## Thueflevils Pivereaclus <br> Published in Sonora, Texas - "The Capital of the Stockman's Paradise"

Cent


CIINERS




 in Washi
ter a seri
nation.
Representative James M. Colminimum of 10 years and ederal prison for those who imilar penalties would be in corporated in the bill for adults
employing juveniles in illegal The West Texas Chamber o

 han indirect taxes. This, the
said, would let the ultimate tax-payer-consumer kNow what ta indirect taxes, often called "hid-
den," are placed on business and industry rather than the consum-
er. The taxes are passed along . The taxes are passed along
a part of the purchase price,
at the consumer does not know ut the consumer does not know
hat he is paying the tax.
This round-about ing taxes, aside from not collect-
eving
evident to the purchaser, hinders vident to the purchaser, hinders
healthy business climate, does dustry, and does not inform the
donsumer that he is


## Reserve Seat Tickets on Sale <br> $\begin{array}{lll}\text { Math, Coach-Grosse Mohler } & \text { 5th Grade-Bettye Hardegree } \\ \text { Library, S. H. - Ruby Dameron } & \text { 4th } \\ \text { Grade-Harva Coper, J a } \\ \text { Ind. Arts, Cocheoliver Wuest } & \text { McClelland } \\ \text { Spanish, Soc. St.-Charlotte Wil- } & \text { 3rd } & \text { Grade-Mary R. McGilvray }\end{array}$ <br> son Homemaking-Celeste Prugel Econ., Bus Law-Ken McAlister <br> Custodians-Prajediez G. Avila, David Avendando, Alonzo Fraus- <br> Athletic and General) JUNIOR HIGH Principal-Robert McMinn Math-Maggie Glasscock Soc. St., Coach-John Partin Englis-Gaile Cade Science-Peggy Elli <br>  <br> Betaiel <br>  <br>  <br> not returning to the system in- clude Ralph Finklea, David Wil- liams, Lois Dolan, Kenneth Mitchliams, Lois Dolan, Kenneth Mitch- ell, Francis Welch, Sam Bean, Diane Tribble, Andria Gardner, Diane Tribble, Andria Gardner, Alice Griffith, Gary Gardner, Lou- ise Barleman, LaJeanne Ward-

all teaching positions filled
Mchllister, superintendent
schools, expressed satisfaction
how the new school year wa
shaping up. He has released the
following list of teachers an
Other employees who will be in- Martin
olved in the education systeme
5th Grade-Mare, K

## High School

Principal-James Pollard
Secretary-Wanda Cook
English-Smith Neal
History, Math, Coach-Jerry Hop
$\qquad$

| Girls' P.E.-Gwen Kordzik | ELLIOTT ELEMENTARY |
| :---: | :---: |
| History, Govt, Coach - Dennie | Principal Bill Bill Gosney |
| Hays | Secretary-Mecca Glassock |
| Commercial, Annual-Joyce Hepburn | 6th Grade-Mary L. Hays, Johns |
|  |  |
| , Coach-Grosse Moh | Grad |

Fae Morgan
3rd Grade-Charlote McAllister,

## May Lum Gesey

It Grade-Myrtle Bridges, Margares Raver -
tividad Arredondo (Cafeteria)

WORKING TO IMPROVE THEIR BLOCKING SKILLS under starts, the Broncos will work out twice a day, once in the morn-
the supervision of Coach Dennie Hays are two Sonora Broncos. ing and once in the evening. The annual red and white scrimmoge The team went through its first practice session Monday morn

## Bronco Boosters Organize Monday

## Advance High School Registration Hits 214



Staff of Teachers, Administrators Complete for New Term of School







Mrs. Sallie Clift Dies Friday

|  |  |
| :---: | :---: |
| 2 p.m. Sunday in the Church of |  |
| ist at Petersburg for Mrs. Sal- |  |
|  |  |
| Hin | the Web Elliott A |
| for the past three years and died |  |
| at 3:10 p.m. on Friday, August |  |
| $-15,1969$ in the Schleicher Cou |  |
| dical Center in Eldorado | The business will be moved up- |
|  | Flliott's present office, but he |
|  | said he eventually planned to find |
| H |  |
| was born March 10, | The Web Elliott Agency dat |
| nessee. Her husband | to Elliott Broth |
| he was a memb | ance and before that it was A |
| the Church of Christ. | and Elliott. The Davis |
| vivors other than her daugh | formerly Ratiiff and D |
| rtin, include a sis | and before that Ratliff In |
| Fannie |  |
|  |  |
| and eight great-grandchildren. |  |



and eight great-grandchildren.

Cabinef Adopis Efficiency Contest For Lions Clubs of District 2A-1

ormer Sonoran Dies in Angelo


## Throvevilizivcreatcus

Tax Laws In Need of Reform


| Save $50 \%$ <br>  IN A COMPLETELY REBUILT MATTRESS <br> Wesiern <br> Mattress Co. <br> San Angelo, Texas <br> 387-2222 |
| :---: |
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|  |  |
|  |  |




## Throflevilstivereatus




Philosopher Amazed To Discover
Ranches May Have Answer to Rioing



## 



Clothing, Cologne Don't Mix




Mrs. Herrmann Entertains Bridge Club


 $\begin{array}{ll}\text { Hamilton, Clay Cade, Joe David } & \begin{array}{c}\text { Mr. and Mrs. Gordon Barrow } \\ \text { of Alpine visited in the home of } \\ \text { their daughter, Mrs. Clay Cade, } \\ \text { and her family last week. }\end{array}\end{array}$





Koscoi Slarted a Lovely Revolution THE TOUCH OF MINK. Smooth, Wonderful. Now mink enters a metics and toiletries from precious oil of the mink. All designed
to pamper. All for the skin to pamper. All for the skin you will love to wear.

Wigs, Wiglets and Falls in Seventy Flatterin Advertised in McCalls, Ladies Home Journal, Vogue, Life, Read (Advertised in McCalls, Ladies Home Journal, Vogue, Life, Read-
ers Digest, and Major Texas Television and Radio Stations.) Call Your Sonora Koscot Beauty Advisors
LUCILLE'S BEAUTY SHOP MARIE K. ALDWELL - GAIL ESPY SCHOENEWOLF

## This Costs Texans

## \$ 2 MILLION A DAY


YOU HELP PAY THE BILL
The way cars are being wrecked and the way folks are being injured and killed in traffic accidents, it looks like this year's Texas traffic toll will top $\$ 800$ million. This figures out to be more are
When you pay for your auto insurance you help pay this bill because most of your insurance
rate is for the amount of money insurance companies pay for traffic accidents. Add to this the amount rate is for the amount of money insurance companies pay for traffic accidents. Add to this the amount
they pay for autos destroyed or damaged by collision, fire, hail, theft and pilferage. Lower these they pay for autos destroyed or damaged by collision, fire, hail, theft and pilferage. Lower these
amounts and your insurance costs will go down. Raise these amounts that insurance companies must pay and your auto insurance costs will have to go up. It is as simple as that.
Here are three ways to cut your auto insurance costs.

1. Help reduce the number of Texas traffic accidents. You can do this by driving the very best you can and by insisting that traffic laws are enforced in your town, county, and and traffic laws enforced.
Mayor, County Officials and Governor Smith know that you want all 2. Help cut down on car thefts and vandalism by locking your car and taking the keys whenever you park. Always try to park your car in a.safe place. 3. Ask your insurance agent to show you how you can save money on your auto insurance by
taking full advantage of the Driver Education, Two Car and other discounts now offered in Texas. Auto insurance costs will be cut in Texais after accidents and their costs go down. You and
other motorists of Texas can bring this about . . . if you really want to. IT IS UP TO YOU!

## Association of

## Texas Fire \& Casualty

110 Vaughn Bldg.
Austin, Texas 78701
Companies

## SCHOOL SUPPLIES

Make Westerman Drug your school supply headquarters. You'll find all your needs . . . whether they be for the kindergarten children or high school seniors. Fresh, new assortment of Papermate pens and Swinger notebooks, plus the regular items every student will need on Monday.

WESTERMAN DRUG Cecil Westerman Would Like To Be Your Pharmacist

## CLASSIFIEDADS

For Sale
FOR SALE-1964 Olds 88 , 4-Dr. Power and Air. Call Doyle Mor-
gan, $387-2676$ or $387-2847$. 8500 BTU Cold Spot refrigerated air conditioner. 2 years old. Call BOY'S BICYCLE $26^{\prime \prime}$. Cost $\$ 49$, perfect condition, $\$ 20$. Mrs. C. W.
West, $387-3086$. 1957 1/2 Ton FORD PICKUP Sale. Call $387-2728$ after $5 \begin{gathered}\text { p.m. } \\ \text { tf } 49\end{gathered}$ evaporative cooler for sale. 5,000 C.F.M. Used only 2
Mrs. Frank Bond, $387-2258$.

LATE MODEL Singer Zig Zag. Used very little. Take payments of $\$ 8.50$ monthly or $\$ \$ 2.14$ cash.
To see in your home, or if you need repair on any make ot mod-
el write Box 768 , City.
tf46 4 - Early American 36 in. swivel bar stools. New condition. $\$ 60$.
J. A. Morris, Box 1053 , Sonora. CONOCO still 6c lower than any
other major brand of gasoline in Sonora. Excellent Conn CORNET for sale.
Also white band shoes, size 7 Call 387-3130.
MIMEOGRAPH Paper - $81 / 2 \times 11-$ 16 lb . Radio Bond Mimeo, $\$ 1.96$
per ream at the Devil's River

Livestock
When you need Black Angus
Bulls, see Frank Fish, J u no
Ranch Co., Phone YJ 4.6804 .
Business Services
WHY NOT build a new house?
It's cheaper, and easier. FoxIt's cheaper, and easier. Fox-
worth-Galbraith Lu mber Com-

WELL kept carpets show the
sults of regular sults of regular Blue Lustre spot
cleaning. Rent electric shampoer cleaning. Rent electric shampooer
\$1. Home Hardware \& Furniture \$1. Home
Company.
SAVE ON GASOLINE by having your engine tuned up. We use
a Dynavision Electronic system to analyze your motot's needds.
Benson Repair Service, Phone 387-

## bUILDING MATERIAL for

 BUILDING MATERIAL for sale. Call us for carpenters and con-tractors. New homes, painting, remodeling. Foxworth - Galbraith

## Real Estate <br> SOUTH SONORA $50 \times 150$ sale. Mrs. Lucille Brosh, sale. Mrs. Lucille Brosh, Miles, or phone Edwin Boo <br> JACK DRENNAN house \$4800. Write 515 5th Ave. \$4800. Write

For Sale
SKI BARGE for sale. Fiberglass, 20x8, 100 hp Evinrude motor.
Large enough for Gulf or An Large enough for Gulf or Amis-
tad. Pulls 4 skiers. $\$ 1,500$. Mobile
Home. Completly Home. Completely rebuilt, $50 \times 10$.
$387-2222$ or $387-2629$ after 5 week-
tays. USED refrigerators, stoves, cloth-
es and anl kinds of things. Fetipe
Hernandez. (Formerly Victor CasHernandez. (Formerly Victor Cas-
tillo's place)

LaUNDRY PENS make snappy work of marking clothes, 69 cents.
Clothes marking kits with rubber stamp of your name also
available, $\$ 3.00$. The Devil's River

## Free

 Anyone wishing white flag Irisbulbs may get them at Castle
Courts at no charge.

For Rent FURNISHED Apartment for rent.
Ideal for couple or single person.
Phone $387-2632$. Corner College
and Glasscock. Wanted To Rent IF you don't find suitable hous-


## Wanted

 Must be reasonable. Call Castle
Courts 387-2461.

## Business

 Opportunities AVONMONEY WORRIES??? Clear up those blues by spending a few
hours daily serving an AVON territory. Write Johnnie Giroux,
District Manager, Rocksprins District Manager, Rocksprings
Route, Uvalde, Texas 78801.

## Aviation

 $\frac{\delta_{0}^{2}}{巾}$


CLEANING UP THE DRIVEWAY are Greg INDUSTRIOUSLY PUMPING DIESEL is Mike
Everett, 14, and Robert Blackman, 16 two Dillard, 15 a hard hard working Sonorans. These boys put in works at Phillip's 66 working Soneran. Mike full day at Phillip's 66 , doing such things
as fueling diesels, washing trucks and cars, changing tires and the like.
Fredericksburg Readies For Weekend


PIANO INSTRUCTION

Beginners and Advanced
TECHNIQUE-MUSICIANSHIP-REPERTOIRE
John Tedfiord

Phone 387-3308

The D
Second Service Planned Sunday At Parker Home

## $$
16
$$ <br> - $\rightarrow$.

 of the First United MethodistChurch, will be the speaker for
the evening. Atter the
the evening.
A After the services which begin
at 7 p.m., a picnic supper will
be served. Each family is asked
to bring enough food for its med be served. Each family is asked
to bring enough food for its memto bring enough food for its mem-
bers, and the food will be placed
together and shared with others bers, and the food will be placed
together and shared with others
attending the service. A previous service at the Joe
Lane home August 10 was
attended by over 80 . attended by over 80 people of
various faiths, and it is expected
that Sunday's gatherings that Sunday's gatherings will be
equally popular. "Some families equally popular. "Some families
stayed until 10 p.m. visiting," stayed until 10 p.m. visiting,"
commented the Rev. Clifton Han-
cock about the meeting at the cock about the meeting at the
Lane home.

## Grosse Mohler To Coach, Teach Malh

Sonora's new math teacher and
coach of B-team football, basketcoach of B-team football, basket-
ball and track will be Grosse Mohler. For the past year he has been in Lubbock earning his mas-
ter's ter's degree in mathematics edu-
cation. Previously he taught cation. Previously he taught and
coached at Ozona two years and coached at Ozona two years and
at Washington Junior High in San Angelo for three years.
Mohler, 30, and his wife, Shirley
have three children; Colette, 13: have three children; Colette, 13;
Adette, 10; and Alan, 9. They are Mohler graduated from Menard High School in 1957 and from Texas Technological University in
1963. He served 18 months in the U. S. Army at Fort Polk and
attained the rank of Sp. 4. His
hobbies are fishing and hunting.
$\qquad$ The Rev. and Mrs. Norman Griffith and David returned to
Sonora August 14 after an 18Sonora August 14 after an 18 -
day camping trip to Story, $W$ y-
oming, where the family visited oming, where the family visited
one of the Rev. Mr. Griffith'
seminary classmates. The Grif
fith fiver
Ground Beef 65c lb.

John Partin Is New Junior High Teacher

 day tour of the Panhandle Here-
ford Breeders ford Breeders Association. Ac-
companying him was his son, David, a cousin Will Wallace, and
two friends, I two friends, Larry Cade and Bill
Finklea. They saw Finklea. They saw many fine
Herefords and all agreeded that Herefords and all agreeded that
that area was in great need of

Structural Pipe

## \& Sucker Rods

We Pre-Cut Posts to your Samation

Working Pens and Line Fence Built On Contract

Gates - Panels - Feeders
B. W. KENNEDY Christoval, Texas Phone 896-2327 After 7 P.M.

## INSURANCE Havarniod

Davis Insurance Agency PHONE 387-2600

## Adventures in

ADVERTISING

If the shipping department of a factory had not made an error, the world would never have known of Musa-shiya the Shirtmaker and the most astounding advertising campaign in history would never have been launched.
Following World War I an English textile factory was getting back on a peacetime basis. In error it sent a full five year backorder of shirting material to Musa-shiya, a Japanese shirtmaker who operated a small shop in Honolulu. Business was poor and Musa-shiya was near bankruptcy, when the customs office informed him that certain bales of cloth and a fat bill for duties awaited his pleasure at the port of Honolulu.
When the little shirtmaker realized what had descended upon him, he asked for time and went into the silence for purpose of mental refreshment. Remembering a friend in a big mercantile establishment, he hied himself there and sought counsel. How in the name of the horned prophet of evil was he ever to get rid of all that shop wouldn't hold one bale.
"You'll have to advertise," advised his friend. "Leave it to me. I'll have our advertisement agents help you out.

This merely compounded the little Japanese shirtmaker's troubles. Advertising to him was an uncharted sea. The advertising agent called on Musa-shiya and sugsaid $\$ 300$ as a modest starter. "Too-0-0 much. Maybe I think thirty dollar plenty" plained the plan and what was destined to be the most astounding and far-reaching campaig in the history of advertising was launched.

The Faniastic Story Of MUSA-SHIYA The Shirfmaker

(Also Sometimes Drygoods Selling)

Two column by five inch ads then started appearing regularly in the Saturday Honolulu Star-Bulletin. The ads were written just the way Musa-shiya talked-in colorful pidgen English which is used througout the Orient. Here is an example of one of Musa-shiya's ads:
"Well here come storek again-but Musa-shiya, the shirtmaker, is able prepare. Wonderful accumulation of baby things in dry goods selling corner of Musa shop. Everything for the baby-especially diaper. Exclusive of storek, which find most easily, many persons not finding little shop of Musa-shiya the shirtmaker in King Street, Makai side, between fish market and river.
Tourists started sending copies of Musc-shiya's ads to their friends in many countries. Soon Musa-shiya was receiving orders from all over the world as well as doing a thriving business in Hawaii.

And that is the story of how a well planned, small advertising campaign made an unknown Japanese shirtmaker not only wealthy but world famous.
Your local newspaper doesn't promise to duplicate this story for its advertisers, but it does take your sales message into the homes of your customers where full and careful consideration is given your suggestions. Who knows, perhaps you too can be

## Texas Press Association

1716 San Antonio St. Austin, Texas


eendant ot a self-service filling station mast be


PREPARING MEAT is part of the routine for for a trip to California later in August. Paul Paul Firnhaber, 15. Paul is working hard at is the son of the Rev. and Mrs. Stuart Firn-
Park Inn Cafe this summer and is saving
haber.

COMPLETE PROTECTION


## 

Get your 10 -picture set of remarkable photoselves on the Moon!
The photographs are on professional aulity paper, for greatest possible color fidelity. Much clearer and sharper than anything you may
have seen on TV or in newspapers or magazines. A unique memento of a unique event!




THE DEVIL'S RIVER NEWS

Happy Birrhday



Ire jaek faye
Wry pin imates

Mary smand reeminit

Gene Wallac
Lucy Bundy




Max Hardegree
Franciel Fries
Wednesday, August 27
Melvin Classcock
Mrs. W. L.
Mrs. W. L. Davis
John Allen Ward III
Mrs. John Cauthorn
Mrs. G. T. Rode
Mrs. G. T. Rod
Dottie Hollmig

USE WANT ADS


Snips, Quips, And Lills

sancy - someone may want

## OUR NEWSLETTER

## Legal Notice

Notice is hereby given that the
Budget for 1970 will be col Nudget for 1970 will be considered by the Commisisineres court at
the Court House on September
the
 9:00 o'clock A.M.
J. W. Elliott

County Judge $2 c 50 \begin{aligned} & \text { to watch and use? Use longer } \\ & \text { cooking cuts like the chuck, rib } \\ & \text { and rump roasts of }\end{aligned}$

Before You Trade Cars SEE US.
or we BOTH lose money

## RUTHERFORD MOTOR CO.

As Near As Your Telephone
516 Ninth Street Ozona, Texas
Authorized Representatives for CADILLAC - OLDSMOBILE - BUICK - PONTIAC Money Saving Deals


# SUBSCRIPTIONS DUE SEPTEMBER 1 If Your Name Is Not Listed Below Our Records Show Your Subscription To Be DUE SEPTEMBER 1 



In Couniy $\$ 3.65$ Per Year

Ouf Of County 4.35 Per Year


Send your check or money order immediately to:
The Devil's River News Box 768
Sonora, Texas 76950

The Devil's Rierer News, Sonore, Texes 76950, Thursdy, Aqusut 21, 1969


TAKE A PERMANENT VACATION FROM OVEN SCRUBBING

Let Reddy Clean it!


An electric self-cleaned oven is sparkling clean like new!

Cool-no excess heat Economical (av. 5c per cleaning) Automatic - in every way
fre wiring

See Your Electric Appliance Dealer
Now for Your Range with
Self-Cleaning Oven

West Texas Utilities
Company) $\begin{gathered}\text { an inveror } \\ \text { owne com }\end{gathered}$

Lindsey Hicks, 12, Will Compete In AJRA Finals

## Band Practice Gets Underway

$\left.\begin{array}{l}\text { After one practice session with } \\ \text { Faseler has started a rigorous } \\ \text { the Sonora High School band, } \\ \text { the new director, Herb Faseler, } \\ \text { the basi to teach the students } \\ \text { says everything seems to be go- } \\ \text { to add a litter which he polish. For a }\end{array}\right\}$

| praise for Sonora's new band hall, and says that the band is better equipped than many of the 2 -A taught. According to him, band can accomodate more members if there are any more students willing to join. Many acthat the schedule the past years. <br> Faseler came to Sonora recently from San Antonio where he taught at Edgewood High School. Both he and his wife have degrees from Sul Ross State College, and she is qualified to teach high school history and English courses. <br> He has also taught in Devine and in Carrizo Springs. Here he will teach high school band, junior high band, begimners, and a |
| :---: |
|  |  |
|  |  |
|  |  |

lifth grade music class at Elliott
Elementary.
The F

old girl, a two year old boy, and
a ten day old boy. They will
a ten day old boy. They will be
moving out to Sonora the first
of next month with Mrs. Faseler
Mr. Faseler is a onestime football
player and enioys the

in the American Junior Rodeo
finals to ber thid this wekend,
Ausust $20-23$, in Odessa.
Points are accumulated by win-
ning a certain percent of the
numerous
ning a certain percent of the
numerous ro eo s satered
throughout Texas, thus earning
the contestants the right to com.
pete for the world championship.
Lindsey is seoond place winner in AJRA competition for calf-tiedown and will compete for world
junior champion calf roper. Practicing twice a day with the
help of dad, who turns out the
help of dad, who turns out the
calves, mother, who keeps times
and records them, and litte bro-
ther Clay, who watches admiring
ly, Lindsey has worked diligently So, a family's cooperation has
given the boost a cowboy needed to put him in reach of a fabu-
lous goal. lous goal.

Soiled spots on wallpaper made
by grimy little hands often can
be removed by sentle

| Melvin Glasscock |
| :---: |
| SHELL STATION |
| Phone $387-2669$ |
| West US $290 \quad$ Sonora |

## Fertilizer Reduced 20\%

Fertilome, Green Acres, Nipak lawn, plant and tree foodeverything except copper-reduced $20 \%$ in price. This is our regular stock of high-quality fertilizers. We just


## All Sales Cash and Final

Looking Back
By Sonora Motor Co.


HATS WERE A POPULAR item in the E. F. VanderStucken little girl in the bonnet was Ada Morris (Mrs. Elmo Johnson),
Store. At the front (lower right) were a variety of them on A partition separated the different departments, and at the and would rather you have it at a bargain.

## SONORA FEED COMPANY

New Cedar Stays Carl I. Cahill Inc.

For Sale
2 Inch
4 Inch 6 Inch Pipe 2 Inch 4 Inch 6 Inch
Pipe Posis


SPECIALSTOCKER COW SALE

## Saturday, August 30th

Cow \& Cali Pairs - Springer Cows - Springer Heifers pREGANCY TESTED OR OBYIOUS WTHT CALF mouthei for age if neersary HEREFORDS, ANGUS \& CROSSBREDS 2000 HEAD
With many repeat buyers and consigners. GOOD and CHOICE Quality replacement females. LLANO LIVESTOCK AUCTION CO.


