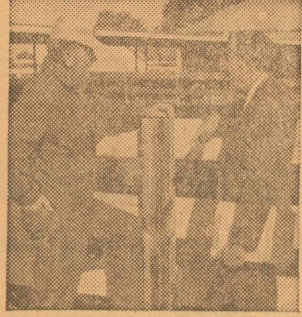


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A. E. Prugel, Mgr.
Telephone 387-2777

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(to Apr 25*)

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Medical Needs Are Cited By Krueger

Congressional candidate Bob Krueger discussed national health care policies at the West Texas Pharmaceutical Convention in San Angelo on Saturday, April 20th.

Krueger, an independent businessman and former university administrator, is a leading contender for the Democratic party's nomination to U. S. Congress in the 21st District.

The independent Democrat blamed dramatically rising costs for placing medical care almost beyond the reach of the middle-income Americans who don't qualify for government-sponsored programs.

"In consequence, some health insurance companies have made extraordinary profits, but the average American is as afraid of the high cost of treatment of serious illness as he is of the illness itself," Krueger explained.

Many American, both urban and rural, have no ready access to even the most basic medical care. These conditions of fear and isolation from medical facilities are leading many people to turn to government-insured health care as a solution to their problems.

Bob Krueger explained why current proposals for government insurance can neither keep costs down nor make medical care more available—even though it may make us feel more secure in the face of illness.

"With inflation rampaging thru the economy, a new comprehensive government insurance can only be massively inflationary, unless, of course, we cut back on other expenditures," Krueger explained.

The independent Democrat then outlined his three proposals for a long-term solution at considerably less cost to the taxpayer:

1. Our present incentive system encourages medical students to specialize, and then locate in or near urban medical centers which will support their specialized practice. Incentives should be re-ordered so that some medical personnel would find it attractive to locate in rural and urban areas which are not currently being served.

2. Auxiliary medical personnel, such as technicians, midwives, and nurse-practitioners can be trained and licensed to relieve physicians of some routine duties so that they can apply their special skills to diagnosis and treatment, and community health planning.

3. Our present incentives encourage physicians to enter solo practice or loose associations of solo practitioners. Our incentives should be re-ordered so that some physicians will find it attractive to develop varied ways of organizing the delivery of health care, including pre-paid care plans based on voluntary participation.

Beef Supplies Larger Than A Year Ago

College Station, Texas.—Outdoor "cooks" have a chance to stock freezers with beef now, according to one observer.

"Beef supplies are larger at this time than a year ago, and markets likely will offer more 'specials,'" Mrs. Gwendolyn Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System, predicted.

Best beef values will be round steaks and roasts, ground beef, calf and beef liver, arm and blade pot roasts and steaks—while many markets will offer chuck cuts at special prices, Mrs. Clyatt said.

"Pork values include end-cut loin roasts and pork chops, shoulder roasts and steaks and picnics.

"Fryer chicken supplies are about 5% higher than this time last year, and turkeys are in abundant supply. Both are economically priced."

At dairy sections, attractive prices will appear on cream cheese, yogurt, lowfat milk and cottage cheese, the specialist said.

"Buy cheese in large pieces — then slice and shred it at home," she added.

Fresh fruit and vegetables in good supply at the most economical prices include apples, oranges, grapefruit, pineapples, strawberries and bananas.

Also, collards, mustard, turnips and greens, beets, celery, cabbage, dry yellow onions, carrots, rutabagas, radishes and green onions.

Consumer Watchwords: The first "key" word on federally inspected products tells consumers if there's more meat—or more "something else"—in the package.

If the word "beef" is first on the label, usually there is more meat in the product than if another word, such as "vegetables," is first.

RECEIPT BOOKS—Pocket size, and large desk size, for sale at The Success.

Wolff Continues On Campaign Trail

Friday, April 5 was a big day in the progress of Senator Nelson Wolff's Campaign for Congress, District 21. The Senator spent that day in Austin where the Constitutional Revision Convention is being held. On that day, the Convention was recessed until May 6, two days after the Primary. This gives Nelson full time to get his campaign into full swing, and he didn't waste any time in doing so.

At lunch that day Senator Wolff was among those attending the 8th Annual Legislative Seminar sponsored by the New Braunfels Chamber of Commerce. He took his son, Kevin and nephew, Todd Wolff, and was among those honoring Judge Robert W. Calvert who was named "Texan of the Year" by the group. The advisory board of the Legislative Seminar is comprised of such esteemed men as Congressman O. C. Fisher, Special Watergate Prosecutor Leon Jaworski, Former Texas Governor Allan Shivers, Representative Bennie Bock, Senator Pate Snelson and other influential attorneys and businessmen.

That evening Senator Wolff attended a dinner party given by the Air Force Association honoring Congressman O. C. Fisher at the Oak Hills Country Club in San Antonio.

April 6 was the biggest move in the campaign since Nelson filed for the office. The rescheduled Campaign Kick-Off rally which had previously been rained out was held at Turtle Creek Country Club in San Antonio. The rally was a rousing success seeing some 1,200 Wolff supporters turn out for an old fashioned political Campaign Kick-Off. Retiring Congressman O. C. Fisher assured the people who filled the grand ballroom that Nelson Wolff was the man who should replace him in Washington.

At a street party in Olmos Park in San Antonio, the Senator met with many supporters. The affair was hosted by Lou and Jess Womack.

Later, Nelson spoke to the area Fire Fighters at the Beethoven Hall where he was praised for his many services to the community over the past four years while a member of the State Legislature.

During the closing days of the campaign, the Senator has trips planned to Bandera, Boerne, Fredericksburg, San Angelo, Del Rio, Kerrville, Ft. Stockton and other outlying areas, as well as the many speeches and receptions scheduled in Bexar county in his honor.

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Important Notice To The Public

The Prescription files of the old Eldorado Drug Store are now located in this store, for re-filling.

Phone 2226 and dictate the prescription

number to have it re-filled.

This Applies Only To Prescriptions That Are Allowed To Be Re-Filled.

Also Watch

for the opening soon of Our new Gift Room, now being completed in the back of the store.

All Kinds And Prices of Gift Items Will Be Available

Cecil Westerman Drug

in Page Building—Eldorado

Phone 2226

Cecil Westerman Would Like To Be YOUR Pharmacist



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Eldorado Wool Company
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5-Lb. Bag \$1.10 Plus Tax
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 50-Lb. Bag \$6.85 Plus Tax

County Ag. Agent's Column
 By Jerry Swift

Insect Control Vital For Home Gardens

Insect control, how and what, is necessary to insure a bountiful crop of garden vegetables. Knowing the kinds of insects and the best way to control them is essential to an overall produce plan.

Most insecticides work on the "contact" action, and without "contact" control is not effective.

Retreatment is often required, but overtreatment can also cause problems. Insecticides can become toxic to plants. Reading labels before application can solve this problem.

There are several types of soil, sucking and chewing, insects which attack garden plants. Soil insects normally attack the seed at planting or while plants are small and tender. They include wireworms, cutworms, white grubs, mole crickets and various maggots.

Sucking insects have mouthparts which pierce and suck the plant's juices. These include aphids, leafhoppers, stinkbugs, thrips and spider mites.

The most damaging of the group is the chewing insect, which feeds on all parts of the plant, including fruits and foliage. Among these are grasshoppers, leaf miners, numerous beetles and weevils, cabbage loopers, armyworms and webworms.

Control soil insects by treating soil about four weeks before planting. Chlordane and diazinon are effective insecticides for controlling soil insect pests.

Sucking and chewing insects can be controlled by dusts or sprays. Apply dusts when the wind is calm and force them through foliage to reach both sides of leaves. Dust at the rate of 1 1/2 ounce per 50 feet of row.

Prepare sprays by mixing emulsifiable concentrates or wettable powders with water. Use a compressed air sprayer, trombone or slide sprayer or garden hose attachment. Apply about one quart of spray per 50 feet of row.

Among insecticides effective for

chewing and sucking insects are carbaryl (Sevin), diazinon, dicofol (Kelthane), malathion, sulfur, methoxychlor and ethion. However, labels should be followed closely for specific recommendations.

For additional protection from insects, maintain a clean, closely mowed area adjacent to the garden or green house. Dispose of trash, old boards and old plant debris, especially at the end of the gardening season.

Use fertilizer and water to keep the soil at its best, and use cardboard protectors around transplants.

Finally, handpick larger insects, crush egg masses and wash smaller insects off plants with a water hose.

What's Happening To Beef Profits?

Although retail beef prices in February were about 15% higher than in February 1973, no one is admitting to making any more profit. Cattle feeders have been losing up to \$200 on every head turned out of the feedlot, and retailers' high prices have been defended as necessary to maintain the consumer's demand for beef.

Some people blame the middleman. He is anyone who handles, sells, buys, slaughters, cuts or transports meat. He performs a necessary service to the industry and naturally, does this to make a living. In total his costs are only a fraction of the product's sale price.

For example, while packer profits are up somewhat, they are still exceptionally low. Most of his profits come from by-products and high volume.

Statistics show that retail beef margins have improved substantially since last year. Even with the great fluctuation caused by the truck strike, wholesale beef prices in February were about 4% above last year's level.

Probably the biggest villain in the beef price situation is inflation. It has caused higher calf costs, higher feeding costs, greater slaughtering costs and larger retailing costs. The consumer has shown some reluctance to accept these higher costs but is still buying almost as much beef as before and at higher prices.

Lawn Mower Safety Outlined
 Carelessness with a power mower

can make it a machine for trimming fingers and toes instead of lawns. Lawn mower accidents total more than 80,000 each year in the United States, with most due to carelessness.

Most accidents occur as a result of objects being thrown by the blade. The blade can pick up a rock, bone or piece of wire and launch it at a speed of more than 100 miles per hour.

We suggest a few safety precautions before and during the mowing operation.

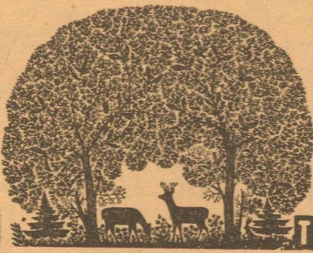
First, make a walking tour across the lawn to pick up bones or rocks that may have found their way into the yard since the last mowing operation.

An inspection of the mower before use is also important. Make sure all nuts and bolts are tight. Any time the hands need to be under the mower, kill the mower engine and disconnect the spark plug wire. If you have an electric mower, pull the power plug before working on it.

If the gas tank runs dry before the job is finished, let the engine cool and then fill it. Never fill a gasoline engine when it's hot or in operation. Keep hands, feet and clothing away from mowing parts when the mower is operating. Wear leather shoes. Don't mow the lawn in sandals or while wearing short pants. Mow across steep slopes instead of up and down.

Finally, keep youngsters and pets away from the mower, and always kill the mower engine any time you leave the machine.

Keeping The FAITH



"For lo, the winter is past, the rain is over and gone: The flowers appear on the earth, the time of singing has come, and the voice of the turtle-dove is heard in our land."
Song of Solomon 2:11,12

As the snow-cold winds and rains of winter retreat, the miracle of spring reappears. Its sheer beauty again thrills and charms us with exquisite colors, fragrances and sounds. It is a time to look inward spiritually and give thanks for the delights and splendor of heaven mirrored in the beauty around us.

A recently published paperback *Celebrate Life* by Canadian minister, the Rev. Paul Zacharias is an exaltation of the force and joy of life. Drawing upon the Bible and the works of poets and philosophers including Kahlil Gibran, Swedenborg, Dag Hammarskjold, Martin Buber, and many others, Mr. Zacharias provides stimulating insights on a variety of topics. In his preface, he states: "...I have become increasingly convinced that God is alive and well: that his Divine Spirit permeates all of creation..." *Celebrate Life* consists of impressionistic images about God, marriage, friendships, vocation, life and death, and the daily stuff out of which life is made.

A companion book by Emanuel Swedenborg, scientist, philosopher, and theologian entitled *The Spiritual Life, The Word of God* presents a brief, but comprehensive survey of the essentials of spiritual living. Divided into four sections, this important work discusses Spiritual Life, the Commandments, Good and Truth, and the Divine Word. It offers a well-spring of practical spiritual insights.

For both copies of *Celebrate Life* and *The Spiritual Life, The Word of God*, send \$2.00 to: Swedenborg Foundation, Dept. CSL, 139 East 23rd St., New York, N.Y. 10010.

School Menus

(All meals served with buttered rolls and milk.)

Wed., April 24: Hot dogs with chili, potato salad, tossed green salad, fruit cobbler.

Thursday, April 25: Swiss steak, creamed potatoes, frozen mixed vegetables, strawberry congealed salad, white cake, chocolate icing.

Friday, April 26: Fresh fish filets, macaroni and cheese, black-eyed peas, peach halves, ice cream.

Monday, April 29: German sausage, macaroni & cheese, mustard greens, sliced beets, canned fruit.

Tuesday, April 30: Beef tacos, pinto beans, lettuce & tomatoes, fruit cobbler.

Wed., May 1: Hot dogs & chili, french fries, fresh fruit cup, rice krispie cookies.

Thursday, May 2: Fried chicken and gravy, creamed potatoes, green beans, carrot & pineapple salad, lemon pudding.

Friday, May 3: Sandwiches - tuna, pimento cheese, peanut butter; potato chips, English pea salad, ice cream.

Duplicate Bridge

We had a very successful tournament last week with 12 tables of players.

Tournament winners—
 High Overall—
 Blakeways, 1st;
 Ethel Olson, Sonora, and Jan Mobley, 2nd;

Bain Andrews & Delores McKee, San Angelo, 3rd;
 Pat Ragland & Gail Payne, San Angelo, 4th;

Loda Ann Barber & Joan Rose, San Angelo, 5th;
 Mary Dan Sandlin & Dan McRee, San Angelo, 6th.

High North-South—
 E. Olson & J. Mobley, 1st;
 P. Ragland & G. Payne, 2nd;

E. Barber & J. Rose, 3rd.
 High East-West—
 Blakeways, 1st;
 B. Andrews & D. McRee, 2nd;
 M. D. Sandlin & D. McRee, 3rd.

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POLITICAL ANNOUNCEMENTS

| | |
|-------------------------|-----------|
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| County Office |\$30 |
| Precinct Office |\$25 |

Note: The above prices include one (1) write-up of not more than 250 words; additional wording to be paid for at the rate of 4 cents per word. The price does not include a subscription to this newspaper.

Candidates whose names appear below, announced subject to the Democratic Primary, May 4, 1974:

For Congress, 21st District:
NELSON WOLFF
BOB KRUEGER

For State Representative, 56th District:
JAMES E. (Jim) NUGENT
 (For Re-Election)

For County Judge:
ROBERT L. McWHORTER
 (For Re-Election)
JOHNNY GRIFFIN

For County and District Clerk:
JIM THORNTON

For County Treasurer:
A. G. McCORMACK
 (For Re-Election)

For Commissioner, Precinct 2:
WALTER L. FORD
JIM HOLLEY
MRS. VI HENDERSON
 (For Re-Election)
L. E. (Gene) McCALLA

For Commissioner, Precinct 4:
DEE LOVE
 (For Re-Election)
DAVID M. MEADOR

For Justice Of The Peace
 Justice Precinct No. 1:
B. L. BLAKEWAY
 (For-Re-Election)



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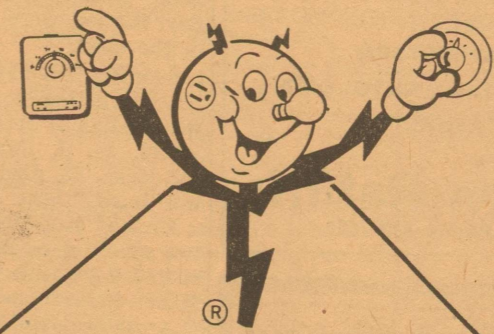


Reach for the Merriest Christmas... join our Christmas Club Savings Plan.

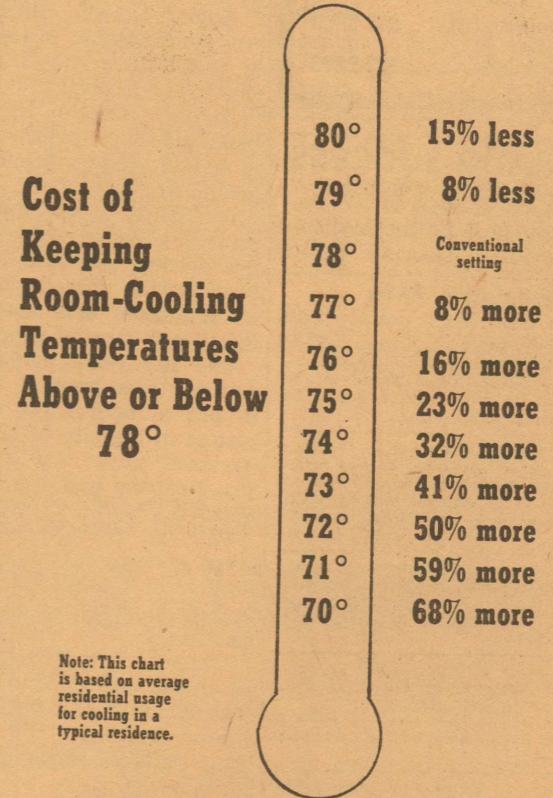


The First National Bank
 Of Eldorado

How to save energy and money by degrees.



THIS CHART SHOWS THE RELATIONSHIP OF YOUR THERMOSTAT SETTING TO OPERATING COST FOR SUMMER COOLING...



Note: This chart is based on average residential usage for cooling in a typical residence.

Ask for your free copy of Reddy's Helpful Tips at any local WTU office. It will help you conserve and save energy and get the most out of your electric appliances.



West Texas Utilities Company
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Phone 2619 for Complete Line of Exxon Products. Farm and Ranch Butane. All Business Appreciated.
Eldorado - Divide Petroleum Co.
 Exxon Products — Raymon Mobley & Employees

LOST STRAYED OR STOLEN

One white Char-Swiss Bull Calf
 (Approximate weight 450)
 Any information contact Sheriff's office
 Eldorado or Pat Joiner

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 Afternoon, Late: 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.

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ELDORADO SUCCESS

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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.

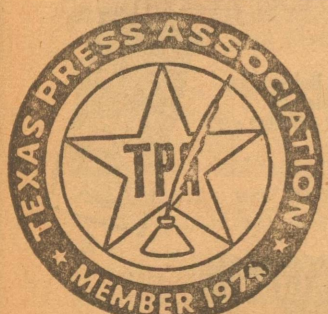
Notice of entertainments where a charge of admission is made, obituaries, cards of thanks, resolutions of respect, and all matters not news will be charged for at the regular rates.

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.



Member WEST TEXAS PRESS ASSOCIATION

In Those Days

Compiled From Success Files

ONE YEAR AGO

April 26, 1973—Mr. Len Mertz was valedictorian and Miss Lynn Sanders salutatorian of the '73 Seniors.
Eddy Etheredge was elected mayor of the city of San Marcos.
In the \$17,000 suit brought by Florenz Wilde against the City of Eldorado for fire damages, the jury awarded \$13,349.70. W. G. Crippin was jury foreman and Earl Smith presided as district judge.

FIVE YEARS AGO

April 24, 1969—Coach Ken Thomas announced that summer Little League would get under way May 29th.
The Eagle Band were going to Cisco for U.L.L. Concert and Sight Reading Contests.
The Junior-Senior banquet was held with theme of "The Golden West Saloon."
Mrs. Joe L. (Hattie) Brown died at age 89 in the local Medical Center. She was the mother of Mrs. Fred Spinks.
Bill Lester, Jr., on 30-day leave from the Navy, visited local friends.
Wilson Page was this county's Wagon Boss for the drive getting under way for West Texas Boys Ranch.
A shower honored Betty Humphries, bride-elect of Robert Baillet.
Miss Kay Frances Peters, who was attending college at Denton, was doing her student teaching.
Rep. Hilary Doran was putting a bill through the Legislature to abolish the county auditor job here.
Funeral services were held at Lufkin for Gregory Toburen, age 10, who died after a long illness.

12 YEARS AGO

April 26, 1962—Clarence Fish was dismantling the landmark Pelt house in the south part of town, and planned to put a motel on the site in the future.
Genelle Edmison was announced valedictorian and Judy Hext salutatorian, of the '62 Senior class. Jim Runge was high boy.
Alton Roy Mitchell was assigned to Lackland Air Base at San Antonio for basic training in the Air Force.
Bill Bowen was director of the Senior play, "Bull In a China Shop" being presented. Carroll Scott, and Earl Barnett were faculty sponsors of the class.
Sammye Mayo spent the week of Easter visiting home folks. She was a student at Baylor.
Mrs. W. J. (Maggie) Harrison Ludecke, 82, died in Midland and was buried here.
Mr. and Mrs. Howard Parker and two children of Billings, Montana, visited here with his mother, Mrs. Mabel Parker and other relatives.
A car accident 15 miles north of town claimed the life of Guadalupe Villarreal, 23. He was this county's first traffic fatality of the year.
Mrs. Ray Bruton and Bert and Betsy spent the Easter week in Dallas, visiting and attending the opening performances of Six Flags.

35 YEARS AGO

April 23, 1939—Slight showings were encountered in Lone Star No. 1 Humble-Page well nine miles southeast of town.
Bertram Geeslin, high school band director, underwent surgery in a San Angelo hospital for appendicitis.
Dr. Ben H. Moore, executive secretary of Daniel Baker College at Brownwood, preached at the local Presbyterian church while Rev. N. P. Wilkinson was conducting a meeting in Crystal City.
The Rio Gas Company of San Antonio was granted a franchise to put a natural gas distribution system in the city of Eldorado, announced Mayor Leslie L. Baker. The company posted a \$5,000 guarantee bond.
Mrs. W. O. Alexander was elected state registrar of the State Society of Colonial Dames of the 17th Century at an organizational meeting held in San Antonio.
Tommye Ruth Smith was honored on her 4th birthday. Those present included Orville Taylor and Jimmy Conner, Isla Gayle and Irene Childers, Barbara Smith, Darrel Klink, Douglas Smith, Howard Nance Aynock, Jerry Donaldson, Jerry and Donna Mae Mullett, Jerry Bruton, Patricia and Rita Ann Elder, Tinsy Spurgers, and the honoree.
Elected cheer leaders were Beatrice Wright, Venita Davis, and Pauline Jones.
The Juniors honored the Seniors with a banquet held in the Methodist church. The colonial theme was carried out in decorations. Jo Ed Hill gave the welcome and response was given by Jack Whitley. Neva Jo Steward played piano during the banquet, at which 67 were served.
Mr. and Mrs. Tom Henderson returned home from a fishing trip on the Pecos and had a nice catch of fish, including one that weighed 26 pounds and measured 3½ feet.

Community Calendar

April 25, Thursday, Social Security man at Court House, 9:30 to 11:30 a.m.
April 25, Thursday, Animal immunizations against rabies, 1:30 to 6:00 p.m., at Memorial Building.
April 25, Thursday, Merry Makers 42 Club meets with Mrs. Spencer.
April 26, Friday, Rummage Sale starts 8:30 a.m. at the Methodist church educational building.
April 26, Friday, Bingo party starts 8:00 p.m. at Golf Club-house.
April 30, Tuesday, Spring Concert by Eagle Band and Stage Band, 7:30 p.m., in high sch. auditorium.
May 1, Wednesday, Lions Club meets 12:05, Memorial Building.
May 2, Thursday, Hospital Auxiliary meets.
May 2, Thursday, Am. Legion.
May 4, Saturday, First Democratic Primary.
May 9, Thursday, Masonic Lodge.
May 13, Monday, OES meets.
May 28, Tuesday, Woman's Club.

TRAILER PARKING SPACE for rent. See or call A. G. McCormack.*

THANK YOU

We would like to thank the Ladies Auxiliary of Medical Center Hospital for the new fan in our hospital kitchen.
Kitchen Employees: Bobbie Kilbrew, Bessie Doyle, Mary Torres, Eva Hill, and Rita Lozano. *

FOR SALE: 3-bedroom house with carpet, central heat, refrigerated air, wood paneling, fenced yard, fruit trees. Call 853-2212 or see Ted Short. (tfc)

GARAGE SALE

At Methodist Church Educational Building
Friday, April 26th, 8:30 a.m., on Many Items Good Prices*

WE WISH TO EXPRESS

our thanks and gratitude to Dr. Brame and the nursing staff of Schleicher County Medical Center for the care and kindness shown during the loss of our loved one. Our special thanks to Jack Jones and George Williams for being with us during our bereavement. God bless all of you.
Ella Allen and family

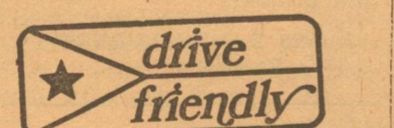
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8:15 a.m. Sundays
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Christian Science Radio Series

GIRL SCOUT TROOP 25
will hold a bake sale on Saturday, April 27, at the post office, starting at 9:00 and continuing until all cakes are sold. Please come and buy a cake or cookies.

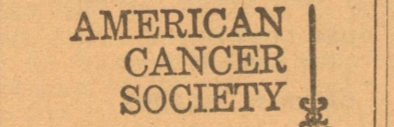
DO PEOPLE read these small ads in the Success? You just did.



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.



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. 800 - A. F. & A. M. Started 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.

WE WISH TO EXPRESS

our deepest thanks and appreciation to all our friends who remembered us in any way during Jack's illness. Unless one has been there himself he can't realize what it means to know people care. Jack is well on his way to recovery and we are now looking at the world through rose colored glasses.
Your kindness will never be forgotten.
Jack & Lois Etheredge *


Furniture Shopping Is More Confusing

(by John L. Hill, Attorney General)
Austin, Tex.—Consumers shopping for furniture may have encountered some confusion in the past few years, what with plastics that seem to be wood, vinyl that appears to be leather, and marble dust that looks like slate.
In addition, there's pressure-sensitive paper that simulates just about anything. All of these have given consumers a wide range of choices between natural and synthetic furniture materials, but sometimes it has been difficult to tell as a glance exactly what you are getting for your money.
Some unscrupulous dealers have taken advantage of the proliferation of terms for furniture materials to deliberately mislead the public.

For example, attorneys in our Consumer Protection Division recently settled a complaint from a woman who purchased a bedroom suite advertised as "all wood" only to find out when it was delivered that just the visible parts were constructed of wood. The rest were of glazed fiberboard.
But furniture-buying consumers should find it less confusing to shop for what they want since new Federal Trade Commission guidelines for the furniture industry went into effect in March.
Advances in technology have greatly changed the types of materials used by furniture manufacturers since the previous FTC guidelines were set out in 1963. This, plus what the FTC terms "misleading advertising and other deceptive practices" among a few members of the furniture industry were the reasons for the revision of the guidelines.
One major change is that "affirmative disclosure" is required. My assistants say this means... when any material is used to simulate a more expensive one it now must be identified on furniture tags and in catalogs, brochures, and advertising.
And if furniture has a "veneer," the term used when a more expensive wood is glued to another type of wood, this fact must also be disclosed. So now if you buy a "maple captain's chair" you can be sure it's maple through and through, not maple veneer on oak or some other wood.
Terms such as "French (or Italian) Provincial" or "Mediterranean" can still be used, since most people realize such phrases describe the style of furniture, rather than its origin. But terms such as "Danish" or "Spanish" cannot be used to indicate style. Instead, "Spanish style" or "Danish style" or some other phrase must be used if the item doesn't actually come from that particular country.

The new guidelines tend to discourage the widespread practice many retail furniture stores followed of removing the manufacturer's tags and substituting their own. Now, if the manufacturer's tag is removed, it must be replaced with one that provides the same information about materials and construction.
FTC guidelines also state that results of tests made on upholstery fabrics must be clearly disclosed in language the lay person can understand.
Our Consumer Protection attorneys say that while these guidelines will not prevent every misleading or deceptive trade practice encountered in shopping for furniture, they will be of great assistance not only to consumers but to the large majority of reputable furniture manufacturers and retailers.
They remind mobile home purchasers that furniture sold with mobile homes should also carry labels that give information about its construction and composition.
And they suggest that consumers always ask to see product labels, that they check carefully on warranties, and that they inquire about how to care for the fabric on any upholstered furniture they purchase. In this way, they may avoid consumer problems later.
For assistance with consumer complaints call our Consumer Protection Division, your county or district attorney, or your local Better Business Bureau.

Some ding-dongs believed that drinking from a bell would cure stuttering!



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 Afternoon, Late: Only news items of real significance such as deaths can be accepted.

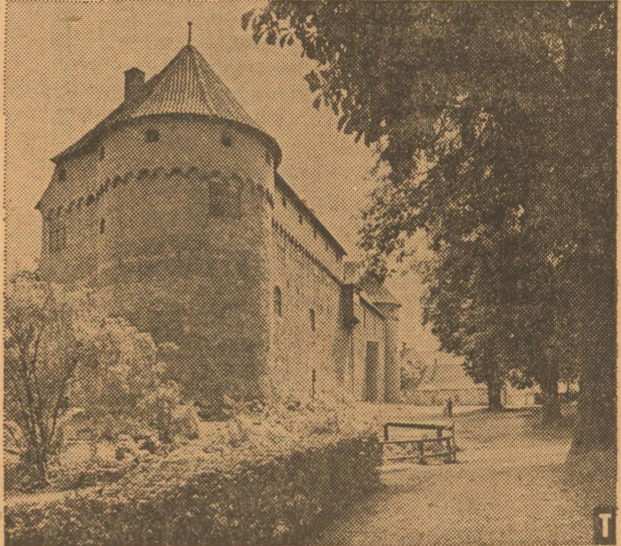
IN GENERAL: Please Turn in News and Ad Copy As Early In The Week As Possible.

THE ELDORADO SUCCESS

PRINTING—ADVERTISING—NEWS

—SINCE 1901

DENMARK: GOOD NEWS FOR WEIGHTWATCHERS; GREAT NEWS FOR GOURMETS



Why do travelers love to visit Denmark? For the culture, the castles, the cruises — and also for the cuisine. The food of Denmark is a joy to both calorie counters and blissfully indifferent gourmets alike.
Non-weightwatchers will want to spend some time in the heart of Copenhagen — at the Ekko Denmark, center of Danish agriculture. They can learn to cook in the Danish mode in classes taught by local experts. Hour long sessions, with demonstrations and films, are held at 10:30 a.m. Mondays through Saturdays. Between 1 and 3 p.m., Monday through Friday, there are free cooking demonstrations open to the public.
When you're not eating or weightwatching, there is a wealth of activity going on in Denmark. Scan Carib Line's schooner Hans Christian Andersen can take you on one of its week long luxury cruises of Denmark's 500 islands. If you're traveling in July, you can participate in a fabulous Danish-American event — a grand fourth of July celebration held in Rebild National Park. Travel on the modern Danish railroad to historic and scenic spots throughout the country, take a group or solo hike, or bicycle through the countryside and create your individual kind of fun.
But, remember — don't let your diet deprive you of Denmark. Whether you're weight-watching or indulging, Denmark has whatever you're craving in vacation entertainment — and generous portions of the excitingly unexpected!

One of the most famous resorts for weightwatchers is located on the picturesque beach at Nyborg. Only three hours from Copenhagen, the Nyborg Strand Hotel offers a unique "keep-fit" program. There are morning gymnasiums set to music, swimming programs, running regimes along specially marked routes in the woods or on the beach, and walking tours with experts on ornithology, botany, and nature history. Yet another recommendation for this hotel is its proximity to Nyborg Castle. It was in this castle that in 1282 King Erik Klipping issued the "Great Charter," Denmark's earliest constitution. Near the castle, you can sport on one of the most beautiful golf courses in Scandinavia.
Another hotel that has been popular among the diet-

THE SWORD OF HOPE
BECOMES THE TOWER OF HOPE

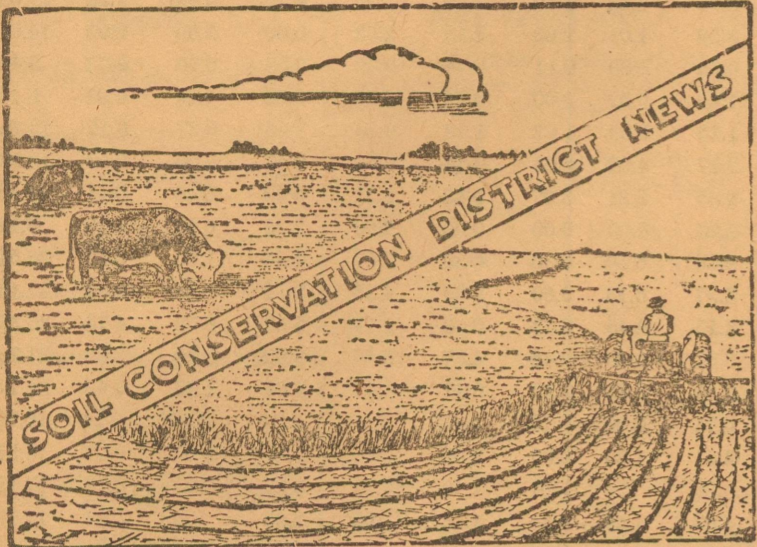
BRINGING HOPE TO PEOPLE EVERYWHERE

THE AMERICAN CANCER SOCIETY AIMS TO WIPE OUT CANCER IN YOUR LIFETIME

Worren King

Let's Give Horse Racing A Sporting Chance!

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Otis Deal.....Member
Walter C. Pope III.....Member

Contour farming continues to be one of the essential conservation practices used on row crop farming by cooperators in the Eldorado-Divide Soil and Water Conservation District. When the District first began operation over 32 years ago, contour lines for farming on the contour (water level) was one of the conservation practices that farmers needed assistance in applying. Technicians of the Soil Conservation Service assisting the District ran the needed contour or terrace

one qualified to do a good job should assist in running contour lines. The proper vertical interval, that is determined by the slope of the land, should always be used.

Many things connected with farming and ranching have changed since the first Soil and Water Conservation District was organized in Texas. Today throughout all the state of Texas along with all other states, the objective of soil conservation districts and the Soil Conservation Service has not changed. One of the objectives has always been to hold the rain drop where it falls. The fact that it's the water you keep that counts remains to be true and probably will remain so forever assures the farmer that more water will be held for crop use, then when farming operations are carried out with rows running down the slope. Each furrow and bed on fields farmed on the contour, help hold the water where it falls for crop use. Each furrow serves as a basin to hold the water and give it time to soak into the soil. On the other hand rows that run down the slope drain the water needed for crop production off the land.

The fact that most all farmers in the District farm on the contour is proof they recognize it as an important soil and water conservation practice. The cost of contour farming is very small as compared to benefits received.

When row crops are to be grown on dry cropland, contour farming should always be practiced.

Fred Case Named As Wagon Boss

Mr. Fred H. Case of Eldorado in Schleicher county has been named 1974 Wagon Boss for the Annual West Texas Boys Ranch Roundup by Mr. Willard Jordan, General Chairman. Jordan said, "We feel fortunate to obtain the services of such a man as Fred Case to aid us in this very important fund raising project for West Texas Boys Ranch."

Jordan explained that the Annual Roundup has become the largest single fund raising effort for the Ranch which is presently caring for 72 dependent and neglected boys.

"We are especially pleased to have Mr. Case help this year due to the dangerous inflation and cost spiral which is putting a terrible strain on the West Texas Boys Ranch operating budget." Both cash and livestock donations will be sought for the Annual Roundup drive to aid the publically supported Ranch. All gifts and donations to West Texas Boys Ranch are tax deductible.

"We need your response more than ever this year and the Ranch is counting on your generosity to help them meet their obligations in caring for these boys. The only money West Texas Boys Ranch receives to pay their bills is what comes from the hearts of concerned citizens," Jordan concluded.

Where Do the People
Fit Into the
21st District Race
For Congress?

Right Here...



JUDGE ALLEN MOORE

Judge Allen Moore is a man you can turn to. He's County Judge of Upton County, and his identity is with the people — not with big spending, big politics, and big inflation.

Allen Moore is the candidate who has brought the 21st District congressional race down to earth — where it belongs. He believes public office belongs to you — not to the highest bidder.

In a race where money seems to be no object, Allen Moore speaks a dollars-and-cents language the businessman, the workingman, the housewife, the teacher, the person with a fixed retirement income, and young people getting a start can understand. He's the candidate for Congress who makes sense every day. That's why your vote for Judge Allen Moore is so important on election day.

DEMOCRATIC PRIMARY, MAY 4

Political Advertisement Paid for by Allen Moore, Post Office Box 315, Rankin, Texas. Published in The Eldorado Success, 301 Main, Eldorado, Texas, Apr. 25, 1974. Disclosure Required Tex. Elec. Code

First American Bible Not For "Americans"

A great deal has been written about the early days in America — the hardships, the Indians, the early settlers and their religious life. But one little known fact is that the first Bibles printed in America were in one of the languages of her native people, the Indians.

In the year 1663, the pastor of the church in Roxbury, Mass., John Eliot, paid to have 1,500 Bibles published in the language of the Algonquin tribe who lived in that area.

The story behind this event is another of the seldom written sordid facts of history in early America — that of the dehumanization of the native Indian by the "new" Americans.

One day while driving in the countryside near the young city of Boston, Eliot saw a farmer plowing a field, using an Indian to pull the plow. As the farmer plied his whip, Eliot jumped from his wagon with an angry shout.

"You can't treat a human being like that," he said. "Release him!"

"He's not a human being," retorted the farmer. "He's a savage. And if you want him released, pay me 10 gold pieces so I can buy a horse, and I'll give him to you."

Eliot only had 11 gold pieces to his name, but he counted out the 10 without hesitation and gave them to the farmer.

"You are free to return to your people," Eliot told the Indian. But the Indian thought he had simply a new master, and climbed into the wagon and took the reins.

Eliot took the Indian, whom he named Job Neustan, home with him. During the months which followed, Eliot laboriously taught the Indian to speak,

read and write in English. In return, Job Neustan taught John Eliot his language and customs.

It was soon apparent that the Lord had answered John Eliot's prayers for guidance. Ever since his youth he had felt that God had something special and challenging for him to do with his life. Now, suddenly, here it was.

In 1646, at the age of 42, John Eliot set out with Indian Job as his guide, to visit Indian settlements and villages with the hope of introducing his God to the native Americans.

Not far from Roxbury, as the curious Indians gathered to see what he was going to do, they were greatly surprised when Eliot spoke to them in their own language. They were pleased, too, when he talked with understanding and respect of their customs and traditions.

This was the beginning of a regular ministry performed by Eliot when he was not busy or needed at his own church. He was loved and revered by the Indians to whom he preached and ministered for the years that followed. As a result of his personal interest and missionary activity, untold numbers of Indians became Christians.

It was in 1659 that Eliot and Job Neustan began a project which was to take them four years to complete. They translated the Bible into the Indian language. The wonder of Eliot's varied efforts on behalf of the Indians is that he did it all on his own time and with his own money. He even paid for having the Bibles printed when the task was finished.

An interesting comparison can be made between the life and work of Kenneth Taylor of Wheaton, Ill., who also translated

the Bible, but more than 300 years after John Eliot.

Both men were fervent, active Christians from their youth. Each of them felt that God had something special for them to accomplish for Him in the course of their lives. Each man prayed for God's guidance and, in due course, each was led to translate the Bible into a language which would clarify the Scriptures and unlock its mysteries for people who had won their concern.

Taylor saw the need of his own 10 children for a Bible they could understand and live by, as they struggled through family devotions each day. Eliot's feeling for the Indians was akin to that of Taylor for his own offspring.

As with Eliot, Taylor had a regular job and it was on his own time and with his own funds that he paraphrased *The Living Letters* and *The Living Gospels*, which comprised the *Living New Testament*.

It took Taylor much longer than Eliot to translate the Bible. He had less free time to devote to the task, and most of the 15 years involved saw him engaged in full time employment with Moody Press, traveling from Wheaton to Chicago daily. As a matter of fact, for the first seven years, he did much of his paraphrasing on the commuter train.

When Kenneth Taylor had finished translating the New Testament, he took it to several publishers, but was turned down by every one. They saw no need for another modern English translation.

It was while explaining his plight to a friend in the printing business that he offered to print several thousand copies of *Living Let-*

ters (The Letters of the Apostle Paul) on speculation. The new translation was well received, but without spectacular success until Billy Graham was given a copy of *Living Letters*.

He thought it was just what many people needed to get them started in regular study of God's Word. He offered a copy to his radio audience. From that time on, Taylor's *Living* paraphrases grew in popularity and Taylor gives Graham much of the credit.

Taylor is now one of the world's largest Bible publishers. Through Tyndale House Publishers he distributes many religious books in addition to *The Living Bible*, which has headed the best seller lists for 2 straight years and sold over 14 million.

The life of John Eliot, which began as a farm boy in the English village of Wedford, and extended to Christian missions among the Indians of America, is indeed an inspiration. The lives of both Eliot and Taylor once again prove that a life given totally to God and His service will be used in a way that the world can neither understand nor believe.

Taylor continues to devote his efforts to the translation and distribution of his paraphrased version of the Bible. Already *Living Bible* royalties are being used to translate the Bible into 83 different languages, including all major languages of the world, with plans to extend God's Word to additional millions of people.

John Eliot's work included founding of two Indian churches, seven Indian schools, and an Indian college, all at his own expense. Kenneth Taylor's charities through Tyndale Foundation are numerous.

HELP WANTED

Temporary Labor (Vacancies|Vacancy)
3 months work starting approximately
May 15, 1974. Applications accepted
Monday through Friday, 8:00 A. M. to
4:30 P. M. until April 30, 1974. All appli-
cations for temporary employment pre-
sently on file since October 1, 1973, will
be considered. Apply at Northern Natural
Gas Company, Eldorado District Office,
Address 19 miles Northwest of Eldorado,
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District 21

Pol. Adv. pd. by Patrick Ainsworth, 8916 Data Point, San Antonio, Tx., 78229

APRIL



April 19-23 The 79th Fiesta San Antonio. Made up of over 60 events, the Fiesta includes such highlights as the coronation in front of the Alamo of King Antonio, April 20; fireworks show at Fort Sam Houston, April 21; the river parade at 7:30 p.m., April 22; four "Nights in Old San Antonio," April 23-26; coronation of the Queen, April 25; Battle of Flowers Parade through downtown San Antonio starting at 1:45 p.m., April 26; and the night street parade, "Fiesta Flambeau," April 27. For a complete schedule of events, write Fiesta, Box 1628, San Antonio, Texas 78296.

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, Austin 78711.

April 5-27 Winedale Spring Festival, Roundtop. Events are: April 5—A German play presented at 8 p.m. (\$1 admission); April 6—Performance of the Prairie View A & M choir at 3 p.m. (\$1), barbeque dinner at 5:30 p.m. (\$3, reservations required), and piano concert at 8 p.m. (\$2); April 7—Performance of the Prairie View A & M Ensemble at 2 p.m. (\$1), pipe organ concert in the Bethlehem Lutheran Church at 4 p.m. (\$1); April 13—Songs by Thomas Dwyer at 4 p.m. (\$1); April 20—Americans in Song at 8 p.m. (\$1); April 21—The Messages of Charles E. Ives (songs) at 4 p.m. (\$1); April 27—A free playday from 3-6 p.m. with old fashion contests such as sack races, a dinner of stew at 6:30 p.m. (\$1 reservations required), "King Lear" presented at 8 p.m. by students from the University of Texas at Austin (\$1). A ticket for all events and meals is available for \$12. For tickets and additional information, write Winedale Inn Properties, Box 11, Roundtop, Texas 78954.

April 6-21 Shrimp Festival, Galveston. This salute to the shrimp industry features a full calendar of events. Highlights include: The crowning of "Miss Galveston Shrimp Festival" Saturday, April 6; sand casting contests, Saturday, April 13, (for amateurs) and Sunday, April 14, (for sculptors); ROTC rifle & drill team competition and a 5 p.m. parade Saturday, April 20; and the traditional blessing of the fleet early Sunday afternoon, April 21, at the Galveston Wharf. For further information, write Charles Lawrence, director of tourism, Galveston Chamber of Commerce, 315 Tremont Street, Galveston, Texas 77550.

April 20-21 Art Show, Flea Market and Antique Show, Fort Concho, San Angelo. Held in tents on the old fort grounds, this event is free to the public. For details, write San Angelo Chamber of Commerce, Box 712, San Angelo, Texas 76901.

April 24-28 The 26th Annual Neches River Festival, Beaumont. With over 40 events, most free, the River Festival highlights include a motorboat regatta April 27-28, giant flea market all four days, and an air show featuring precision parachute jumps 1 p.m. April 27. For complete information, write Neches River Festival, 245 Bowie, Beaumont, Texas 77701.

April 25-May 5 Buccaneer Days, Corpus Christi. Major events: April 25-28 tennis tournament with about 800 participants; April 25 Pirate girls capture the city and throw the mayor in Corpus Christi Bay; April 25-26 High School Bands Music Festival with 7,000-8,000 participants; April 25-27 night fireworks shows off a barge in the bay; April 27 Junior Parade; April 27 Little State Track Meet featuring top performers from across the state; April 28 Art jamboree; April 27-28 Sailboat Regatta; May 2 Coronation Pageant & Ball; May 3-4 Music Festival featuring high school choirs; May 3-5 handball tournament; May 4-5 invitational archery tournament; May 4 Night Illuminated Parade, crowning of Miss Buccaneer Days and Miss Texas Pirate Queen; May 4 model airplane contest. A carnival will be in operation throughout Buccaneer Days. For more information, write Buccaneer Days, Box 12, Corpus Christi, Texas 78408.

I believe this universe is no accident.
I believe all life comes from God.
I believe He cares about ME . . . and wants me really to care about Him.
I believe I have fallen short of pleasing God . . . yet He still lets me live in freedom. I am not his slave.
I believe that Jesus Christ revealed God's forgiving love when He—the Son of God—sacrificed His perfect life for my imperfect life.
I believe that Jesus rose from death, assuring me that it is God's desire that I, too, may reach eternity.
And because I believe—I want to share with you my Faith . . . and the inspiration I have found as I worship every Sunday in church.

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Scriptures Selected By The American Bible Society

I Believe

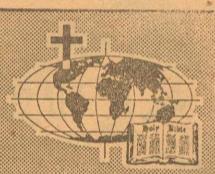


Table with 7 columns: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday. Each column lists a scripture and time.



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.

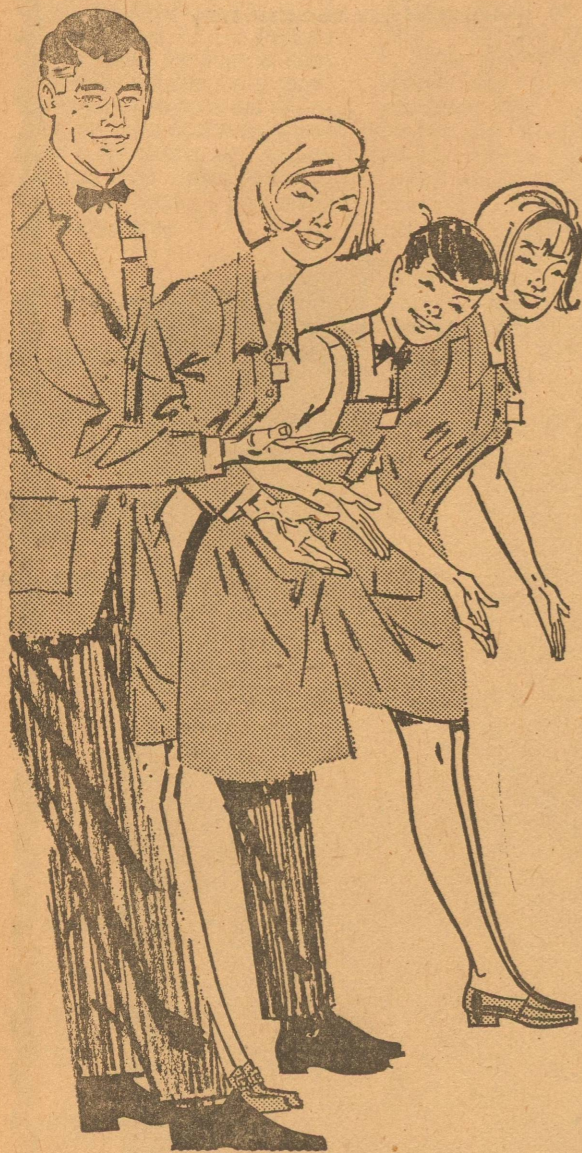
Church Of Christ—Martzon Hwy.
Silas Triplett, Minister
Classes 10:00 A. M.
Morning Worship 11:00 A. M.
Evening Worship 6:00 P. M.
Wednesday Service 7:30 P. M.
Dinner on the Ground Each First Sunday

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

FOREMOST - FINEST DAIRY PRODUCTS
Elmer Garlitz—Indep. Distributor
SOUTHWEST TEXAS ELECTRIC CO-OP.
Inc. — Owned By Those It Serves
EL DORADO RESTAURANT
Jerroll Sanders — Prop.
CECIL WESTERMAN DRUG STORE
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DAVIS FINA SERVICE — FIRESTONE
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Selma Dickson—Eldorado & Sonora

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20 OZ.
Listerine 1.39

PRIZE BABY 16 OZ.
Shampoo 69¢

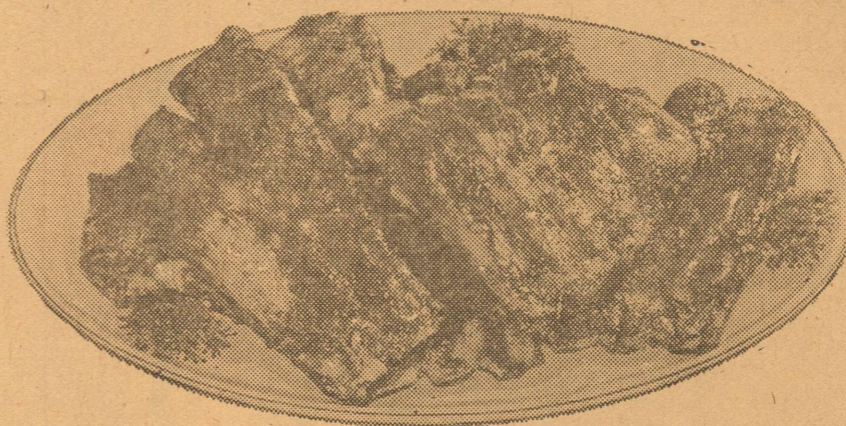
SQUIBB 16 OZ.
Mineral Oil 1.09

PLAYTEX DISPOSABLE 55 CT
Bottle 99¢

ICEBERG POUND
Lettuce 19¢

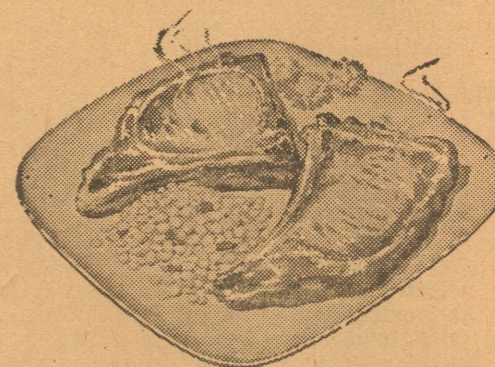
CLIP TOP 6 OUNCE
Radishes 2.29¢

YELLOW POUND
Onions 15¢



LEAN MEATY POUND
PORK SPARE RIBS 98¢

LEAN CENTER CUT POUND
Pork Chops 1.09



SEMI BONELESS POUND
Pork Roast 89¢

FLAVORFUL POUND DANKWORTH GERMAN RING
Beef Ribs 59¢ Sausage 98¢

Diamond
Pure
SHORTENING
3-Lb.
Can **1.39**
Limit One



Duncan Hines
LAYER CAKE MIX
49¢



GANDY'S 5-QT. BUCKET
Ice Cream 1.99

WHOLE SUN 12 OZ.
Orange Juice 39¢

KOLD COUNTRY 10 OZ.
Spinach 23¢

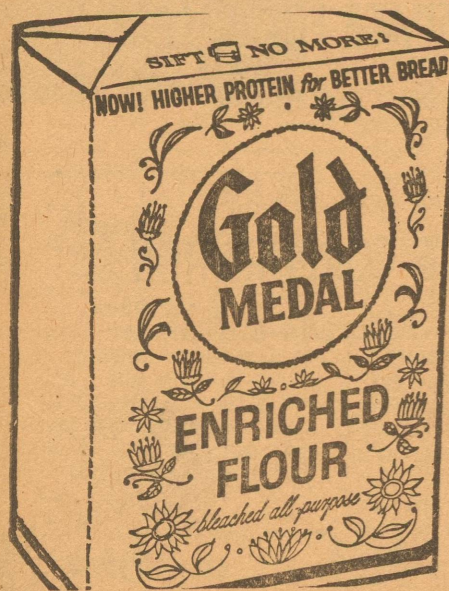
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SAVE LIMIT 1 COUPON PER PURCHASE SAVE



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FLOUR 79¢
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Tomatos 25¢

KIMBELL'S 16 OUNCE
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FRENCH'S 4 OUNCE
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KOUNTRY FRESH HALF GALLON
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