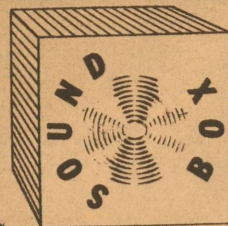


SOUND BOX PRE-INVENTORY

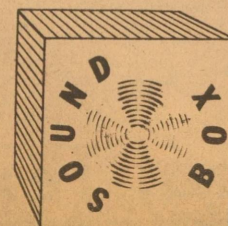


Dec. 27th - 31st. 2409

CLEARANCE

Sherwood Way - San Angelo

Records - Tapes - Speakers - Stereos - Tape Cases - Cassette Recorders - 8-Track Players - Earphones



BRATTON'S Appliance Mart PRE-INVENTORY SELLOUT

Of Quality TV's, Stereos, & Appliances

Village Store



2025 W. Beauregard

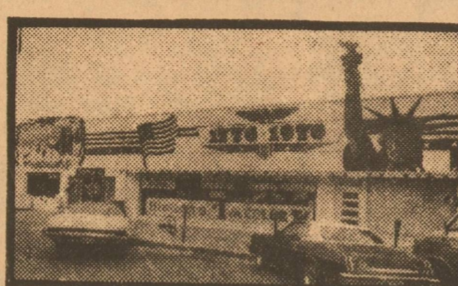
5 BIG DAYS

Dec. 27th thru Dec. 31st

Sale Starts Monday
at 9:A.M. Sharp!

We will sell out all floor stock and warehouse stock at substantially reduced prices in order to take inventory on January 1. Come early, models and colors are limited to stock.

Downtown Store



222 S. Oakes

RCA

RCA XL-100
25" diagonal

2025 W. Beauregard

COLOR TV Mediterranean
Many color TV's are marked down. Save as much as \$100 on some models. On others, save \$35-\$50-\$75. Every price lowered, including 1977 XL-100, portables, and consoles.

SUPER DEALS

BLACK & WHITE TV
SAVE BIG
ON
CONSOLES & PORTABLES

STEREOS
Consoles, Portables, Modules
Slashed up to 25% & More!

RADIOS
Up To **1/3 OFF**

Monday
Tuesday
Wednesday
Thursday
Friday

MAYTAG

WASHERS & DRYERS

EVERY MAYTAG REDUCED!

BUY A PAIR
SAVE EVEN MORE

GET MAYTAG DEPENDABILITY AT DISCOUNT PRICES

- DRYER**
- EXCLUSIVE "HALO OF HEAT" DRYER SYSTEM
 - DYNAMIC DISC LINT FILTER
 - PORCELAIN ENAMEL DRUM
 - PERMANENT PRESS CYCLE
 - CHOICE OF COLORS
- WASHER**
- 3 WATER TEMP. CONTROLS
 - 3 WATER LEVEL CONTROLS
 - POWERFIN AGITATOR
 - BUILT-IN LINT FILTER
 - DELICATE CYCLE
 - CHOICE OF COLORS

DISHWASHERS
BUILT-IN & PORTABLE

- 3 LEVEL WASHING
- EXCLUSIVE MICRO-MLSH FOOD FILTER
- EXTRA LARGE CAPACITY
- MAYTAG DEPENDABILITY
- CHOICE OF COLORS

UNBELIEVABLE MAYTAG VALUES

Amana

REFRIGERATOR

Refrigerators & Freezer Prices Lowered to move all models in stock. Every Refrigerator & Freezer must go.

SAVE BIG

Refrigerators & Freezer Prices Lowered to move all models in stock. Every Refrigerator & Freezer must go.

ACT NOW!

ALL REMAINING MICROWAVE OVEN SLASHED

5 BIG DAYS!

Monday
Tuesday
Wednesday
Thursday
Friday

CONVENIENT CREDIT TERMS AVAILABLE

Bratton's WILL NOT BE UNDER-SOLD

2025 W. Beau. 949-2891

Bratton's Appliance marts

222 S. Oakes 653-2453

APPLIANCE MART

SAN ANGELO

THE ELDORADO and SCHLEICHER COUNTY EXPRESS NEWS

Vol. I No. 27 Schleicher County's only OTHER Newspaper Tuesday, December 27, 1976 P.O. Box 782 Eldorado, Texas 76936 Phone (915) 853-2032 to Report NEWS 15c

OUR CONTINUING PROMISE TO YOU

This is the 27th edition of the Eldorado Express News. Six months of trying new ways of gathering and reporting the news. We have come short of our goals at times, but we were never short on energy and effort.

We made a few specific promises in our first edition editorial and we have done the best we can to complete the tasks we assigned ourselves. In our first editorial (July 1, 1976) we said:

"There are a few things we would like to mention about how we expect to run our new business. To succeed, a newspaper must deliver the news as accurately and completely as possible. With today's electronic mass media (radio and television), a newspaper is seldom FIRST with a story. BUT NEWSPAPERS are not restricted by time-limits. If a story deserves lengthy coverage, then we will add another page if necessary. In the broadcast industry, a 5 minute newscast cannot be 6 minutes long. BUT in-depth coverage by a newspaper IS possible simply by providing more space. This we intend to do when necessary."

The story on the county's economy in our last two editions are the latest examples of how we are gathering facts and presenting them in a comprehensible manner to our readers.

We have also served our advertisers as we promised. We create the most attractive ads possible, and hope the Eldorado customers will patronize our advertisers. This was our intention from the beginning as we said:

"The next step is the advertiser. We pay ALL our bills with the money we make from our advertising sales. Therefore, if we have no advertisers, we cannot publish a newspaper. That is why we do the best possible job for our advertisers. They ARE our business. And businesses advertise mainly for one of two reasons: one is to get immediate response from the consumer (you), and the other is to project an image of the company in such a way as to create a favorable impression. This may ultimately create greater sales for the company than the former reason for advertising.

"And there is where YOU can help. By patronizing the sponsors who support us, you are assuring yourself of the best newspaper we can produce. Even when you say 'Hey, saw your ad in the paper,' you are letting the advertiser know that his ad did not go unnoticed. And even that is somewhat reassuring to the merchant."

Gathering news is our primary obligation to the newspaper reader. And pictures help a newspaper SHOW what is happening. From our first edition on we have given Eldorado the high quality news PHOTOS a modern newspaper can deliver.

We wrote most of the sports stories for the Standard Times during football season. They asked us to do it. And we were honored by the request. We were rookies, but they felt we had the potential to get the job done.

Here is what we asked of you: "News-gathering is our primary obligation to the citizenry of Eldorado. We realize we SHOULD be aware of anything that happens here in town. But there will be occasions when an event goes unnoticed merely because someone didn't call us and let us know that something was about to happen. With co-operation from the citizenry, we can tell what happened at many social events every week. Again, getting the news of interest TO the public is our main obligation to Eldorado.

"One man cannot think of it all. We feel that the more we

hear 'Why don't you do this?; the better our newspaper will become. Probably the reason we aren't doing it is because we haven't thought of it. A small suggestion could make a BIG difference. And letters to the editor are more than welcomed. They are sorely needed."

And finally we should make a few promises for the New Year in addition to the initial ones. We will expand our printing operation to better serve the public.

And we are growing to better meet the needs of Eldorado. Special thanks should go to our weekly columnists for their contributions. They are Jannette Wilkerson, Nancy Lester, Jerry Swift, Ronnie Mittel, Freddy Williams, and Ed (Joggin') Meador. These people have made our publication unique.

We thank the contributing editors for writing news for the bridge clubs, 42 club, Nursing Home News, school news, Par Tee notes, and other articles.

And praise should go to the staff for helping me put together a quality weekly paper each week. (A special thanks to Billie Porter who is my thoughtful memory. She never lets me forget to cover an event.)

Thanks to Ed Meador who committed more than any of the staff to help the paper grow. And a warm friendship has developed with Lynn Meador who showed me the ropes around town. He has been my most encouraging companion for the first six months.

Our advertisers have been many. We say thank you for your display of confidence in the Eldorado consumer. Our thanks go to the following advertisers who have run display ads with us for the first half year:

Accent On Gifts, Anna's Inn, Ace Construction Co., Ann Green, Angelo Portable Buildings, Ace Hardware, Ashley's Boot and Western Wear, Allison Jewelry, Angelo Craft and Hobby Center, Big 'K' Mobile Home Sales, The Book House, Bratton's Appliance Marts, The Bridal Boutiques, Bed'N Bath, Jack Browning, Ken Bradden Motors, Inc., B&G Feed, Brown Furniture, Custom Patio Co., Carr's Beauty Shop, Johnnie Harris, Cathy's, CC Lease, Mertzon Highway Church of Christ, West Side Church of Christ, Country Fried Chicken and Fish, Concho Buick Used Cars, Our Lady of Guadalupe Catholic Church, Cleveland Motors, City Sewing Center, Connies, Dairy Mart, David Lloyd Tire Co., Davis Fina, Gene Dillard, Discount Specialties, Divide Cable, The El Dorado Restaurant, Eldorado Instrument and Controls Co., Eldorado Wool Co., El Dorado Woolen Mills, Inc., Eubanks Furniture Co., Bob Bradley, Olson's Laundry, A. G. McCormack, Orval Edmiston, Ronnie Mittel, First Baptist Church, First National Bank, Flying 'W' Mobile Homes, Foxworth-Galbraith Lumber Co., Federal Land Bank Assn, Family Recreation Center, Christoval First Baptist Church, Faul's Salvage Parts, Frame-Up, Golden Years Nursing Home, Green Thumb, Griffin Oil Co., Glenmore Dress Shop, Hext Foods, Holland Ford, K. G. Homer, Col. Tex Herring, Holland Jewelers, Independent Sales and Service, Jim Bass Ford, James Williams Real Estate, Java Junction, Jerry Frederick Lincoln Mercury - New and Used Cars, Jerry's TV, Jan's Western Wear, Kay's Rag Barn, Key Electric, Kwik Thrift, Kent's Automotive, Keyno Contractors, Kings' Pest Control, King Music Co., Patsy Kellogg, Lee's Drive-In, Lois's Fashion Boutique, Love's Flowers, Linda's Pant Boutique, Maude Gaston, Sue McBurnett,

Season with one teaspoon salt for each cup of dry peas. Salt pork and bacon are old standbys for seasoning, but chopped ham or smoked turkey left over from the Christmas celebration are great also. Pepper, garlic and oregano can be added in small amounts, one-fourth teaspoon per pound of dry peas, to enhance the flavor.

In the slow cooker, soak the peas overnight, then cook them in water on high for two to two and one-half hours. Reduce control setting to low, add seasonings and meat and cook on low for eight to ten hours. If you prefer less watery peas, use less water.

Service your peas with hot cornbread, butter and lots of fresh, crisp onions, the specialist suggested.

Blackeyed Peas/ A NEW YEAR'S TRADITION

COLLEGE STATION--Texans traditionally eat black-eyed peas on New Year's Day to insure prosperity and good luck for the coming year. This tradition will be observed once again in 1977 when we get out the kettle or new crock pot to cook the blackeyed peas, Marilyn Haggard, a foods and nutrition specialist, says.

She is with the Texas Agricultural Extension Service, The Texas A&M University System.

"The peas should be soaked before cooking to reduce required cooking time. This can be accomplished quickly by boiling them in water for two minutes, removing from the heat and soaking for one hour. They are then ready to cook. If you prefer to soak the peas overnight, it is still a good idea to start with the two minute boil, because you will have fewer hard skins and the brief boil will keep them from souring," she explained.

Season with one teaspoon salt for each cup of dry peas. Salt pork and bacon are old standbys for seasoning, but chopped ham or smoked turkey left over from the Christmas celebration are great also. Pepper, garlic and oregano can be added in small amounts, one-fourth teaspoon per pound of dry peas, to enhance the flavor.

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Cont'd. Page 3

McCalla's DEPARTMENT STORE YEAR END CLEARANCE SALE

THANK YOU FOR YOUR BUSINESS, AND WE LOOK FORWARD TO SERVING YOU IN 1977.

SALE DAYS
DEC. 28th thru 31st.

SPIRIT PANTY HOSE
REG. \$1.35
NOW 89¢

★ SPECIAL BUY ★
ORLON
KNITTING THREAD
4 OZ. SKEIN
89¢

PRICES MARKED DOWN THROUGHOUT THE STORE.

NEW ITEMS ADDED TO OUR BARGAIN TABLES EVERY DAY.

Paramount
TUBE SOCKS
ASSORTED REG. \$1.50
COLORS
NOW \$1 PER PAIR

20% OFF
All Women's Long Sleeve BLOUSES
STORE-WIDE BARGAINS

GOOD METAL BUILDING WITH SHOP,
Located on Two Lots. Suitable for Retail Business, Offices or what you might need.
Have a Look!
MEADOR LAND COMPANY
Ph. 853-2688 Eldorado

Mikeska Gin, McCalla's Department Store, McCormick's Drive In, McIntires Clover Grill, Meador Land Company, Mr Sam's, The Nutmeg Tree, Helen's Hair Fashions, Lena's Hair Styles, Beauty Barn, Mary's Beauty Shop, Rene's Beauty Shop, Tooter's Beauty Shop, The Outhouse Factory Outlet, Paul Bean's State Farm Insurance, Pizza Hut, Playland Cafe, Playland Park, Paytime Pre-Kindergarten School, Peddler, Producers Livestock Auction Co., Pauline's Sportwear, Crockett's Communications, Schleicher County Abstract Co., Schrier Gulf, Jewel Suddeth, San Angelo Fence Co., Sofge's Grocery and Motel, San Angelo Suzuki Inc., San Angelo Ford Tractor, Inc., Southwest Texas Electric Cooperative, Spieler Auto Sales, Shugart Studios Inc., Twin Mountain Supply, Terry's Junior Footwear, The Way-Back In, Jim Thornton, Tom Montgomery Masonry Cont., Thorp's Laun-dry, Top Package Store, Tropic Seas Aquarium, The Turner's Health Spa, Tobosa Enterprises, Village Maternity Shop, Walter Ford Construction, Western Auto, White's Auto, Westernman Drug, Western Co., Wayne's Trading Post, Yates Cleaners, Milton Jones, Mockingbird Hill Trailer Park, Sherry Lux, and Germanium Farms Ins.

KAY'S RAG BARN

LOOK

Wed. 29th & 30th

Unbleached Muslin.....69c yd.
Notions.....4 for \$1.00

25% off all other material purchases

2314 W. AVE. N SAN ANGELO

949-3429

your BANKAMERICARD

SCHOOL TO LOOK AT BANKER AND HIS CUSTOMER

COLLEGE STATION--One of the most important relationships to any banker is that which exists between himself and his customer. Texas bankers will learn more about this relationship at the 25th Texas Farm and Ranch Credit School for Commercial Bankers, Feb 7-9, at the Rudder Center, Texas A&M University. A special session of the school will feature Richard O. Harris, president and chief executive officer, American National Bank, Austin, discussing the banker and his customer, points out Richard Timble, economist with the Texas Agricultural Extension Service and publicity chairman for the school.

Setting the stage for the three-day school will be a session in which dealer methods of financing farm equipment and farmers and outside equity capital are discussed. Other sessions will cover outlook information for various agricultural commodities, loan documentation, correspondent banking and recent developments in the agricultural industry. An Agricultural Credit Analysis Workshop will follow the school beginning the afternoon of Feb 9 and ending the morning of Feb 11. This workshop will provide an in-depth treatment of financial statement preparation and analysis, reconciling farm records and

preparing cash flow projections. Case problems will be solved to provide realistic experience for attending bankers. New this year is a special two-day Commodity Hedging Session which will be conducted during the same time period as the Credit Workshop. This session will provide an in-depth look at the mechanics of hedging, hedging as a forward pricing tool, hedging decision guides and living with a hedged loan, notes Trimble. Further information on the bankers' school and special workshop sessions can be obtained by writing to Trimble, 108A Agriculture Building, Texas A&M University, College Station, Texas 77843.

The Eldorado Express News is published weekly on Thursday, with Third Class Postage paid at Eldorado, Texas. P. O. Box 782, Eldorado, Texas 76936

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Marylue Olson, Copy Supervisor
Billie Porter, Home Front News Editor
Charlene Hatcher, Make-up Assistant
Ann Rogers, Christoval Editor

Any erroneous reflection upon the character or standing of any person or firm appearing in this publication will be gladly and promptly corrected upon calling the attention of the management to the article in question.

NEWS and ADVERTISING DEADLINE: Tuesday, 12:00NOON

Display Advertising Open Rate is .98 per column inch.
Classified Rate is \$2.00 per column inch, or 10 cents per word-per insertion. \$1.50 minimum charge.
Classified Display \$2.00/line.
Cards of Thanks \$2, average length.

Notices of entertainment, where admission is charged, notices of events of a fun-raising nature, cards of thanks, resolutions of respect, submitted poetry, and all such matters NOT NEWS will be charged for at the normal advertising earned rates.

Volume and Frequency rates are available upon written request to the publisher or advertising sales manager.

Cancer Information Service

A new "weapon" against cancer is now available in Texas to provide the public with current, factual information on cancer, its prevention and early detection. Called the Cancer Information Service, the new program utilizes a toll-free phone line (1-800-392-2040) to answer public inquiries on cancer. The service will be extended to all residents of Texas by late this year. The CIS is part of a public educational effort sponsored by The University of Texas M.D. Anderson Hospital and Tumor Institute with assistance from the American Cancer Society and other health agencies in Texas which provide services to cancer patients and their families. Funded by the National

Cancer Institute, the CIS functions as part of a nation-wide network. The telephone lines are open from 8 a.m. to 5 p.m. on weekdays. All background material used to answer questions is reviewed by physicians to insure accuracy. In addition to answering questions on the telephone, the CIS staff mails many pamphlets published by health organizations, professional societies and government agencies involved in health education. Information not readily available from existing file can be obtained by the staff from an advisory panel of over 75 clinicians and other qualified sources outside Houston.

Medicare Deductible Is \$124, Starting Jan. 1

The Medicare hospital insurance deductible will be \$124 starting January 1, 1977, according to social security officials here.

"A Medicare patient who goes into a hospital and starts a benefit period after December 31 will be responsible for the first \$124 of covered hospital expenses," a spokesman said.

The 1976 deductible was \$104. Under the Medicare law, the amount of the deductible is tied to the average cost of one day's stay in a hospital.

"The increase to \$124 for 1977 is a result of a review of hospital costs during 1975," the spokesman said. "However, the present \$104 deductible re-

mains in effect throughout any benefit period that started in 1976 even if the period of hospitalization goes into 1977."

Under the law, the increase in the deductible means there also will be increases starting January 1 in three other amounts Medicare patients pay for covered care.

For a hospital stay of over 60 days, the patient will pay \$31 a day (up from \$26) for covered services furnished on the 61st through the 90th day.

For a post-hospital stay of over 20 days in a skilled nursing facility, the patient will pay \$15.50 a day (up from \$13) for the 21st through the 100th day.

For reserve days used—after

90 days of hospital care in a benefit period—Medicare pays for all covered expenses except for \$62 a day (up from \$52).

Medicare hospital insurance helps pay for hospital stays and certain post-hospital care of people 65 and over, disabled people under 65 who have been entitled to social security disability benefits for 24 consecutive months or more, and many people who have permanent kidney failure.

Medicare is administered by the Social Security Administration, an agency of the U.S. Department of Health, Education, and Welfare.

GIFTS

COLLEGE STATION--Pot plants are popular gifts during the holiday season. And with a little care, these living gifts will retain their beauty for a longer time.

Dr William C. Welch, landscape horticulturist with the Texas Agricultural Extension Service, advises a cool location for poinsettias, chrysanthemums or

use a good planting media or a container with a hole in the bottom to allow proper drainage.

"All new plants need a good light source," says the horticulturist. "The best light is by a window, but artificial light will do. A plant can be damaged by placing it in direct sunlight or too near a glass window."

"Since Christmas plants usually come from a greenhouse where they get plenty of water, frequent

watering is necessary in the home, usually every other day," advises Welch. "Since overwatering is possible, azaleas. It is important to keep the plants out of drafts and away from heating sources.

SOCIAL SECURITY

Most men and women who reach 62 in 1977 can collect monthly social security checks if they've worked as little as 6 1/2 years in jobs covered by social security,

according to Franklin Upp, social security district manager in San Angelo, Tex. People earn retirement benefits by credit for work covered by social security done in or after 1937, the year social security started. The work credit is measured in calendar quarters--January-March, April-June July-September, or October-December.

"Most employees get credit for a quarter of work if they're paid \$50 or more in that quarter for work covered by social security," Upp said.

What's Your Hangu? Do It At The Frame Up

Quality Custom Framing

or Do-It-Yourself & Save

213 W. Beauregard San Angelo, Texas 658-1028

Hand Crafted Gift

Dominoes, Counters, 2 Decks of Playing Cards and Wooden Carrying Case

Dudley Enterprises

Eldorado, Tx.
218 Dixie Ave.

FREE! FREE! FREE!

START THE NEW YEAR RIGHT

1 Pint of Blackeyed Peas FREE with ANY Family order of country fried chicken or fish.

Don't Spend New Year's day in the Kitchen! Let us Cook for you. be sure to try our new menu additions Shrimp, Clam strips, and Hot buttered CorN on the Cob!

ORDER BY PHONE CALL 387-3748

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