

SANTA CRUZ PATAGONIAN

VOL. XV.

(\$2.00 a Year in Advance)

PATAGONIA, ARIZONA, FRIDAY, MARCH 18, 1927.

(Single Copy 5 Cents)

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WAGGONER-ROBBINS
AUTO TOP CO.

WITH MODERN SHOP AT 406 N. 6TH AVE., TUCSON, FEATURE THE MOST ARTISTIC WORK IN AUTOMOBILE UPHOLSTERING, TOP WORK, CURTAINS AND THEIR REPAIR—THEIR EXCELLENT AND COMPREHENSIVE SERVICE ALSO INCLUDES AUTO CARPETS, GLASS WORK AND MAKING ALL YEAR TOPS—ARE EXCELLENT DESIGNERS AND CRAFTSMEN—ALSO CONDUCT AN AUTHORIZED DUCO PAINTINGS ESTABLISHMENT—UNDER ABLE MANAGEMENT.

The Waggoner-Robbins Auto Top Co. conducts one of the institutions of this section that is running full time and has done quite a lot toward keeping the autos in fine condition.

The large number of used cars in the country and the consequent low prices offered by dealers for tradins on new cars has brought the auto owner to the realization that he must wear his car out instead of trading it on a new one. At this shop the upholstery and top can be put on at a very reasonable price, saving many dollars.

They are excellent designers of auto tops and upholstery and are able to design a top that will make a car one of individuality. They can furnish you with any kind of materials that you desire both for the top and the upholstery. Being in touch with the leading manufacturers they can match up anything you may have no matter whether it is mohair, broadcloth or any other material.

By using the best of materials and

GROVES-BRYANT, INC.

WITH STORE AT 45 N. 6TH AVE., TUCSON, DURING THE FLOW OF THE PASSING YEARS HAS PUT MUCH HAPPINESS IN THE HOMES OF THIS SECTION—ARE ABLE TO FURNISH YOUR HOME FROM LIVING ROOM TO KITCHEN—FEATURE A LARGE LINE OF FLOOR COVERINGS AND HOUSEHOLD SPECIALTIES—UNDER THE CAPABLE DIRECTION OF AN AUTHORITY ON FURNITURE AND CORRECT FURNISHINGS.

Here is the place to furnish your home at a real saving. Their stocks contain everything that the modern home desires, from the living room to the kitchen. There are big, roomy overstuffed suites that just exude comfort, there are the light and luxurious cane suites and even the cool, summery reed and fibre furniture. For your bedrooms you will find suites in the standard American or Spanish design bed and dining room suites, hundreds of designs in oak, walnut or mahogany. Before you furnish your home, let them show you these home outfits. You will be delighted with their variety and beauty.

And when we say furniture we do not mean merely tables, chairs, bookcases and beds. We mean rugs, carpets, linoleums, shades and the hundred and one other articles that should be kept in a modern and up-to-date store. When it comes to quality, we all know that their stock will compare favorably with the best in the nation. When you want furniture of moderate price or the most expensive kind on the market, you will find that this firm will

LYMAN & PLACE

WITH OFFICES IN THE STEINFELD BLDG., TUCSON, ARE ARCHITECTS AND STRUCTURAL ENGINEERS WHO OFFER A MOST ADVANCED SERVICE IN PLANNING AND SUPERVISING THE ERECTION OF BANKS, SCHOOLS, HOTELS, APARTMENTS AND HOMES—HAVE BEEN RESPONSIBLE FOR MANY OF THE MOST BEAUTIFUL AS WELL AS THE MOST SUBSTANTIAL BUILDINGS IN THIS PART OF THE STATE.

The era of storms, earthquakes and other great catastrophes all over the world are bringing the public to the realization of the fact that they must build substantial works that will withstand all kinds of disturbances.

In order to do this one must secure the services of men who make a study of modern building and who have investigated the type of construction best suited for each purpose which will be undamaged in the hour of danger. Lyman & Place have a reputation along this line that is bringing them a large volume of business. They are not only architects but engineers and plan each building not only from the point of beauty but also from the standpoint of utility, blending the two in harmony.

They feature a very complete service in banks, schools and apartments and have supervised the erection of some of the most stately buildings

the neatest of workmanship they turn out jobs that are the pride of the owner. If you want your open car turned into a winter car you will find that here is a place where this can be accomplished at little expense.

There is no phase of tops or upholstery that is not taken care of here and if it is a glass that you want in just drive up and they will install it while you wait.

They also feature an excellent service in glass enclosures and stationary tops and if you want to turn your open car into an all weather car just drive it around here and they will do the job for you very satisfactorily and at a most reasonable figure.

The management of this institution is to be complimented upon the fact that all work turned out from the place has the stamp of the master craftsman and plainly shows that great pride in work is taken that brings success because every job has the touch of the artistic.

Patagonia
and Vicinity

IS IN LINE WITH PROGRESS AND AIDING IN THE GREAT CAMPAIGN OF THE REBUILDING OF AMERICA AND CHANGING IT FROM THE SERIES OF PIONEER SETTLEMENTS TO THE SUBSTANTIAL CITIES, TOWNS AND COUNTRYSIDE THAT ARE MAKING IT THE WONDER AND ADMIRATION OF THE WORLD.

The spirit of the day is rush? "Hurry, Hurry, Hurry" is the story of Manhattan and this great onward movement of progress is being accelerated all over the country. Everybody is "stepping on the gas" and the civilization rushes onward in its great march to better days.

The Rebuilding of America

The rebuilding of the towns, cities and countryside in America is on in earnest. While some of the metropolitan cities have taken the lead yet in every corner of the country can be seen the new idea of building for all time and making the homes, public buildings, office buildings, banks and factories of the most durable materials and yet establishing an architecture that has taken ideas from all yet makes a composite whole that is distinctly American and will go down in the history of art as one of the wonders of the centuries. Notable among its distinctive features are the skyscraper, its provisions for the comforts of the occupants, and its lines of beauty that conform with stately height.

Art, Culture, Science and Master Craftsmen Building The World's Most Brilliant Civilization

Universities are being established, special schools are starting which added to the excellent public school system gives opportunities to all. Artists, writers, architects, master craftsmen from everywhere are working to build here the world's newest and most brilliant civilization. Every vestige of the pioneer days is being wiped out and an architecture has been established that will be the wonder and admiration of the coming generations. Cities are being built that will surpass all in grandeur as well as being accurately planned by the world's most experienced engineers. It is the first place that has been completely built in the days of great wealth after rapid transportation had welded the world. It is the model civilization built upon the experiences of the past and the ideas and visions of the future. Rare trees and plants from all the other countries whose seed never happened to fall upon our shores are being transplanted here and under the guidance of scientific nurserymen and landscape artists of world renown and experience add beauty to the land of "The Tree."

American Sanitation and Medical Science Conquer The City

One of the outstanding developments in the American civilization has been the improvement in living conditions for all classes of people. No place are there the precautions taken for sanitation as in America. Our ice plants, our sanitary systems, our medical fraternity, our health boards all make the city and countryside the most healthful and most pleasant. There seems to be no obstacle that man cannot conquer in his triumphal march.

Country Towns and Rural Life More Attractive

With the rapid completion of the campaign for good roads that has followed the universal adoption of the automobile, the country town and rural communities are becoming more attractive for residential purposes and during the next decade their growth in population and the value of property will be marvelous. The congestion of the city and the almost forbidden use of the auto in many of the larger cities is rapidly spreading as the automobiles multiply. This is an ever impelling force that is bringing the country communities to the front. The fact that electricity, water, power and all the accommodations of the city home can now be had in the country is a factor that is not to be overlooked. Manufacturers are following in the trail of decentralization and many small towns are becoming very prosperous and we are becoming an automobile nation instead of a horse and buggy country. The auto has divided the distance by four and where one lived eight miles from a large center he now can live 32 and much more easily get there in the same time. The church, the school and social affairs are virtually close at hand for people living a distance from a large center. For those who like the home life the radio furnishes excellent entertainment in all lines.

The American Farm Becoming The American Estate

With the rapid march of city conveniences to the country, the farm is no longer the farm, but the country estate. More attention is being paid to architecture of the houses and buildings, greater care is being used in the beautification of the grounds by the proper planting of suitable orchards and ornamentals. Modern machinery has supplanted the uneducated farm hand and in his place we have the mechanical farmer who conducts his place on a business basis and uses scientific methods in all his culture.

Whither Are We Drifting?

With all the wonders of our present super-civilization, what will be the next great event in the lives of the people of this community? With some of the richest men in the world placing their vast resources and fortunes into the manufacture of aeroplanes for commercial and private use it looks as though each community and town will have to establish an airport. It would then take about one-fifth the time it takes by auto. When aeroplanes come into private use the decentralization of the population will become more rapid, for while one can keep an auto in the small city, yet he would have to have a real country place for the aeroplane.

The Golden Age Is Approaching

With business conducted on a fair basis and service being the outstanding feature of the day, with living conditions approaching the ideal, with rapid transit taking wings, with the wealth of the country being turned for the development of the arts and the sciences, with every American family becoming a family of refined and educated individuals and a family of means, we are surely approaching the golden age of American achievement.

DIARY OF A DOG

Sept. 14, 1926—Slept all morning in the sunshine. Went to town with my master and caught a rabbit on the way home.

Sept. 15, 1926—Ran around all morning and in the afternoon I watched the cows along the road while they were eating. Found a nest of rats under an old log but didn't kill but one.

Sept. 16, 1926—Today is Sunday and I had a big feast of chicken bones for dinner. Had a fight with a big dog and I bit a hole in his ear.

Sept. 17, 1926—Ran around with master and got rained on in the afternoon.

Sept. 19, 1926—My mistress gave me a bath and I didn't appreciate it at all.

Sept. 20, 1926—Was roaming around and a mean, ugly boy threw me in the middle of a mud puddle. Didn't go home till after dark because I was afraid I'd have to have another bath.

Sept. 21, 1926—Didn't get out of taking a bath, when my mistress saw this morning she caught me and scrubbed till I'm sore all over.

French Cafe

Located At 55 W. Congress, Tucson, Is A Center For People From All The Surrounding Territory For Breakfast, Lunch, Afternoon Tea, Dinner And Late Suppers—When Driving Thru The City Of Tucson Just Look For The Sign Of The French Cafe And You Will Encounter The Best Of Service And Foods That Satisfy.

The people from all over this part of the state, the tourists and visitors, all with acclaim, have pronounced the French Cafe, one of the finest restaurants in Arizona. It is a common expression to hear "Lunch with me at the French Cafe."

Located in the center of town and with parking and garage accommodations close at hand makes it a popular center for the motorists who are in town for the day.

It is attractively furnished and tastefully decorated which makes it a most cheerful place, and here amidst comfortable surroundings one of the most courteous services is afforded the public. Whether at noon luncheon, dinner or afternoon tea you will find all the satisfaction of good service and high quality of food that will please the most jaded appetite. Good food is a watch word with this restaurant and the management is so careful in supplying high quality continually that it is the kind of a place to which you can go and be sure of a good meal.

In traveling over the country you will find nothing in greater profusion than poor restaurants. This is why it is indeed refreshing to go to such an up-to-date establishment as this one. It is unsurpassed in quality of food or accommodation of service. When the management went into business it was with the idea that a good, modern restaurant would be appreciated by the local and traveling public. That this principle was well founded is proven by the success attained. Here you will find everything pure and wholesome and deliciously appetizing. The service is equally satisfactory whether your order be large or small, and you will be made to feel that your trade is desired and appreciated by the management. There is not a more attractively furnished restaurant in this part of the state than this one and there is no one that has attained a greater measure of popularity. There is none in which the service and cuisine are more pleasantly satisfactory.

In making this review of the progress of the period we are glad to compliment the management upon the success of the restaurant and upon the position it occupies not only in the business world of this section of the state, but in the regard of the great majority of us who want to eat well with a very moderate draft on our pocketbooks.

ELIMINATING MISFITS

Industrial executives are wrestling with the problem of how to aid young college men in selecting suitable careers in industry, with a view to eliminating misfits.

A survey recently conducted indicates that many young men make the mistake of selecting a vocation without knowing anything about its requirements or whether they are naturally adapted to fulfill them.

In order that mistakes in the choice of a vocation may be avoided, it is suggested that a course of reading be provided for high school students, which will acquaint them with the fundamentals of several vocations, the nature of their activities and demands, as well as something concerning the atmosphere in which they must be pursued.

Then, after completing high school, it is recommended that a tentative choice be made and that practical work in the industry selected be undertaken for a time before entering college. Owing to the highly specialized character of most occupations, it is declared to be desirable that a final choice be made as early as possible, so that college course may be pursued with a view to practical preparation for the selected activity.

There is little doubt that such a plan as this, carried out under the direction of competent vocational advisers, would tend to better prepare young men for their life work, thereby greatly enhancing their chances for success.

TUCSON STEAM LAUNDRY

LOCATED AT 27-29 E. 8TH ST., TUCSON, OFFERS THE PUBLIC EVERYTHING IN THE WAY OF THE LATEST SCIENTIFIC DEVELOPMENTS IN THE LAUNDRY FIELD—MODERN EQUIPMENT AND A SERVICE THAT HAS NO SUPERIOR—HAVE EXCELLENT DELIVERY AND LAUNDER EVERYTHING EXCEPT THE CELLULOID COLLAR—THEY USE SOFT WATER WHICH SAVES YOUR LINEN.

The people of this section are very fortunate to have in their midst and at their beck and call the excellent service of the Tucson Steam Laundry.

The management of this institution makes an extensive study of commercial chemistry and keeps in touch with all the latest developments and the research work of such institutions as the Mellon Institute at Pittsburgh, the work of laundries over the country, and in this institution has developed processes of laundering that impart to the work that touch of the master. The assistants are trained in these laundering processes and are given the very latest of machinery with which to work. Complete equipment in the way of washing machines, drying processes, ironers and all the most modern equipment are in place in this establishment.

The story of laundering from its inception has many variations. In the Indian parts of this country we see people wash their clothing on the person and in many parts of the

south and west one can see the women washing their clothing on the rocks and call the excellent service of the Tucson Steam Laundry.

The service of this laundry is all that can be desired as they operate an extensive delivery and transport much business by parcel post. All you have to do is to call them over the phone or drop a line or a card and they will start for you a satisfactory service.

The scope of their work embraces rough dry, flat and semi-finished laundry, finished laundry, dry finish and the painstaking laundering of curtains and many specialties.

In this review we are glad to compliment this laundry and the management as thoroughly abreast of the times. They are truly commercial scientists of note and able business persons and ones who impart to all the employees the idea of courteous service.

ALBERT STEINFELD & CO.

WITH ESTABLISHMENT AT 245 GRAND AVE., NOGALES, TRANSACT AN EXTENSIVE BUSINESS IN WHOLESALE FEED AND GROCERIES AND FEATURE THE BEST OF QUALITY PRODUCTS AND LEADING BRANDS AT MOST REASONABLE PRICES—OFFER STORES THE MOST ACCOMMODATING SERVICE.

When this well known firm started in business they determined to handle groceries and feeds. They know these lines thoroughly and arranged to offer the best there is. But they did not stop there, for this firm was indeed wise in their business and appreciated the necessity of real, magnanimous service. They equipped themselves to furnish the trade with service second to none and the success of their enterprise since they have been in business testifies to the wisdom of their course.

Scientific selling must be born of scientific knowledge, and when you consult this house you receive this information without expense. Wholesale feeds and groceries is their business and they know this line from the ground up. They are prepared to give you any and all information regarding their business and they consider it a part of their business to serve you in this manner. When you seek information from them you do not get a curt or hurried reply. A courteous response with comprehensive knowledge is returned to every request and you are not obligated in any way merely because you asked questions.

At their warehouse they carry a large supply of feeds and

groceries and have on hand in large quantities all kinds of supplies for immediate delivery. A visit to this house occasionally is necessary to keep up with the times upon the latest developments in feeds and groceries.

As regards feeds let it be said right here that this firm are considered authorities in these parts on these subjects. Just as they have come to look to them for information and advice in regard to feed, so have the farmers of this section learned that from this organized concern they can secure the best feeds of the highest nutritive value. Their establishment is headquarters in these parts for feeds and is continually the scene of varied activity.

Their service is a great accommodation to the people as the business people can secure here an immediate delivery goods that otherwise it might take some time to get from distant centers.

In making this review we are glad to compliment them upon the up-to-date policy upon which the business of the establishment is conducted and to say that Albert Steinfeld & Co. will greatly aid in the development of this section of the country.

MATHERS JEWELRY STORE

WITH JEWELRY STORE AT 117 MORLEY AVE., NOGALES, IS OFFERING A MOST COMPLETE STOCK OF JEWELRY, PRECIOUS STONES, WATCHES, JEWELRY NOVELTIES, SOLID SILVER AND GOLD WARE—HAVE AN EXCELLENT LINE OF FLAT SILVER—THEY ARE AUTHORITIES ON MODERN JEWELRY AND GIFTS AND WILL AID ANYONE IN MAKING SELECTIONS—EXCELLENT REPAIRING AND REMODELING DEPARTMENT.

This store is quite a factor in the social life of this section of the state as it is headquarters for the very latest in vogue in the jewelry of the day.

Furthermore it is a store that is excellently appointed and carries a very large stock including diamonds, pearls and precious stones, watches, including the latest designs in wrist watches, rings of all kinds, necklaces, fine silverware, clocks and many novelties. These are all of the very latest style. They are offered at prices that are very reasonable and the store is known as a place to secure the most reliable jewelry.

The repair and remodeling department covers all features of the trade. No matter whether it is jewelry repairing, watch or clock work or the remodeling and modernizing of jewelry you will find that they offer a most complete service.

They have made a continual study of the history of jewelry from the customs of the past and can tell

you exactly what is appropriate for you to have. They understand the birthstones and in fact every legend connected with the art of jewelry adornment.

Whether selecting jewelry for your self, for a wedding or birthday present or a gift for any other occasion you will find that when you make your choice from their extensive line offered here you will not only be choosing in good taste, but will be selecting something that will give pleasure for years to come.

Every well dressed lady should occasionally visit this store and keep up with the times. With the changing styles of the day when ladies wear less complicated attire, and this store will continually take on new importance as more and more jewelry is required and we desire to compliment the management as conducting a store that meets the demands of the day.

CONSOLIDATED NATIONAL BANK

LOCATED AT CONGRESS AND STONE AVE., TUCSON, HAS BEEN INSTRUMENTAL IN THE UPBUILDING OF THE DISTRICT AND A GREAT AID TO COMMERCE—IT IS ORGANIZED UNDER THE FEDERAL LAWS, A MEMBER OF THE FEDERAL RESERVE AND TRANSACTS GENERAL BANKING BUSINESS—UNDER THE DIRECTION OF MEN OF RELIABLE FINANCIAL ABILITY—A BANK WITH MANY DEPOSITORS FROM THE SURROUNDING TERRITORY—INTEREST DEPARTMENT IS AN ATTRACTIVE PLACE TO PUT YOUR SAVINGS—HAS GIVEN 52 YEARS OF SERVICE IN TUCSON.

One of the institutions that give stability to the financial and commercial interests of the community is this modern institution. From the day that it first opened its doors to the people of this community it has always been under the management of conservative yet progressive people of broad and liberal views in the matter of caring for their patrons' needs, people who have carefully guarded the best interests of the depositors by demanding the fullest security and adhering to the cardinal laws of finance.

The banking house of the Consolidated National Bank is typical of the banking house architecture of the period and will stand for the future generations to admire. The interior is furnished for the convenience of the patrons and the efficiency of the officers. Ample vaults have been provided in the safety deposit box department and rooms can be secured where you can dispatch your business in this department un-molested.

This bank is a link in the Federal Reserve System of banks and has always aided the government in a banking way in every great crisis as well as in the general conduct of business.

It is organized under the national banking laws, is a member of the federal reserve and transacts a general national banking business. Ac-

counts of firms and individuals for checking or interest accounts are received and the scope of its operations enable it to furnish you with a complete banking service. There is no accommodation in the realm of modern banking that the officers of this institution cannot furnish you.

This bank has aided in the upbuilding of the county. A dollar started here in an account has started many a man on the road to success. The possessor of a savings account soon becomes a home owner and then has money on deposit from which he draws interest. This is the road to success and this institution has been instrumental in starting many a man who has acquired habits of saving here that have made him and his family happy in the possession of a comfortable home.

It is indeed a pleasure to transact business with such men and with such an institution. The efficient and accommodating officials are always ready to give information. Knowing full well that this institution is a corporation which enjoys the greatest confidence of the community, no one need hesitate in approaching this well known concern in a business way. Its officers and directors have won for it an enviable record for square dealing and honest methods and the progress that it has made here is testimony of their good judgment.

KANSAS USES RABBITS TO TEST SPEED OF HOUNDS

To take pains to put a jack rabbit into training and teach him to run is just another variation of gilding the lily, but it was one of the features observed by the National Coursing Association to insure the success of the meet held at Ft. Riley reservation. One thousand jack rabbits from the broad prairies of Kansas, where they are a pest, very much alive, and made still more alive by the course of training which experienced stewards gave them, made things interesting for the 600 hounds picked from the world's best kennels.

For many days before the opening of the meet on the Ft. Riley reservation, the rabbits were given several spins through the course with our dogs after them. "Jacks," well able to keep ahead of such pursuers, thus was enabled to test out his wind, put the finish on his physical condition and acquaint himself with the various escapes provided in the canvas fence, by which the rabbit finds his way back to the pens.

The coursing is conducted to determine the intelligence, fleetness

and stamina of the hounds in the chase. Two hounds at a time are released and graded according to their performance.

A rabbit leaves the paddocks and finds himself a very small creature in a vast grassy course, 1,500 feet long and 700 feet wide, encircled by a canvas fence four feet high, behind which the crowd of 1,000 or so stands indifferently.

Several men at the paddocks, a canvas enclosure at the starting end of the field, shout at the rabbit and shoo him with dog harness. So a quarter of the way down the field, he stands on his hind legs and lets the sun shine through his ears.

Behind him he hears the whimper of hounds. They are wiggling in the arms of their trainers. Now they are off. They no longer whimper. They are dead silent as they streak toward the rabbit.

The rabbit hops away, knowing only the speed of tumbleweed on western plains. A sharp nose nudges him. He gives a sheer little scream and streaks away. The hounds follow, their feet drumming relentlessly. The rabbit turns. The hounds swerve so sharply they seem to

REEVES GROCERY

WITH STORE AT 708 GRAND AVE., NOGALES, IS THE PURVEYOR OF A WIDE DIVERSITY OF HIGH GRADE PROVISIONS—THE FACT THAT THEY ARE SOLD AT THIS STORE IS A GUARANTEE OF THEIR HIGH CLASS AND DEPENDABILITY—HAS EXCELLENT DELIVERY IN THE IMMEDIATE TERRITORY AND A STORE THAT IS A POPULAR PLACE FOR AUTOISTS FROM THE SURROUNDING TERRITORY TO TRADE.

In the drift of the country to normalcy there is no one branch of the trade that is more important than that of the modern market, for to obtain the necessities and luxuries of the table at the right price is of prime importance to us all.

The people of this section of the country are lucky to have in their midst a man of the business capacity of Mr. Reeves as he has a knowledge of the growing, wholesale and retail conditions in the general provision trade and is thus enabled to buy at prices that are right the choicest of food stuffs and sell them to the people at prices that are fair.

The fruits and provisions of this store is a feature of the home life of this part of the state as goods can be secured here that are in the very best of condition and the housewives have found them of the best quality.

The produce department is always well stocked with only produce that is fresh. Their large trade and frequent shipment direct from the country assures the public of all kinds of produce in the very best of condition.

able to secure inside prices and offer the people products of the highest quality.

They have equipped the store with the very latest of scientific refrigerating devices and thus are prepared for the proper handling of all provisions so that when they arrive at your place they are in the very best of condition.

"Quality, Courtesy and Service" are the watchwords of the establishment and no matter what you may desire you will find whether you go in person or call over the phone that you will receive a courteous and intelligent answer to any question you may ask. They will gladly at this store make tasty suggestions for you so that your menu will be changed each day and thus your cooking will receive that well merited praise that is due the intelligent housewife.

In making this review of the business of this section we note the spirit of the times we see that the management of this store is in strict accord with the trend of the day and we wish to compliment them upon the commanding position occupied in the business world and to suggest to our readers that they will find a visit to this store met with success and that life will be one unbroken chain of pleasant dinners if selections are made from the excellent stock.

wrench their backs. Cumbersome puppies are they, unskilled in the chase. The rabbit circles. The hounds scramble and wallow, but are at it again.

Down at the other end of the course is a flat canvas wall, under which he escapes into an imitation cornfield beyond. If the rabbit reaches the wall, he may go under and escape. But he circles again when the cornfield almost is his.

In the secretary's stand at one side of the field, the timer gets restless. The puppies haven't taken the rabbit yet. A marvelous rabbit that, but what clumsy dogs. Now Mr. Rabbit is making a dash back for the paddocks. The starters shout and wave dog harness.

"Get ready," the timer calls to some men below the stand, who wait by a canvas gate, holding crying hounds in tight leash.

Ninety seconds have elapsed, the maximum time allowed for a kill or an escape.

"Go," cries the timer.

One of the men opens the canvas gate, another releases a three-year-old who knows the ways of rabbits. And the rabbit, sagacious and swift, using all his instincts to outwit the hounds, suddenly is snatched up by a great black dog, which shot from the canvas gate to his quarry, a fifth of a mile away, like a stone flung from a slingshot.

KING CHARLES II, ADVERTISING KING WAY BACK IN 1660

In 1660, Charles II was on the throne, and the newspaper, the Mercurius Politicus, regularly published the king's advertisements for lost dogs, hawks and falcons. Charles was a lover of dogs and always went about with a troop of them at his heels. In November, 1660, appeared an advertisement for "a month black dog, less than a greyhound," which the finder was requested to bring to "His Majesty's Back Stairs." This advertisement evidently failed to bring results, for a few days later appeared the following:

We must call on you again for a black dog, between a greyhound and a spaniel, no white about him only a streak on his breast, and tail a little bobbed. It is his majesty's own dog, and doubtless was stolen. Whoever finds him may acquaint any at Whitehall for dog was better known at court than those who stole him. Will they never leave robbing his majesty? Must he not keep a dog?

It is believed that many of these advertisements were written by Charles himself. In a few instances the king wrote advertisements that looked a sly sort of fun at persons in the court, as when he offered a reward for the personal effects of a courtier, stolen during the landing at Dover, and enumerated his various belongings in a humorous manner. King Charles was also something of a quack advertiser, or at least competed with them, for in May, 1664, he gives notice through an advertisement that he will discontinue the custom of touching his subjects for the king's evil during the summer. It was long believed that the king's evil or scrofula, could be cured by laying on of the loyal hands. Samuel Johnson was taken up to court for this purpose when a baby. Whether King Charles effected cures or not, his treatment must have been eminently satisfactory to all patients for instead of charging a fee he placed in the hand of each patient a gold coin.

STRANGE MONUMENT IN GREAT BRITAIN IS WILTSHIRE HORSE

One of the strangest "ancient monuments" in Britain is the White Horse on Bratton Down, Westbury, Wiltshire, which was recently reported to be in need of spring cleaning.

The White Horse is cut out in the hillsides, to expose the chalk, and measures 170 feet from nose to tail and 160 feet from ears to feet. According to tradition it was originally fashioned in the reign of King Alfred.

Every now and then the chalk surface becomes overgrown with weeds, and unless it is cleaned—"securing" is the technical name for the operation—the outline might be lost. So weeds are removed every few years and the chalk is forked over lightly to expose a new white surface.

There are other white horses in Wiltshire, but probably none quite so famous as that at Westbury. The Marlborough White Horse, however, though of very ancient origin, has also achieved celebrity.

It is a schoolboy's White Horse. It was originally cut out in 1804 by the boys of an academy in Marlborough, High street. Later, when Marlborough college was founded, the boys of the new public school adopted it, and it has a place in the school song. At the close of every term the boys who are leaving sing:

And when to Marlborough, old and worn,

We shall creep back like ghosts, And see some youngsters yet unborn,

HANK'S GARAGE

AT 340 GRAND AVE., NOGALES, IS OPERATED BY HANK MYERS WHO EXTENDS THE GLAD HAND TO ALL NATIVES AND TOURISTS WHO DRIVE UP TO HIS PLACE FOR GAS, OIL, GREASING AND REPAIRS—HANK AND HIS ASSISTANTS UNDERSTAND STUDEBAKERS PARTICULARLY AND CAN FIX YOU UP—HAS A TOW CAR SO IF YOU GET STUCK, NO MATTER WHAT MAY BE THE TROUBLE CALL HIM UP AND HE WILL BE OUT AFTER YOU—HANK MYERS, THE PROPRIETOR OFFERS AN ACCOMMODATING SERVICE.

The fact that this concern has provided for the public and renders a complete service makes their place "The Home of Good Service" in this section of the state.

This garage is under able and competent direction and is a most modern service station. In charge is one who knows the business from A to Z and who specializes in seeing that every patron is pleased and satisfied.

With the motorization of the country and the multiplicity of automobiles and trucks the service garage has come into more prominence than ever before and a higher state of efficiency is demanded of the modern establishment in this line.

An automobile owner is not satisfied to entrust the care of his machine into the hands of a man in whom he does not have confidence. To achieve success in the business of operating such a service one must be thoroughly conversant with every feature of the auto trade. That is why this service has a patronage that is ever increasing. The people of this community have come to know that when it comes to the automobile they know the business from top to bottom.

They employ only experienced mechanics who have a wide knowledge of the mechanism of all cars

and trucks and hence no one need have any hesitancy in leaving their car or truck in their very able hands for repair work. All work is quickly and expertly done and satisfaction is guaranteed.

They offer a really superior wrecking service and no matter where you happen to have a breakdown and whether day or night if you will call them up they will have help on the way immediately.

They have a very modern auto machine shop equipment, in fact, much of the equipment is the same as in an engine factory and in charge of this are men who know how to handle it and turn out the highest class of work.

They feature complete service on all makes of autos and trucks. It makes no difference whether it is a four, six or eight cylinder engine you have in auto or truck they can take care of it.

Mr. Myers wife he is thoroughly familiar with all makes of cars he specializes in Studebakers. He and his associates are glad to help you out if your Studebaker needs attention.

We desire to congratulate the proprietor upon his fine service which is a tribute to his success in the automotive field.

Run in between the posts; Ah, then we'll cry, "Thank God! my lads.

The Kennet's running still; And see! the old White Horse still pads

Up there on Granham Hill! But what is possibly the most famous white horse of them all is not in Wiltshire, but in the adjoining county of Berkshire in the Vale of White Horse.

TREES ALONG HIGHWAYS ARE BEING PLANTED IN MANY PARTS OF THE COUNTRY—A NEW ARBOR DAY CUSTOM THAT WILL ADD BEAUTY TO THE COUNTRY AND MAKE MOTORING PLEASANT IN FUTURE YEARS.

A custom that is fast spreading over the country is the Arbor Day custom where trees are planted at regular intervals for a number of miles along the highway. This custom took its origin from the people of Tyrone, Pa.

Just like the boys went to the fox drives, bear hunts and other events

in the olden days, everybody turns out that has a motor car and each plants a tree, thus insuring the future beauty of the road for miles. Fruit trees are often planted as these serve a double purpose and with the increasing population of the country, it is not a bad idea. The fruit trees are great producers that are planted along the highway, which is accounted for by the fact that the autos in rapid traffic stir up the breeze and this in turn blows the pollen around.

In Europe and old countries this has been the custom and has added much joy to the life of the motorist. With the building of our highways, which are of a most permanent nature, the need of landscaping them has become more apparent.

WORKING TOGETHER

One day the blacksmith was resting on a soft cot in his shop. While he was resting, he fell asleep.

The furnace was getting tired just stirring all the time so he started a quarrel with the tools.

The furnace said, "Mr. Hammer, I am more important than you are, be-

BROAD ELECTRIC & RADIO SHOP

WITH STORE AT 104 CRAWFORD ST., NOGALES, ARE AIDING IN THE RAISING OF THE STANDARD OF LIVING AND LUXURY BY THE DISTRIBUTION OF A COMPLETE LINE OF ELECTRICAL APPLIANCES, FIXTURES AND SUPPLIES—CONDUCT A SERVICE DEPARTMENT THAT IS HIGHLY EFFICIENT—EXCELLENT CONTRACTING DEPARTMENT THAT FINISHES WORK ACCORDING TO LATEST CODES—FEATURING WESTINGHOUSE MAZDA LAMPS, MAYTAG WASHING MACHINES, THE PFANSTIEHL OVERTONE RADIO AND RADIO SUPPLIES—UNDER PERSONAL MANAGEMENT OF (BILL) W. J. BROAD.

The Broad Electric and Radio Shop have a place that is typical of the late development of present day civilization and one that aids in making the homes of the people more comfortable than any other field of endeavor.

Steinmetz, the late wizard of the General Electric Co. forecasting the future said that soon people would only work four hours a day on account of the marvelous development in labor saving appliances. This applies both to the work of the household where the labor problem has long been a feature of importance as well as in the fields of industrial endeavor. At this store you can see toasters, sweepers and vacuum cleaners, washers, ironers, curlers and in fact every modern electrical appliance that alleviates the work of the household. The mistaken idea that these appliances are more expensive to operate than other help systems can easily be shown by a visit in this store, and a demonstration. Fixtures of the very latest types, lamps, electrical supplies and specialties of all kinds. It is impossible to enumerate everything as they are getting in new inventions all the time and the best way to get a concrete idea of the latest developments in the field is to occasionally drop in here and look over the stock. It is necessary for the happiness of the home and the effi-

ciency of the office to keep everything fully modernized.

The radio of today is just a step in advance of the times and as a great aid in the education and advancement of the age as well as for the entertainment of the household. It makes the fires at the home burn brighter when the family can sit around in the evening and listen to the bands, orchestras and other entertainment in the far away. Every one should be a patron of this concern as the encouragement of the arts and sciences aids in their onward progress and future development.

You do not need to possess technical knowledge to enjoy the wonders of radio. Their service of expert installation together with their guarantee of successful operation relieves you of all detail.

Their service in the way of contract work is the utmost that could be desired. They will wire your house or business building and do the work with thoroughness and dispatch and so that it will conform with all the underwriters regulations. Their charges for this class of work are very reasonable.

The Broad Electric and Radio Shop have engineers of unusual versatility and judges of values in the electrical field. The store and contracting activities are aiding in the development of our superior, modern life.

H. A. CALL, D. C., PH. C.

WITH OFFICE AT 126 N. STONE AVE., TUCSON, IS A CHIROPRACTOR OF EXCELLENT EDUCATION AND HAVING AN EXTENSIVE PRACTICE—PRACTICES THE LATEST SCIENTIFIC METHODS OF CHIROPRACTIC—HIS OFFICE IS EQUIPPED WITH MODERN SCIENTIFIC EQUIPMENT INCLUDING THE NEUROCALOMETER AND X-RAY.

In the professional life of this part of the state there is no one who has attained a more successful career than Dr. H. A. Call, who is recognized as an authority on chiropractic. His success has been marked and he is often consulted by other members of the profession.

Chiropractic teaches that the body does not move itself, but is moved from a "power within," which they call "life forces" (mental impulses). It teaches that the "power within" moves the body by means of functional impulses sent over the nerves and that when a motor never is impinged or pressed upon, you will have an abnormal expression of the motor function in the organ or part supplied by that nerve.

The work of the chiropractor is to correct subluxations (misaligned vertebra) found in the spinal column. This is done by an adjusting move performed with the bare hand in a scientific manner, which in time returns the bony segments to their normal articular relation and releases the pressure their former deviations caused on the nerves affected. When such adjustment is complete mental impulse will flow unretarded and health will result naturally.

He is very keen in analysis and quick to see the cause of disease, offering personal consultation free, and can tell by talking to you a few minutes just what will bring you to the front. The adjustment is very accurate and the success has been very marked.

The neurocalometer measures exactly in Fahrenheit degrees the heat dissipation radiating from every spinal nerve area. Applied along the spine it locates chronic and acute conditions resulting from abnormal nerve pressure or other causes. It determines the acute and chronic spots with absolute precision and indicates where to make necessary adjustments.

Dr. Call is a professional man of unusual power of understanding of the individual and noted for both quick and correct analysis. Then he possesses a natural aptitude for the correction of all causes of disease.

In making this review we are glad to compliment him upon his success in his chosen profession and to refer his ability and activities to our readers. We would suggest that anyone who is not feeling the very best go down to the office for a consultation.

cause if I did not burn, the blacksmith would have to close his shop.

The bellows spoke up, "If I did not blow the blacksmith would have no fire."

The hammer said, "If I did not hammer the horses would not have any shoes to wear and their feet would get tender."

The anvil said, "If I did not shape the horseshoes, the horses would not have any shape to their feet and would look ugly."

Then the furnace said, "Well, if I refused to burn, the blacksmith could not melt iron and make horseshoes and if I did not burn the blacksmith could not shape shoes for horses' feet."

Then the horseshoe spoke up after they all got through quarreling. He said, "I think you are all important, so be still and we can all rest."

YOUR VOCABULARY

What is the size of your vocabulary—2,000 words? That is the normal allowance for a child of six. Shakespeare used 20,000; Milton built his masterpieces with less than half that number. But an intelligent farmer today requires 25,000. Words are tools, the most amazing and important yet invented by the human brain.

USE OF TELEPHONES

The London Times reports the installation of the 500,000th telephone in the British metropolis, and announces that the number in that city

has increased 100 percent in the past decade. In this respect London stands easily first among European cities. Berlin comes second, with 381,000 telephones, and Paris third, with 208,000. In proportion to population, however, both these cities have more telephones than London. Berlin has one for every ten inhabitants, Paris one for every fourteen, and London one for every fifteen inhabitants.

American cities make a more impressive showing. In Greater New York on June 30 there were 1,459,000 telephones in use. This is nearly three times as many as in London, more than in all of Great Britain, and over twice as many as in France. In New York there is a telephone for every 4.2 inhabitants, and in many American cities with a smaller percentage of foreign-born population the proportion is somewhat higher. For Europe as a whole there is a telephone for every fifty-five inhabitants, compared with one for every seven in the United States.

The telephone, like the automobile, is a register of economic well-being. That is the main reason why these modern conveniences are so much more widely used in this country than elsewhere. Another reason may be found in the fondness of Americans for time-saving and labor-saving devices. In most countries of Europe the use of the telephone is also restricted by the poor quality of the service. In this country service may not be above reproach, but it is laps ahead of most services in Europe.

ANDERSON-GREENE REALTY COMPANY, INC.

WITH UNITED BANK AND TRUST CO. AT EAST 10TH ST. AND N. 5TH AVE., TUCSON, IS ONE OF THE LEADING REAL ESTATE FIRMS IN THIS SECTION RENDERING A MOST COMPREHENSIVE SERVICE AND ENJOYING A LARGE PATRONAGE FROM ALL SURROUNDING TERRITORY—HAVE PROPERTY LISTED FOR SALE AND EXCHANGE AND ALSO OFFER AN EXCELLENT SERVICE IN LOANS AND RENTALS—SPECIALIZE IN FIRE AND AUTOMOBILE INSURANCE.

Experience and reliability are two things that count most when it comes to dealing in real estate; experience in local conditions as to actual value and reliability of a known quantity.

Without these conditions both the buyer and seller are at the mercy of the man who stands between. It is therefore well to consider such matters carefully before entering into any transactions or agreements. In this respect no concern stands higher in the estimation of the public or is possessed of a riper experience than The Anderson-Greene Realty Co., Inc., with the United Bank & Trust Co.

They devote their attention to all kinds of properties and their operations are by no means confined to town for they have buyers from all parts of the country who are looking for real estate in this community and have on the list some very fine properties in this and other

places. If you are contemplating selling your place and wish to get what it is worth it will pay you to consult here. Or if you have some money which you wish to invest safely, you will find that they have some prop-

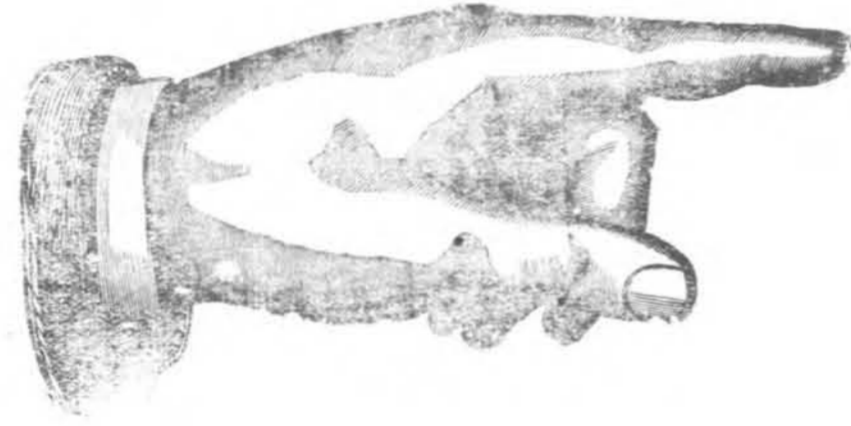
erties that are very attractive buys.

They are accommodating in the closing of deals in real estate and put through many trades because of their ability to swing any kind of a deal. They are in touch with the buyers and are able to secure long time loans for purchasers, thus aiding in the rapid sale.

They are responsible underwriters of fire and auto insurance. You can be positive that when they fix up your insurance for you you are being insured with the best companies.

They offer a comprehensive service including loans and rentals. Many realty owners have found that if they will place their properties in the hands of this office for rental that they will have more net money at the end of the year than if they handled it themselves. Their long experience and thorough knowledge of local affairs gives this office an advantage in the realty field.

In making this review of the progress of today we desire to point to The Anderson-Greene Realty Co., Inc., with United Bank & Trust Co., who are leading the trend of the times and as one that is pointing the way to happy home for the many.



This Is

THE ONLY PAPER

THAT COVERS

THIS FIELD

IN

News & Advertising

PEREIRA-SCHOETTNER STUDIO

WITH MODERN STUDIO AT 19 S. STONE AVE., TUCSON, FEATURES A MOST COMPREHENSIVE SERVICE IN PHOTOGRAPHY, INCLUDING PORTRAITURE OF THE MOST ARTISTIC KIND, COMMERCIAL WORK AND KODAK FINISHING—THE COMMERCIAL WORK UNDER THE PERSONAL DIRECTION OF MR. PEREIRA AND THE PORTRAITURE DEPARTMENT IN THE HANDS OF MR. SCHOETTNER ARE ATTRACTING THE ATTENTION OF THE PEOPLE BECAUSE OF THEIR MANY EXCELLENT FEATURES—STOP IN THE NEXT TIME YOU ARE IN TOWN AND SEE THEIR EXCELLENT DISPLAY.

In the art circles of this section of the state, there is no one that has attained a wider reputation as regards the most modern creations of photography than the above studio. This reputation is not confined to the home city, but extends throughout the adjoining territory for many miles.

They have made an exhaustive study of this interesting and artistic profession and never let an opportunity pass to keep themselves posted to the uttermost, being constantly in touch with the leaders in the photographic world of this part of the country. Aside from this, they are original and artistic and thus are fully equipped to carry out all the work that the profession embraces. In this studio, which is one of the art centers of this section of the state, will be found the very latest in scientific equipment.

In addition to commercial photography their work embraces flashlight photographs and the enlarging of kodak pictures. In all their work may be found that rare quality of extreme fineness that brands their work as that of artists.

The commercial department is doing a large business. Factories,

stores, developers and business people in all lines are realizing more every day the value of good pictures of various features of their business and are calling on this studio for this service.

Their line of work embraces all branches of photography and here may be seen a collection of photographs of many of the well-known people of this section of the country. In the production of children's pictures, they have gained prominence, while in fine finishing and outdoor work they have attained well merited distinction. As for copying and enlarging they excel as the enlarging will not only be an exact reproduction of the original, but a work of art to be desired and appreciated.

In making this review of the on-ward progress of this section of the state, we desire to compliment them upon the high position which they have attained in the art circles and to say that their work will be held by hundreds of families for the future generations to admire. Their commercial success is well merited as they are accomplishing a great purpose in adding to the social life of the period.

TUCSON FASHION SHOP

EXCLUSIVE SHOP FOR WOMEN

WITH STORE AT 120 E. CONGRESS ST., TUCSON, MERITS THE LARGE CUSTOM THAT THEY HAVE ACQUIRED FOR THIS IS A MODERN AND PROGRESSIVE STORE OFFERING EXCLUSIVE STYLE AND SUPERIOR QUALITY ACCOMPANIED WITH MAGNANIMOUS AND METROPOLITAN SERVICE—HAVE A LARGE STOCK LOADED WITH MERCHANDISE OF THE HIGHEST QUALITY AT ATTRACTIVE PRICES—HAVE DRY GOODS, SILKS, READY-TO-WEAR FOR WOMEN AND CHILDREN, MILLINERY, NOTIONS, ACCESSORIES AND SPECIALTIES.

Prominent among the concerns that have aided in the expansion and growth of their home city and vicinity by giving the public metropolitan service and quality in this popular store.

The manager makes trips to the fashion centers of the country and keeps right abreast of the times on the very latest styles of the day. He is an excellent judge of materials and is insistent that no cheap and shoddy goods be included in the line no matter how they may be made up.

They also feature a full line of yard goods, piece goods and trimmings. He carries a very large stock and keeps it right abreast of the times and in accord with the seasons. They secure the very latest in the designs of the day and no matter whether it is silk of any color or in fact any of the hundred varieties of silk goods and trimmings you can find it here. They keep in touch with everything new and have it as soon as it appears in any of the stores in the country. No matter whether you want yard goods for several dresses or just want to match something you will find that they will give you exactly what you want.

In the ready-to-wear department will be found not only the styles and June Rand dresses which are

materials in popular vogue today among well dressed women, and the more conservative of the modish garments that have met with universal approval. As regards price, you will find that these garments which hang in graceful and becoming lines are offered at most reasonable figures, for while this store enjoys the patronage of the leading ladies of the community it is the most popular store within many miles among people of every walk of life.

The millinery department is kept thoroughly abreast of the times and the latest styles are coming in all the time at this store. No matter whether it is a dress, sport or street hat that you desire you can get it here and it will be becoming.

They carry a large line of dress accessories. These are always new and novel as the large patronage of the store keeps the stock fresh. It is quite fitting and proper then that in this issue we compliment the management upon the successful and satisfactory store and the extensive and high-grade stock and service maintained. They are public spirited and popular business people of the day who are steady boosters for all propositions that promise public improvement.

COCHISE COUNTY BAKERY

LOCATED AT TOMBSTONE, IS VERY CONVENIENT FOR PEOPLE FROM THIS SECTION OF THE COUNTRY—LOCATED WHERE PARKING IS EASY IT IS PATRONIZED BY PEOPLE FROM FAR AND NEAR WHO CAN PICK UP THE BEST OF BREAD AND BAKERY PRODUCTS WHILE DRIVING ABOUT—THEY FEATURE BREAD, ROLLS, PIE, CAKE AND FANCY BAKERY PRODUCTS.

The Cochise County Bakery has gained a large patronage and its choice bakery products are so delicious that they are being rushed to capacity to supply the demands.

The old days of home made bread have passed away with our modern mechanical and the baking industry has improved so much in the last few years that modern science has evolved bread and bakery goods that is on a par with what mother used to make and now mother can devote her time to other affairs and can save money. This places the modern bakery in a position of rendering a great service to the ladies both from an economical and social standpoint.

The Cochise County Bakery pays particular attention to sanitation and uses every precaution in the making of the products as well as in the handling to see that they are pure and fresh at all times.

The bread, cakes, pies, rolls, pastries are made of the very purest of materials. They do not use substitutes but the real article at this institution. They are made by master bakers and according to the recipes that are a secret of this bakery. This accounts for their individuality of flavor and goodness.

A specialty is made of cakes and pastries for weddings, parties and special occasions. They have excellent ideas as to what you will need and will assist you in making a choice or will make anything to your own ideas. Special orders are made rich and tasty and are the pride of the shop.

In this review we are glad to compliment The Cochise County Bakery upon the superior products, large patronage and to refer their bakery to our readers as one worthy of a call.

NOGALES AUTO CO.

WITH SALES AND SERVICE AT 341 MORLEY AVE., NOGALES, IS NOW PRESENTING THE WONDERFUL LINE OF STUDEBAKER CUSTOM MODELS INCLUDING THE "PRESIDENT" AND THE NEW "CHANCELLOR" IN ADDITION TO THEIR LARGE STANDARD LINE—ARE ALSO OFFERING ALL MODELS OF THE ERSKINE SIX, STUDEBAKER'S NEW TWO AND ONE-THIRD LITRE CAR—MAINTAIN AN EXCELLENT SERVICE DEPARTMENT.

The Nogales Auto Co. conducts headquarters for the very latest types of motor cars and offers models for all purposes. If there is any new development in motor car design just drop in here and they will have it.

Two years ago the Studebaker Corporation, foreseeing the changing trend of the times decided to build a relatively smaller, lighter car that would set a new standard for cars of its type and dispel the old tradition that size and quality were inseparable in a motor car. The result of this determination is evidenced in Studebaker's presentation of the Erskine Six, which was designed to meet the American requirements of comfort, power and performance, and the European demand for economy. The Erskine Six is years ahead of the times and may be distinguished from all other light weight smaller cars by the very characteristics which heretofore have always been sacrificed in small cars to save cost and reduce the price. High quality previously found only in larger cars is now obtainable for the first time in the Small Erskine Six, which has truly been christened the "Little Aristocrat."

The advantages of Studebaker service are many. They have thousands of service stations all over the world and parts can be obtained most anywhere. Here they have excellent mechanics and will keep your car in continual motion. In this review we compliment the Nogales Auto Company upon their service and the fact that they are distributing the products of a company that has been serving the people for several generations and has a name for thorough reliability.

DUCO AUTO REFINISHING CO.

LOCATED AT 118 S. 5TH AVE., TUCSON, FEATURES A MOST COMPREHENSIVE SERVICE INCLUDING AUTO PAINTING AND CONDUCTS THE DUCO AUTHORIZED REFINISHING STATION—UNDER DIRECTION OF MR. STOUGH.

Throughout this section this is known as one of the foremost firms engaged in the business of custom top manufacture for automobiles and vehicles. They have attained a position in the trade in this line that brings them an ever increasing business and as a consequence the place is the scene of a continued activity.

The highly trained chemists of The DuPont Company set about to find a preparation that would answer all the needs and could be applied in quick time. They produced Duco which has taken the auto trade by storm. In this section they looked around for men with the ability to handle the product and have selected this place on account of the general excellence of its work.

This painting establishment is very complete and is so located and sealed that no dust will get on the car while the work is being completed. The autos are gotten down to the surface and all work completed in a high

price of the President. The Chancellor is also the embodiment of elegance and unlike the average four-passenger enclosed model, it provides seats that are unusually comfortable.

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WILLIAM TIDWELL

CONDUCTS A STORE AT 207 MORLEY AVE., NOGALES, FEATURING CLOTHING HATS, SHOES AND FURNISHINGS—ESTABLISHMENT THAT ADDS MUCH TO THE MEN AND YOUNG MEN OF THIS SECTION OF THE COUNTRY—THEY FEATURE PERFECT FITTING, REASONABLE PRICES AND ARE AUTHORITIES ON THE CORRECT STYLE AND COLOR SCHEMES OF THE DAY—LARGE LINE OF NEW SPRING STYLES.

This store has attained a reputation which extends for many miles as being a modern style headquarters for men and young men. They offer the public complete and comprehensive service both in the ultra-fashionable and the conservative styles in clothing and haberdashery and as a consequence is headquarters for people from every walk of life.

Mr. Tidwell has made an extensive study of the styles and clothing of the day and has selected lines to handle which come from some of the best establishments in the country and as a consequence are of high quality, good style and have that spirit about them that gives the wearer the cast of a gentleman. Just now he has an extensive line of the latest of the popular shades in the materials that are so fashionable for the season's wear. He and his sales force have made an extensive study of the correct attire of a man or young man of the period and of the types of people and as a consequence if you will drop in at this favorite trading place and have a little

chat with them they will be able to show you suits, hats, ties, shirts handkerchiefs in suitable styles and color schemes that will render your attire that of distinction. They thoroughly understand the art of fitting and all their garments hang easy and loosely yet appear to be fitted which assures the wearer of comfort and style.

This establishment has been honored by being selected as the home of the many well known lines. These famous lines of ready-to-wear have been for many years recognized over the country as one of the standard lines of the day. Their garments are made of excellent materials, correctly tailored and have that pep and dash that gives the wearer the cast of a gentleman.

Mr. Tidwell is both public spirited and competent, familiar with every detail of the business and it is quite proper that we compliment this establishment upon the distinctive position it has attained as one of the most valued of the community's commercial assets.

New Coffee Pot Cafe

Located At 237 Morley Ave., Next To Nogales Theatre, Nogales, Is An Excellent Place To Eat And Where One May Secure Good Meals At All Times—Caters To Banquets, Parties And Club Dinners—Under Very Able Management—Open Day And Night.

The New Coffee Pot Cafe is a very popular place for discriminating people to meet for luncheon, afternoon tea or dinner and has an excellent patronage.

At this cafe one comes in contact with real American cooking, the kind that is practiced by the mothers and daughters of the best families of the country, and the one mission that this cafe is performing is the preserving of this art in the public life of the period. The hotel and restaurant trade of the country has fallen under the spell of the foreign chef and the public demand for real American food has brought the cafe into great popularity. Some of the largest hotels in the country are now placing cafes in their places, realizing that the public is demanding real food.

The New Coffee Pot Cafe is of a very unique appearance and remains in the diner's memory as a tea room of unusual beauty and novelty. The effects and ideas of decoration are all admirably carried out and cause the diner to forget his every day cares and always be glad of another opportunity to visit The New Coffee Pot.

They have a large room for private dinners and specialize in preparing dinners and teas for special groups who desire to have a rendezvous for social and business parties. Many new ideas in local circles have been first brought to light over the tea cup at this popular place.

The service at this cafe is very pleasant and offers all the grace and hospitality of the American home.

Located where parking accommodations are ample, it is a very popular place for people driving about to drop in. One can stop here without inconvenience and annoyance of thick traffic.

In this review we are glad to call The New Coffee Pot Cafe to the attention of the people as it is one place where the desire for real American food can be thoroughly satisfied.

The Progressive Tailor

With Headquarters At 107 Crawford St., Nogales, Offers Tailoring Of Individuality And Distinction As Well As The Most Skillful Workmanship—Has A Large Patronage From Over The Surrounding Territory—Also Features Cleaning And Pressing And Does Finest Work In This Line.

The Progressive Tailor enjoys the reputation of conducting a tailoring establishment that turns out garments of individuality and makes their customers present an appearance that gives them a pleasant greeting everywhere they go.

The choosing of proper materials and wearing clothes that are made for you and not for everyone is an important matter. Your worth and standing in the community is determined to quite an extent by your general appearance. This distinction in dress can only be obtained by individual tailoring. This is the kind of work that this shop turns out and is the reason why people always look twice at anyone wearing clothes from his establishment. He is an excellent designer of garments, will aid in the selection of materials, is a cutter of individual work and then all garments are handled by masters in the various processes from the cloth to the finished garment.

The Progressive Tailor of Nogales always has an excellent line of materials from which to make selections and no matter whether it is one or several suits that you desire you can get a variety of materials that will be suitable for a golf suit, evening dress, business suit or for any occasion.

The Progressive Tailor also features cleaning and pressing and offers an unsurpassed service in this line. He is very painstaking and careful in the cleaning and pressing of all garments and does the work in the manner best for them. To wear your clothes longer and have them always looking like new take them to the Progressive Tailor and have them cleaned and pressed correctly.

In this review we are pleased to call the attention of the people to The Progressive Tailor and the excellent tailoring and would suggest that people call around and look over the excellent line of materials now on display and talk over the tailoring situation with them.

THE MODEL SHOE COMPANY

LOCATED AT 124 MORLEY AVE., NOGALES, OFFERS A BRISK, INVIGORATING LINE OF SPRING FOOTWEAR THAT IS FOOTWEAR IN THE FULLEST MEANING OF THE WORD—THEIR SHOES ARE OF THE APPROVED FASHIONS OF THE DAY MADE OF STURDY, LONG WEARING LEATHER AND WITH CUSTOM CARE—THEY ARE FEATURING FLORSHEIM SHOES FOR MEN, ARCH-PRESERVER FOR WOMEN AND BILLIKEN FOR CHILDREN AND PHOENIX, GORDON AND ONYX HOSIERY.

The Model Shoe Co. has the distinction of being modern with the latest ideas of style and fitting in the shoe trade. With the placing of modern ideas of merchandising in this business there has been nothing lost to the art of shoe fitting or selling as they have carefully selected all leathers and are furnishing shoes of the best styles and to suit everyone.

It is perfectly appointed to render the people the very best of service, the sales force are all efficient and familiar with the stock, and you are never urged to buy nor sold a shoe that does not look attractive as well as fit perfectly.

This store is one of the most substantial ones in this part of the country. It features high class lines at all times. They do not feature bargain sales with merchandise especially brought in for the occasion, but specialize in fitting the feet and give real value.

Their service and policy are satisfaction guaranteed to their customers and expert foot comfort and correction service free, plus full value given for the money received. Their

specialty are the difficult sizes and the shoes you want at the price you want to pay.

No matter how long the road you will find that walking will be delightful and comfortable if your feet are encased in a pair of Florsheim, Arch Preserver or Billiken shoes. Gone will be the pain of throbbing feet and a good healthy walk will become your favorite exercise when you are in need of relaxation.

They carry a full line of shades and sizes in the Phoenix, Gordon and Onyx brands of hosiery all of which are fine wearing hosiery.

The manager is right up-to-the minute in the selection of lines and styles and this store virtually brings Avenue shoes right to your door. They realize that the shoe business has greatly changed in the past few years and that people demand the very best and ones that will fit perfectly and it is universally conceded that unless one has shoes that are very comfortable very much of the efficiency of modern business is not to be obtained.

ELITE ICE CREAM CO.

LOCATED AT 430 N. STONE AVE., TUCSON, ARE THE MANUFACTURERS OF ICE CREAM WHICH HAS SUCH A WIDE SALE OVER THIS PART OF THE COUNTRY—ITS CONSTANT, UNIFORM GOODNESS HAS MADE ITS PATRONS CONTINUOUS CUSTOMERS, A TRIBUTE TO THE PRODUCT—EXCELLENT SERVICE IS GIVEN THE TRADE OVER THE ADJOINING TERRITORY AND THEIR ICE CREAM HAS AN INDIVIDUAL FLAVOR THAT IS VERY POPULAR—EVERY FLAVOR MEETS WITH FAVOR.

This ice cream factory for the production of pure ice cream is a model, sanitary establishment that is transacting a large business. A decade ago ice cream was considered a delicacy that was only to be used on Sundays and holidays. It has now come to be recognized as a food as well as a delicacy.

Without question this factory is one of the cleanest and most sanitary and here a grade of ice cream is manufactured that is equal to anybody's anywhere. They get their supply of cream from some of the healthiest and best cows in the country. This ice cream is not only health protecting, but health giving as well. Only the purest of cream and flavors are used and every precaution is taken to make the product delicious and healthful. The machinery is of the latest model and strictly modern and up-to-date.

They make a specialty of furnishing cream for the trade and do an extensive wholesale business and are prepared for special orders for parties, weddings and banquets. It is being recognized more every day that people should eat more ice cream than they do. It is both a food and a delicacy and while it answers all the uses of a dessert it has none of the ill effects. Authorities in all parts of the country are recommending it for greater use. It is easily digested and has great nutritive powers.

In making this review of the progress of today we wish to compliment the Elite Ice Cream Company upon the position they occupy in the business world of this section of the country and to say that the success is well merited as they are performing a service that is practically indispensable.

C. D. RANKIN

WITH HEADQUARTERS ON GRAND AVE., NOGALES, IS A CARPENTER AND BUILDER WHO HAS GREATLY AIDED IN THE RELIEVING OF THE BUILDING SHORTAGE IN THIS SECTION—HOUSES, BUSINESS AND PUBLIC BUILDINGS ALL OVER THIS COUNTY STAND AS EXAMPLES OF HIS WORKMANSHIP—HAS HAD MUCH EXPERIENCE DOING CONSTRUCTION WORK FROM MAINE TO THE PACIFIC COAST AND FILLED MANY CONTRACTS FOR THE GOVERNMENT.

In the contracting circles of this section of the state there is no one who offers a more attractive service than C. D. Rankin of Nogales.

Mr. Rankin has all the equipment to build all the different buildings. He and his assistants understand the various forms of modern construction and have placed at the head of each department a man who is a master craftsman, thus assuring the owner of a building that is built rapidly and correctly.

He is in touch with the sources of supply of all kinds of materials and is able to bring to any building just what is specified. His resources and business connections enable him to render this service so that the operations are not subject to any delay.

He uses the best materials and will explain to you exactly what will be done, having a most efficient corps of assistants and performing all work according to the building codes, underwriter regulations and methods used by masters in the trade.

He offers a most complete service including both new work and repairs. No matter what it is in the line just call him and he will see that you get real service.

C. D. Rankin and his assistants have built a reputation for their work that brings them an ever

increasing patronage. He early realized that a satisfied customer was the best influence for good and as a consequence he is holding old customers and gaining new ones all the time.

There is no contractor in this section of the state who keeps more abreast of the times in the modern methods of contracting and building than Mr. C. D. Rankin, who reads all the trade magazines, visits different parts of the country and thus is in touch with all new developments which are for the betterment of building. His work along this line has been of incalculable benefit to the builders and people of the county.

Back of all the work done stands his own guarantee of reliability and in this county that has become synonymous with standard of quality.

The management has had much practical experience in this industry and is counted among those who are prominently identified with our manufacturing and commercial progress. He deserves the support of the people and merits the reputation he has attained as being one of our leading builders. Under his competent direction we feel assured that he will continue to maintain his high standing in his special field of industrial endeavor.

PIMA MOTOR CO.

WITH SALES AND SERVICE AT 185 N. STONE AVE., TUCSON, ARE PRESENTING THE FOUR AND SIX CYLINDER STAR, MR. DURANT'S CROWNING CONTRIBUTION TO AMERICAN AUTOMOBILE MANUFACTURE—OFFERS MORE POWER AND SUPERIOR QUALITY AT PRICES THAT OPEN THE EYES WITH WONDER—FULL LINE OF PARTS AND EXCELLENT SERVICE—IN THE STAR YOU WILL FIND MORE POWER AND SUPERIOR QUALITY—THE MANAGER EXTENDS THE GLAD HAND TO ALL IN THE WAY OF SERVICE AND INFORMATION.

In presenting Four and Six Cylinder Stars to the people of the state The Pima Motor Company is placing before the American public the crowning achievement of America's most versatile auto manufacturer and man of vision.

Mr. Durant has designed more different autos that are being sold today than any other manufacturer. In his latest productions he has placed his combined experience and the engineering genius of the world as well as parts that have become standard in American automobile manufacture.

Mechanically, the Star is a brilliant success. Headed by the new Million Dollar Motor it is equipped from a mechanical standpoint that makes it easily engineered and repairs are very scarce and all parts of easy access when any adjustment is needed. It has such high class improvements as have been tested and found the best on the market. Many of these improvements are only found on cars that cost much more.

The Star Six is offered in six beautiful models all finished in excellent taste while the Four is offered in five models.

Star cars have recently repeated their last year's victory by winning the recent Los Angeles-Yosemite Economy Run. The Star 4 won the first prize in the 4 cylinder class by averaging 29.9 miles per gallon of gas. In the six cylinder Star Six won by averaging 23.6 miles per gallon of gas. This small gasoline consumption is one reason why Star cars lead in low-cost transportation. In addition to economy you will find more power and superior quality in the Star.

The Pima Motor Co. will see that all cars are kept in good running order as they have provided a full line of parts and a service that is superior.

They invite everyone to visit the display rooms and look over these cars which are being offered at the very latest in motordom at prices and on terms that no one can fail to realize are good buys.

The manager is glad to give the hand to all tourists as well as local motorists as he is a "Hale Fellow Well Met"—and will be pleased to assist anyone in getting their correct bearings in this part of the country.

Pacific Cleaning Works

Located At 43 West Pennington, Tucson, is One Of The Leading Dry Cleaning Establishments In This Part Of The State, Featuring A Most Scientific Service In All Essentials—Their Service Covers Dry Cleaning, Dyeing And Pressing—Take Care Of Out-Of-Town Customers In An Excellent Manner—Each Garment Cleaned In The Manner Best For It—Under The Able Proprietorship Of John E. Reynolds.

Since this well known house has been in operation it has enjoyed an ever increasing patronage because of the reasonableness of charges, the general excellence of work and reliability.

This establishment is popular with all who have tried it and that they put forth their best effort is shown in the satisfaction in each case. The establishment is splendidly equipped for all classes of dry cleaning and no work is too difficult to handle in the most satisfactory manner.

A specialty is made of the cleaning of ladies' garments, while they have a list of men for whom they do this same class of work that includes almost every man in town who cares anything at all about his personal appearance. The pressing of garments is always correctly done and promptly called for and delivered.

The dry cleaning system used not only cleans your clothes, but thoroughly renovates them in the most sanitary manner. It also turns them out in the most approved styles without the disagreeable odor that accompanies the work of so many cleaning establishments. The latest cleaning and renovating machinery in their plant makes it possible for them to handle the most delicate fabrics and turn them out so that they look like new.

Dyeing is an art and science and requires the very highest type of scientific service as well as good color sight. At this establishment you will find that the service in this line is of the very best.

The business of this house is spreading all over this part of the country and is by no means confined to its home city. The rapid increase in the business is due to the more than ordinary ability of the management in the conduct of the affairs of the institution.

We are pleased to compliment them upon the satisfactory service rendered and to urge all of our readers that as regards satisfactory work they can do no better than to turn their work over to them.

Dr. L. Skinner

Located At 24 Stone Ave., Tucson, Is A Modern Optical Specialist Of Excellent Education, Modern Scientific Equipment And Who Is Unusually Successful—Has A Large Clientele From The Surrounding Territory.

It is as long a stride in optometry from the old fashioned spectacle peddler to the modern optician and optometrist as from the medicine man to the modern physician and those who desire work of the very latest order will find a visit to the office of this modern scientist filled with pleasure and excellent results.

Dr. L. Skinner has a scientific equipment and in his work there is no hit or miss or what one would call guess work as he has the very latest of scientific equipment for the measuring visual defects. He has had much experience and is very apt at this part of the work.

He has made a special study of the profession, being able to correct all errors of refraction. In addition to this he will fit you out with the prevailing modes of the day in styles of glasses. If you are having any trouble with your eyes you should drop in and see him and notice how much better you will see then as you go out. In the correction of errors of refraction that affect children's eyes he has gained a well merited reputation and enjoys an extensive clientele in this phase of the work.

He is unusually accurate in his analysis and will fit you correctly with glasses the first time and you will not be bothered getting new glasses every few weeks.

In making this review of our progress we are glad to compliment him upon the high standing he enjoys in the professional and business world and to refer him to all of our readers.

THE SHOP DE LUXE

AT 147 N. STONE AVE., TUCSON, OFFERS THE PEOPLE OF THIS SECTION THE VERY LATEST STYLES IN AWNINGS, INTERIOR DECORATING AND MATTRESS REMAKING OF THE BETTER KIND—HAS A LARGE PATRONAGE OVER THE SURROUNDING TERRITORY—FEATURE BEST MATERIALS AND REASONABLE PRICES—THEY KEEP RIGHT AHEAD OF THE TIMES ON THE LATEST DESIGNS—UNDER THE CAPABLE DIRECTION OF E. A. MENZIES.

With the rapid advance in the beautification and comfort of the modern home the question of awnings has been answered everywhere with one acclaim that "We all must have them."

The old fashioned house of yesterday with its shutters has rapidly passed from the picture of modern building and the awning which is much more attractive has taken its place and adds much to the beauty of modern building. The styles in awnings are set in the tropical countries and along the Mediterranean, the Florida and southern California coast we see the most advanced patterns. The manager of this establishment is in touch with the business over the country and will present you with excellent ideas upon the placing of the proper color of awnings on your home that will enhance its value and make it far more attractive. They have an eye for color and will match the awnings with the architecture and painting of the place as well as the landscaping so the whole will present a very beautiful picture when completed. In addition to the various colors they are able to furnish either the metal supports in the plain or ornamental designs. They also feature store and plain awnings as well as all kinds of

slip covers, tents and in fact anything made of canvas. All the goods turned out from here is of the very best of workmanship. The cutting is accurate, the best of threads are used and as a whole they present that tailored to measure appearance that is individual and attractive.

They carry a large stock of the various shades and qualities on hands at all times and have a complete equipment for the making of them up in short time. They place all the awnings on the house and thus render a very complete service. All you have to do is to select what you desire and they will make your home a picture in the summer sun.

Mr. Menzies is an interior decorator. He has studied the art and has had a great deal of experience in this line. He understands the different combinations of color effects and their psychological reaction upon the human being and he can produce harmony in your home as well as decorate it.

They also specialize in the remaking of mattresses giving the most satisfactory service in this line.

We are pleased to compliment The Shop De Luxe of Tucson and to refer their very modern service to all of our readers.

PARKER-GRIMSHAW CO.

WITH FUNERAL HOME AT 715 MORLEY AVE., NOGALES, AND AT 215 N. STONE AVE., TUCSON, ARE PROMINENT FUNERAL DIRECTORS AND OFFER THE PEOPLE OF THIS PART OF ARIZONA A COMPLETE SERVICE—THEY ARE FUNERAL DIRECTORS OF EXPERIENCE AND KEEP RIGHT AHEAD OF THE TIMES—ARE PREPARED TO CONDUCT FUNERALS OUT OF TOWN WHEN IT IS SO DESIRED—THEIR FUNERAL HOME IS AN ADDED EVIDENCE OF THEIR DESIRE TO SERVE WELL AND COMPLETELY—HAVE LADY ASSISTANT.

The Parker-Grimshaw Co. have been unusually successful in the conduct of this business by reason of the fact that they offer a most complete service and keep the place right up-to-the-minute.

Conditions in the profession have rapidly changed in the past few years. The introduction of auto equipment and good roads has widened the scope of activities of the fully equipped funeral directing establishment and where one only went a few miles from home in the past, today a well equipped funeral director is prepared to conduct funerals within a radius of many miles. The day when it was necessary to have an undertaker at every cross roads has passed away. In place of this we have establishments that are thoroughly equipped and ones that offer the highest type of service.

They have a most modern funeral home, being perfectly appointed and tastefully decorated and its very appearance speaks quiet and solemnity. He who enters feels

at home. Here complete funerals can be conducted. The outside equipment includes the most stately of auto hearses, ambulances, suitable closed cars and limousines for the conduct of any funeral, no matter how large or far distant.

They specialize in complete service. From the time that they are called on the phone day or night the relatives and friends are relieved of all details. They take complete charge and have the most able assistants in all departments for carrying the funeral arrangements to their termination.

In making this review we are glad to compliment them upon their very modern service and to call to the attention of the public the prominent position they occupy in the business and professional world because of the fact that they keep up with the ever changing times and have one of the most complete establishments in this section of the state.

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ERNEST F. FLEISHER FURNITURE STORE

AT 317 MORLEY AVE., NOGALES, OFFER THE PUBLIC ONE OF THE LARGEST AND BEST LINES OF FURNITURE, RUGS, CARPETS, HOUSEFURNISHINGS AND SPECIALTIES TO BE FOUND IN THIS PART OF THE STATE—A STORE THAT IS CONDUCTED ALONG MODERN LINES AND BY BUYING IN LARGE QUANTITIES THEY SECURE MERCHANDISE AT PRICES THAT DEFY COMPETITION—UNDER THE DIRECTION OF A MAN WHO THOROLY KNOWS FURNITURE—KNOWN AS "THE HOUSE OF CHEERFUL CREDIT."

The Ernest F. Fleisher Furniture Store is one that is very popular with people over the adjoining territory as they have a most complete store and offer the best of service.

What is more important than the building of happy, comfortable homes? We venture the statement that because they contribute probably to a larger degree than any other institution in this important work, this justly popular house is one of the most essential features of the commercial and community life of this section. This immense establishment under the efficient direction of latter-day business men is replete with furnishings for the home and no matter what may be your need in this line they have it for you at a very reasonable price. Standard articles will be found throughout this immense store: Library tables, day-ports, mattresses, beds, stoves of all kinds, all the articles for the home are represented by standard brands that are known the country over.

It is hardly possible for us to give a concrete idea of the excellent stock carried here for the accommodation of the public or of the high quality offered at reasonable prices. A visit to the store, however, will readily prove to you that here is the proper and most advantageous place to buy. This establishment is contributing in no little measure to the progress and development of this section of the state and especially to that portion within a radius of several miles around. This community is more prosperous, more progressive and more attractive by reason of their activities and in this review of our onward progress we wish not only to compliment them but to urge all our readers that they cannot do better than to visit this establishment when in need of anything in the line. Ernest F. Fleisher of Nogales is a leading business man thoroughly conversant with every feature of the business which he operates and has an enviable reputation for straightforward dealings. He has always evidenced an active interest in the welfare of the home community and thus has merited the large business which he enjoys.

J. W. FAUBIAN

LOCATED AT 241 MORLEY AVE., NOGALES, FEATURES EXPERT SERVICE IN PAINTING, DECORATING, KALSOMINING AND HARD WOOD FLOOR FINISHING—HIS WORK IS ADMIRRED BY MANY IN THIS SECTION—IS GLAD TO FURNISH ESTIMATES.

There is no one man in this part of the state that is of greater economic value to the people than Mr. J. W. Faubian. He has a reputation that has spread all over this part of the state as a decorator with the eye of an artist and the work is known for its long life.

He has that innate ability for the combination of colors that gives him assured success in the calling. No matter what kind of a home you desire decorated it is well to have a consultation with him before you make a decision on colors. He will be able to give you valuable ideas as to the way your place should be painted so that it will have an excellent setting. He takes into consideration the surroundings and when the work is completed according to his ideas your place will conform to the natural as well as architectural surroundings and present a picture of beauty and harmony.

He uses the very best of paints and one that will not crack nor peel and being in touch with the manufacturers for the supplies he will be able to give you an estimate on a first class job that will be very reasonable. In his employ are men who understand the work and under

able supervision will give you a job that will be the pride of the neighborhood. There is no doubt but what a new coat of paint will both enhance the value of your property as well as increase the comfort of your home. Mr. Faubian is rendering an important service by efficient work in both increasing the value of property and in making the city a better place in which to live.

It is not strange then that the patronage is ever increasing. When he tells you about decorating or the allied lines you can depend upon the advice for in these parts he is considered an authority upon this subject. He is a leading citizen and regular booster for the home community and a business man of ability. We wish to direct your special attention to this establishment as one of the distinctive features of the commercial efficiency of the community.

who understand the work and under

MARTIN DRUG CO.

ARE OPERATING THREE RECALL STORES IN TUCSON: NO. 1 AT CONGRESS AND CHURCH, NO. 2 AT CONGRESS AND 5TH AND NO. 3 AT CONGRESS AND SCOTT WHICH REPRESENT THE SPIRIT OF THE AGE IN THE DRUG TRADE AND ARE REALLY MODERN SPECIALTY DEPARTMENT STORES—HEADQUARTERS FOR DRUGS, PRESCRIPTIONS, CHEMICALS, DRUGGIST SUNDRIES, ICE CREAM SODA, CIGARS, TOILET PREPARATIONS AND MANY SPECIALTIES—NONE OF THEM ARE EVER "JUST OUT."

The Martin Drug Company changes of today, but here registered the spirit of modernism and have become a headquarters for people for druggist supplies and specialties for many miles around.

The retail drug store of a decade ago is fast passing and in its place we have the highly specialized department drug store where everything is classified and in place in its special department. At these stores each department is equipped with the very latest appointments and fixtures so that the customers can easily select what they need. If they do not happen to know, people are in charge who are thoroughly familiar with the stock and can give courteous service.

These stores specialize in the carrying of standard goods which are known the country over. No matter whether it is a proprietary medicine, chemicals, drugs, perfumes, toilet articles, or any of the specialties you will find on it the stamp of a well known manufacturer who stands behind the product as does also the store.

The prescription department has not been lost sight of in the great

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BALLINGER FUEL & FEED CO.

LOCATED AT 448 N. STONE AVE., TUCSON, FEATURE A LARGE SUPPLY OF THE FINEST QUALITY OF GRAIN, FEED AND FUEL—ARE THE DISTRIBUTORS OF SCIENTIFICALLY BALANCED STOCK AND POULTRY FEED—HAVE A LARGE TRADE FROM THE SURROUNDING TERRITORY—THEY ARE CONSIDERED AN AUTHORITY ON THESE LINES—MR. BALLINGER, THE MANAGER IS AN AUTHORITY ON THE LINES.

There is no store in this section of the state that is conducted on a more modern basis than this establishment which has become a veritable headquarters for the lines handled.

In the way of feed the management has made an exhaustive and scientific study of modern feeding and all feeds are made up with reference to their nutritive value. Dairy feeds and feeds to fatten can be secured here. No matter what problem you may have in feeding you will find the management can solve it for you. They are courteous and willing to give you all information.

This section is indeed fortunate to have such a progressive firm to serve us in the line of poultry feeds for it adds in no little way to the progress and prosperity of the community. If you want anything in this line, telephone them, call at their establishment, write to them, and when you have decided what you need you can depend on it that this well known firm will see that you get it.

There is great economy in using feeds that are scientifically balanced as there is no waste. The old way of just having anything that happened to be about the farm ground up

into feed whether it suited the particular purpose for which the feeding was done is fast passing away as it was just like throwing the feed away.

They have a large department for poultry supplies. This means that they carry practically everything that the poultry raiser needs. They have given special attention to poultry raisers and are in touch with all that is new and progressive in the field of modern poultry supplies. No matter what you may need in this line it is well to call here.

Mr. Ballinger and his employees have always worked in the interests of the home community while securing for themselves the well merited commercial success that the large volume of business at the establishment evidences. They are well and favorably known throughout this section and are highly esteemed throughout the business and social world. They know the needs of the people, aiming always to meet the demands with the correct product, thus they are as all will admit deserving of the prominent position which they hold in the commercial and agricultural life of the community.

WEST COAST PRODUCE CO.

AT 331 MORLEY AVE., NOGALES, OFFER THE MOST MODERN SERVICE IN WHOLESALE VEGETABLES, FRUITS AND PRODUCE—ARE IMPORTERS AND EXPORTERS—OFFER AN EXCELLENT SERVICE IN RAPID SHIPPING FAIR PRICES AND REASONABLE CREDIT—HAVE A LARGE TRADE OVER THIS SECTION OF THE STATE.

With the rapid increase in population and the consequent congestion the food problem takes on much more significance than in the olden times when every man foraged for his food and lived with the rod, the gun and the garden. The West Coast Produce Co. keeping pace with the times and answering the needs of the day have built up a business that is of great service to the people.

At no time in history has the distribution of food been so important as it was during the late war and if it had not been for our wholesale houses there would have been no even distribution and as a consequence many people would have been much shorter of rations. In the future this problem will become more acute as wars and disease stop the decimation of the people and the population increases. To have these distributing centers it is necessary to support them in a proper manner and not to send to distant mail order houses for provisions, but buy of the corner grocer. He gets his supplies of this firm. The American individual must be maintained.

The West Coast Produce Company have secured for distribution

vegetables, fruits and produce and are in touch with the growers and buy in large quantities so they are able to deliver any quantity from small order to a car load on short notice.

Their warehouses are equipped in a most modern manner for the receipt of the shipments and competent men are employed in the shipping department to see that all goods are marked correctly and properly packed to arrive at their destination in the best of condition. "Double quick" is the mairnspring of their service and all orders go out as soon as received. Trucks are in use in the immediate vicinity while rail and truck shipments carry their goods all over this section.

They employ a number of people and conduct one of our leading enterprises. Their polite salesmen offer the most intelligent service and as a whole the institution is of incalculable benefit to the community.

In this review we are glad to compliment the West Coast Produce Co. as conducting an institution that is more than a commercial affair, and aids in distribution of the best foods and as a consequence is meeting with great success.

FIVE BOYS IN ONE

(By Myron M. Stearns and Arthur H. Sutherland, Ph. D.)

The Mind and Muscle Boy

Has it ever occurred to you that your health and your ability to play ball are two quite different things?

Your health comes from the right food and exercise and rest, and the proper balance between all three. But your ability to play baseball or tennis, or even your ability to walk and balance and put out your hand to touch an object accurately instead of groping for it as a baby does, is all a matter of training.

You have to learn to use your eyes and ears and feet and fingers accurately just as definitely as you have to learn arithmetic or spelling.

How well are you coming along at it?

Can you knock a home run?

In the first intercollegiate boat race between Stanford and the University of California, about twenty years ago, the stroke oar of the Stanford crew was a man who had made a splendid record as a track athlete. His work on the track team kept him from coming out for the crew until, because of the scarcity of high grade material, he was asked to come over to the crew training quarters on the lake, after the last track meet was over, and see what he could do. That was only ten days before the race. He was in perfect physical condition, but he had never rowed on a sliding seat. He could use his muscles in almost exact accordance with the instructions of the coach, and showed up, almost immediately, as a splendid oarsman. The Stanford coach was criticized severely, before the race, for putting an absolutely green man in at stroke; but after the race several competent observers, including the coach of the California crew, himself an old Harvard crew man, picked the Stanford stroke as the best oarsman in either boat.

That is one of the most marvelous instances of well trained muscles I have ever heard of.

"Physical" development used to mean almost everything that was not "mental," from baseball to blood pressure. But now psychologists have learned to split it in two. Of the five boys that, all rolled together, go to make up every boy, two, instead of one, are "physical."

Boy No. 1, the health boy, has a clear skin and strong bones, and a good appetite and good muscles and good blood.

Boy No. 2 is the boy who can use his body effectively. He can aim a rifle and catch a football, and carry throw a basket from the middle of the floor.

The development of Boy No. 1, which concerns his health, is called "anatomical" development.

The development of Boy No. 2, which concerns the ability of his nerves and muscles and mind to work effectively, is given a name that is a regular jaw breaker: it's called "neuro-physiological" development. It concerns muscular coordination.

Is Baseball Hard Work for You? If you haven't given enough attention to training your mind and muscles to work together, it not only means that baseball and diving and all the rest don't "come easy" for you—it means that in other ways, mentally, you're tremendously handicapped. Without realizing it, your attention has to go to directing muscles that should be directed unconsciously and, as a result, your mind can't do so well the other things that are continually being required of it.

Suppose a fellow is playing center field in a scrub baseball game. A glass of water steadily, or perhaps long fly is knocked straight into his ear, his mind has to center on catch-hands. If he's a poor physical player that ball; he moves this way, that way, and finally has it land in his hands all right. But when he's catching the ball, he's not had time to notice anything else. One man is running beyond second base and another is running toward third. Rattled, he throws to second, or perhaps throws wild, and all the other fellows think he is a dumb bell.

With a good center fielder catching the ball it would have been almost automatic; there would have been almost perfect unconscious co-ordination of mind and muscle, and while the fly was coming down, the player would have had the whole diamond in his mind; as soon as the catch was made, he'd have thrown to the plate, to catch the man who was trying to come home.

In one case, the throw would have seemed stupid; in the other, it would have seemed like the heave of a quick-witted fielder. But the real difference would have been mostly in the ability of the brain and muscles to work together smoothly, leaving the mind free to do the rest of the job.

A chap who is behind other boys of his age in his ability to use his muscles well, is handicapped in his games, in his school work, and in his think-

ing. He doesn't get so much fun out of his games because he can't do so well as the other boys. At mumblety-peg, he's the lad that has to grub out the peg with his teeth. At tennis, perhaps, he's the chap the older fellows don't care to play with, because they can lick him six-love. He's apt to get to playing with boys younger than himself, instead of those of his own age, because it is only with younger fellows that he can hold his own. And that's bad all around.

Are You Training Boy No. 2?

Lots of different games help develop the skilled use of muscles: tennis, rowing, basketball, baseball, football, jackstones and jack-straws and marbles and spinning tops and sailing shots and whittling and climbing trees and chopping wood all help. If you can do these things your brain gets to be better than would otherwise be the case. Riding a bicycle, walking on stilts, jumping on a pogo stick, all are useful; they help develop the ability to poise and balance and work effectively while we're walking on one end, as all human beings have to. Putting the shot, throwing the hammer or discus or javelin, or throwing and catching a medicine ball help develop the ability to use the body as a whole. A farm hand or roustabout can throw a sack of grain on his shoulder and walk off with it easily; if you think it's an easy trick, try it yourself. Yet it doesn't take strength so much as skill. Wrestling, the same way; a good wrestler has learned how to use his weight, his whole body weight helps along the development of the neuro-physiological boy No. 2.

Ask yourself these questions, to see whether or not you're developing your ability to use your muscles as effectively as you should:

Are you awkward?

Do you like to play outdoor games?

Are you a good batter?

Are you a good catcher?

Are you a fairly good pitcher?

Are you good at mechanical work, or carpentering?

Do you cut your meat at table without having your elbows all over the place?

Do you like new games?

Are you good at caroms or crokinole, or other games of that sort?

Can you juggle two stones in one hand throwing one up and catching the other?

Are you a good shot?

Do you usually come downstairs quietly, or do you make a great clatter?

—AMERICAN BOY

TELLS OF DELICACY OF ORIENTAL ART

As far as written records go—which is about 4,700 years—the Chinese have developed independently of western civilization. Their hand is a land of stored up experiences and customs that have been tested for thousands of years. About them there is a universal difference which we confuse with inferiority. Their set ways, really the outcome of maturity, we mistake for provincialism. Their lack of machinery we interpret as a lack of civilization, according to Alfred Nilson.

"While the Chinese arrived at their present stage of life by methods and practices strikingly different from ours," said Mr. Nilson, "the ends in view are less divergent. They have sought through industry and art to provide a happy life for their people. That they have succeeded is proven by the nerve, vigor, the health and humor of all classes of Chinese. Their humor is quite subtle.

"The Chinese have done things in the world which surpass other nations; that is, they have not only developed individual artists, but they have evolved a new race of people for certain of their arts. Until recently Chinese sculpture was neglected as being of an inferior nature, but Italian sculptors are now studying the Chinese system of carving. The reason their works have been considered novelties is that about 80 percent of their carvings are less than an inch in diameter.

"All nations have a love for the diminutive, but few have catered to it as have the orientals. The world of imagination of which 'Gulliver's Travels' gave a tantalizing glimpse to the English-speaking world, has been thoroughly explored by the Chinese.

"The Artist of the Beautiful," in Hawthorne's delightful story, has many a living counterpart among the sculptors of China. One of their favorite subjects is the carving of ivory balls, one within the other. They take a ball of ivory an inch and a half in diameter, bore it to the center with myriads of minute holes and undertake to carve in it numberless balls, giving each a perfect lacelike design.

"One artist has been able to carve forty-one ball in an inch and a half piece of ivory, although the usual number is sixteen. Try to visualize the care, patience and practice nec-

EAGLE MILLING CO.

WITH MILL AT 177 TOOLE AVE., TUCSON, ARE THE MANUFACTURERS OF PEERLESS, KANZONA AND EAGLE FLOURS, BEING PRODUCED FROM THE CHOICEST WHEAT PROCURABLE, REGARDLESS OF COST—HOUSEWIVES HAVE DEMANDED IT EVERYWHERE BECAUSE IT PRODUCES DAINTY BAKINGS—IS SHIPPED OVER A WIDE TERRITORY AND HAS A LARGE SALE AT HOME—ARE WHOLESALERS AND RETAILERS OF FLOUR, GRAIN, BRAN, POULTRY SUPPLIES AND SEEDS.

Few, if any, firms and grain dealers in this section of the country have attained the prominence in this section that is awarded this popular establishment. Maintaining an up-to-date establishment for the accommodation of the public this progressive business firm has an enviable record for fair prices and good quality. Insisting that everything about their place be in accordance with the most modern, scientific ideas regarding sanitation they have thus assured the public that feeds coming from their place are pure and wholesome. Nor have they seen fit to take advantage of the general tendency to raise price needlessly as have many dealers, but on the other hand have been most moderate in their selling.

Their excellent flour is made from the choicest of wheat obtainable regardless of cost and it is found always to be of the same uniform high quality. The Eagle Milling Company is thoroughly equipped in the latest and most scientific manner for the milling of the finest products. Everything about the place makes for the best of sanitation and this coupled with the fact that they use only the choicest of grain and have in their employ men who are thoroughly abreast of the times insures the public of a quality of flour that is unexcelled.

While a large part of their product is shipped out of the county and their large industry brings much trade activity to the county yet their famous products are the favorites of the farmers of the county and have a large and ready sale at home.

It is incumbent upon the people of the county to boost for county products on all occasions and thus aid in the bringing of trade activity to this section of the country.

In making this review we are glad to compliment them upon the up-to-date policy upon which the business of the establishment is conducted and to say that this firm will greatly aid in the development of this section of the state.

necessary for this work for they must allow for the balls not more than one-sixty-fourth of an inch in thickness, but they must hold them, revolve them and carve them through the small holes that lead from the shell to the interior.

"In London there is a model of a Chinese junk carved from a single olive pit. This piece of work took years to finish, but it was done to perfection. Not content with having such refinements as hinges upon the doors, the artist has placed a table on the rear deck, around which three men sit playing cards, and it is said that under a powerful microscope you can read the marking of the cards.

"The remarkable thing is that these fine works are done without the aid of a microscope by artists who have developed their eyesight to see microscopically. These men are blind beyond the range of a few inches, and have to be led to their work and attended as blind people. Nor is it usual that artists of the first generation achieve noteworthy results, for the best work has been done by men whose families have done nothing else for centuries. Michael Angelo—who lived the life of a recluse so that he could devote from twelve to twenty hours a day painting—is having his indefatigable labors duplicated even today in Chinese art circles.

"The music of China is not readily appreciated by the westerners, for their tone measurement is different, and is more like that of the Scotch, but the Chinese find music indispensable to their enjoyment of life.

"Music is applied for practical purposes to a great extent by the Chinese, for it has been found to be the perfect cam wheel that synchronizes the actions of the human machinery in all their industries. Their knowledge of the laws of rhythm has enabled them to accomplish things which one would say would be impossible without the aid of machinery.

"They drive piles with nothing but bare-foot coolies and a song. The coolies cling about the pile with their feet in bamboo slings and their hands clutching the ankles of the coolies above them. The song is started and on a certain beat they drop their weight on the slings and the pile goes down into the earth.

"When the English were fortifying the heights of Hongkong they were unable to get a fourteen-inch gun to the top of a hill. A Chinese took the contract to carry it there in two days. The Chinese secret of carrying great weights is to place it on strong, flexible bamboo and let it bounce up and down. This gives them a chance to shift the weight from foot to foot as they walk, and have little or no weight to bear while shifting. The contractor therefore strapped numerous bamboos across the cannon, employed a lot of coolies, got the giant gun bobbing like a cork and literally walked it up to the top of the hill.

"They carry great weights across light bamboo bridges just by applying this knowledge of the law of rhythm. One of the noisiest engines in China is the human-powered river boat, on which they are allowed to earn their passage by walking the paddle wheel around, stepping from blade to blade to the tune of some very lively Chinese song.

"The Chinese are not handicapped by the lack of machinery; in fact, it seems that it may have made them

more industrious. The practices employed in their porcelain cities are men we deport occasionally, or else those used 2,000 years ago, and still Chinese porcelain can compete with our machine-made ware.

"The hair nets that were so popular before bobbed hair became the rage were all made in China by hand, which seems ample proof of the efficiency of hand labor. And that the Chinese saw the possibilities of the hair net industry and acquired a complete monopoly overnight, as it were, proves that they are a nation of wide-awake people.

"We have a tendency to judge all the Chinese by the types of tong consider them all laundrymen. We forget the better class of merchants, the men who own the fine art shops and restaurants in our larger cities. Down in Mexico and Central America the Chinese merchants do most of the business. Colored women make their purchases in a Chinese store and hand over their purses to the merchant, who takes out change. The women then pick up their packages and purses and walk out. If you want to find out how Chinese differ from other nationalities you should try this a few times in other shops.

"The reason the Chinese are so inherently honest is that they have a high code of ethics and a rigid penal system. When a criminal is caught they lack a huge block about his neck and send him about his business, to look after and support himself for the duration of his sentence. There has never been recorded a single instance of a prisoner running away—you know positively that your prisoner is coming back to have his yoke removed.

"The Chinese use capital punishment. Aboard the Chinese junk. Among these are two knives of the type used for celebrating the fallow of Chinese banks. Whenever their banks fail, the officials are taken out on the main street of the town and their heads are chopped off and left on the street until dusk, so that all might see and take heed. They haven't had a bank failure in China for 150 years, and it has developed such honest bankers that other countries recruit them into their service.

"A Chinese must begin the new year with a clean slate—without a single debt, and to accomplish this they will sell all their personal belongings if necessary.

PYGMIES INTERESTING FOLK FOR CENTURIES

WASHINGTON—"For more than 5,000 years Pygmies have been known to exist, yet the recent finding of a new tribe of these human dwarfs in Dutch New Guinea renews interest in them," says a bulletin from the Washington headquarters of the National Geographic Society.

"Pygmy peoples are distributed over wide areas, including the Philippines, which are inhabited by the largest groups; the Andaman islands of the Bay of Bengal; New Guinea; the interior of the Malay peninsula; and the Congo regions of Africa. With few exceptions they are similar in characteristics.

"The smallest pygmies are those of Africa, where the men seldom are more than four and one-half feet tall and the women reach only three and one-half feet. If one imagines an eight-year-old southern 'picnic' with a well-formed muscular body, a mouth reaching from the center of

Electrical Equipment Co. of Arizona

Located At Walnut And Grand, Nogales, Are The Local Dealers For The Kelvinator Which Is Solving The Problems Of Home Refrigeration And Makes A Home Independent Of The Supply Of Ice—The Most Successful Product Of Its Day In Its Line—Made In Sizes To Meet All The Demands Of The Home—Are Also Able Automobile Electricians And Carry The Willard Battery And A Line Of Genuine Electrical Parts.

There is no invention in recent years that has been given a more enthusiastic reception by the modern housewife than the Kelvinator Electric Refrigerator and its popularity in this territory is increasing by very rapid strides.

Kelvinator fits any refrigerator. It works automatically. It is ten degrees colder than ice. It never melts. No odors can be transmitted from one food to another. It is easily installed and an experienced man installs it for you. It operates by electricity. It reduces the daily cost of refrigerators, absolutely prevents decay of food, cleans and dries all the air in the refrigerator continuously. It manufactures ice cubes from your table water.

The Kelvinator has kept milk sweet for 14 days; kept ripe tomatoes perfect for six weeks; kept butter sweet for 4 months; kept oranges and grapefruit sound for 6 months; kept eggs fresh for one year and seven months. They will be glad to supply you with the list of names of satisfied users.

The scarcity of ice in the rural communities of the country and the trouble with ice delivery on account of scarcity in the city in the heated season are both solved by it. With the Frigidaire the housewives are independent of the ice man as she has home made refrigeration and ice just as she has home made cooking. She has complete jurisdiction over its operation.

The Electrical Equipment Co. of Arizona will see that the Kelvinator is installed and put in fine working condition and all instructions will be given so that the operation will be of no more or not as much trouble as the usual putting in of ice.

In addition to handling the Kelvinator the Electrical Equipment Company of Arizona are also able automobile electricians and carry the Willard Battery and a complete line of genuine electrical parts.

In making this review we are glad to point out the advantages of this marvelous invention and to predict its practical universal use in the not distant future. They are in line with modern ideas and should be seen and investigated by all the housewives of this section of the country.

each cheek, a flattened nose, a protruding upper jaw and slanting forehead which gives him an apish appearance, and having a mature expression, then one has a mental picture of a Pygmy man.

"Many of these little fellows live so much like monkeys that they have been suspected of being the 'missing link.' They look on any kind of work with scorn and a nose or any other instrument of agriculture would be a curiosity to them.

"Wild ferns, nuts, tender shoots and various roots are sources in their diet, and for meat they get bananas. Birds and small game are food staples, with occasional delicacies such as elephants, rats and ant-eaters.

"Modern landlords would become bankrupt in Pygmyland. Many of the tribes remain in one place only a week or two, then, when their sources of easy-gotten food are exhausted they move on to another region. There they stay until the choice roots and fruits are consumed, and the birds and wild game are scared away by their arrows.

"The number of children is relatively small for so primitive a people, and there is nothing lost in leaving a twig-built hut with a leafy roof. Their baggage is mostly bows and arrows.

"The Pygmies, unlike their neighbor tribes, usually have no chiefs, though they often rally around a superior huntsman as a leader. Formal laws are unknown among them, but they follow strict moral codes. Fighting is seldom noted, and murders are few. When a murder is committed in a Pygmy village, there is no trial, but the murdered riches being killed from ambush by his victim's next-of-kin.

"When the young Pygmy's fancy turns to love he begins to count his arrows, for marriage in Pygmyland is a matter of bargaining between the girl's father and the diminutive swain.

"In some tribes the fixed price for a wife is from ten to fifteen arrows, but if the prospective bridegroom ap-

REBEIL'S

WITH STORE AT 6TH & CONGRESS, TUCSON, IS HEADQUARTERS FOR INDIVIDUAL STYLE IN LADIES READY-TO-WEAR, MILLINERY AND FURNISHINGS—HAVE A FULL LINE OF SPORT, AFTERNOON AND MORNING DRESSES—ARE ALWAYS PRESENTING THE LATEST STYLES AND IS A STORE THAT DRAWS TRADE TO TUCSON FROM MANY MILES AROUND AND IS ALWAYS RELIABLE.

Individuality and distinctiveness of design is noted in the wearing apparel from this well known establishment and this in a large degree accounts for the extensive trade of the store. All the goods for the store come from the arbiters of fashion of the east and is of rare beauty. Specialties and garments from this establishment are not just ordinary, but have a style of their own. An attractive stock for the season is on hand for the accommodation of their patrons, and no matter whether it is a street, sport or dress suit or garment in any design that you desire, you can get it here and it will be becoming and give you caste and good looks.

They exercise wonderful taste, which is responsible in a large degree for the excellent patronage of the store. The principle upon which the shop is operated is that of furnishing individual and distinctive specialties and garments most reasonably and meeting any and all competition as to quality, style and price.

This accounts for the fact that the establishment is the mecca for the well dressed ladies of the community.

Their garments are made from the very best of materials and the tailoring is faultlessly executed while the style and vogue of the garments is individual and the last word in wearing apparel for women and misses.

This store is the mecca for women, the advanced and conservative style being found here in specialties

in great profusion. A comprehensive stock of women's wear is carried in the store throughout the year. Well known brands, priced comparatively low, make this institution a favorite shopping place for people from all the surrounding territory.

Throughout this entire store you will find the same high quality and whether it is one of these many little accessories of dress that are so necessary to the toilet of the woman of today or a selection from the comprehensive stock of ready-to-wear, the customers invariably find this establishment has provided a large assortment from which to choose. Another feature of this establishment is the courtesy and accommodation which marks their very satisfactory service and distinguishes their's from the average store of this kind.

They feature a most complete line of the very latest in sport clothes, afternoon and evening gowns and dresses for morning wear and in fact everything in the way of coats and dresses for any occasion. These have all been selected very carefully and the fact that the ladies of this part of the country are very tasy and stylish has been taken into consideration.

We are glad to compliment this store upon the large stock and excellent service and to call the attention of the public to the fact that the stock represents all that is new of today.

appears over-enthusiastic, the cost may be increased by one or two spears or some tobacco. After the ceremony the husband goes hunting and the wife goes to work.

"A red-letter day is celebrated among African Pygmies when an elephant is killed. When they smell an elephant in the vicinity of their encampment, the whole tribe is called into action. They climb trees in the path they believe the animal will take. Then, jumping from limb to limb, the hunters spear the animal, and by so doing cause him to collide with trees, thus virtually making him commit suicide.

"Once assured the elephant can do them no harm, they swarm over him like ants and cut away his flesh for food. They have no way of preserving the flesh, so they are apt to hover about the carcass until nothing but the skeleton remains. Tasks are hidden, to be traded for tobacco and salt, which are among the few Pygmy luxuries."

long search could he find a house advertising a "drawing room" or a "parlor" as a part of its facilities.

Are parlors and drawing rooms included in the list of lost things that never will be missed? Their passing out of the home has been rapid yet so surreptitiously as to be unnoticed.

For the benefit of those moderns who cannot remember when parlors and drawing rooms were an essential to the home as bedrooms are now, it must be explained that the old-fashioned parlor was a large front room on the first floor to which the family was never admitted except when company came and then was cautioned against marring the best furniture and stirring up the dust. The drawing room was the rich man's parlor.

The world is too informal these days for pretentious drawing rooms and the stiff parlor atmosphere. The family of today receives its guests in a "living room" that lives up to its name.

On the generally practiced theory that what isn't good enough for company isn't good enough for the family, the living room of today is more livable and more luxuriously furnished than the guest parlor of yesterday.

LOST ROOMS

Scanning the columns of real estate advertising, a homeseeker, found houses with "dance rooms," "lounges" and "libraries," and some advertising "kitchens" and "dining rooms," but nowhere in his

TUCSON OIL & REFINING CO.

WITH OFFICE AT E. 29TH AND EL PASO ST. AND THE S. W. TRACKS, TUCSON, FEATURE SNOWOLENE GASOLINE AND MOTOR OILS WHICH ARE MADE IN TUCSON FOR TUCSON'S DISCERNING MOTORISTS—OFFER CUSTOMERS THE BEST OF CONVENIENT SERVICE AS WELL AS THE HIGHEST CLASS PRODUCTS OF THE DAY—MANY SERVICE STATIONS CARRYING THEIR PRODUCT ARE TO BE FOUND IN THIS TERRITORY—BE A BOOSTER AND CONSUMER OF YOUR HOME PRODUCTS AND STOP WHERE YOU SEE THE GREEN AND ORANGE SIGNS.

As oil won the war, so oil is winning the "Battle of Tucson" and the Tucson Oil & Refining Co. is in the thick of the struggle.

There is nothing in this age of rapid development more necessary than oil and gasoline service. They have equipped their establishment with large storage tanks and are in constant receipt of vast shipments of gasoline and oils that are aiding in transportation, development, farming and in fact enter every phase of modern life. The fact that they are direct representatives of the refineries assures them of a large and constant supply.

They have equipped themselves in the most modern manner with many service stations, tank trucks and in fact everything for the wide distribution of any part of the territory are met with an immediate response and as a consequence their dealers are always able to supply the demands of the hour.

They feature their own Snowolene products which have attained an enviable reputation as being among the highest test gasoline and oils of the day. It makes no difference whether it is for the passenger car,

the truck or the tractor you will find they have oils that will suit your needs. They have made a study of this feature of the trade and especially of the kinds of oil demanded for this climate. If you get advice from their service stations you will never have any trouble with any part of your equipment.

It can readily be seen that thousands of dollars are placed in local circulation by this company which otherwise would never make acquaintance with the people of this section. The large scale of their activities, the industrial wisdom of the management and the straightforwardness of their dealings have won for them a place in the hearts of the people of the community and many patrons in other sections. They and their associates are prominent citizens of the community, identified for years with her progress, and always boosting for the community in which their large enterprise is located.

We are pleased to point with pride to this modern and up-to-date concern and to commend them in the class of service that they are furnishing the trade, and assure everyone that when they buy gas or oil from them they will get the very best.

Buehman Studio

Located At 15-17 East Congress St., Tucson, Is Headquarters For Everything Photographic, Including Portraits Of Quality, Home Portraiture, Children's Pictures And Photographs For Any Purpose—Viewing Arizona Desert Scenes, Kodak Finishing—Carry The Kodak And Camera Supplies—Stop And Look Over The Collection Of Photographs—Under The Direction Of Mr. Buehman, Who Is One Of The Most Noted Photographers Of His Time.

The days of the renaissance marks the beginning of modern art and in the various branches it has progressed to a marked degree. Da Guerre obtained his inspiration for the invention of photography from the works of the masters of this period and at once combined art and mechanical science.

Mr. Buehman is a deep student and admirer of the artists of all the various periods and keeps thoroughly abreast of the times in the rapid development of photography. He has equipped his studio from time to time to keep pace with the rapid changes of the age of mechanics, but in all the work can be traced the

eye of the artist and the careful touch that sets this photography off and makes it individual and different from that of the photographer who depends upon the camera alone.

He features a complete service in portraits. Here in this studio can be seen many photographs of the leading well known residents of the county as well as the brides of the season, the graduates, the children, the reunion pictures and in fact everything from the simplest picture to the highly commercialized photography which is demanded in this age of rapid industrial development.

If you are figuring on any photographic work it will pay to have a

little talk with him before finally arranging for the work as he is experienced in arrangement and will see that you are photographed to the best advantage.

It is incumbent upon every man, woman and child to have photographs of themselves at the various ages so that the photographic record of the family can be maintained.

In making this review we are pleased to compliment Mr. Buehman upon his successful career in the art circles of this part of the state and to refer this studio to all our readers.

Tucson Tile & Marble Co.

Located At 427 E. 9th Ave., Tucson, Feature Everything In Marbles And Tile In All Its Branches—Have An Excellent Selection Of The Highest Artistry In Tiling Which They Would Be Pleased To Have You Inspect—Are Authorities On The Correct Laying Of Tiling.

The Tucson Tile & Marble Company have been unusually successful from a business standpoint and have added much to the artistic beauty of many homes and public buildings in this part of the state.

At the show rooms can be seen all the various styles of tiles for floors, roofs and fireplaces. They have chosen the lines from some of the leading manufacturers of the country and have designs that are of a great variety. They can give you plain and simple work or the more decorative lines. You can see here whole sections so that you will be able to forecast the appearance of the bathroom, fireplace, or kitchen.

While the use of tiling has been known for many centuries it has only been in general use since the beginning of this century. Ancient work in this line was rare, but with the Spanish renaissance the use of mosaics became quite general in the building of palaces and public buildings. In America anyone is now able to secure what in those days was only for nobility. Tiling is coming into very general use as it is recognized as very reasonable in price when its long life and sanitary qualities are taken into consideration.

In the employ of this company are the very best of craftsmen

and all work is executed both with an eye to beauty and utility.

The manager is an authority on this class of work and will be pleased to assist anyone with their plans or to draw up plans and give estimates on the work. They personally see that all work is executed on time and according to the letter of the contract.

In making this review we are glad to compliment them upon their highly specialized service and to refer them to all of our readers as worthy of a call when in town.

THE SAVAGE AND HIS GOOD LUCK CHARMS

The word "fetichism" comes from the Portuguese "feticico," meaning a saint's medallion or relic worn as a good luck charm. It is now the technical term for the belief that an active spirit dwells in some particular object, and that the mere possession of the object brings with it the power to control its spirit.

The first fetiches were probably pebbles with markings which happened to attract the eye of the savage because of their extraordinary color

or shape. (Millions of people in the most civilized lands still believe in such "lucky stones.") Later on, however, fetiches were manufactured. Frequently they were little pouches containing objects with reputedly magic properties. The hair of a lion was put in to give courage, a bit of human brain for cunning, an eyeball for keen vision, a tiger's brain for ferocity, and so forth. The savage gathered a whole collection of such fetiches on a string and hung them around his neck, or fastened them over the door of his hut. Some scholars say our wearing of crosses

around the neck, or fastening of horseshoes and mezuzoth to the door, is but a survival of that savage fetichism.)

With those amulets on his person, the savage was no longer so afraid. He felt himself better able to fight off the hazards of life and imagined himself more of a match for the universe. When in need he simply called on one of his fetiches for help; and if the help was not forthcoming, he angrily upbraided the thing for its laziness. If it still remained obdurate he simply flung it away and got himself another.

THE HANDCUFF KING

Jack Houdini, the boy who had risked his life ten years ago, was swung back to the town of New York. However, he was not swung back as the small ragamuffin he had been when he left, but as "Houdini, The Famous Handcuff King."

A large auto drove up before the waiting crowd and Houdini followed by Mayor Holford stepped out amid the yells and cheers of bystanders.

Houdini, escorted by two burly policemen, made his way through the crowd to the steps of the jail. There he announced his determination to be with them in fifteen minutes.

As Houdini entered the cell, assigned to him he noticed that it was unusually immaculate for a prison cell.

After locking a pair of steel handcuffs on Houdini's wrists and fastening securely the cell door, the policeman left Jack alone.

On his captor's departure, Houdini began his curious maneuvers of hand and wrist. In a short time the left handcuff snapped, and Houdini's hands were free. Quickly, he took from the lining of his conspicuously bright necktie, two bright lengths of wire. With the shorter of these he worked a moment at the locks on the cell door. After a few trials, the door swung open and Houdini walked down the corridor towards the jail entrance.

The lock at this door was the only barrier between Houdini and his intended object. With the remaining wire he began working at this lock.

Five minutes went by, eight minutes, and ten minutes. Still no success.

As Jack wiped the perspiration from his brow, he looked through the keyhole of the door and caught a glimpse of the anxious crowd outside.

Again he tried, and again, but his efforts were in vain and at the end of his allotted thirty minutes he decided that his work had been useless.

PALACE OF SWEETS

LOCATED AT STONE & CONGRESS, TUCSON, OFFERS THE PUBLIC AN EXCELLENT RESTAURANT, CANDY AND FOUNTAIN SERVICE—AN EXCELLENT SELECTION MAY BE MADE FROM THEIR MENU AT ANY TIME OF DAY OR EVENING—THEIR CANDIES ARE UNIVERSALLY POPULAR THROUGHOUT THIS PART OF ARIZONA.

For appointments, service and quality of products there is no institution in this section of the state that offers the public more than the Palace of Sweets.

The management of this institution has made a study of the candy kitchen appointment and from the standpoint of attractiveness has secured the latest in the furnishings of the day. Here amid comfortable and attractive surroundings you are served with the choicest of delicacies. The equipment at the fountain is of the latest pattern and proper precautions are taken for complete sanitation as well as for rapidity of service.

They have a large patronage from all classes of people and their place has become a social center of the surrounding territory. Open from early morning till late at night it is a favorite meeting place.

The cuisine of the confectionery is the talk of the countryside and people from every walk of life have found that refreshment here adds a new charm to life. They specialize in choice boxes and have an extensive trade from the territory for many miles around.

In this concern everything is kept scrupulously clean and only the very best of sugar and ingredients are used in the manufacture of candies. They are confectioners who have had much experience and with their knowledge of the business have developed many confections that are of very superior quality and will "melt in your mouth." They are people of delicate taste and the secrets of these are only known to them. As a consequence the service here is individual as you cannot secure elsewhere the exquisite tastes in candy and ice cream.

In addition to the service at the fountain they sell much ice cream and candy in bulk and boxes. No matter whether it is just a serving or a large quantity here you get it fresh.

In this review we are glad to compliment the Palace of Sweets of Tucson upon the position they occupy in the business and social life of the community and would ask everyone to call here occasionally not because they are lonesome, but because they like to give service on the choicest menus of the day and confections.

Laudini attracted the attention of the sheriff by bounding on the door. When he came to Houdini, Jack told him that he had failed.

Imagine poor Jack's amazement when the sheriff ejaculated: "Good Heavens, man! I didn't even lock that door."

THE LITTLE COUNTRY PAPER

It's no sixteen-page edition that expresses big men's views, and it's not filled up with pictures, nor with telegraphic news; it isn't printed daily, with an "extra" every hour, and the editor's not bragging of his influence and power.

It may have its faults and errors, but these I will forgive, for it's printed in the country, 'way back where I used to live. It's only issued weekly, and it's not made up for style, but when it arrives I gladly put the daily by awhile.

I don't read in its pages what the wise and great men say, but I see that "Silas Jiggers brought some wood to town today"; and that "Grandma Parks is better," or that "Old Bill Jones is dead." And it tells just what the person in his Sunday sermon said.

It may be crude and homely—that same little country sheet, and the make-up of its pages may be rather obsolete;

it is damp when I unfold it, and the print is sometimes blurred; yet it's always more than welcome.

and I read its every word, and no reading to a city man a greater joy can give.

Than the little country weekly, printed "where he used to live."

I see again the faces of the friends I used to know

In the dim and distant fancies of the happy Long Ago,

And I read up in one corner that the Fall winds howl and blow,

And that "Uncle Nathan Smith predicts an early fall of snow".

Or that "our debating club will give a social next week."

At which our fellow-townsmen, Abner Brotherton, will speak."

There are never learned essays on the questions of the day,

But it says that "folks are looking for another raise in hay";

I can see no glaring headlines of the last election fight,

But it says that "Tom Shaw marries Ella Edgerston tonight";

And my thoughts somehow grow fonder when the old folks' names I see,

Telling that "Reverend Tompkins was invited there for tea."

WHERE ADVERTISING PAYS

The Quality Of The Circulation Of The Rural And Suburban Press Is A Factor That Is Appealing To The Discriminating Distributors Of Advertising.

The judicious expenditure of money in advertising has been the result of a study of both advertising

CHESHIRE MOTOR CO.

LOCATED AT 243 MORLEY AVE., NOGALES, ARE FEATURING THE NEW 1927 CHEVROLET IN SEVEN STRIKING MODELS AS WELL AS THE CHEVROLET TRUCK—THE NEW CHEVROLETS ARE THE MOST BEAUTIFUL CARS IN CHEVROLET HISTORY AND ARE MECHANICALLY FINER AND WITH ENTIRELY NEW BODY LINES—CARRY A LINE OF PARTS AND OFFER THE PEOPLE OF THIS PART OF THE STATE A SERVICE THAT IS DISTINCTLY SUPERIOR.

There is no institution in this part of the state that has attained a wider reputation for efficient service than the Cheshire Motor Co. which has become a mecca for auto-lovers from all over this part of the state for service and parts.

They are the sales and service for the Chevrolet and have on their floors the new models of the most beautiful car in Chevrolet's history. Since the dawn of the automobile age Chevrolet has been one of the names that has always been prominent on the highways. It has since the beginning of the industry been increasing in popularity from year to year until today Chevrolet in point of engineering, finish, style, appointment and price on account of quantity production is a real buy. Chevrolet represents real worth and the new Chevrolet represents the full resources of General Motors. Standard features on the new models are A. C. air cleaner, A. C. oil filter, ball joint tires, bullet type head lamps and cow lamps, newly designed radiator shell, one-piece full crown fenders, heavier running boards, larger steering wheel, new instrument panel, new tire carrier assembly and incidental ignition and steering lock.

In the design of the new Chevrolet beauty and refinement have been stressed and appointments have been entered to with a thoroughness that will please even the most fastidious

motorist. Seven models, five closed with bodies by Fisher and two open cars, comprise the new Chevrolet line. They are finished in five smart color combinations, with contrasting color stripes emphasizing the body lines. A reduction in the "over-all" height of the cars without sacrificing head room makes for a more racy contour and helps to make this line the most beautiful car in Chevrolet history.

The Chevrolet One Ton Truck is a real buy. No matter what kind of delivery work you have they have a body that will suit your every need. They have special bodies for all classes of work and one that just suits the farmer. Also when you get a Chevrolet truck you know that service will be right at hand.

Their service is one of the outstanding features of the place. Their equipment is patterned after the factories where the cars are made and they carry parts for all models. They cooperate with all the other ten thousand Chevrolet service stations in the world and the purchaser of a Chevrolet is not only assured their service, but service everywhere.

In this review we are glad to compliment Mr. Cheshire upon his conducting an institution that has taken on more importance than the railroad station of yesterday or the postoffice in the city of its activity.

FICKETT TRANSFER AND WAREHOUSE COMPANY

WITH HEADQUARTERS AT FRANKLIN & CHURCH STS., TUCSON, HAVE A FLEET OF TRUCKS FOR HEAVY HAULING AND MEN WHO EXERCISE THE SAME CARE NO MATTER WHETHER THEY ARE MOVING A HOUSE, MINE MACHINERY OR A TRUNK OR PIANO—IF YOU WANT TO MOVE SOMETHING JUST CALL ON THEM AND THEY WILL TAKE FULL CHARGE OF ALL DETAILS OF THE JOB LITTLE OR BIG.

In the undignified hurry of moving days there is no name in this section of the country that sounds better than Fickett Transfer & Warehouse Co., Inc., of Tucson as they take away the worries and leave the customers at business as usual or attending to the social duties. There is no interruption in the schedule and never a worry.

Keen observers of the trend of the times in freight traffic see in no distant future the practical elimination of the railroad and traction line in the short haul. The manager of this establishment early realized this condition and he equipped himself with trucks of all sizes, which are now at the command of the public. They can be seen every day in the busy hum of life all over this part of the nation.

They are equipped in the most modern manner, having a truck to meet any demand. In charge of them are drivers who are not only careful and honest but who have a clear understanding of all the road rules and a thorough acquaintance with the mechanical equipment of the truck they are driving, thus assuring the public of efficient and rapid service.

The men employed by this firm are experts in this line and careful in the handling of your goods. They know how to pack to save every inch of space and they know how to drive to avoid damage to your goods

specialists and business men. It has been universally conceded after a wide survey of the subject that the rural and suburban press offers a medium of great merit.

In the early days of advertising many measured the value merely by the thousands of circulation but this opinion has been much limited of late because of the changes in distribution and the assignment of territory by many manufacturers. It is distribution or dealer to advertise in a magazine or metropolitan paper at a high rate that circulates over a wide area or has a general circulation where the advertiser territory to cover and does not dare to sell in much of the field covered by such publications. With magazines and many other lines of trade while there are legal restrictions put there is the "made line" restriction that enters and determines his policy. The paper that circulates in the immediate territory is one that will bring the re-

in transit.

They have a complete equipment of all kinds of machinery, block and tackle, rollers, tractors, horses and in fact everything for the carrying to a successful completion the moving of any kind of a building. Great preparation and care is taken with the preliminary work so that the building in transit will not be damaged any by the trip. Men are employed who understand the relative weight of buildings and what methods must be taken to move them carefully. All work is accomplished in the most careful manner so that when the building arrives at its destination it will be placed properly and practically ready for occupancy.

In this age of the high price of all kinds of labor connected with the building trades, the soaring prices of materials and the consequent high price of real estate of all kinds one must look around pretty carefully before deciding to tear anything down and junk it. If the house or building is located on a too valuable lot, it can often be moved to a cheaper one and made an excellent investment for years.

In this review we desire to call the attention of the people to the attractiveness of their service and to say that they are always on the lookout for new features that can be added to the business to make it more complete.

Other elements of vital importance to the advertiser are also apparent in the circulation of the rural and suburban press such as the fact that it is a family paper and people read it clean through and do not miss it up to look at the markets or baseball and then turn it down.

NAME YOUR PLACE—THE CUSTOM OF NAMING ESTATES, FARMS AND COUNTRY PLACES IS QUITE THE VOGUE TODAY

The naming of the state, farm or country place has become quite popular. It gives a beautiful estate caste to give it an individual name that bespeaks its environment. The farm, country place and ranch should all have a name and the owner will find it quite convenient to have stationery, cartons and tags with the name of the farm printed on them.

J. KNOX CORBETT LUMBER & HARDWARE CO.

WITH HEADQUARTERS ON N. 6TH AVE., TUCSON, IS HEADQUARTERS FOR LUMBER, HARDWARE, BUILDING MATERIALS AND MANY SPECIALTIES—A FIRM THAT BUYS IN LARGE QUANTITIES AND IS SAVING THE PEOPLE MANY DOLLARS IN SUPPLY BILLS—A FIRM THAT IS GREATLY AIDING IN THE UPBUILDING OF THIS PART OF THE COUNTRY BY THEIR EXCELLENT SERVICE AND HIGH CLASS MATERIALS—ESTIMATES ON PLUMBING, HEATING AND ROOFING AND ALL FORMS OF SHEET METAL WORK CAN BE OBTAINED ON REQUEST AT THE BENSON BRANCH THRU THE MAIN OFFICE AT TUCSON.

One of the essential features of lumber—carefully inspected and thoroughly seasoned—offer prompt delivery, and try to put their business on a service basis. And they are well stocked in all lines. You will not be forced to take substitutes from this yard. They feature lumber, sashes, shingles, lime, building paper, hardware, composition board and specialties.

Anyone desiring estimates on plumbing, heating, roofing and all forms of sheet metal work can be obtained on request at the Benson Branch and through the main office at Tucson.

The contractors and builders, the farmers and the people generally have come to know that they can depend on them for about everything that there is in the lumber and building material business. The reputation they have established for stock of quality and for straightforward dealing brings thousands of dollars to town that would go to some other center were this establishment not located here. It may be truly said that this establishment is a valuable asset to the county, and in this edition which calls to mind our onward progress we wish to direct your special attention to their commendable activities as one of the distinct features of our business and industrial efficiency.

Therefore the people of the territory for many miles around are offered at very reasonable rates builders' supplies of every description and of the very best grade. Suffice to say that this establishment compares favorably with the best and most up-to-date establishments of the metropolitan centers in point of extent of stock, quality of work and material and the general excellence of everything in the field of the supply business. They aid you to select the proper

O'QUINN ABSTRACT & TITLE CO.

LOCATED AT 57 N. CHURCH ST., TUCSON, IS A GREAT AID TO THE ONWARD PROGRESS AND DEVELOPMENT OF THIS PART OF ARIZONA AS THEY FURNISH THE PUBLIC WITH AN EXCELLENT SERVICE IN TITLE GUARANTEES AND ABSTRACTS—UNDER THOROUGHLY COMPETENT AND ABLE MANAGEMENT.

This title office has attained a well merited reputation as being one of the most efficient and well versed organizations in this special field of endeavor in this section of the state and is gaining a large clientele.

People desiring to purchase land in the county can consult no more competent and reliable authority to pass upon the title to their proposed purchases than this firm which is one of the foremost concerns of this character.

In the first days of the settlement of all communities, the question of title to property always causes a certain amount of confusion. While this county has had its inuring at this feature of settlement, today this has all been done away with through the efficient service of modern abstract companies that specialize in this business. They have at their command all of the data and information on the various tracts of land in the county from the days of the early settlers down to the present day.

With access to all this information at hand this organization has placed the practical operation of the concern in hands of able and competent people who are particularly endowed with the analytical and care taking attainment that renders them safe and conservative in making title examinations. There is no detail that is not given the most painstaking attention.

The progress of the community promises during the next few years to be by great leaps and bounds and during this term of expansion there will be thousands of sales of property, and this company offers the people a service that will eliminate all element of risk on the part of

the purchaser. In this section of the county, as in all counties, the question of title often causes the new purchaser an endless amount of trouble.

Just the other day several people after living on land which they had homesteaded found that they could not retain possession and would have to move as the U. S. government had declared the land an Indian reservation. They had built homes on the place and spent years of effort as well as money in making a place which they considered their own for all times. These cases are unfortunate and show that it pays to look before one decides to take possession of property under any circumstances.

The most conservative observers of the development of this part of the state foresee rapid and kaleidoscopic changes in store for the people and a rapid exchange in property. In times of this kind there is no one institution that is of more benefit than one where you can secure title examinations without delay.

In making the review of the onward progress of the community in this edition we wish to recommend O'Quinn Abstract & Title Company of Tucson to all of our readers when they may be in need of service of the highest character. They are well known and reliable business and professional people upon whose information, advice and service you can depend, and they are loyal supporters for all propositions that promote the progress and expansion of the community.

SPEEDOMETER SERVICE

LOCATED AT 224 N. 4TH AVE., TUCSON, IS HEADQUARTERS FOR GARAGES AND AUTOISTS FOR SPEEDOMETER REPAIRS—UNDER THE DIRECTION OF C. W. GAYER, WHO FEATURES REPAIRS ON ALL MAKES AND IS CONSIDERED AN AUTHORITY IN THIS SECTION OF THE COUNTRY—GUARANTEE SATISFACTION.

There is no part of the automobile that demands a more highly specialized service than the speedometer and there is no one who gives better service than The Speedometer Service.

Mr. Gayer has made an extensive study of all the various models in use today and has mastered them all. They keep on hands a full line of parts and thus are in a position to offer their patrons the most complete and efficient service.

The speedometer should be kept in good running order as running an auto without a speedometer is like running a ship without compass and its use saves many an auto owner a trip to the City Hall to say "Good Morning, Judge." It keeps the traveling man on time and in fact is of great practical advantage to every autoist whether just driving around the community or on a long tour.

The repair of a speedometer should only be entrusted to a specialist in this line as fooling with it yourself or taking it to a general repair shop will often result in the purchase of a new one as few people are acquainted with the intricate mechanism of the average speedometer.

One might devote many columns to a further description of this establishment, but let it suffice to say that you will find there just what you would expect to find in the headquarters of such an establishment as they maintain and we wish to compliment them upon their satisfactory service.

In making this review we are glad to compliment them upon the efficiency of their service and to refer them to our readers as speedometer experts who are thoroughly abreast of the times.

SAVAGE & DUNCAN

MEN'S SHOP

WITH MEN'S FURNISHING STORE AT 16-18 N. STONE AVE., TUCSON, HAS A LARGE TRADE FROM THE SURROUNDING TERRITORY—ARE OUTFITTERS FOR MEN AND YOUNG MEN AND FEATURE THE HIGHEST GRADES OF CLOTHING AND QUALITY SERVICE—THE MANAGEMENT TAKES A PERSONAL INTEREST TO SEE THAT EVERYONE IS SATISFIED WITH THEIR PURCHASES—FEATURE MALLORY HATS AND SOCIETY BRAND CLOTHING.

It is with a feeling of satisfaction that the customers enter this well known establishment. Realizing that the service and quality extended this year will be considered when the next season approaches this well known house has chosen its stock with a view to giving the customers the greatest value possible. When it comes to readymade clothing they have lines which are so complete as to styles, cloth and prices that the most particular can find something suitable. But the success of a dealer in this line rests not alone with the price which he pays for his garments. He must be an efficient buyer, well versed in the styles of the day and with a knowledge of the demands of his customers. It is this feature of the trade that has made this store so popular with the young men of this section.

In the men's furnishing department they carry all the latest fads as well as the conservative and dress haberdashery. No matter for what occasion one may desire correct wear

it can be secured here as they have them all.

This store sells standard "advertised" goods of known quality. And therefore it is not surprising that this large establishment is one of the features of the commercial efficiency of this section of the country. The management is of the progressive business people and among the prominent citizens of this section. In this Special Edition we are pleased to compliment them and to suggest to our readers that this establishment is a most desirable panacea for the merchandising ills of the day.

The management of Savage & Duncan have by their wise policy built-up a prosperous business and the unusually large trade enjoyed is the result of the fair treatment accorded the public. Fairness and straightforward dealing has always been the watchword, while their own determination was to serve the public with goods of the highest quality at the lowest possible prices.

WESTERN DETECTIVE BUREAU

WITH OFFICES IN ROOM 19 HEREFORD BLDG., TUCSON, FEATURE CIVIL, CRIMINAL AND PRIVATE INVESTIGATIONS AND OFFER A MOST MODERN SERVICE IN DETECTIVE WORK OF ALL KINDS—AN INSTITUTION THAT HAS ABLE OPERATORS AND ALWAYS GETS RESULTS—ALL WORK DONE UNDER THE PERSONAL DIRECTION OF ONE, WHO IS KNOWN NATIONALLY FOR QUICK WORK AND WHO HAS BEEN PROMINENT IN CRIME DETECTION FOR MANY YEARS.

With the complexity of modern society comes many necessities to aid in the solving of its problems and among the most notable of these is the detective agency that gets results. In this section of the country it is the Western Detective Bureau.

When all led the simple life and there were no great centers of population it was easy for one to do his own detective work, but with the congestion of today the secret service bureau is one of the prime necessities of our business and social life.

They have organized their detective service along the most modern lines and have connection all over the country and thus are in a position to render real service. They are men of the world who have made a broad study of human nature, the methods of law breakers, the habits of the general

public and are able to handle any case with the greatest efficiency and finesse. They have operators with that natural intuition of being able to fox out difficult situations. They are all educated, refined and gentlemen who handle all cases in the most delicate manner.

They feature all branches of the service and no matter whether it is a business matter on which you desire information or whether it is a social case that you desire shadowed or just something on which you want information you will find they will give you the most rapid service.

In this review we are glad to compliment the Western Detective Bureau upon the important part they are playing in the life of the period and to refer the advantages of their service to the people as well as to compliment them upon their record of efficiency.

TREE IS NATURAL RADIO ANTENNA

To those who would reduce interference or who want radio music in any sylvan dell, Secretary of Commerce Hoover recommends a discovery by Gen. George O. Squier, formerly chief of the Signal Corps.

Gen. Squier has proven by a long line of experiments that there is no better antenna than a tree. All that is necessary to make use of this natural antenna is to drive a nail three inches into its trunk and connect the nail with the set. Such an antenna should be used wherever possible, Gen. Squier believes.

"A tree," says Gen. Squier, "gives louder, clearer, cleaner signals than does any other antenna. It also

forms a wonderful function in equalizing static.

The tree instead of being only a botanical thing with a long name, becomes now a highly organized electrical circuit, ready to sing to the farmer from his front yard; ready to bring him his market news and weather reports; ready to help in the education of his children, and ready to keep him abreast with the best thought of the day. It makes available to the humblest home the culture of the generation.

Gen. Squier thinks his experiments should result in the sales of thousands of additional radio sets at this time when the people are taking advantage of the season to get close to nature.

HEALTH BAKERY

LOCATED AT 247 GRAND AVE., NOGALES, FEATURE BREAD AND BAKERY DAINTIES—OFFER AN EXCELLENT RETAIL SERVICE—IS THE HOME OF EVERYTHING GOOD THAT'S BAKED AND IN THEIR PRODUCTS YOU CAN "TASTE THE DIFFERENCE"—UNDER THE PERSONAL DIRECTION OF A MASTER BAKER.

With the onward progress of the age of pure food there is no one institution in this part of the state that has been a more potent factor in the development of fine bread that meets all the requirements of the day than the Health Bakery.

The baking industry is practically as old as the discovery of fire, but the methods used in ancient times have greatly changed from the baking on stone and in rudely constructed ovens. Today it is quite different and at this bakery only the latest style of machinery and ovens are used for the production of baking goods for the public.

In the great experiences of life there are none which recall more pleasant memories than the days of youth, when the boy or girl gets in mother's bread box just after the bake. Times have changed and many today do not get to experience this joy of life unless they patronize an institution of this kind which is often the nearest approach to the old family bread box in these days of the complexity of civilization.

They set out to make bread that would not only be white and creamy as well as highly palatable, but which would contain the vital elements that

are so important as food products. It offers not only complete satisfaction for the senses, but contains the food value of nutty wheat and the life producing elements of milk, some of the vitamins without which life cannot continue. It contains proteins of superior food value for growth and strength; is an aid to health, strength, vigor and resistance to disease and is the development of the world's latest discoveries by scientists and nutrition experts.

Their famous bread is a real energy builder. Made almost entirely of wheat flour, it is rich in carbohydrates, the greatest energy producing food element, and proteins, to build muscle—and it is right at the top in nutritive qualities.

They transact an extensive retail business and many people drive miles to secure their products.

The proprietor has been closely allied with the large business interests of this section of the state for some time and has been instrumental in the upbuilding of this section of the country and this service should receive the patronage of the entire people.

LA VILLE DE PARIS

ON MORLEY AVE., NOGALES, PRESENTS DISTINCTIVE NEW SPRING STYLES IN LADIES' COATS, SUITS, DRESSES, GOWNS, SPORT WEAR AND MILLINERY—THEY OFFER THE LADIES AND MISSES AN OPPORTUNITY TO SECURE THE STYLES OF TOMORROW TODAY AS THEIR BUYER IN NEW YORK HAS BEEN SENDING DAILY THE VERY LATEST DOMESTIC AND FOREIGN CREATIONS—WATCH THEIR WINDOWS—UNDER THE DIRECTION OF AN AUTHORITY ON MODERN STYLE.

La Ville de Paris occupies a distinctive place in the distribution of smart wear and is a fashion center for ladies and misses from all over this part of the state.

You will look like a wonderful somebody from somewhere, just as if you had been a life long customer of a Paris shop or had visited the most exclusive shops of the Avenue in New York if you do your shopping here as they have the very latest, in fact anticipations of the styles of the morrow. The manager visits the most advanced makers of the day, those creators of fashion who know what, tomorrow, will be popular; like an excellent judge of style, materials and finishing and secures for the people of this part of the state choice importations and American made products from the latest of French models.

In the way of seasonable novelties, sports and specialties they carry everything from domestic to imported models and have the very latest patterns from which to select. They stand back of all the goods they sell and as a consequence the ladies over the adjoining territory have great confidence in the reliability of this department.

Their stock includes practically

everything in smart wear, including gowns and many specialties. No matter whether it is a morning, afternoon, evening or sport garment that you desire you will find here a very complete stock.

The service at La Ville de Paris is quite individual. The sales people are students of the types of people, the correct styles of the day and of excellent judgment, thus being able to aid in the selection of garments that are very becoming. This service is helpful but never obtrusive and no one is urged to buy. They do not want to sell you anything that they know you will not like as they are not looking for a sale, but customers who depend on their service for years for the coming fashions.

In making this review we are glad to compliment them upon their modern store, its excellent appointments, their stock of advanced styles and their modern service. The fact that they are responsible for so many smartly attired people of this part of the state and add much to the charm of the dress of the period, makes them merit the large custom they enjoy and the commercial success which they have achieved.

PEYTON PACKING CO.

LOCATED AT 320 N. 7TH AVE., TUCSON, ARE THE PACKERS AND DISTRIBUTORS FOR CIRCLESEAL SMOKED MEATS, CHESTERFIELD PURE LARD, FRESH MEATS AND PROVISIONS WHICH ARE PACKED BY SUPERIOR PROCESSES AND THEIR EXCELLENT FLAVOR HAS WON THE PATRONAGE OF THE TEN THOUSANDS, BEING POPULAR HERE AND ALL OVER THIS PART OF THE STATE—ONE OF THE MOST SANITARY AND MODERN PLANTS IN THIS SECTION OF THE COUNTRY.

This local packing house is essential to the progress and growth of the community. It pays the highest prices to the farmers. They could not secure as high prices elsewhere. It is a local institution operated by dependable and efficient men. It provides a necessary service in the supplying at best prices the very finest of fresh meats. The public thus is assured of wholesome packing house products right here at home and of the very highest grade. Thus, this institution merits your consideration and the liberal support both of the farmers and the public.

While their products are on sale in the local stores over this part of the state yet this is but a small part of the business. Here at home the products are very popular and endorsed by discriminating people. This, however, is only a small part of the business as they ship to all parts of the country where their products find a large and ready sale.

People should always demand their brands as they are a local product and of superior flavor. They are as reasonable in price as any other. The grocers and meat dealers are always able to secure

them as this firm renders rapid delivery and their trucks can be seen all over this part of the state in the delivery of their choice products.

This popular plant is one of the leading industries. They employ a number of people who are all boosters. They have always taken an active interest in all matters that pertain to the good of the county and have aided in the betterment of local conditions, realizing that a larger city and community would be a benefit to the whole people. We wish to compliment the management upon the progressive and successful policies and to refer the establishment and its products to all of our readers.

The success of The Peyton Packing Co. has been marked and is the result of their high grade goods and the fact that they have always asked fair prices and give the best of service.

We are pleased to compliment them and to give them in this review the prominent position that the progressive and reliable policies have merited. We assure our readers that at this establishment they will receive the best of products.

Lohn Studio

At 311 Morley Ave., Nogales, Is An Art Center For This Section And Is Under The Most Able Direction, Receiving The Patronage Not Only Of The City But Of All Surrounding Territory—His Work Merits The Prominent Position Which It Has Attained—Features The Latest In Portrait Work Of All Kinds—Amateur Photographers Will Find A Large Line Of Photo Supplies Here.

In a review of this character it is eminently fitting that we devote some of our space to a frank testimonial of the excellent work performed at this studio in the successful practice of an interesting and artistic profession.

The art of photography which was introduced by Da Guerre nearly a century ago has within the period developed from a mechanical trade to an art of science, and the photographer of today must be a person of advanced ideas and thorough training so as to successfully compete with those who are now making this profession an art science. As regards the above we can say that this studio is in charge of a finished photographer who has made a study of this interesting and artistic profession and never lets an opportunity pass to learn all of the latest and most modern means of the art, is prepared to be able to give customers the latest and best, and this accounts for the fact that modern portraiture is executed here.

He has in this studio which may well be termed this section's art center the latest mechanical devices for the production of artistic photographs and is admirably equipped to produce anything in the way of modern photography to please the most critical.

In the artistic production of children's portraits he has won an enviable reputation for being able to "catch them" in the most natural and delightful moments. Among the prized possessions of hundreds of parents are photographs of their children.

The Lohn Studio of Nogales is to be congratulated upon the modern and complete service rendered the people and we would suggest that every family should drop in at the studio and look over the work as it is important in this rapid age that portraits of the various members of the family should be preserved.

Nogales Wood Yard

With Headquarters Just South Of Power Plant On Grand Ave., Nogales, Offers A Most Complete Service In Coal Of All Grades And Kinds And All Kinds Of Wood And Any Size—Under The Direction Of Mike Ahumada, Prop., Who Thoroughly Knows The Coal And Wood Business.

We are fortunate to have such an able man as Mike Ahumada to serve in the coal and wood supply as he not only is able to secure the very best coal and wood for every purpose, but also offers excellent service and fair prices.

He is familiar with this business and by experience learned the various features that are conducive to success. During this year he evidenced his wisdom by purchasing in large quantities at the right time, and is therefore able to offer the people the very best quality coal and wood at reasonable prices. He knows which is the best for your particular needs and is always willing and anxious to give you any and all information free of all charges.

There is no one that has met with more general approbation of the public than Mr. Ahumada as he has tried at all times to have ample supplies on hand. His long experience in all features of the business and the fact that he has always tried to give the best coal and wood obtainable at prices that were in accord with the times has given the people confidence in his very superior service.

In making this review we are glad to call the attention of the public to the various advantages of the location of his industry in the vicinity and to say that his commercial success is well merited as he is performing a great work for the promotion of the general welfare of the surrounding territory.

J.C. Penney Co. DEPARTMENT STORES

WITH STORE AT 111 MORLEY AVE., NOGALES, IS A NOTABLE EXAMPLE OF MODERN METHODS IN MERCHANDISING, BEING ONE OF 783 STORES IN 44 STATES WITH HEADQUARTERS IN NEW YORK CITY. ALL BUYING DIRECT FROM THE MILLS, AND THESE STORES SAVE THE PEOPLE THOUSANDS OF DOLLARS IN DRY GOODS, READY-TO-WEAR FOR MEN, WOMEN AND CHILDREN, SHOES AND MANY SPECIALTIES—A STORE THAT DRAWS TRADE TO NOGALES FOR MANY MILES—STORE UNDER ABLE DIRECTION—IT IS A NATION-WIDE INSTITUTION AND THE WORLD'S LARGEST CHAIN DEPARTMENT ORGANIZATION—THIS IS THEIR 25TH YEAR—THEIR SILVER YEAR.

The store of J. C. Penney Co., at Nogales has become an institution in the mercantile life of this section of the state by reason of their distinctive and modern service to the people of all the surrounding territory.

The notable career of J. C. Penney in the business life of America and his successful 783 stores in forty-four states has been the comment of the business world. Upon looking for the reasons for the great success and the remarkable popularity of the stores it is easily discernible that the founder was a man of remarkable vision and able to read in advance the tendencies of the times. He saw the wastefulness of retail merchandising and decided to be of a great service to the people.

His idea of one central buying establishment where the complete output of mills was taken over, the placing in charge of the store a man who was an expert manager has proven successful as each could concentrate upon their particular work and neither was a "jack of all trades." This policy enables these stores to furnish merchandise at more reasonable prices to the public and enables the manager to give better service as he does not have to be away at distant cities for the purchase of goods, but is around attending to business.

Their stock is very complete and they feature dry goods, clothing for men, women and children, notions and many specialties. This stock is all shipped direct and thus on account of a large business, is always fresh and in the best of condition.

The stores of J. C. Penney Co., Inc., are excellently appointed and the stock is all systematically arranged for the convenience of the public and for the salespeople so that shopping in a very simple matter. The J. C. Penney Co. at Nogales is quite an economic factor in the mercantile life of this part of the state and saves the people many thousands of dollars each year. The business is on the increase as people begin to realize the many advantages of shopping here.

The J. C. Penney stores do not conduct sales as all their goods are sold on a close margin and the stock disappears so fast that there is no time for sales. They have exceptional values all the time.

The manager of each store of the J. C. Penney Co. has an interest in the store and is a resident of the town in which the store is located and takes an interest in the affairs of the city in which he lives. The great service this store renders the people makes it of great economic value to the community and thus the manager is rendering the public the highest type of mercantile service.

GIBBS MOTOR COMPANY

AT BROADWAY AND 5TH AVE., TUCSON, ARE NOW OFFERING THE NEW CHRYSLER IMPERIAL 80 IN SIX MODELS AS WELL AS THE CHRYSLER 50, 60, 70 AND 80 WHICH HAVE GONE AROUND ABOUT EVERYTHING ON THE ROAD OF BUSINESS—OFFERS EXCELLENT SERVICE BY MEN WHO THOROLY UNDERSTAND CHRYSLER ENGINEERING—LOOK OVER THE NEW CHRYSLER 60 AND THE NEW 80—UNDER THE EFFICIENT DIRECTION OF MR. GIBBS.

There is no name in the annals of American automobile manufacture that has come to the front more rapidly than that of the Chrysler Corp. and in this section that popularity which has become world wide is very marked. The Gibbs Motor Co. is very fortunate and the future promises to see even greater strides in the business.

The New Chrysler Sixty is the Chrysler Corp's latest achievement. It is the attainment of Chrysler engineers' efforts to make the New Sixty the finest of the moderate priced cars. It is a car that has exceptional acceleration and a smooth and quiet engine at all speeds. The smooth running is brought about by the accurate balance of all reciprocating parts.

The Chrysler Imperial Eighty is the name of motor car excellence and has many mechanical refinements and improvements. Lockheed hydraulic four wheel brakes are built to Chrysler design. The finest of fittings and the most costly furnishings constitute the body interiors. With these newly introduced features the Chrysler Imperial Eighty is a car the magnificence of which outstrips the imagination. It is offered in the phaeton, roadster and five passenger sedan on one chassis, and the seven passenger, berline, and coupe on a longer chassis.

Mr. Gibbs of Tucson offers the best of service in the way of parts and mechanics who understand all features of the Chrysler construction. We are pleased to point to The Gibbs Motor Co. as a meritorious automobile firm which is offering a complete line of cars and most wonderful values for the money. We would suggest that you drop in and look over the new Chrysler before making a purchase.

The Chrysler 70 has during the past two years developed new menues of manufacturing fineness, new features of extraordinary equipment, new superiorities of performance and new standards of riding and driving