

**20 Days
No Profit
Sale**

MONUMENTAL PRICE SPLINTING SALE

**20 Days
No Profit
Sale**

EVERYONE'S COMING

The Fury of a Desperate Merchant Incites a Price Bombardment
Doomed to Echo Down the Causeway of Bargaindom and viciously

A sale that will
thunder across
the State

Score a Distinct Triumph!!!

Public wants to
pay the low
dollar now

Price Disaster

EVERYTHING GOING

A Cold Blooded, Tremendous Merchandise Slaughter

**I'll Move Stoves by
Dozens**

I am making this statement for the purpose of preparing you for one of the most unusual announcements in Nogales mercantile history. I am going to tell you the plain facts pertaining to the retail store business without evasion or subterfuge and with the certain knowledge of your ability to correctly judge the circumstances and analyze the peculiar situation that confronts us today. No matter whether you be laborer, banker or merchant, we can and will save you many dollars on all cooking stoves and ranges during this gigantic movement of merchandise. We are over stocked so I say to the public now is the time to buy your stoves and ranges, for no matter how long you wait, never again will you have the opportunity of buying stoves at this low price. Price of ranges from \$15.50 and up. Remember each stove is guaranteed.

A sale with a reason! When we make this statement we mean just what we say. Every line of this announcement is made with respect to the intelligence of the people of this community. EVERY line in this 'ad' is a cold blooded commercial truth. Every word backed up with the reputation of many years proudly boasted of by this store. We intend to prove to you, our friends, that the reputation of this store is to be sustained for all time. This sale is placed before you good people at this time when merchandise is moving slow, for two real and distinctive reasons: we are overstocked, heavy shipments of spring goods arriving daily and no place to store them. Therefore, after due consideration we have decided to take our loss and place this immense stock before the buying public now, and ask them to take what they want at these startling low prices. We have called into service J. H. Schmidt, merchandise expert, of Minneapolis, Minn., known from the Pacific to the Atlantic as the "PRICE SMASHING WIZARD." This gentleman has been placed in charge of the store for the duration of this sale. He has guaranteed to reduce this stock and we have given him full power to make prices as he sees fit. He has further guaranteed to make this store known to every person within a radius of 100 miles and if prices will do it he will succeed—understand us fully—we are cutting loose this stock not only to make room for heavy spring arrivals, but to advertise this GREAT STORE and make every man, woman and child for 100 miles around a friend of the Greatest Store in Nogales. F. F. RODRIGUEZ.

To the Public:

I am not here to waste words. I am engaged to sell \$30,000 worth of one of the cleanest, finest stock of Hardware in all of my 12 years experience in conducting sales. I do not care how fed up you are on so called sales or how disappointed you have been with some of the bargains you have bought, I know I can make it very interesting for everybody. Mr. F. F. Rodriguez stands back of every sale that is made, each article bought must be satisfactory to the purchaser. So any article you may purchase during this sale, you will know that it is a guaranteed article backed by a responsible firm. THE MAN IN CHARGE.

Read About Em Then Come Get Em

The Sale Everybody Is Talking Of

Drastic in Pulling Down Prices

Start Here Read Down

Merchandise Marvels Extraordinary

**Specials! Specials!
Specials!**

**Galvanized
Wash Tubs**

- No. 1 Standard Galv Wash Tubs at the low price of **\$1.00**
- No. 2 Standard Galv Wash Tubs; sale price **\$1.25**
- No. 3 Standard Galv Wash Tubs; sale price **\$1.50**

Moctezuma corn meal grinders with fly wheel attachment; a regular \$15.00 seller. During this sale we will sell them at the low price of **\$10.00**

Standard No. 999 one-pound coffee mills; \$1.25 values, sale price **\$1.00**

Standard Sweat Pads "Topatco" brand, \$1.00 to \$1.25 values, out they go, at the low price of **75c**

**O'Cedar
Polish Mops**

We bought a large quantity of Polish and Mops at a sacrifice price and we are going to pass this good thing out to our customers. Remember the standard selling price all over United States is marked on each package, but during this sale we will sell them all at the following prices:

- 4-oz. Bottle of Polish at **25c**
- 12-oz. Bottle of Polish at **50c**
- 1 qt. can of Polish at **\$1.00**
- 1/2 gal. can of Polish at **\$1.70**
- No. 4 Mops at **\$1.25**
- No. 3 Mops at **\$1.65**

**A Statement From
Mr. F.F. Rodriguez:**

You are no doubt surprised at my using the expression "Buyers Strike."

However, we cannot blame you for the attitude you have taken towards the "stubbornness" of prices.

In spite of our efforts at reducing prices in the early fall, we still find that we have entirely too much stock on our shelves, and we are fully determined to make the mightiest sacrifices in order to dispose of it.

We have engaged an expert sales-manager to turn this stock into ready cash in the shortest time possible.

His instructions are to **MOW DOWN PRICES.**

This will offer you the greatest opportunity of a life time to satisfy your needs with very little damage to your bank account.

(Signed) F. F. RODRIGUEZ.

**Big Reduction On
Chinaware**

- White china cups and saucers, two patterns, at a special price during this sale at **25c**
- Plain white standard size dinner plates, \$3.50 values, sale price per doz. **\$2.50**
- Decorated Child's plates with table attachment in two sizes; during this sale for 75c and **\$1.00**
- Sauce dishes in plain white at per doz. **\$1.00**

- 1 pint Mason fruit jars at a special price of per **\$1.50** doz.
- 1 quart Mason fruit jars at a special price of per **\$1.75** doz.
- We will give a special discount of 25% on all of our Glasbak, cooking glass ware during this sale. Remember the first comer will have the choice so be there early to get them at this big saving of 25% Discount.

**SPECIALS ON
ALUMINUMWARE**

- 2-piece round aluminum roasters; \$2.50 values, sale price **\$2.50**
- 4-qt. Berlin sauce pans with cover; \$2.00 values, sale price **\$1.50**
- 8-qt. Berlin sauce pans with covers; \$3.25 values, sale price **\$2.50**
- 8-qt. sauce pans; \$1.75 values, sale price **\$1.25**
- 8-qt. preserving kettles; \$2.25 values, sale price **\$1.75**

**SAFETY RAZOR
SPECIALS**

- Yankee Safety Razor, silver plated. Ever-Ready and Gem blades will fit this safety razor. You men folk will have to hurry to get one of them while they last. A regular \$5.00 value, for this sale we will sell them **\$1.50** for the small sum of... (Only one to a customer)
- STAR SAFETY RAZORS**
These razors can be honed and will last a life time; a **1.00** \$3.00 value, sale price
- Griffon's warranted razors; a **2.00** \$3.00 value, sale price

Sale Starts at 8 A.M., Wednesday, Feb. 9

We have an overstock of decorated tea pots in all sizes and colors. During this sale we will give you a special discount of 25%.

F. F. RODRIGUEZ

135 Grand Avenue

Nogales, Arizona

We carry a complete line of "Royal" Granite Ware which is the highest quality marked at extremely low figures. Lack of space will not permit us to quote you prices herewith.

Our Reconstruction Prices Are Selling The Goods

Hundred of people of your town and vicinity are taking advantage of the lower prices prevailing on every item in our store. Previous costs have been forgotten. We have repriced our goods on the basis of our present replacement costs. This means a saving of hundreds of dollars for the customers of this store

Our determination to put our business on a new Price Basis, to meet changed market conditions, has met with the hearty endorsement of our patrons. Hundreds of eager buyers have thronged our store daily. We have been rushed from opening 'til closing time. Thousands of dollars worth of merchandise has passed out of our doors at prices that have meant a real saving to our customers. If you are in need of anything in Dry Goods, Shoes, Ready-to-Wear Apparel, Clothing, Hats and Caps, Furnishings, Notions, etc., and have been waiting for prices to go lower, it will pay you to come to our store and make your purchases now.

Please keep in mind that the prices we are quoting today are our RECONSTRUCTION PRICES and will continue until further market changes cause another revision.

The huge purchasing power of our 312 stores makes it possible for us to undersell all one-store merchants. Our present prices, based on our replacement costs, are doubly attractive for the reason that we buy our merchandise for less money than our competitors. Come and see for yourself. You'll not be disappointed.

Boys' Best Quality Veal Calf Blucher Shoes—
RECONSTRUCTION PRICE
\$2.25-\$2.79

Boys' Best Quality Brown Mule Outing Bal—
RECONSTRUCTION PRICE
Per Pair \$1.98

Boys' Best Quality Elk Outing Bal, Brown and Smoked—
RECONSTRUCTION PRICE
Per Pair \$1.98-\$2.49

Boys' Fine Cordovan Calf Dress Shoe, Welt Sole—sizes 2½ to 5½
RECONSTRUCTION PRICE
Per Pair \$2.98

Boys' Brown Calf Blucher, Munson, Welt Sole—
RECONSTRUCTION PRICE
Per Pair \$3.49-\$3.98

Men's Gun Metal Blucher, McKay Sole—
RECONSTRUCTION PRICE
Per Pair \$3.49

Men's Gun Metal Blucher, Welt Sole—
RECONSTRUCTION PRICE
Per Pair \$4.98

Men's Glazed Kangaroo Blucher, Dress Shoe Welt Sole, Rubber Heel—
RECONSTRUCTION PRICE
Per Pair \$7.50

Men's Cordovan Full Grained Calf, Blucher, Welt Sole, Munson Last—
RECONSTRUCTION PRICE
Per Pair \$5.90

Men's Glazed Horse, Plain Toe, Comfort Shoe—
RECONSTRUCTION PRICE
Per Pair \$3.98

Men's Brown Mule Outing Shoe, Guaranteed Solid Leather—
RECONSTRUCTION PRICE
Per Pair \$2.49

Men's Brown Elk Outing Shoe—
RECONSTRUCTION PRICE
Per Pair \$2.98

Men's Best Quality Black Retanned Outing Blucher, Welt Sole—
RECONSTRUCTION PRICE
Per Pair \$4.98

Men's Heavy Black Calf Blucher Work Shoe—
RECONSTRUCTION PRICE
Per Pair \$3.49

Lava Soap—
RECONSTRUCTION PRICE
Per Cake 8c

Jap Rose Soap—
RECONSTRUCTION PRICE
Per Cake 9c

Transparent Glycerine Soap—6 oz. cake—
RECONSTRUCTION PRICE
Per Cake 6¼c

Lux for Fine Laundry—
RECONSTRUCTION PRICE
Each 10c

Bob White Soap—
RECONSTRUCTION PRICE
4 Bars 25c

Crystal White Soap—
RECONSTRUCTION PRICE
6 Bars 25c

Woodbury's Facial Soap—
RECONSTRUCTION PRICE
Each 19c

Cutticura Soap—
RECONSTRUCTION PRICE
Each Bar 19c

Colgate's Cold Cream—
RECONSTRUCTION PRICE
Each 33c

Men's Heavy Wool Rope Stitched Sweaters—
RECONSTRUCTION PRICE
\$4.49

Hanes Eleven Pound Ribbed Shirts and Drawers—
RECONSTRUCTION PRICE
Per Garment 83c

Heavy Ribbed Wool Mixed Shirts and Drawers—
RECONSTRUCTION PRICE
Per Garment 98c

Boys' Waists—size 4 to 14—
RECONSTRUCTION PRICE
Each 69c

Men's Fine Neglige Shirts—
RECONSTRUCTION PRICE
Each 98c and \$1.69

Men's Percal Dress Shirts, Fancy Patterns—
RECONSTRUCTION PRICE
Each 98c

Men's Fine Woven Madras Dress Shirts—
RECONSTRUCTION PRICE
\$1.49-\$2.98

Men's Heavy Tub Silk Shirts—
RECONSTRUCTION PRICE
\$4.98

Men's Best Quality Silk Broadcloth, Crepe De Chine and Jersey Silk Shirts—
RECONSTRUCTION PRICE
\$5.90-\$6.90

Silk Neckties, Large Range of Patterns—
RECONSTRUCTION PRICE
Each 49c

Good Quality Knitted Neckties—
RECONSTRUCTION PRICE
Each 39c

Williams Shaving Cream, Large Tubes—
RECONSTRUCTION PRICE
Each 29c

Amole Soap—
RECONSTRUCTION PRICE
Per Cake 8 1-3c

Williams' Tar Soap—
RECONSTRUCTION PRICE
Per Cake 5c

Children's Glazed Horse, Button, Foot Form Shoe—sizes 8½ to 11½—
RECONSTRUCTION PRICE
\$2.23

Children's Glazed Horse, Button, Foot Form Shoe—sizes 12 to 2—
RECONSTRUCTION PRICE
\$2.69

Ladies' Fine Kid Boudoir Slippers, Hand Turned Pompon, Colors Black, Red, Blue, Lavender—
RECONSTRUCTION PRICE
\$1.98

Men's Heavy Wide Wale Corduroy Pants, Peg Top, Cuff Bottom—
RECONSTRUCTION PRICE
\$4.98

Men's Heavy Narrow Wale Corduroy Pants, Peg Top, Cuff Bottom—
RECONSTRUCTION PRICE
\$3.98

Youths' Heavy Narrow Wale Corduroy Pants, Peg Top, Cuff Bottom—
RECONSTRUCTION PRICE
\$3.49

Men's Best Quality 24-inch Red and Blue Bandanas—
RECONSTRUCTION PRICE
Each 15c

Fine Blue Chambray Work Shirts—Full Cut—
RECONSTRUCTION PRICE
Each 69c

Uncle Sam Work Shirts, Blue or Gray—
RECONSTRUCTION PRICE
Each 83c

Black Beauty Black Twill Sateen Work Shirts—
RECONSTRUCTION PRICE
Each 98c

Best Quality Massachusetts Denim Overalls—
RECONSTRUCTION PRICE
Each \$1.49

Men's Heavy Sweater Coats—
RECONSTRUCTION PRICE
Each \$1.98

Front Lace Corsets—
RECONSTRUCTION PRICE
\$2.98-\$7.50

Fine Valenciennes Lace—
RECONSTRUCTION PRICE
Per Yd 5c

Embroideries, Assorted Widths—
RECONSTRUCTION PRICE
Per Yd 6¼c

Ladies' Black Kid Lace Oxford, Military Heel—
RECONSTRUCTION PRICE
\$2.49

Ladies' Brown Kid Lace Oxford, Military Heel—
RECONSTRUCTION PRICE
\$3.69

Ladies' Patent Ankle Strap Pump, Low Heel—
RECONSTRUCTION PRICE
\$2.69

Ladies' Patent Leather White Cloth Top Shoes—
RECONSTRUCTION PRICE
\$3.49

Ladies' Fine Black Kid Lace Shoe, Louis Heel, Welt Sole—
RECONSTRUCTION PRICE
\$9.90

Ladies' Fine Mahogany Kid Lace Shoe, Louis Heel, Welt Sole—
RECONSTRUCTION PRICE
\$9.90

Children's Black Kid, Cloth Top Shoes—
RECONSTRUCTION PRICE
98c

Children's Black Kid, Button, Foot Form Shoe—sizes 5½ to 8—
RECONSTRUCTION PRICE
\$1.98

Children's Patent Leather Mat Top, Foot Form, Button Shoe—sizes 5½ to 8—
RECONSTRUCTION PRICE
\$1.98

Heavy Hickory Shirting, Dark Patterns—
RECONSTRUCTION PRICE
Per Yd 25c

Kiddie Cloth, Big Assortment of Patterns—
RECONSTRUCTION PRICE
Per Yd 49c

New Volles, 38 Inches Wide, All Colors—
RECONSTRUCTION PRICE
Per Yd 39c

Heavy Gaberdines, 36 inches wide—
RECONSTRUCTION PRICE
Per Yd 35c and 49c

Fancy Flaxons, 36 Inches Wide—
RECONSTRUCTION PRICE
Per Yd 39c-49c

Fine Wale Figue—
RECONSTRUCTION PRICE
Per Yd 29c-39c

Big Assortment of Fancy Silk Shirtings, 36 Inches Wide—
RECONSTRUCTION PRICE
Per Yd 98c

Cotton Taffeta and Satteen Bloomers, Ages 2 to 14—
RECONSTRUCTION PRICE
49c

Heavy Twill Jean Middies, All Sizes—
RECONSTRUCTION PRICE
\$1.23

Fleisher's Germantown Zephyr Yarn, 1-oz. Ball—
RECONSTRUCTION PRICE
25c

Children's Fine Plaid Gingham Dresses, Ages 2 to 6—
RECONSTRUCTION PRICE
\$1.23

Children's Fine Plaid Gingham Dresses, Ages 7 to 14—
RECONSTRUCTION PRICE
\$1.49

Famous "Model" Braisiers, All Styles—
RECONSTRUCTION PRICE
49c to \$1.69

"Lady Lyke" Corsets, Back Lace, Everyone Guaranteed—
RECONSTRUCTION PRICE
98c-\$2.98

Harriman Double Blankets, 66 x 80, 40% Wool Filling—
RECONSTRUCTION PRICE
\$5.90

Children's Hose, Heavy Ribbed, All Sizes—
RECONSTRUCTION PRICE
19c

Women's Silk Hose, Pure Thread Silk, Colors Black, White and Cordovan—
RECONSTRUCTION PRICE
98c

Women's Fine Black Cotton Hose—
RECONSTRUCTION PRICE
19c

Women's Fine Mercerized Hose, Colors White, Black and Cordovan—
RECONSTRUCTION PRICE
35c

Women's Fine Ribbed Top Outsize Hose—
RECONSTRUCTION PRICE
49c

Women's White Outing Gowns, Full Cut, Full Size—
RECONSTRUCTION PRICE
98c

Turkish Towels, Size 29 x 16—
RECONSTRUCTION PRICE
Per Pair 23c

Turkish Towels, Size 45 x 21—
RECONSTRUCTION PRICE
Per Pair 45c

Crochet Bed Spreads, Size 70x80
RECONSTRUCTION PRICE
Each \$1.98

Fine Satin Bed Spreads, Size 72x84—
RECONSTRUCTION PRICE
\$3.98

Flit Curtain Net, 36 Inches Wide—
RECONSTRUCTION PRICE
49c

Just Received

big shipment of Ladies' Skirts, Dresses and Suits. Better values than we have seen in years. Come and see them.



Just Received

short lengths in Apron Gingham, Outing Flannel, Muslin and Percal at pre-war prices.

Prominent Western Man Praises Tanlac



G. W. Logan, Peabody, Kansas

"Tanolac has completely restored my health and I feel finer than in years," was the straightforward statement made recently by Mr. George W. Logan of Peabody, Kansas...

Big Wealth in Hands of Few

Fifty Families in United States Control More Than \$100,000,000 Each.

ROCKEFELLER AT HEAD OF LIST

Oil King's Estate is Now Estimated at Between Three and Five Billion—Veritable Dynasty in Every Important Industry.

New York.—Fifty families in the United States control over \$100,000,000 each, 100 families control over \$50,000,000 each, and 500 families control over \$10,000,000 each.

John D. Rockefeller's estate is now up to \$3,000,000,000. Five billion dollars of wealth in the United States has been handed down to heirs...

Table with 2 columns: Name of family/estate and Amount. Includes Rockefellers, Carnegies, Morgans, and others.

Dynasties to Fore

Industrially the United States is becoming dynastic—there is a veritable dynasty in each important industrial structure...

Historic Tract Being Reclaimed

Famous "Campagna Romana" is Being Cultivated and is Yielding Big Crops.

LAYS IDLE FOR MANY YEARS

Since the Fall of the Roman Empire This Once Fruitful Tract Has Been Uncultivated—To Reclaim Many Thousand Acres.

Ostia, Italy.—Efforts are being made to reclaim and plant parts of the vast tract of land which stretches for several miles around Rome and goes by the name of the "Campagna Romana."

Dublin Bicycle Shop a Bomb Arsenal



British auxiliary police recently uncovered a veritable Sinn Fein bomb arsenal in this bicycle shop on Parnell street, Dublin. They are shown inspecting a case of the bombs.

MOON AFFECTS RADIO

American Fleet Officers Make Interesting Discovery.

Efficiency of Air for Transmitting Radio Communications Affected by Changes of Moon.

Paris.—The changes of the moon have been found by the radio officers of the small American fleet in the Adriatic sea to have a striking effect upon the efficiency of the atmosphere for transmitting radio communications.

Table with 2 columns: Name and Amount. Lists various families and their wealth, including Stillmans, Isaac Stevenson, and others.

There are many families Mr. Klein mentioned in the \$40,000,000 class, and this includes Mrs. William Leeds, now Princess Christoph of Greece...

Getting it Over With Quickly

Columbia City, Ind.—Claude Zolman was divorced from Maud Zolman on the third floor of the courthouse...

Many a Pretty Face Spoiled by Pimples

Not only are these pimples and blotches disfiguring, but they lead to serious skin diseases that spread and cause the most discomforting irritation and pain...

Woman Branded

Bloomington, Ind.—When she failed to give food to a tramp who called at her home near Kirksville, Mrs.

\$100,000 Book, 700 Yrs. Old, is Brought to U. S.

Philadelphia.—A book, 700 years old, valued at \$100,000, was placed in the University of Pennsylvania for translation by Dr. William R. Newbold...

To Teach Hondurans to Fly

Tegucigalpa, Honduras.—Two American aviators have arrived in Honduras with American-built flying machines bought for the war department...

Black Cat Restores Sight

War Veteran Sees Dimly After Fight—Ducking in River Does the Rest.

London.—Charles Appleby, who went to France in the Royal air force in 1914, was severely wounded in the Ypres salient...

Called Fire Department to Quench Flames Inside Him

Seeing a man rush up to a fire alarm box and turn in an alarm, Patrolman Winner of the New York city police department, inquired where the fire was...

HOW WOMEN AVOID SURGICAL OPERATIONS

Some Are Extremely Necessary, Others May Not Be

Every Woman Should Give Lydia E. Pinkham's Vegetable Compound a Trial First



Chicago, Ill.—"I was in bed with a female trouble and inflammation and had four doctors but none of them did me any good. They all said I would have to have an operation."

Compound, after it had been decided an operation was necessary:

Burlington, Vt.—"I suffered with female trouble, and had a number of doctors who said that I would never be any better until I had an operation."

It is very true that female troubles may through neglect reach a stage where an operation is the only recourse...

Lydia E. Pinkham's Private Text-Book upon "Ailments Peculiar to Women" will be sent to you free upon request.

What to Do for SICK HEADACHE

Take a good dose of Carter's Little Liver Pills—then take 2 or 3 for a few nights after. A few doses restore your organs to their proper functions and the Headache and the causes of it pass away.

Many a Pretty Face Spoiled by Pimples

Not only are these pimples and blotches disfiguring, but they lead to serious skin diseases that spread and cause the most discomforting irritation and pain.

Collectors

"Did you secure a new cook?" "No," replied Mr. Crosslots. "One consented to call and look the place over, but she remained only half an hour or so."

New Rich Society

"Who's the loud gent?" "Goes in for coaching, I believe. Drives a bullyhoo."

Perseverance often accomplishes more than power.

Advertisement for Bayer Aspirin, featuring the Bayer logo and text: "Genuine Aspirin You must say 'Bayer'".

Advertisement for Spohn's Distemper Compound, featuring a portrait of a man and text about its benefits for horses.

Advertisement for Rope Superior to Leather, highlighting its durability and use in various industries.

Advertisement for Facts of Sacred Writings, presenting a collection of biblical facts.

Advertisement for Good Intentions, a collection of witty sayings and proverbs.

Advertisement for French Baby Has Heart in Pouch Outside Body, a medical anecdote from Paris.

Advertisement for Instant Postum, a cereal product, emphasizing its health and economy.

Advertisement for Black Cat Restores Sight, a medical story about a war veteran.

