

SANTA CRUZ PATAGONIAN

HOWARD KEENER
Publisher and Owner

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LINDBERGH'S LONG TOUR

Colonel Charles A. Lindbergh's tour of the United States in the interest of aviation, recently begun, is the most ambitious program of its kind ever attempted. His itinerary will carry him to every state in the union, with stops at about 75 cities, and will cover a period of about three months, from July until October.

He will fly alone in his famed Spirit of St. Louis, but will have a companion plane, piloted by Philip R. Love, who will carry as a passenger Donald E. Keyhoe of the Aeronautics Bureau of the Department of Commerce.

Colonel Lindbergh will speak on commercial flying and urge the establishment of airports during the tour, which is under the auspices of the Daniel Guggenheim fund. That the tour will aid tremendously in awakening further interest in aviation can not be doubted, particularly in view of the intense enthusiasm already aroused through the overseas flights of Lindbergh and other intrepid flyers.

In determining to make this great nation-wide flight, Lindbergh has illustrated the sincerity of his purpose to devote his life to the cause of aviation. He has chosen the path of stern duty in preference to exploiting his fame in vaudeville or moving pictures. What a great lead is Lindbergh!

SELLING TO FARMERS

Business men of the country spend \$850,000,000 a year for advertising to reach city dwellers, but only \$30,000,000 in reaching the farmers, according to Samuel R. McKelvie, former governor of Nebraska.

He added that this disproportion in advertising efforts was all the more striking when it is considered that the farmers of the country have a normal purchasing power of 10 billion dollars annually.

He might have gone further by stating that no class of prospective customers are more responsive to honest advertising than farmers and farmers' wives. Generally they take fewer newspapers and other periodicals than city dwellers and consequently read those they do take more thoroughly.

Merchants would do well to give more consideration to newspapers which reach the rural population.

WHY PENALIZE YOUTH?

We recently read of a bill introduced into one of our state legislatures, the purpose of which was to withhold full professional recognition from young engineers until they had reached the age of 35 years. In another state it was proposed to prohibit girls from teaching school until they had reached the age of 18.

Later we saw an exhaustive account of the accomplishments of two young German radio engineers, which made the proposed legislation mentioned appear quite ridiculous.

One of these engineers, Baron Manfred von Ardenne of Berlin, has achieved international fame for his epochal radio inventions at the age of 20, and is now in the United States exchanging views with our leading engineers and scientists at Harvard and other universities.

He is accompanied by Edward Dietze of Hamburg, who is only 18 years of age, yet holds the position of scientific adviser to the North German Radio League.

These young men would still have to wait several years before being recognized as full-fledged engineers were they subject to a law such as is being advocated in an American state.

Ability, and not age, should govern recognition in any profession or other calling. Why should youth be penalized? Or age either, for that matter?

Advertisement writers are not always profound students of history or even current events. One of them recently made two sophisticated periodicals look rather ridiculous a few days ago, when the following appeared in the weekly New Yorker: "The real reason for the transatlantic flights—the wife of the president of France desires an advance copy of the July Harper's Bazaar." All concerned should have known that President Doumergue is a bachelor.

The American small boy is now puzzled over whether he'd rather be Babe Ruth or Lindbergh.

COWS VS. COTTON

An object lesson which might apply to other sections was recently given in Georgia by a Holstein cow, which produced in a year milk equal in value to 19 bales of cotton.

This cow gave 1914 gallons of milk, retailed at 60 cents a gallon, amounting to \$1148. At 12 cents a pound, the price at which a large part of the 1926 crop was marketed, 19 bales of cotton would have brought \$1410, or \$262 less than the cow's product.

Commenting on this comparison, the Augusta Chronicle said: "To talk about agriculture being prostrated when we have the cow, the hog and the hen, to say nothing of fruits and vegetables, is a confession of impotency and cowardice that should make us ashamed of ourselves. We need to wake up."

Senorita Lilli de Alvarez of Spain, after her recent defeat in the tennis finals at Wimbledon, Eng., by our own Helen Wills, proved herself a good sport as well as a wonderful player. Walking off the court with Miss Wills after the game, she stepped behind as they approached the gate. Motioning to Miss Wills to pass, Senorita de Alvarez said: "Queens first."

President Coolidge's affability enabled W. C. Putnam, Chicago hat salesman, to win a bet of \$100 a few days ago. Putnam had wagered that amount with a friend that he could obtain a private interview with the president without an introduction. Donning a picturesque cowboy costume, he called at the summer White House. Thinking him a real cowboy, Mr. Coolidge admitted him, chatted a while, unwittingly aided Putnam, who had never ridden a cow pony in his life, to win his wager.

The most truthful editor has been found. W. R. Montgomery published in his Vindicator, at Sevierville, Tenn., the following: "The late appearance of the Vindicator this week is attributed to several causes, the most principal of which is that Ye Editor went off on his fourth annual spree and it took him four days to get back and the remainder of the week to get over it."

The 1927 corn crop is said to be very poor. The liquid form has been that way for some time.

Advocates of a strong national defense believe that preparations are cheaper than reparations.

A farmer in the vicinity of Evening Shade, Ark., believes in diversification and raises livestock, including hound dogs. He recently advertised: "Now is your chance to get a hound pup from the famous 'Old Bell' dog of mine. 'Old Bell' took 11 coons, 7 'possums and a mink in three nights last fall. Can trail and tree any varmint that ever ran on four legs."

General Obregon declares that if he is elected president of Mexico next year he will not let Wall Street run the country. But he evidently is not in a platform plank made in the U. S. A.

The bureau of fisheries is aiding fish left stranded by receding Mississippi flood waters. Maybe they will next do something for the suckers stranded after a flood of fake oil stock.

Turning from the hospitable welcoming of American aviators, French editors and politicians have resumed their habitual wordy denunciation of one another. Editor Leon Daudet of the Royalist newspaper L'Action Francaise got off to a good start by printing this: "Premier Raymond Poincare and his ministers are turkey gobblers, the laughing stock of the universe, the shame of France."

Howard Keener, at the Patagonian office, will acknowledge your legal papers, put the Notary's Seal thereon—and has for sale all kinds of legal blanks.

DR. M. A. WUERSCHEMIDT
Optical Specialist

Arizona Optical Company

313 Morley Avenue
NOGALES, ARIZONA

HOTEL BOWMAN
Nogales, Arizona
TUCSONIA HOTEL
Tucson, Arizona

ORONITE

"Kills 'em dead"
flies, mosquitoes, roaches, moths
STANDARD OIL COMPANY OF CALIFORNIA
FLY SPRAY



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

ATTENTION!

SATURDAY THE 30TH

Is the Last Day of
OUR GREATER

JULY SALE

HURRY! HURRY!
DON'T MISS IT!

"LA VILLE DE PARIS"

Nogales' Largest Store

Develop Arizona's

Lead Mining

Lead Ores were discovered in Arizona and in the northwestern part of Mexico long ago. Many Lead Mines have not been fully developed and much of the small tonnage of Lead coming from this area is a by-product of Silver and Copper mines. Arizona furnished less than 2% of the total United States production of Lead in 1926.

Probably the chief cause for failure to develop more Lead Ores has been the long distance to treatment points, with accompanying high rates for transportation and treatment.

To encourage further development, the Phelps Dodge Corporation has erected a new Lead Smelter at Douglas, Arizona, utilizing the most modern equipment for the sampling, handling, treatment and reduction of Lead Ores and Concentrates, including

CONCENTRATION OF LEAD ORES

LATEST IMPROVED THOROUGHLY AUTOMATIC MECHANICAL SAMPLER
DWIGHT & LLOYD SINTERING MACHINE
BLAST FURNACE
BAG HOUSE
CONVERTER, ETC.

The Douglas Smelter is at the disposal of the Lead Producers in the Southwest. Its facilities are designed for the small shipper who has only a few tons of Lead ore or concentrate as well as for the larger shipper whose lead resources are already well defined.

The Phelps Dodge Corporation believes that the possibilities are great for development of Lead resources in the Southwest, and that the erection of a modern Lead Smelter at Douglas will enable many properties to begin operation where distances to treatment points have heretofore constituted an obstacle which could not be overcome.

Inquiries about treatment rates, etc., are solicited.

Address correspondence to H. J. Bishop, Ore Buyer

Phelps Dodge Corporation

Copper Queen Reduction Works
Douglas, Arizona

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; those ads appear in this paper because their goods are up to date and not shop worn. : : :

MAIL US THAT Old Pair of Shoes

We'll fix them up and promptly return them to you.

All latest new machinery.

PRICES RIGHT

Nogales Saddlery

313 Morley Ave.
NOGALES ARIZONA

Subscribe for your home paper; \$2.



Fletcher's CASTORIA

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

- Constipation
- Flatulency
- Diarrhea
- Wind Colic
- To Sweeten Stomach
- 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 *Wm. 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

The Personal Element

Professional skill is not the only requirement of a funeral director. He must perform his sensitive tasks quietly and unobtrusively, and in a tactful manner that inspires confidence and good-will.

Our service includes friendly and sympathetic understanding of the task in hand. The personal element, we hold, is equally as important as proficiency in technical requirements.

Parker-Grimshaw Co.

Funeral Home

Morley Avenue Phone 210

NOGALES, ARIZONA

Member National Selected Morticians
By Invitation

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

Save Your Face

Once-over with a stropped, superkeen blade gives a comfort shave and prevents skin irritation.

Valet Auto-Strop Razor
—Sharpens itself
—\$1 up to \$25

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, OILS,
AND GREASES

We deal in Wood, Hay, Grain, 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.
Nogales, Arizona

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

B. P. O. E.
NOGALES LODGE NO. 1897
Meets second and fourth Tuesdays of each month at Elks' Home on Morley Ave. Visiting brothers always welcome.

HARRY RENSCHAW,
Exalted Ruler
ROBERT E. LIME, Secretary

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

One Must Grow Up After All



When one has put away childish things, such as rompers, curls and milk in bottles, one comes to man's estate very smartly wearing a regular two-piece suit with a belt and everything. This costume bestows on the sturdy two to four-year-old the growing-up masculine air he demands, without giving too severe a wrench to a baby-loving mother's heart. In front and in back three broad tucks run from each shoulder to the lower edge of the blouse, encircled by a belt at a low waistline. The shorts, held by an elastic around the waist, are just long enough to allow for the briefest of trouser creases above the knee. Linen, chambray, madras or wool jersey are smart materials for this suit, with the collar and cuffs of a harmonizing shade. (Copyright, 1927, by Butterick)

There is now one automobile in use for every five persons in the United States.

Contrary to popular belief, traffic on the Mississippi river has doubled in volume in the past 40 years.

A French girl shot her husband the day after the wedding, probably having in mind the slogan: "Eventually, why not now?"

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.
Reparación 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 f.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

The City Market

Is now under new management, and I take great pleasure in announcing that in future patrons may find good, young beef, cold meats, vegetables, fruits in season, cheese, eggs, and all other products usually found in a first-class meat market.

G. C. EDGELL, Prop.
PATAGONIA, ARIZONA

Why you get real value from United States Tires



United States ROYAL CORD Balloon

We have been doing considerable talking about the Latex-treated Web Cord and Sprayed Rubber used in United States Royal Cord Balloons—and the Flat Tread principle.

The reason we've said so much is that it's the real goods—not just bunk.

We know you'll be interested if you care anything about getting good tires.

So drop in any time and learn the details. It will be worth your while.

SOLED BY

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

UNITED STATES TIRES ARE GOOD TIRES

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 _____

