and preserved its institutions, depending at every step upon the existence of printing to coordinate its management, advertise its wares and explain its products.

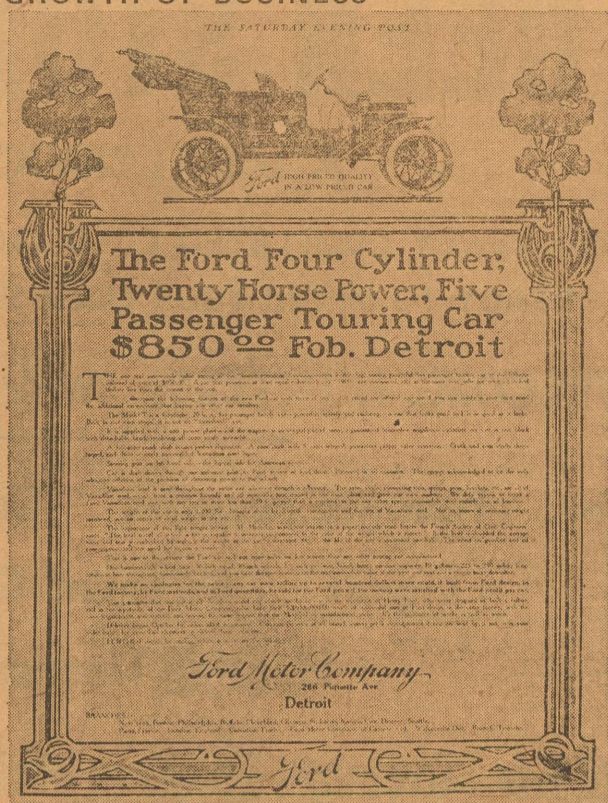
From the founding of the colonies through the first half of the 19th century, the premier American businessman was the urban merchant who used newspapers to advertise his wide range of wares.

The most dynamic impact upon the 19th century was that of the railroads which used newspapers to publicize their services, circulars to attract settlers to their lands, stock and bond certificates to raise capital and instruction manuals for their workers.

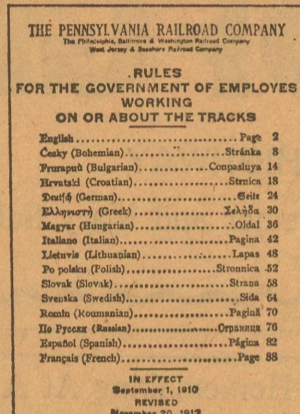
After 1870, the major figure in the American economy was the manufacturer. Trade publications were crucial catalysts in the modernization of machines and methods, the standardization of products and specifications, and the professionalism of management.

Also with the second half of the 19th century came mass distribution. Manufacturers of complex products such as farm machinery, sewing machines and bicycles had to publish instructions for using them. And firms with products that were perishable and fragile made unprecedented use of mass advertising to stimulate sales and keep the goods moving.

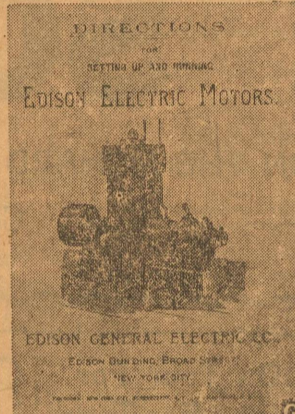
Chain and department stores came in the last third of the 19th century. They capitalized on the new urban markets by blanketing local newspapers and city directories with advertisements. Mail order houses were even more innovative in their use of printed materials: they came up with the annual catalog. Of all its alliances with



Ford Archives  
THE PRINT MEDIA of America, from 1750 to the present, carried the advertisements that carried our economy.



Prof. Harold C. Livesay, Dept. of History, University of Michigan



Eleutherian Mills Historical Library

(Left) THE NEW RAILROADS might not have been built but for multi-lingual employees' manuals. (Right) THE NEW MACHINES of the industrial age came with directions for use.

commerce, print perhaps has made its most dramatic impact in the area of advertising. As early as 1750 businesses put ads in newspapers. In the 20th century, print became the spokesman for national and international enterprises. At each step on the path from its agricultural beginnings to its industrial maturity, American business used the power of print as an integral part of its strategy of growth.

## Ike Whitten Serving As Physician's Assistant

One of the latest health care careers, less than 10 years old, is that of Physician's Assistant. Of 113 Physicians' Assistants in the State of Texas, two are members of the staff of The Texas Heart Institute. They are John R. Miller and Buren Whitten. Whitten, who is originally from Eldorado, is the son of Mrs. Zella Whitten of Sonora. He is a 1974 graduate of the Physician's Assistant program of the University of Texas Health Sciences at Dallas, where he earned a Bachelor of Science degree. Prior to joining the staff at the Texas Heart Institute, Whitten worked as an assistant at the Family Health Center of John Peter Smith Hospital in Fort Worth and with the Hyperbaric Facility of the University of Texas Marine Biomedical Institution in Galveston. Both Mr. and Mrs. Whitten have supervised the clinical training of a number of students since joining the Institute. —Devil's River News, Sonora. Whitten earlier graduated from Eldorado High School and was in the Eagle Band.

## Sherwood Barker Named To All Time Elite Football Team

Sherwood Barker has been named to the all time, all Angleton football team. The team was selected from 1924 to the present date. He graduated from Angleton High School in 1953 where he earned four varsity letters. He attended Stephen F. Austin State University where he was a four year letterman. He coached football for 17 years and is now a district manager for Reserve Life Insurance Co. He is married to the former Ann Ballew of Eldorado and they have two children: Jamie Lyn and John Ray. They now live in San Angelo, Texas.

## Junior Teams Take Three Wins At Junction

The Eldorado junior football teams took three wins last Thursday night at Junction, to close their 1976 season of play. The 7th graders won 14-0, the 8th graders won 14-0, and the B team handed Junction B's the losing end of a 28-9 score.

### OVERSEAS EMPLOYMENT

**Tool Pushers      Drillers**  
**Derrickmen      Rig Mechanics**

OPTIONS AVAILABLE:

1. Work 28 days on and 28 days off with return transportation to U.S. paid, or
2. One year contracts (married or single) with 30 day paid vacation after each 12 months work.

You must have experience for the above classifications. Interviews will be held by Mr. Hubert M. Pittman from 8:30 a.m. to 6:00 p. m.

PLEASE CALL FOR APPOINTMENT

**Monday, November 15, 1976**  
Abilene, Texas

Colonial Inn      3210 Pine St.  
(915) 677-2683      I-20 at Pine St.

**Tuesday, November 16, 1976**  
San Angelo, Texas

Holiday Inn      333 Rio Concho Dr.  
(915) 655-8151

If unable to interview, please contact:

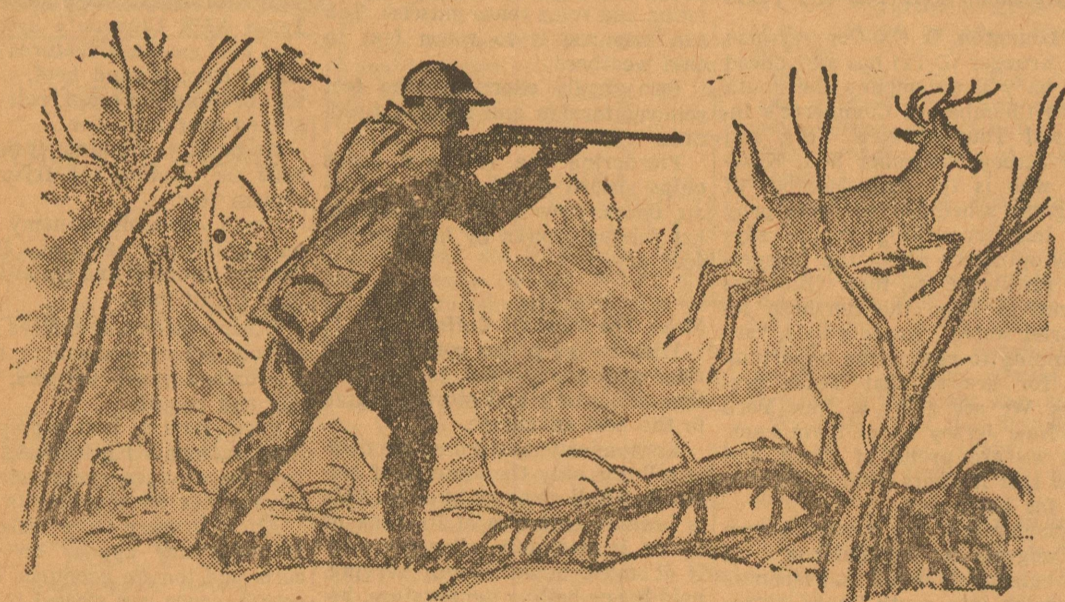
### SANTA FE DRILLING CO.

A Division of Santa Fe International Corp.  
P. O. Box 1946      Odessa, Texas 79760  
(915) 362-0241

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ELDORADO SUCCESS Want Ads Get Results!

# Attention All Hunters



## Top Package Store

ELDORADO, TEXAS

PRESENTS OUR 12TH ANNUAL

# Deer Trophy Awards

2 Texas 5th's (Gallons) of OLD CHARTER Mounted On Unique Tilting Racks

- (1) To hunter with highest scoring deer, counting antler points plus spread width.
  - (1) To entry with most antler points.
- (Limit one win on any single entry.)

To qualify entrant must first have registered this season at this store before presenting entry for measurement. Entry must be White Tail deer legally killed & tagged this season in Texas.

## Olenick Appointed To Highway Position

San Angelo, Tex.—District Engineer D. R. Watson of the State Department of Highways and Public Transportation (DHT) in San Angelo, has announced the appointment of Sonoran Louis Olenick as Maintenance Construction Supervisor of the Sutton/Schleicher County Maintenance Section. Louis, a 12 year veteran of the DHT, and a graduate of Falls City High School, has worked closely for a number of years with Cullen Luttrell, recently retired Maintenance Construction Supervisor in the Sutton/Schleicher County area. Speaking of the new responsibilities he is assuming for maintenance of more than 350 miles of Interstate, State, and Farm and Ranch to Market highways, Louis commented, "It would be impossible to fill Cullen's shoes, but with the men, equipment, and organization that we have, maybe we can step in his tracks."

## Farmers Still Have Safety Responsibilities

Small farms were exempted by Congress from complying with OSHA regulations during funding year 1977 in an overall Labor-HEW appropriations measure passed September 30. The law prohibits funds for inspecting and citing farms employing 10 or fewer employees (excluding members of the immediate family) except when fatalities or multiple injury accidents are involved. By OSHA estimates, 87.5% of all farms in the U. S. will be included under this exemption. Joe Smetana, vice president of the Farm and Ranch Section of the Texas Safety Association, applauded this move by the legislature to relieve small farmers from the economic and record keeping burdens of complying with the OSHA act. "However," noted Smetana, "this does not exempt small farmers from the responsibility of insuring their employees and farm family members a safe and healthful place in which to work. Voluntary compliance with OSHA standards for proper machine guarding, employee training, and using roll over protective devices is still in order."

## CHRISTMAS Is Just Around The Corner ! !

This year, send your Christmas cards to your friends and relatives who are out of town, and greet your friends here the easy way by placing a

### GREETING MESSAGE

in the special Christmas Editions of the Eldorado Success, to be published this year on Thursday, Dec. 16 & 23. While these editions are published mainly for business concerns to greet the public, we also welcome Greeting Messages from individuals. For less than the cost of a box of Christmas cards, you can place a small Greeting Message in the hometown newspaper, and save

- COST OF CARDS
- SALES TAX ON THE CARDS
- POSTAGE (Now 13c Each)
- TIME ADDRESSING ENVELOPES

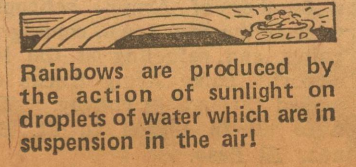
And with your message in The Success Greeting Edition, you greet many people you would not send cards to.

You are welcome to come in and look over our selection of Greeting Ad layouts.

PRICED AS LOW AS \_\_\_\_\_ \$2.00

## Eldorado Success

Phone 915-853-2600



**NOVEMBER**

The following events, selected by the Texas Tourist Development Agency, are but a few of the many excellent recreational opportunities offered by communities across the state. A more complete listing of Texas events may be obtained free of charge by writing TTDA, Box 12008, Dept. C, Austin 78711.

Oct. 29-Nov. 7 Wurstfest, New Braunfels. A full schedule of fun—compah music, dancing, food, beer and events. For a brochure write Wurstfest, Box 180T, New Braunfels, Tex. 78130.

Nov. 6-7 Ninth Annual Highland Lakes Arts & Crafts Trail, Austin, Marble Falls, Granite Shoals, Burnet, Buchanan Dam, Kingsland and Llano. Original works by artists and craftsmen of the Highland Lakes area are exhibited and sold in seven community fairs. Austin's "Artist Harvest" with 225 exhibitors will be in the Municipal Auditorium. Free admission.

Nov. 6-7 Texomaland Coin Show, Denison.

Nov. 12-14 Third Annual Antique Show, Beaumont. Sponsored by the Beaumont Heritage Society, this show in the Red Carpet Inn draws dealers from Louisiana, Georgia and Texas. For details write the Society, Box 7001T, Beaumont, Tex. 77706.



Nov. 13-14 Galveston Isle Arts & Crafts Show, Moody Civic Center, Galveston. Free.

Nov. 13-14 Annual Gathering of the Scottish Clans of Texas, Salado.

Nov. 19-20 DeWitt County Pecan Show, Four H Bake Show and Sale, Cuero. From 100-200 pecan growers enter their crops for judging. For information write Box 127T, Cuero, Texas 77954.

Nov. 27-28 Tenth Annual International Art Festival, McAllen.

**AGUEST EDITORIAL**

To prevent disease or injury, rather than treat it after it has occurred, is a positive approach to health care. This is the view of The National Society for the Prevention of Blindness, founded in 1908, the oldest voluntary health agency nationally engaged in programs to preserve sight and promote good eye health and safety practices.

For example, the Society encourages examinations for glaucoma and cataract, the two major causes of blindness. It also promotes preschool vision screening. That's because an estimated 1 in 20 children in the 3-to-5 year age range has a vision problem, and some common eye disorders require treatment before the age of 6 if vision is to be effectively preserved. In community programs, the Society screened

almost a quarter of a million preschoolers last year.

Eye safety has long received emphasis because injuries from accidents too often lead to needless impairment or loss of sight. To encourage the public to safeguard vision, the Society promotes the Wise Owl Club, an incentive program encouraging the use of safety eyewear in industry and schools.

The fact that half of the 45,400 new cases of blindness this year will be needless underlines the importance of the organization's programs and the need for more of them.

To learn more about caring for your vision, write to The National Society for the Prevention of Blindness, SN, 79 Madison Avenue, New York, N.Y. 10016 for a free booklet called "Your Eyes."

**Eldorado Churches Welcome You**

**First Presbyterian Church**  
7 North Cottonwood

Gordon F. Garlington, Jr., Pastor  
Sunday School 9:45 A. M.  
Morning Worship 11:00 A. M.  
Union Youth Fellowship 6:00 P. M.  
Joint Methodist & Presbyterian  
Evening Service 7:00 P. M.

**West Side Church Of Christ**  
Divide Street  
Morning Service 10:30 A. M.  
Evening Service 8:00 P. M.  
Wed. Evening Service 8:00 P. M.

**First Baptist Church**  
Gene Stark, Pastor  
W. Gillis Ave.  
Sunday School 9:45 A. M.  
Morning Worship 11:00 A. M.  
Union Youth Fel. 6:00 P. M.  
Church Training 6:00 P. M.  
Evening Worship 7:00 P. M.  
Sunday Evening Choir  
Practice 7:45 P. M.  
Wed. Prayer Service 8:00 P. M.

**First Christian Church**  
Dean W. Brigham, Pastor  
Sunday School 9:45 A. M.  
Church Service 10:30 A. M.

**First United Methodist Church**  
Keith Wyatt, Pastor  
109 N. Divide  
Sunday School 10:00 A. M.  
Morning Worship 11:00 A. M.  
Union Youth Fel. 6:00 P. M.  
Joint Methodist & Presbyterian  
Evening Service 7:00 P. M.  
Wednesday Evening Choir  
Practice 8:00 P. M.

**United Pentecostal Church**  
Warner and Hackberry  
Walter L. Ford, Pastor  
Sunday School 10:00 A. M.  
Morning Worship 11:00 A. M.  
Evening Worship 7:00 P. M.  
Services on Wednesday evenings at 7:00.

**Church Of Christ—Mertzon Hwy.**  
B. C. Coates, Jr., Minister

Classes 10:00 A. M.  
Morning Worship 11:00 A. M.  
Evening Worship 8:00 P. M.  
Wednesday Meeting 7:30 P. M.  
Dinner on the Ground Each  
First Sunday

**Gethsemane Assembly of God Mis.**  
Nick Robledo, Pastor  
Sunday School 10:00 A. M.  
Worship Service Friday, 7:30 P. M.

**Antioch Baptist Church**  
Billy Daniels, Pastor  
Callender & Mulberry  
Sunday School 10:00 A. M.  
Morning Worship 11:00 A. M.

**First Baptist Mission**  
Rev. E. L. Flores  
Sunday School 10:00 A. M.  
Preaching Service 11:00 A. M.  
Evening Service 6:00 P. M.  
Wednesday Prayer Service 7:30

**St. Luke Missionary Bapf. Church**  
East Street  
Rev. Charlie May, Pastor  
Sunday School 9:45 A. M.  
Worship Service on First and  
Third Sundays of each month at  
11:00 A. M. and 4:00 P. M.

**Our Lady Of Guadalupe Catholic**  
Highway 277 North  
Masses; Saturday night at 7:00 in  
English; Sunday morning at 8:00  
in Spanish.

**St. Mary's Episcopal Church**  
McWhorter Ave. and Pelt Street  
The Rev. Lea Roy Aldwell, Rector  
Sunday Morning Worship: 10:00

**Primitive Baptist Church**  
Menard Highway  
Hugh Montgomery, Pastor  
Service each 2nd Sunday at 10:30  
a.m. and 2:00 p.m. Also on Satur-  
day evening before at 7:00 p.m.  
Congregational Singing.



**Special Gift**

You could pass the tree a hundred times without seeing the bright little bird peeping out.

Nature neglected to give man such camouflage. In the scheme of things he is actually quite obvious. But God created man in His image—a much greater asset. He was given a strong body and a mind with which to think. And He has given us a very special gift; the miracle of Faith.

Yes, Faith is a gift. It comes only through our seeking, and the quest is not an easy one. Strangely enough, you might not find Faith in church. But there you will discover where to begin to look for it.



Sunday Jude 20-25  
Monday Job 13:3-16  
Tuesday Job 14:10-22  
Wednesday Psalms 16:1-11  
Thursday Psalms 23:1-6  
Friday Psalms 90:1-17  
Saturday Jeremiah 17:9-14

Scriptures selected by the American Bible Society

These religious messages are sponsored by the following interested Schleicher business firms:

**KWIK THRIFT GROCERY — 7:00 to 11:00**  
Groceries—Magazines—Gasoline

**ANNA'S INN — PHONE 853-2143**  
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**SOUTHWEST TEXAS ELECTRIC CO-OP.**  
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**KENT'S AUTOMOTIVE & GARAGE**  
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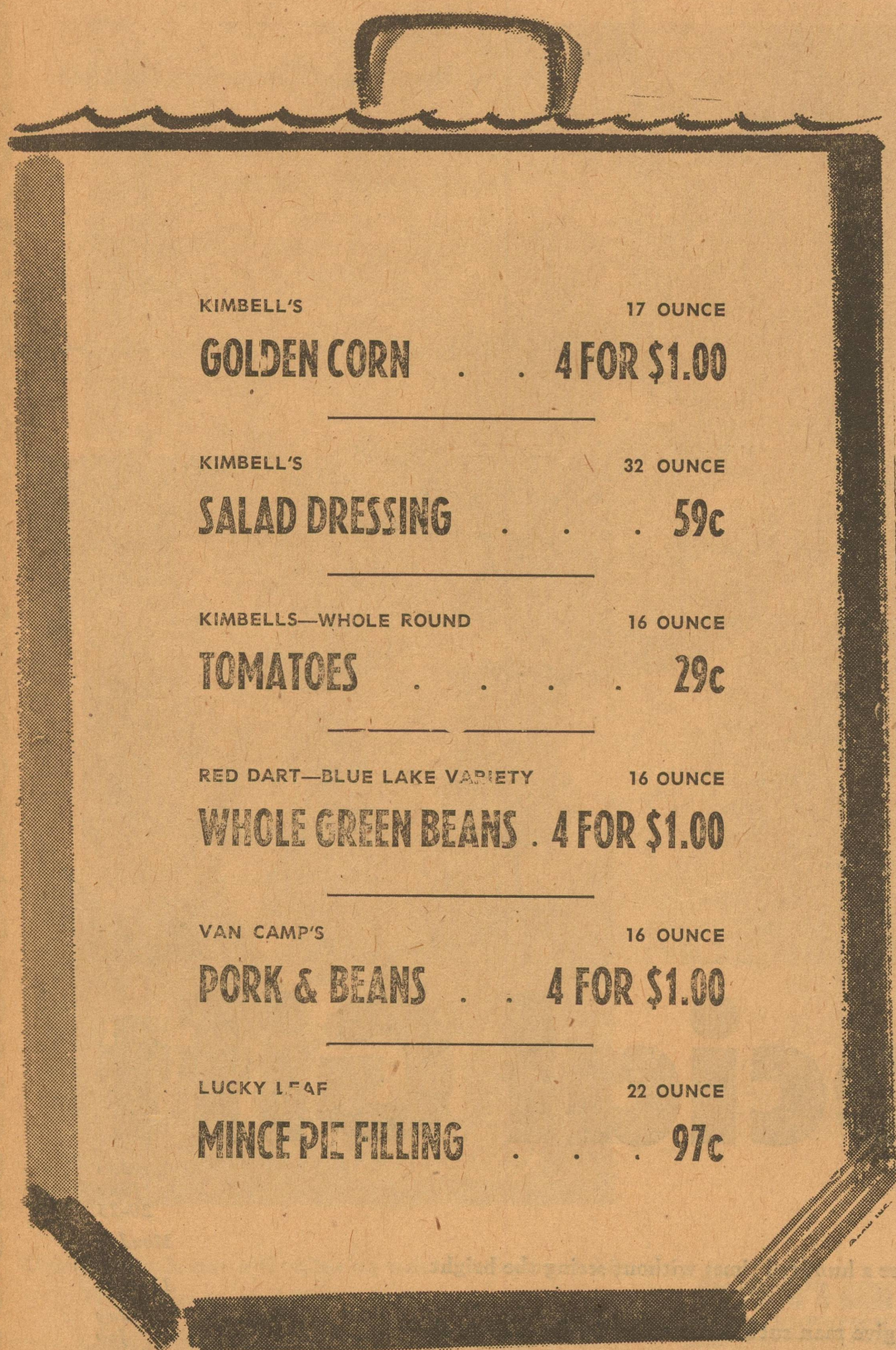
**CECIL WESTERMAN DRUG STORE**  
Phone 853-2226

**THIS ADV. SPACE FOR SALE**  
Phone The Success: 853-2600

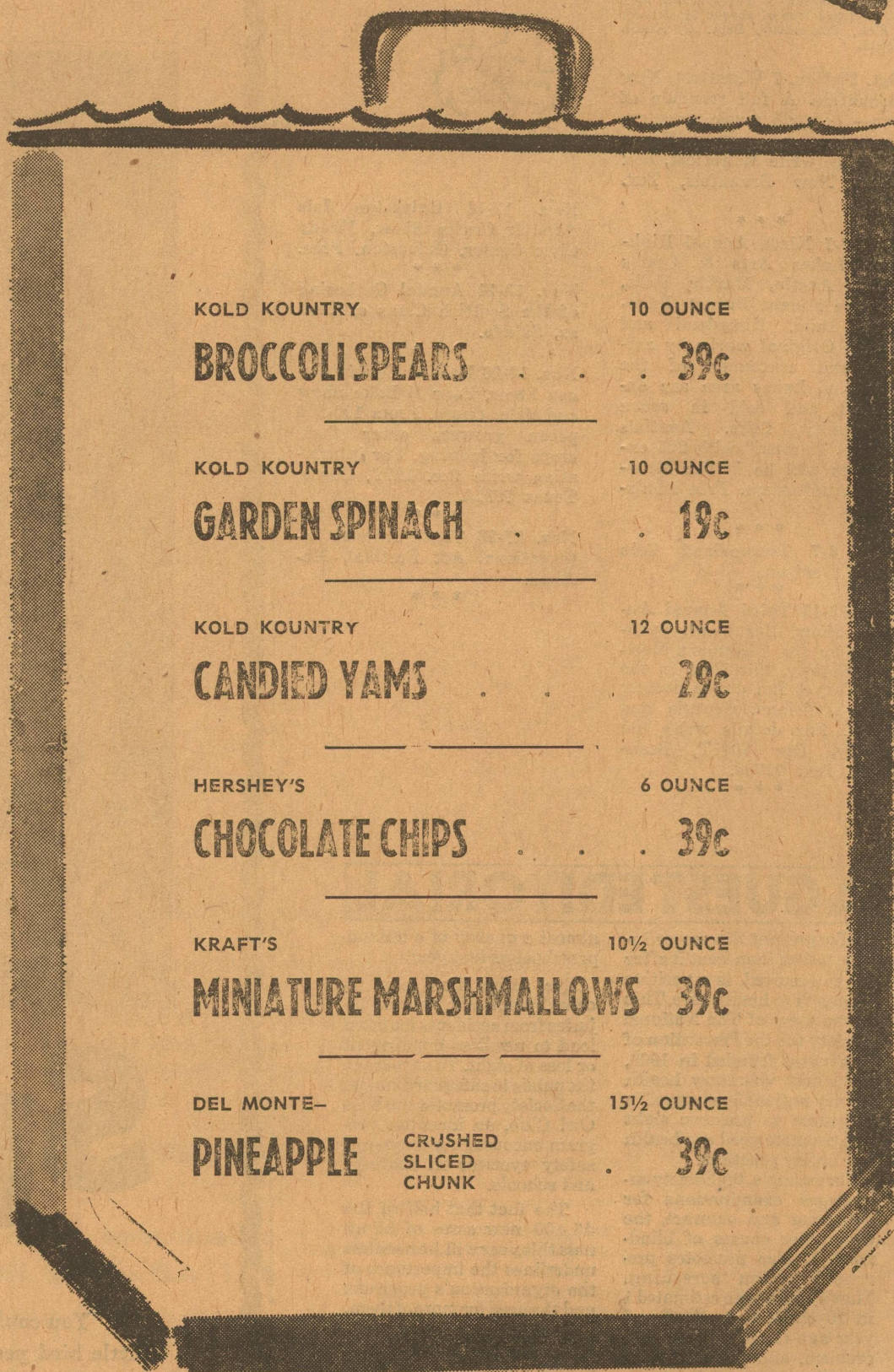
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# FOOD SAVINGS by the BAGFUL



KIMBELL'S	17 OUNCE
<b>GOLDEN CORN</b>	<b>4 FOR \$1.00</b>
<hr/>	
KIMBELL'S	32 OUNCE
<b>SALAD DRESSING</b>	<b>59c</b>
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KIMBELLS—WHOLE ROUND	16 OUNCE
<b>TOMATOES</b>	<b>29c</b>
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RED DART—BLUE LAKE VARIETY	16 OUNCE
<b>WHOLE GREEN BEANS</b>	<b>4 FOR \$1.00</b>
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VAN CAMP'S	16 OUNCE
<b>PORK &amp; BEANS</b>	<b>4 FOR \$1.00</b>
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LUCKY LEAF	22 OUNCE
<b>MINCE PIE FILLING</b>	<b>97c</b>



KOLD KOUNTRY	10 OUNCE
<b>BROCCOLI SPEARS</b>	<b>39c</b>
<hr/>	
KOLD KOUNTRY	10 OUNCE
<b>GARDEN SPINACH</b>	<b>19c</b>
<hr/>	
KOLD KOUNTRY	12 OUNCE
<b>CANDIED YAMS</b>	<b>29c</b>
<hr/>	
HERSHEY'S	6 OUNCE
<b>CHOCOLATE CHIPS</b>	<b>39c</b>
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KRAFT'S	10 1/2 OUNCE
<b>MINIATURE MARSHMALLOWS</b>	<b>39c</b>
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DEL MONTE—	15 1/2 OUNCE
<b>PINEAPPLE</b> CRUSHED SLICED CHUNK	<b>39c</b>



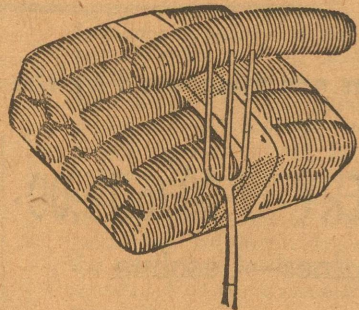
SUGAR BARREL—PURE CANE 5-LB. BAG  
**SUGAR** With \$5.00 PURCHASE EXCLUDING CIGARETTES **83c**

KOUNTRY FRESH 24 OUNCE  
**Sandwich Bread** **39c**

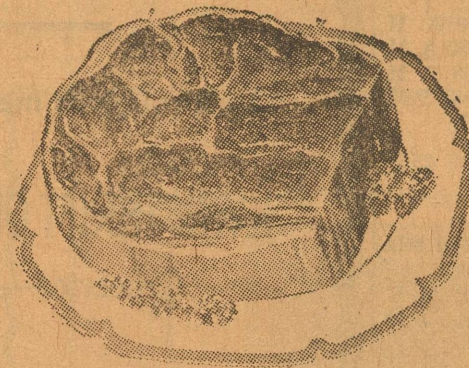
Side **BACON**  
 Thick Slice  
 89c Lb.  
 IN OUR MARKET



WILSON'S 12 OUNCE  
**FRANKS** **69c**

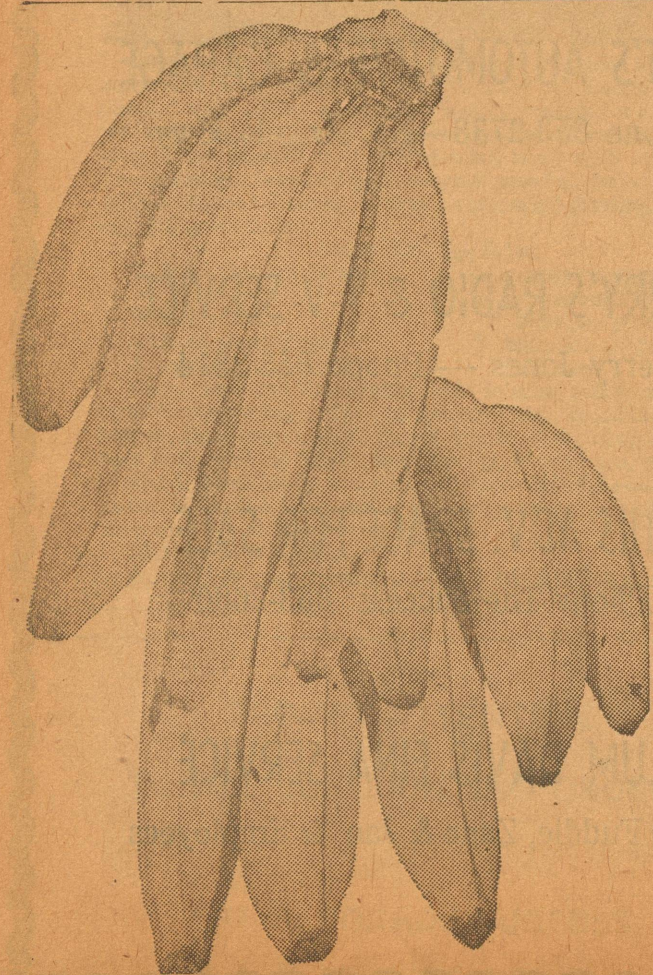


FLEISHMANN'S EACH  
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USDA GRADED—BLADE CUT POUND  
**CHUCK ROAST** **79c**

USDA GRADED POUND  
**7-CUT ROAST** **89c**

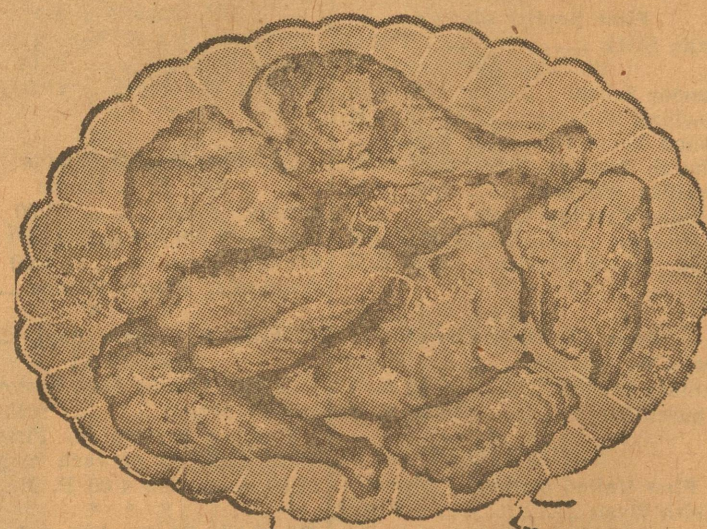


South American  
**GOLDEN BANANAS**  
 2 LBS. 29c

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**GREEN ONIONS**  
 2 Bunches 29c

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**RADISHES**  
 Two 6-Oz. Bags 29c

USDA Grade "A"  
**FRYERS**  
**43c**  
 Lb.



CUT UP.....53c LB.

SPECIALS GOOD THURSDAY, FRIDAY & SATURDAY, Nov 11, 12 & 13

**Parker Foods, Inc.**

We give *2x* **GREEN STAMPS**