



*Figure 14. Main gate, circa 1952. The perspective is similar to that in figure 13, but the Mexican garita has been renovated into a single-story, flat-roofed, modern architectural style. A Safeway supermarket is now visible on the U.S. side. Many U.S. chain stores entered Nogales, Arizona, after World War II, and this Safeway store earned a reputation for high-volume sales because of the large number of Sonorans who would regularly shop across the border. On the Mexican side, the high art-deco facade facing Plaza Trece de Julio is the Teatro Obregón, featuring “Nuestras Vidas” on the marquee and “Gavilán Pollero” on the banner.*