

SANTA CRUZ PATAGONIAN

HOWARD KEENER
Publisher and Owner

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Advertising Rates on Application

NON-ADVERTISERS FAIL

Ample statistics have been published from time to time to demonstrate that among businesses which fail, the vast majority are those which have refused to avail themselves of the benefit of advertising.

A check of the records of the federal bankruptcy courts in Los Angeles has just disclosed that 92 per cent of the firms which have failed this year were non-advertisers.

There is a significant hint in these figures for the business man who is wise enough to profit by it.

COLLEGE ENDOWMENTS

It is to the credit of philanthropic rich men that they have given generously of their wealth for college endowments. But in view of the overcrowding of endowed colleges by alleged students who only go to college for the sake of being known as "college men," it is pertinent to ask whether some restrictions should not be placed upon these bequests.

That any young person not possessing the natural qualifications or character to make proper use of a college course should crowd out an earnest and qualified student is shameful. That any who possess the mental and moral capacity for using higher education for the advancement of mankind should be denied it is a tragedy.

Some of the millions which are donated for the general use of colleges might be put to better use by devoting them to the establishment of scholarships including living expenses for talented boys and girls who are unable to secure higher education without such aid.

"Troops Stop Drilling" reads a deceptive headline. The story did not refer to a discontinuance of military exercises, but told of the employment of Mexican soldiers to prevent unauthorized drilling for oil.

Marines who have been fed up on Nicaragua tamales may now get a chance to get real chop suey.

CHIEF SCOUT HONORED

It is of interest to all Boy Scouts and their friends that Lieut. Gen. Sir Robert Baden-Powell, founder of the scout movement, was recently further honored by King George by having conferred upon him the knighthood of the Grand Cross of St. Michael and St. George.

Retiring after a distinguished career in the British army, Gen. Baden-Powell organized the first troops of Boy Scouts in England in 1903 and has headed the organization ever since, being now 70 years old.

Similar organizations were formed in America in 1910. There are now about 840,000 active scouts in the United States.

A recent official report recounts the valiant services rendered by the Boy Scouts in relief work after disasters like the Florida hurricane and the Mississippi flood, besides innumerable beneficial activities such as first aid and life saving, tree planting, fighting forest fires, cleaning up streets and parks, acting as guides for convention delegates, directing traffic and making themselves generally helpful whenever called upon.

The idea of scouting, as developed by Baden-Powell and his followers, has spread to every civilized land, and has been a potent force for good. The latest honor to be bestowed upon the founder of this great movement is a fitting recognition of his distinguished labors in behalf of boyhood and good citizenship.

Sidelights

Even the best of writers and proof-readers nod occasionally. In the usually impeccable Christian Science Monitor we read of a pianist possessed of a "shy almost truculent manner."

According to a speaker at a recent convention of candy manufacturers at Atlantic City, various races of people have aversions to certain colored confections. Chinese will not buy yellow candy, people of India refuse the purple kind, while in Africa licorice preparations are unsalable.

The cultured ears of folks living along the Burlington route will no longer be jarred by the raucous screechings of locomotives. A new type of harmonious four-toned whistle has been adopted.

Certain inmates of the Oklahoma penitentiary evidently felt that lack of practice was likely to impair their professional efficiency. So they broke into the safe in the prison shirt factory.

Opinion is divided over the efficacy of a new rule adopted in some European factories, whereby girl workers are forbidden to powder their noses during working hours. While the average girl consumes eight minutes out of an hour in this beautifying process, psychologists claim that she would be

The Square Neck

Loops a Loop



The ungrammatical but enthusiastic young broadcaster who for the past few months has been asking the world very confidentially "Ain't she sweet, ain't she neat?" must be referring to the young woman who wears this frock. For it is the unusual type of costume having a well turned out almost tailored air, and yet for all its simplicity remaining charmingly feminine.

even less efficient were she conscious of having a shiny nose.

After holding out all these years, Peter Curran's New York livery stable has capitulated. Horse-drawn funerals' hacks have been sold and automobiles will be used to convey mourners in future.

Queer circumstances often determine the rise of real estate values. Orford street, London, now one of the world's greatest hopping centers, was once the road leading to the Tyburn gallows, and the many thousands of people who passed along it to see men and women hanged afforded opportunities for tradesmen.

Time makes many changes. Dick Turpin, noted British outlaw, was hanged at York for horse stealing in 1793. Now the whole town has protested against a new road, the building of which would disturb his grave.

We may have milk from contented cows, but Wall Street doesn't get wool from contented lambs.

About 3000 Burma convicts employed in road building have been placed on their honor and permitted entire freedom so long as they perform their duties.

James Corvington of St. Paul complained that his wife had eloped with "a pretty hosiery clerk with a waxed moustache."

An Alabama lady wrote to the sheriff telling where 50 gallons of moonshine might be found. A sort of mash note.

A Britisher wants a course in laughter taught in schools. We used to see results gotten in this line with no more equipment than a bent pin.

Homicides fell 10 per cent last year, but the fatalities were 100 per cent for the victims.

HOTEL BOWMAN
Nogales, Arizona
TUCSONIA HOTEL
Tucson, Arizona

REAL ESTATE EXCHANGE
100 Duquesne Ave.
Has several good farms and some fine town property for sale. For prices, write to, or inquire of, A. H. GLIDEWELL, Box 44, Patagonia, Ariz.

LET US DO YOUR LAUNDRY—
Rough-dry, 40c dozen. Call or write for prices for piece work. We also do dry cleaning and pressing. Patagonia Laundry, Patagonia, Ariz.

DR. M. A. WUERSCHMIDT
Optical Specialist
Arizona Optical Company
313 Morley Avenue
NOGALES, ARIZONA

Kills 'em dead
ironite FLY SPRAY
flies, mosquitoes, roaches & moths, etc.
STANDARD OIL COMPANY OF CALIFORNIA



THE PROPER PLACE TO DINE

JUST STEP across the line to a place where courtesy and service go hand in hand. COME OVER and let us serve you with the most tempting dinner you can obtain in all Sonora. OUR PRICES are reasonable and we cater to your trade and the trade of your family.

NUTI'S PLACE

Silvio Nuti, Prop.
63 Elias Street
Nogales, Sonora

STARTING THE THIRD WEEK of our GREATER JULY SALE

A Genuine Clearance
Prices Reached a Much Lower Level
Many Additional Values

"LA VILLE DE PARIS"

Nogales' Largest Store

The Advertised Article

is one in which the merchant himself has implicit faith—he will not advertise it. You are safe in patronizing the merchants whose ads appear in this paper because their goods are up to date and not shop worn.

Leather Goods

BITS SPURS
HARNESS
SADDLES
Belts Boots
Cowmen's Supplies
All Repair Work Promptly Attended To

PRICES RIGHT
Nogales Saddlery

313 Morley Ave.
NOGALES ARIZONA

Subscribe for your home paper; \$2.



Children Cry for

Fletcher's CASTORIA

MOTHER! Fletcher's Castoria is a harmless Substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrup, prepared to relieve Infants in arms and Children all ages of

Constipation Wind Colic
Flatulency To Sweeten Stomach
Diarrhea Regulate Bowels

Aids in the assimilation of Food, promoting Cheerfulness, Rest, and

Natural Sleep without Opiates

To avoid imitations, always look for the signature of Dr. J. C. Fletcher. Proven directions on each package. Physicians everywhere recommend it.

PLACE OF REFINED ENTERTAINMENT

—THE—

A-Z-T-E-C CLUB

Where the Family Parties Are Held

NOGALES — SONORA — MEXICO

MUSIC BY

THE BEST JAZZ ORCHESTRA IN TOWN
SPECIAL ENTERTAINERS

BEST REFRESHMENTS AND CUISINE

Of Inestimable Value

The modern, well-appointed funeral home that we place at the service of those we serve is of tremendous value in the majority of cases.

No ordinary home is suited for the exacting requirements of a funeral service, and hence the funeral home is greatly preferred. There is no charge for its use; it is an integral part of our service.

Parker-Grimshaw Co.

Funeral Home

Morley Avenue Phone 210

NOGALES, ARIZONA

Member National Selected Morticians
By Invitation



This hard-to-suit age chooses Camel

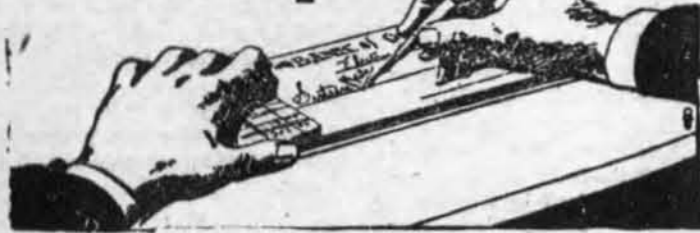
MODERN people are hard to satisfy. But Camel has pleased them and they have made it the most famous cigarette of all time.

Present-day smokers are "tasty," and they recognize in Camel the choicest tobacco grown, blended for smoothness and mellowness. Camel leadership in this modern world is an overwhelming tribute to the taste and fragrance of this quality cigarette.

Camel will prove itself to you. What a cool, satisfying smoke! When you try Camels, you will see why they are first and favorite with present-day smokers. "Have a Camel!"



Checks Are Receipts



Checks are the best receipts in the world for paid bills. Our record of the canceled check as it is paid and passes through our books forms a chain of evidence that cannot be surpassed or disputed. Starting a Checking Account with us is a simple matter. Let us tell you how.

THE FIRST NATIONAL BANK OF NOGALES
NOGALES, ARIZONA
Assets Over \$3,000,000

Why Does

a razor pull? A dull blade. Only a super-keen blade gives a super-shave. The Valet AutoStrop Razor is the only razor that gives you a super-keen edge for every shave.
\$1 up to \$25.

Valet AutoStrop Razor
—Sharpens Itself

TRADE AT HOME!

Arizona Packing Company's meats are from cattle raised in Arizona. Cactus brand Bacon and Ham is as good as can be procured anywhere, and we cure them from the meat of Arizona-raised swine. Patronize Arizona industries whenever possible and help your state grow. The money you send away stays away.

ARIZONA PACKING COMPANY
NOGALES, ARIZONA



WE HAVE A STOCK OF
Kelly-Springfield Tires
AND TUBES

We Also Carry
AUTO ACCESSORIES, GAS, OIL,
AND GREASES

We deal in Wood, Hay, Grains, and Poultry Feed, and do Hauling, both light and heavy. See us FIRST.

PATAGONIA ICE & LIGHT PLANT

BEFORE IMPROVING PROPERTY be sure your title is clear. Title to much land in Nogales, Patagonia and other parts of this county is cloudy.
SANTA CRUZ COUNTY ABSTRACT AND TITLE COMPANY
F. A. French, Mgr.

NOTARIES PUBLIC
Legal papers requiring a Notary's Seal and acknowledgment will receive proper attention if brought to Miss Grace Van Osdale, San Rafael Valley.

B. P. O. E.
NOGALES LODGE NO. 1397
Meets second and fourth Tuesdays of each month at Elks' Home on Morley Ave. Visiting brothers always welcome.

HARRY RENSLOW,
Exalted Ruler
ROBERT E. LEE, Secretary

It's better to insure your property than to wish you had. See Howard Keener at the Patagonian office.—Adv



Missing the Bumps

United States Royal Cord Balloons take the terror out of bad roads.

Put these bump antidotes between yourself and the ruts—and get the greatest pleasure and comfort out of your trips.

The patented Latex-treated Web Cord construction gives extra flexibility and cushioning comfort.

Two years ago the Royal Cord Balloon established the flat tread principle. One after another, other tires have had to come to it.

Drop in and let us explain just why Royal Cord Balloons are good tires.

UNITED STATES TIRES ARE GOOD TIRES

SOLD BY

C. C. Cheshire Motor Co.
Phone 99 243 Morley Avenue
NOGALES, ARIZONA



United States ROYAL CORD Balloon

CASTORIA

For Infants and Children
In Use For Over 30 Years
Always bears the Signature of *Chas. H. Fletcher*

DR. BAYARD FITTS

Eye, Ear, Nose and Throat Specialist
NOGALES, ARIZONA

DR. F. BROCKMAN

Dentist
RELIABLE DENTISTRY AT MODERATE PRICES
136 Grand Ave. Phone 92
NOGALES, ARIZONA

"LA PERLA"

Jewelry Store
F. A. Sarabia, Prop.
107 Morley Ave.
NOGALES, ARIZONA

Elgin and Waltham Watches
Expert Watch and Jewelry Repairing. All work guaranteed.
Reparacion Perfecta, de Alhas y Relojes. Trabajo garantizado.

ASSAYING

PRICE LIST
Gold and Silver in 1 sample \$1.00
Gold, Silver, Lead and Copper in 1 sample \$2.50
Lead, Copper, Zinc, Manganese, Iron, Lime, Graphite, Sulfur, Insolubles (gold or silver alone) each \$1.00
Discounts on large amounts.
ORES BOUGHT L.o.b. Nogales, Ariz., at 90% of smelter value less \$5.00 per lot sampling and assay charge.
Accuracy and Promptness My Aim
12 Years in Present Business.

Hugo W. Miller
NOGALES, Box 257 ARIZONA

KEY CITY TAILORS

H. T. CONNER
138 Grand Ave. Phone 212
Nogales, Ariz.

Up-to-Date Cleaning and Pressing
Hats Cleaned and Blocked
Suits Made to Order
All Dye Work Guaranteed

Mail your clothes to us. We will deliver them on time.

Our Work, Our Prices, Our Service Will Please You

For the Best in Nogales, Sonora

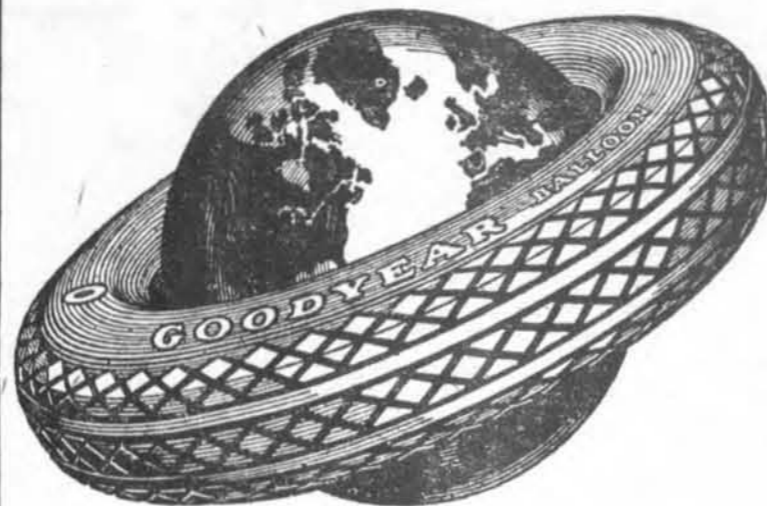
VISIT THE FAMOUS

Cave Cafe

CUT IN SOLID ROCK

We specialize in Sea Foods and Game in Season. All kinds of Chinese dishes to your order.

Where the Tourists eat their meals in the cool recesses of dining-rooms cut into the rock hill-side.



People who wouldn't think of going to any but a good, reputable dealer for food, clothing, or furniture, patronize the worst kind of "dumps" when it comes time to buy a tire.

They do this thinking it is necessary in order to get a tire bargain.

We'll sell you the best tire made—a Goodyear—at a price as low as you can get anywhere.

EAST SIDE GARAGE

R. C. Blabon, Proprietor
PATAGONIA ARIZONA

International Casino

Alex Rossi, Mgr.

At the Plaza, Sonora, Mexico
(Just across the border)

THE ONLY FIRST-CLASS PLACE TO EAT AND DRINK

HANK'S GARAGE

Hank Myers, Prop.

AUTO REPAIRING

STUDEBAKER SERVICE

CARS GREASED AND OILED

340 Grand Avenue, Nogales, Arizona

FOR DEVELOPMENT WORK, FOR SMALL HIGH GRADE VEINS,

Here Is the Mill

Efficient, Economical,
Easily Handled, Simple

Price \$3200

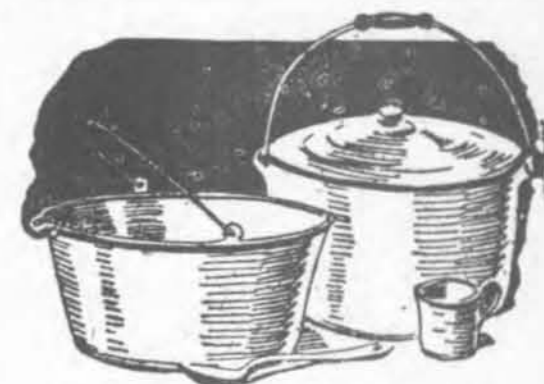
10-15 TON FLOTATION MILL

Extra Cost for Boiler and Engine, or Gasoline Engine, From \$1200.00 to \$1600.00

Roy & Titcomb

Incorporated

NOGALES, ARIZONA



Why get along with makeshifts in the kitchen, where so many hours of work are done each day, when you can come here and, at very small cost, choose kettles and pans that will make your kitchen complete and lessen materially your kitchen work?

WHITE ENAMEL WARE

The following special values will prove especially interesting to thrifty shoppers:

Berlin Kettles \$1.00 to \$1.50
Coffee Pots \$1.25 to \$1.60
A full line to choose from; all sizes.

THE CORNER STORE
Patagonia, Ariz.

SUBSCRIPTION COUPON

1927.

Santa Cruz Patagonian,
Patagonia, Arizona.

Gentlemen: Enclosed find \$_____ for _____ year subscription, at \$2.00 per year.

Name _____

St. and No. _____

City and State _____

Selwood of Sleepy Cat

By FRANK H. SPEARMAN

WNU Service.

Copyright by Charles Scribner's Sons.

CHAPTER XV—Continued

"What is it, Bob?" he asked at length. Scott, lifting his eyes, answered with a broader smile and another question: "Got any money?"

how do you think I felt when I was told by that vile man—and by him—that he was a gambler?" The doctor looked perplexed.

moment—I tell you, I must talk to him alone—now." It was impossible not to acknowledge her extremity. Carpy reopened Selwood's door. He spoke to Pardaloe and Scott. "Look here, boys," he said, beckoning with his hand.

"I'll tell you, Margaret," he said at last—speaking with apparent unconcern but with deadly point—"I'm sorry you're mixed up with that fellow. But I couldn't do a thing for you, if I wanted to—and I can't honestly say I'm looking to do anything for that man. They're going to hang him—and it's almost too good for him—that, if you want it, is my honest opinion. But you might go and talk to the two Cole boys, John and Abe, if Abe's alive yet; and to the teamsters. If they're willing to let him go—he shifted again on his feet—"I won't say anything."

This buck has tried his blindest to kill me—and done worse than that. No body outside a lunatic asylum would turn a hand to help him. If I wasn't a blamed fool, I wouldn't."

SOUTH-WEST NEWS NOTES Dr. Fred Perkins, state penitentiary physician at Florence, was appointed to assume similar duties at the University of Arizona.

Improved Uniform International Sunday School Lesson Lesson for July 24 DAVID AND GOLIATH



"Spare Him to Me for One More—Just One More Chance!"



"So I Talked to Him."

Addition to List of Fruits Without Seeds

There have long been seedless oranges, lemons and grapefruit, and now there are seedless apples.

Napoleon Rude to Women

Seeing that the emperor was inclined to be talkative (1815, after the return from Elba), I told him that in general women did not like him because he did not bother to be agreeable to them, although they influenced the minds of men far more than he perhaps realized.

Trial of Your Faith

That the trial of your faith, being much more precious than of gold that perishes, though it be tried with fire, might be found unto praise and honor and glory at the appearing of Jesus Christ.—1 Peter 1:7.

Telephone on Organ

The organ at the Liverpool (England) cathedral is equipped with a complete telephone system.

Souls That Surrender

Souls that surrender to the Lord will have the witness of the Spirit given and they will know beyond all doubt whether or not they belong to the Lord.—Ephesians.

