

FOODWAY
Super Markets

The Beef People

WE'LL GLADLY REDEEM YOUR
USDA
FOOD STAMPS

All Day Labor Day
Specials Good
Wed. Aug. 27 thru
Saturday, Aug. 30, 1975

FOODWAY
Super Markets

Featured Special! **USDA CHOICE** **The Beef People**
Club Steak **\$1⁶⁵** Lb.

Kountry Fresh Produce

Washington State
Plums **39^c** Lb. **PRUNE** **Featured Special!**
Bell Peppers **29^c** Lb. **Texas**
Pecos Sweet Cantaloupes **15^c** Lb. **Featured Special!**
Fresh Okra **29^c** Lb. **Texas**
Baby Size **Featured Special!**

Armour
Hot Dogs **79^c** Lb. **Beef**
12-oz. Pkg. **Featured Special!**

Rodeo Buckboard
Boneless Ham **\$1⁹⁹** Lb. **Featured Special!**

Potatoes **\$1⁰⁹** 10-Lb. Bag
U.S. No. 1 Russet

California Seedless
GRAPES **39^c** Lb. **Featured Special!**

Dairy Products
Parkay 1/4's Margarine 1-Lb. Pkg. **49^c**
Kountry Fresh Round Sliced Cheese 6-oz. Pkg. **65^c**
Kountry Fresh Orange Danish Rolls 10-oz. Can **59^c**

CUDAHY BAR-S
Franks **79^c** Lb. **Featured Special!**

Kreck's Party Pup
Corn Dogs **\$1⁰⁹** 10-Ct. Pkg. **Featured Special!**

The Beef People

Eckrich Smoked
Sausage **\$1⁵⁹** Lb. **Featured Special!**

Everyday Low Price!
Cat Food Purina Ass. 12 1/2-oz. Can 35^c
Purex Bleach You Pay 64-oz. Bl. 43^c
Evaporated Milk Kountry Fresh 13-oz. Can 25^c
Green Beans Kimball Cut 15 1/2-oz. Can 29^c
Golden Corn Kimball Cut 17-oz. Can 33^c
Pouch Mixes Kountry Fresh Assorted 6-oz. Pkg. 18^c
Macaroni Dinner Kraft With Cheese 7 1/2-oz. Pkg. 27^c
Morton's Salt Regular or Iodized 26-oz. Box 15^c
Chunk Tuna Kimball Light Meat 6 1/2-oz. Can 39^c

Featured Special!
Joan of Arc
Pork & Beans **\$1** 2 1/2 Cans

Kimbell **Featured Special!**
Salad Dressing **58^c** 32-oz. Jar

Frozen Foods
French Fries **39^c** 2-Lb. Bag
Mr. G Crinkle Cut
Spinach Kold Kountry Chopped or Leaf 10-oz. Pkg. **26^c**
Golden Corn Kold Kountry Cut or Cream Style 10-oz. Pkg. **34^c**
Pie Shells Pet Ritz 9" Size 2-Ct. Pkg. **58^c**
Pizzas Kold Kountry Chopped 13-oz. Pkg. **89^c**
Onions Kold Kountry Chopped 10-oz. Pkg. **33^c**

Jetton's Reg. or Smoky
B.B.Q. Sauce **59^c** 18-oz. Btl.
Folger's All Grinds
Coffee **\$1⁹⁵** 2-Lb. Can **Featured Special!**

Kountry Fresh
Buns **29^c** 8-Ct. Pkg.
Diamond Paper Plates **99^c** 40 - Ct. 9-Inch Size

Everyday Low Price!
Hot Dog Sauce Gebhardt 10-oz. Can 33^c
Salt & Pepper Morton's Combination 2 1/2 Pk. 59^c
Aluminum Foil Reynolds Heavy Duty 18" 25' 99^c
French Fried Onions Dunkle 3-oz. Pkg. 47^c
Salad Mustard Kimball 9-oz. Jar 19^c
Dill Pickles Kountry Fresh Hamburger Sliced 32-oz. Jar 76^c
Mission Crushed Ice 10-lb. Bag 65^c
Shoestring Potatoes Kimball 4-oz. Can 39^c
Charcoal Lighter Compline 32-oz. Can 51^c
Johnson's Off Insect Repellent 7-oz. Can \$1²⁹
Tomato Catsup Del Monte 14-oz. Btl. 37^c
Sunbeam Cookies Ass. Sand Cream 18-oz. Pkg. 77^c

Featured Special!
Briquets **Kountry Cookin'**
Charcoal **58^c** 10-Lb. Bag

Featured Special!
Mr. Pibb or **Coke** **\$1⁷⁹** 6 32-oz. Btles. Plus Deposit
6 Pk. '11"

Glad **Trash Bags** **\$1⁷⁹** 20-Ct. Pkg. **Featured Special!**

Budweiser
Beer **\$1²⁹** 6 Pk 12-oz. Cans **Featured Special!**

Camay **Soap** **24^c** 5-oz. Bar **Featured Special!**



Kountry Fresh
Potato Chips **58^c** 9-oz. Pkg. **Everyday Low Price!**

Featured Special!
Lady Scott Bath Tissue **43^c** 2-Roll Pkg.

Northern Paper
Napkins **19^c** 60-Ct. Pkg. **Featured Special!**

Subscriptions Due

September 1



One Year, In Sutton County

\$5⁰⁰

One Year, Out Of County

\$6³⁰
(Tax Included)

One Year, Out Of State

\$6⁸⁵
(tax included)

Nine Month Student Subscription \$5.25 (Tax Included)



Send Check or Money Order to:
THE DEVIL'S RIVER NEWS
220 N E MAIN
SONORA, TEXAS 76950

The Devil's River News

Published in Sonora, Texas - "The Capital of the Stockman's Paradise"

Happy Anniversary

September 1 Mr. and Mrs. Buddy Brown	September 9 Mr. and Mrs. Cesario Martinez	September 21 Mr. and Mrs. Lester Byer
September 2 Mr. and Mrs. Jerry Barton	September 11 Mr. and Mrs. Hillman Brown	September 23 Mr. and Mrs. Henry Greenhill
September 5 Mr. and Mrs. Harold Friess	September 12 Dr. and Mrs. Joe B. Logan	September 25 Mr. and Mrs. James Whiddon
September 7 Mr. and Mrs. Mickey Powers	September 17 Mr. and Mrs. Howard Kirby	September 28 Mr. and Mrs. Louis Olenick Mr. and Mrs. Doyle Crawford
September 8 Mr. and Mrs. Pete Thompson	September 18 Mr. and Mrs. Bill Wade	September 29 Mr. and Mrs. Lawrence Holland, Jr.
Mr. and Mrs. Thurston McCutchen	September 19 Mr. and Mrs. Mat Adams Mr. and Mrs. Jack Skains	September 30 Mr. and Mrs. John Klein



The Consumer Alert

by John L. Hill
Attorney General

AUSTIN—U.P.C.—it sounds something like the U.F.O.'s we've all heard about, doesn't it? But the initials U.P.C. stand for "Universal Product Code," those patches of bars and numbers many Texans have noticed on their supermarket products lately.

Our Attorney General's Consumer Protection Division says those patches are part of a new idea taking hold in the grocery industry—computerization. This is the way the computerized supermarkets are expected to work:

Cash registers at grocery check-out counters will be hooked up to a store computer. Instead of ringing up your purchases, cashiers will pass the U.P.C. patch on each product across a "scanner," which will read the symbols and feed the information directly to the computer. The item's description and price will immediately be flashed back on the register or a screen and printed on register tape. The whole procedure is expected to take a few seconds.

Although the idea is only now in the testing phase, some consumer groups are already saying that the "unidentified flying object" comparison isn't so far off base. They say U.P.C. could just as well stand for "unidentified product cost" as for Universal Product Code.

Our Consumer Protection attorneys note that consumers still have a chance to voice an opinion on this new trend in food shopping, and suggest that consumers study available information before making up their minds.

People in the supermarket industry say both consumers and grocers will benefit from U.P.C. They say check-outs will be faster and more accurate, since checkers won't have to look at and ring up each item. And they point out that computers are usually more accurate and more able to handle special cases such as sales taxes, discounts, bottle returns, coupons, food stamps, and so on.

Better inventory control and faster reordering are predicted, as well as lower labor costs, since no product price will have to be marked or re-marked. Possibly some portion of the reduced operating costs under U.P.C. may be passed on to consumers in lower grocery prices.

However, several consumer groups have been quick to point out possible drawbacks to the proposed system. The main problem they foresee is that lack of prices on each item could be confusing or perhaps even deceptive. That's because between the time a consumer chooses a product and notes its shelf price, and the time he or she checks out, the price could change. Also, consumers who like to compare shop might find it difficult to remember shelf prices as they move up and down aisles.

Consumer advocates also point out that computer programmers could make errors in pricing information fed into the computer. They also say there's no guarantee that prices will be lower with U.P.C.—in fact, many predict the high cost of installing the computer equipment might even be passed on to the consumer. In addition, they point out that check-outs might not be as speedy as the supermarket industry says, since the new electronic cash registers are costly and some stores may simply reduce the number of check-out lanes.

To get more information or express an opinion about U.P.C., talk with your supermarket manager and write the company. Also contact your U.S. Senator or Representative, since legislation to require pricing on all groceries has recently been introduced. You may also want to contact a local or national consumer organization.

The Commercial Restaurant

Will Be Closed

September 1 - September 8

For Remodeling

Business Will Resume As Usual September 9

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AND HEAVY EQUIPMENT

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Ozona, Texas

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Santa Says...

It's that time of year again, the time when Christmas card manufacturers start sending out Christmas card catalogues. There's a card here that expresses your exact holiday wishes, whether they be of a traditional or modern nature. You can save by buying now.



Choose from a catalogue by one of the following manufacturers:

- Western Tradition
- Century
- Masterpiece
- Grant

(executive, business and professional)

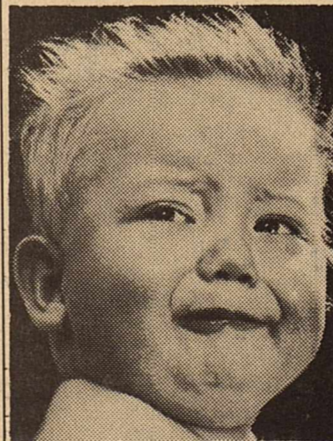
Buy in August Save 12%

Buy in September ... Save 10%

The Devil's River News

Published in Sonora, Texas - "The Capital of the Stockman's Paradise"

"Missed the school bus!"

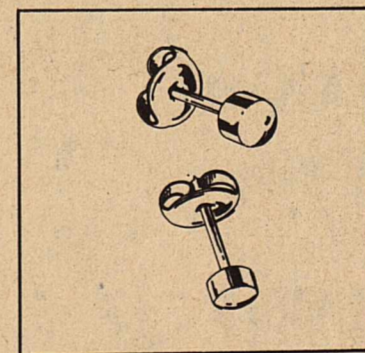


Can the heating season be far behind? With the added risk of fire loss, Morgan & Hunt Insurance offers to review your property insurance to be sure of adequate protection, considering inflated rebuilding costs.

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- Surgical Stainless Steel
- 24 Kt. Gold Overlay
- MONDAYS - FRIDAYS 9-12 AND 1-5

Ear piercing doesn't have to be painful or expensive. A trained specialist using a precision instrument will perform the procedure FREE with the purchase of ear piercing studs at \$9.95. These attractive earrings are made of non-allergenic 24 Kt. gold applied directly to surgical stainless steel.

Closed Saturday, August 30 & Monday, September 1

The Ruth Shurley Jewelry

Girl Scout News

The Cadette Girl Scouts of Sonora spent August 8, 9 and 10 visiting Six Flags, Seven Seas and other places of interest in Ft. Worth and Arlington. While at Six Flags they saw the Jim Stafford Show. They stayed at the 8 Days Inn where they also enjoyed swimming. All agreed it was an enjoyable trip.

Scouts attending were Stephanie Short, Verna DuBose, June Wall, Mary San Miguel, Debbie Kemp, JoAnn Guerra, Lydia De Hoyas, and Pam Marlowe, Mrs. J. B. Halford, Jr., and Mrs. Doug DuBose.

Mr. and Mrs. Steve Short and Mrs. Lewis McPherson of Stephenville furnished transportation for the trip.



A few Broncos visit and enjoy a piece of watermelon during Friday's watermelon feast, hosted by the Booster Club.

Big "O" Theatre

Ozona, Texas

Opens 7:30 P.M.
Show Starts At Dusk

Thursday

"Los Pertordias"

Friday & Saturday

"Tidalwave"

Lorne Greene

(PG)

Sunday & Monday

"Murder On The
Orient Express"

Albert Finney
Lauren Bacall

(PG)

Tuesday & Wednesday

"Grave Of The
Vampire"

Combination indoor & outdoor

Drive In Movie

Concession Stand and
Restaurant

"Biggest Little Theatre In
The World"

Dairy Mart

Now Closing at 9 P.M. during the week

Close at 9:30 P.M. Saturday & Sunday

Fountain Opens 10 A.M. and

Grill 10:30 A.M. Daily

BEGINNING SEPTEMBER 5

We Will Close At 4 P.M. Every Friday

During Football Season

Join us for lunch and we'll see you
at the ball game.

BACK THE BRONCOS!

Now Serving Homemade Tacos

Coffee Break

By Shirley Hill

Probably no movie, other than "Deep Throat" and I've never met anyone who fessed up to seeing that, has caused as much nationwide sensation as "Jaws". Although I've not had the privilege of seeing the movie, I have visited with a number of people who have, and it must be quite entertaining.

The book spooked me well enough to stifle any urge I might have had for salt water frolicking...which I never liked much anyway due to all sorts of odd critters in the water. I surely was not alone in my thinking as resort areas everywhere must be feeling the pinch....or should I say jaws.

Imagine the surprise of Del Rio residents last week when two young school boys rushed home to tell their parents about discovering a shark on the banks of San Felipe

Creek. Sent away with a "Certainly! Now go look for a whale," the boys did just that and came back with the evidence....a shark's head and skin with most of the meat and the cutter fin cut

away. The boys got the attention they deserved the second time home. How or why the shark came to be on the creekside walk remains a mystery, but the fact that the shark was found is a fact, according to Del Rio News Herald photographers.

Movie operators say that "Jaws" probably has drawn the largest crowds of any movie the past year. Capacity crowds fill movie theatres wherever it's shown and most schedule a four-week showing.

San Angelo movie theatres have not shown the movie

thusfar, but I'm sure Sonora fans will be no different than all others....paranoid about the seashore for sometime after witnessing the shark at work.

-SKH-

Another item causing much ado around the state of Texas is chili cookoffs. Never heard much about them until recently and all of a sudden chili news comes pouring in from all over.

Chili aficionados down San Marcos way have broken a six-year tradition of male chauvinist childism, as they've accepted the first woman contestant ever, Ms. Genoveva Gutierrez, 117, as a competitor in the 6th Annual Republic of Texas Chilympiad, the State Chili Cook-off, September 18-21.

And so the oldest woman in Texas will pit her chili recipe, handed down from generations before, against over 100 male stewers, to put the woman's touch in the contest.

"Some folks have called us unreasonable," grinned Chilympiad Contestants Chairperson Joe Kohut, "But it's just not true. Due to the growing pressure of the Women's Liberation movement, we've changed our ruling to accept women cooks....over 100 years of age. We're givin' in that much."

Ms. Gutierrez attributes her longevity to eating a "bowl of red" every day. Besides that activity, the youthful lady swims daily, climbs trees, and is said to have a nimble hand with a needle and thread.

The long-time San Marcan grinds her own corn each day to make "metate" for her hand-made tortillas that, according to those who have eaten the tasty morsels, taste best when dunked into one of her homemade "pots of hot."

Save

GENERAL TIRES
DEPENDABLE
SAFE

R.S. Teaff
Oil Company

FINA GASOLINE

Phone 387-2770 Sonora

Franco's Move To El Paso

Mr. and Mrs. Simon V. Franco, Jr., are now residing in El Paso, where both are employed in the Socorro Independent School District and attending the University of Texas at El Paso, working on their master's degree.

Mrs. Franco, the former Janice Sutton, daughter of Mr. and Mrs. J. W. Sutton, is teaching first grade in a team teaching room in the elementary school. She previously taught in Greenville and Fort Stockton and is a 1968 graduate of Sonora High School.

Mr. Franco is teaching Spanish and physical education and is also head football coach for the seventh and eighth grade teams. He will also coach basketball and track teams. He has taught in the Rankin and Fort Stockton Schools.

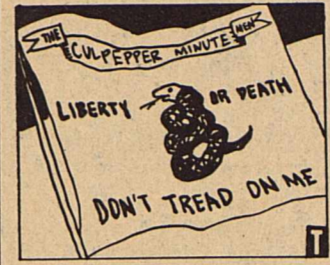
Irrigation's Impact
Irrigation has had a significant impact on agricultural output since 1900. Only 10% of U.S. crop acreage is now irrigated, but it provides 20% of production.

OUR FLAG

Historical Highlights

Rattlesnake Vigilance

The rattlesnake symbol appears again and again in early American flags. A flag of this type was the standard of the South Carolina Navy; one of its variants was the emblem



of the Culpeper Minute Men of Virginia.

According to the U.S. Marine Corps Reserve, one writer of the time quaintly stated that as the rattlesnake's eye exceeded in brightness that of any other animal, and she had no eyelids, she might therefore be esteemed a symbol of vigilance; that inasmuch as she never began an attack, nor, when once engaged, ever surrendered, she was therefore an emblem of magnanimity and true courage.

It was probably the deadly bite of the rattler, however, which was foremost in the minds of its designers.

Businesses To Close Monday

GEORGE PHILLIPS' HAVE VISITORS

Mr. Albert Phillips, 88, of Owen, Wisconsin, and Mr. Tom Phillips, 86 of What Cheer, Iowa, arrived in San Angelo by plane August 21. They were met by their brother, George W. Phillips, 84, of Sonora, and Mrs. Phillips. Neither of the visitors had been to Texas before and both thought Sonora was an ideal place to live. The last of their generation, the three brothers enjoyed talking over old times. The visitors departed Monday.

Most business and offices in Sonora will be closed Monday in observance of Labor Day. First National Bank, the post office, Foodway, Food Center, county and city offices and the Devil's River News are among those closing. School students will also have a holiday.

However, most restaurants and service stations will remain open.

BRITAIN

Construction Company

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Odessa

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Sonora

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2. A cancelled check is a legal receipt.
3. Checks give a record of deductibles at tax time and expenditures for budgeting.

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Serving the Devil's River Country

Looking Back . . .

. . . By Sonora Motor Company



Sonora's Main Street, taken probably about 1936. A familiar sign in view is the Piggly Wiggly (left) Grocery Store, now Mitch's Sonora Foods. The post office is located behind the drug store in the building now occupied by San Angelo Savings and Loan. On the right, West Texas Lumber Company, later Foxworth Galbraith Lumber

Company, and the old McDonald Hotel, occupy the block now used as a city park. Another familiar site is the courthouse, at the top of the street. Many changes have also been made in FORD cars and pickups since 1936. See Joe Hull at Sonora Motor Company and let him show you the luxuries of owning a Ford.

For The Best Possible Deal On A New or Used FORD Car or Pickup come to SONORA MOTOR COMPANY.