



THE REPORTER-TELEGRAM

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FINANCIAL SPEAKEASIES

In leading a drive against various types of bucket shops in New York, Assistant United States Attorney George J. Mintzer coined a new phrase—"financial speak-easies." They are exactly that, he said, "Some of them having a doorman and a peephole through which to scan visitors before the door is opened."

Bucket shops, tipster sheets and other alleged illegal financial enterprises, according to U. S. Attorney Tuttle, have victimized more persons and caused greater losses than did the recent \$5,000,000 failure of a private New York banking house.

These investment frauds have given rise to the more or less common belief that all purchasing of listed stocks is in the same class with betting on the ponies or buying lottery tickets. They have, in many instances, caused an unfair stigma to be attached to honest and legal transactions and thrown all blame on "Wall Street."

As a matter of fact, no group of people is more interested in stamping out investment frauds than are legitimate brokers and bankers and stock exchanges. Stock and bond issues are rigorously examined before being listed—member brokers are audited much in the same fashion as banks—investors are continually warned against purchasing unsound and unknown issues.

The solution of this problem, as is true of most others, is up to the purchasing public. Bucket shops and tipster sheets must have customers before they can exist and prosper. If every investor, before buying, made it his business to first consult a reputable investment banker or a brokerage house that is a member of one or more of the large recognized exchanges, the day of investment frauds would rapidly wane.

FIRE PREVENTION WEEK COMING

October 6 to 13 has been set aside as Fire Prevention Week. During that time public and private organizations and authorities will make an effort to instruct citizens in the fundamentals of doing away with our terrible fire waste.

In past years the fire rate has always gone down during the week, only to rise again to "normal" immediately after. It is the old case of a lesson going in one ear and out the other.

Fire is perhaps the greatest single menace to progress we must face. Every year it destroys property which, in terms of monetary value, would support whole governments, cover the country with paved highways, provide greater educational facilities or do any number of other great services. And on top of this must be placed the still greater destruction in human life.

During Fire Prevention Week we will learn of the danger of neglected wiring, carelessly disposed of matches or cigarettes, piles of refuse, poor building construction and so on. But unless our citizens carry the lesson learned through the other 51 weeks of the year nothing will be gained.

Make Fire Prevention Week the start of a Fire Prevention Year.

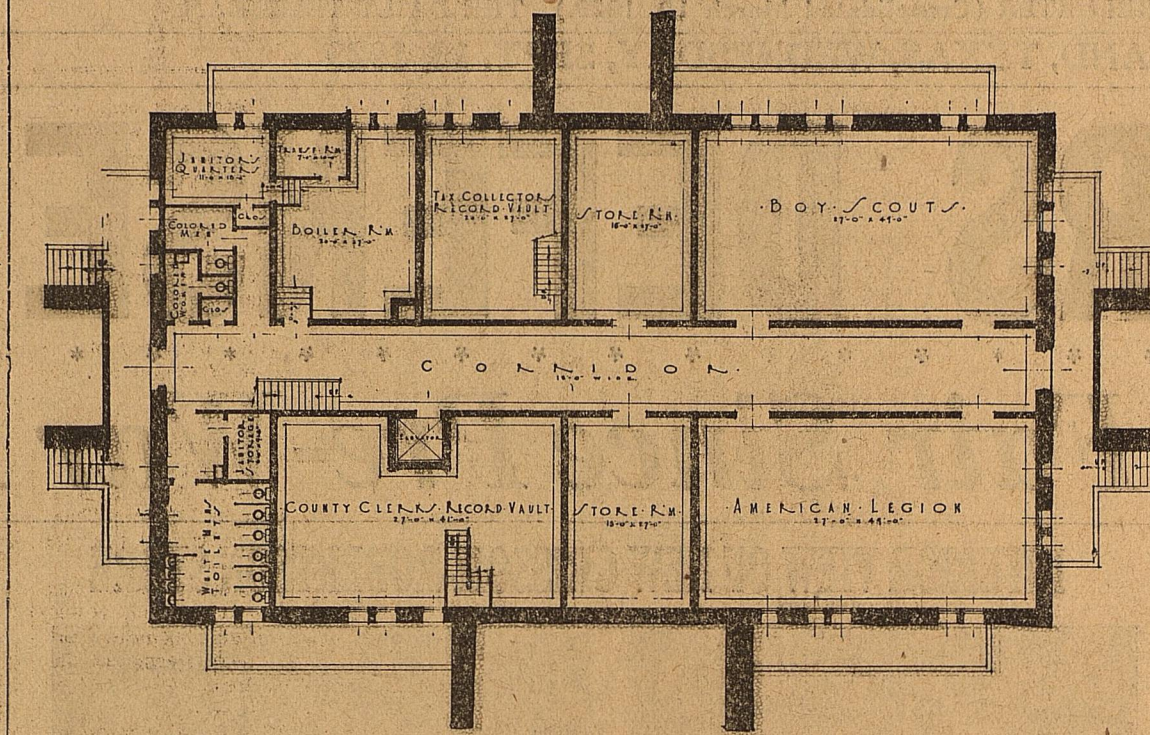
ERRORGRAMS



Now try it in the key of C—and don't forget the sharps and flats. This is Scrambled Oatmeal. Something you play.

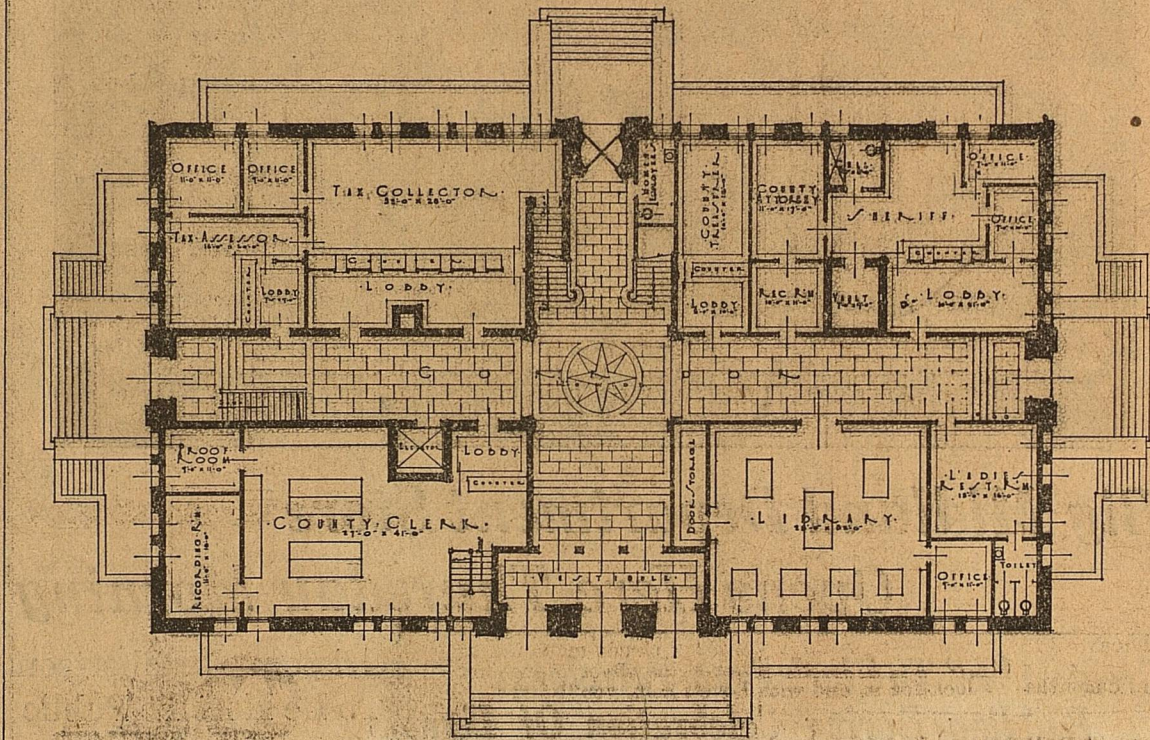
There are at least four mistakes in the above picture. They may pertain to grammar, history, etiquette, drawing or whatnot. See if you can find them. Then look at the scrambled word below—and unscramble it, by switching the letters around.

Court House Floor Plans Are Displayed



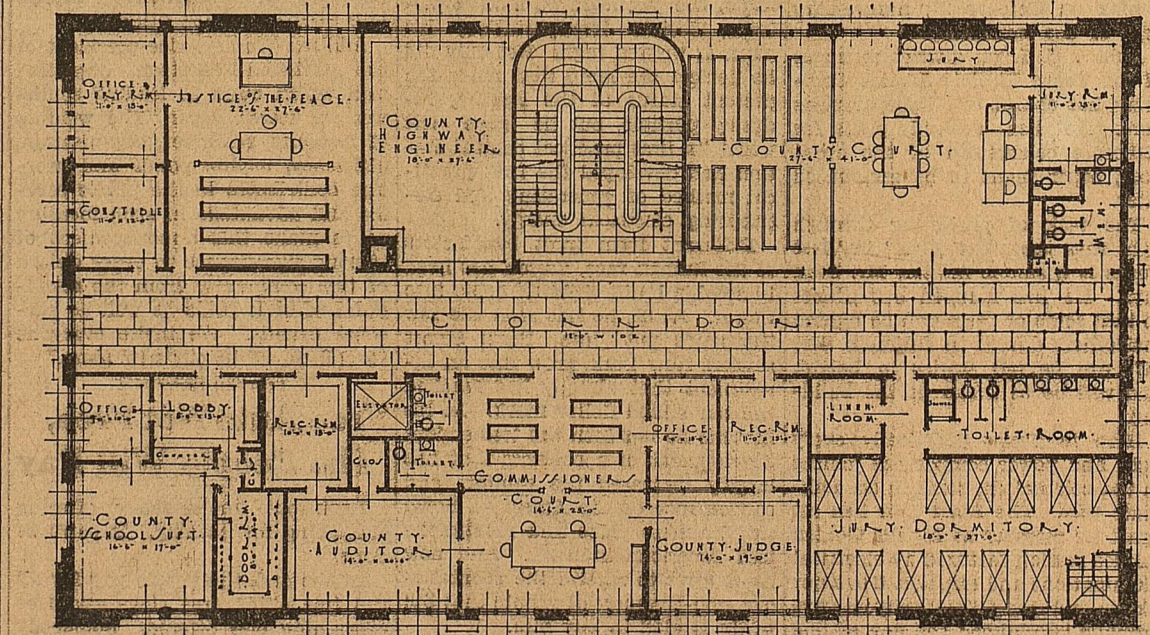
BASEMENT FLOOR

The spacious basement floor of the proposed new court house makes room for some Midland organizations which have long suffered for lack of homes. The American Legion, which has been meeting in upper stories of vacant buildings when there were such, will have a permanent home with opportunity for displaying its flags, artillery, medals and other decorations. The Boy Scouts, who have met on lawns in front of churches and in various temporary meeting places, will have a hall all their own. Storage rooms are provided for older records of the county clerk and of the tax collector, being protected against fire. Other storage rooms provide needed space for other county records. A boiler room serves the heating plant. Janitors quarters, toilets for men, white and colored, take up one end of the basement.



FIRST FLOOR PLAN

On the first floor of the proposed court house, the offices which are most commonly used and which should be easiest of access are located. Commodious corridors lead one to the county clerk's office, with its lobby, main work room, proof room and recording room. Across the hall is the tax collector's office with its lobby, counter and main office. Adjoining it is the tax assessor's office, having lobby, main work room and two private offices. The county treasurer, the county attorney and the county sheriff have one section of this floor, each having lobby or reception room in addition to the main office. The sheriff's office has an adjoining hold-over cell, and a vault for storing "evidence." The County Library is located on this floor, and adjoining it is the ladies' rest room. A study of the floor plan shows the convenience of the various departments.



SECOND FLOOR PLAN

Located on the second floor are the county court and the justice of peace court, both of which are used of and should be easy of access. Seating capacity, in proportion to the importance of these courts, is provided. Offices of the constable and jury join the justice court, and a jury room is adjacent to the county court. The county highway engineer has his office on the same side of the building. Across the hall is the jury demeritory, with toilets, beds, linen room and other accommodations for jurors who have to stay on cases overnight. Next is the county judge's office, with receiving room and private office, the commissioners' court room, the county auditor's quarters, and the office of the county superintendent, with book room, office and lobby.

BORDER HIGHWAY SOUGHT

LAREDO, Tex., Sept. 18.—(P)—The work of obtaining right-of-way for the proposed highway to be constructed by state and federal commissions from the Webb county border on the north through Zapata county to the Starr county border, 53 miles, now is under way. The survey for this highway was made by Webb County Engineer T. H. Huffman, some months ago at the request of the Texas Highway Commission. The route of the highway is almost straight.

It is expected that as soon as all right-of-way is obtained the state highway commission will make the necessary appropriation for construction.

When tea made its first appearance in England, early in the seventeenth century, it was such a novelty that people paid from \$30 to \$50 for a pound of it.

MEASLES AS A DISEASE IS NOW MORE OFTEN FATAL THAN SCARLET FEVER, DIPHTHERIA AND TYPHOID FEVER PUT TOGETHER, IN ENGLAND.

NOTICE OF SALE UNDER EXECUTION

By virtue of an order of sale and execution issued out of the 80th District Court of Eastland County, Texas, on a judgment rendered in said court on the 1st day of September, 1928, in favor of A. H. Hall and against defendants Sam L. Caffey and S. F. Castellaw, No. 13448, in such court, I did, on the 29th day of August, 1929, at 8 o'clock, A. M. levy upon the following described land, situated in the County of Midland, State of Texas, as the property of said defendants, to-wit: Section 27, Block 39, Township 2 South, Texas and Pacific Railroad Lands, containing 640 acres, more or less.

Dated at Midland, Texas, this September 18, 1929. A. C. FRANCIS, Sheriff, Midland County, Texas.

the same being the first Tuesday of said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M. on said day, at the court house of said county, I will offer for sale and sell at public auction, for cash, all the right, title and interest of said Sam L. Caffey and S. F. Castellaw, and of each of them, in and to said property, subject, however, to a prior Vendor's Lien on such property, in favor of Commercial State Bank of Cisco, Texas, to secure the payment of three notes of date May 31, 1926, executed by A. H. Hall, payable to the order of said bank, each in the sum of \$500.00, bearing interest from May 31, 1923, at the rate of 7% per annum, payable annually, and providing for 10% attorney's fees if placed in the hands of an attorney for collection.

Dated at Midland, Texas, this September 18, 1929. A. C. FRANCIS, Sheriff, Midland County, Texas. Sept. 4-11-18.

ELECTION TO BE HELD IN COUNTY SATURDAY, 21ST

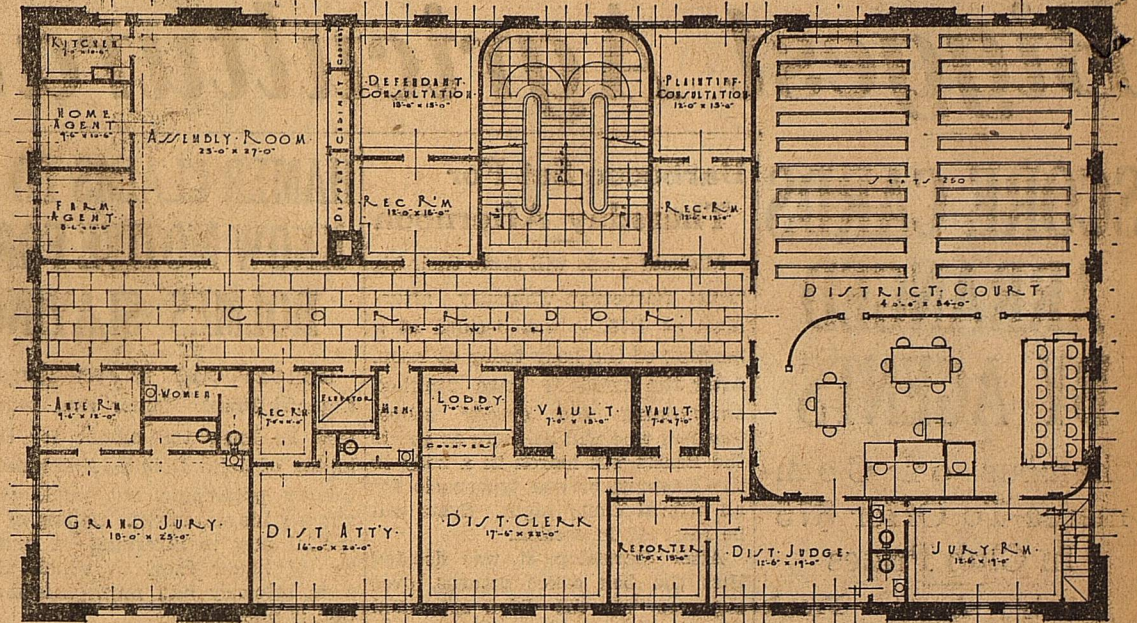
Plans of each floor of the proposed new \$295,000 court house, to be voted on at the bond election Saturday,

day, are given on this page for the benefit of tax-paying voters. Study of the plans will show the splendid arrangement of the various county departments, with quarters provided for organizations which have hitherto been without headquarters in Midland.

It is anticipated that when the 1930 census is taken, the division of county offices,

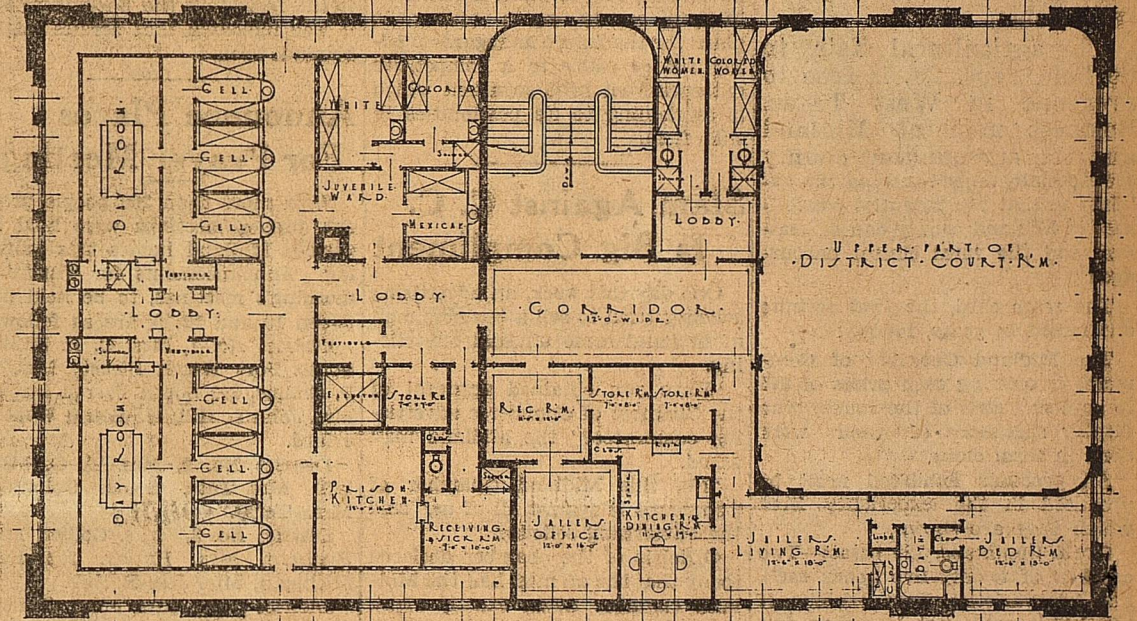
provided for in counties of 10,000 population or more will become effective, necessitating considerable more room than can be provided in the present overcrowded building.

These separated offices are shown in the plans for the new building. Every tax paying voter is urged by the Reporter-Telegram staff to study the plans in detail.



THIRD FLOOR PLAN

The entire third floor is taken up with the district court, with its well arranged seats, jury box, judges bench and locations for attorneys' tables; and with the offices of the district judge, district clerk, district attorney, grand jury room, assembly room, plaintiff's assembly room, defendant's assembly room, and with the many store rooms and smaller offices. A close study of the floor plan will reveal the splendid arrangement of this floor.



FOURTH FLOOR PLAN

A study of the jail plans, located on the fourth floor, will show that a jail delivery from this floor would be practically impossible. The jail at El Paso, located on the top floor of the court house, has a similar plan and there have been no jail deliveries. The upper part of the district court room takes up part of the floor, the jailer's bed room, living room, kitchen, office and reception room being adjacent. A corridor leads to the jail lobby from which is entered the jail corridors connecting with the cells. A day room serves the occupants of various cells. Separate departments are provided, according to law, for juveniles, for negroes and for Mexicans. The sheriff's private elevator ascends directly to the jail. Officers who have studied the plan of this floor declare that no change would be needed.

Numerous Problems Affecting Oil and Gas Projection to Come Up at Big Exposition

TULSA, Okla., Sept. 16.—Believe it or not, the high pressure naphtha wells in the Turner Valley field of Alberta, Canada, freeze more in hot weather than in the winter time. And what is stranger, the wells produce less in the summer.

The newest Russian oil field, ten hours from Moscow, was discovered accidentally in the least suspected place. No one was more astonished than the calcium miner when the slender bit broke into paying oil sand in the Urals.

In certain oil fields there are wells, some as much as 300 yards apart, which are connected underground. In other fields the crude product is so viscous that steam is forced into the wells to permit pumping.

Geologists of Missouri have pronounced judgment against their state as an oil producer, saying that the geology "is all wrong." But there was a day when the "wise boys" offered to drink all of the petroleum produced west of the Mississippi, and later, all of the oil west of Peños.

Then, there are hundreds of interesting and unusual problems in the fields of California, new Oklahoma fields, Venezuela, Burma, Poland, Dutch East Indies, Persia, and other parts of the world.

So, when the scientists, producers, manufacturers and marketers of the oil and gas industry in all parts of the globe decide to really get together and compare notes, problems and their solutions, you have the International Petroleum Exposition and Congress in action. This year the petroleum industry's "open house" will be held October 5-12.

If the petroleum industry functioned less efficiently and permitted the jolts it receives to be transmitted to the consumers, the public would take a more active interest in the industry and its welfare.

But the industry has been able to absorb the shocks it has received, and although it has been called upon by the various states in the union to contribute heavily in taxes,

the industry offers its products to the public at a cost closer to pre-war standards than that of any other commodity.

So it is that the petroleum industry is giving the public what it has long sought and the public, strangely, fails to recognize the industry as one of its greatest benefactors. Stranger still is the notion that the industry's exposition and congress is of interest to oil and gas men only.

Strange as it may seem, the International Petroleum Exposition and Congress appeals to the public's attention from such supposedly far-fetched angles as history, sociology, biology, medicine, chemical warfare, aviation, refrigeration, dye industry, confectionery products, meat packing.

To say nothing of archeology, paleontology, micro-paleontology, geology, and a score of other "high-brow" subjects which have done puttees and khaki.

The Exposition will prove that these high sounding titles are not only amenable to general understanding, but intensely interesting.

And, as an additional appeal to the general public, General Manager William B. Way is arranging to present a series of motion pictures of first class feature type, along with educational reels on aviation, and petroleum subjects.

ALWAYS READY FOR SURPRISE GUEST

In this day of easy transportation a guest is likely to drop in at any time. It is quite embarrassing not to have food on hand with which to prepare a meal. Many women pride themselves on the fact that they are always prepared for unexpected company.

The problem of meat is very important, for it furnishes the main dish of the meal. The habit of getting large pieces of meat to cook and use for several days is not only economical of money and time but is appreciated when the unexpected guest arrives. Left-over meat may

be used in many ways and combined with white sauce, macaroni, potatoes, noodles, etc., to "extend" it.

Tinned Meats for Emergency There are many prepared meats on the market in tins or glasses which may be kept in anticipation of future need. Frankfurters, minced and deviled ham, pickled pigs feet, pickled tongue, and even stew are obtainable. Then there is dried beef or corned beef, which may be used in making a number of delicious dishes.

Bacon is a convenient meat to keep in the refrigerator. It may be served with eggs or used to flavor many foods.

Always keeping on hand a few extra cans of vegetables and fruits will be appreciated, some day.

N. A. T. Continues To Break Mail Records

National Air Transport carried a total of 205,134 pounds of air mail over its lines during the month of August, thereby breaking all previous records and becoming the first contract air mail operating company to carry more than 100 tons of mail in any one month. This is an increase of 14,000 pounds over the N. A. T. total for July.

Of N. A. T.'s record cargo, 163,478 pounds of mail were flown over the eastern line between New York, Cleveland, Toledo and Chicago, while 41,656 pounds were carried over the Chicago, Kansas City, Fort Worth and Dallas route. The eastern line, besides carrying the New York-Chicago mail and local mail cut of Cleveland and Toledo, flies a great quantity of mail dispatched from coast to coast over the transcontinental airway.

The total express cargo for the N. A. T. lines amounted to 8,881 pounds, a gain of 1,024 pounds over the preceding month.

During August N. A. T. planes flew a total of 256,228 miles, of which 141,025 miles were flown at night and 115,203 miles were flown in daylight hours.

Amethyst, cairngorm, chalcodony, opal, jasper, agate and some other precious stones are forms of quartz.



"I Am Innocent!" Maude Raines Says

EDITOR'S NOTE: Maude Raines, in the county jail as a suspect in connection with a diamond robbery, wrote in yesterday's installment of her life story of her early privations, her marriage to a man who mistreated her, of the death of her first child, and of the necessity for her working long hours in the field, ploughing, hoeing, cooking washing, etc.

And Now Old Joints To Creak No Longer Circus Coming Will Delight Children Of Midland

DALLAS, Tex., Sept. 18.—The physician who invented a mixture to replace the fluid in joints, thus lessening the danger of stiff legs and arms, is to be among lecturers at the fall conference of the Dallas Southern Clinical Society here September 18-20.

Circus Coming



Milt Taylor, Famous Clown, Kop and Alma Taylor, "Caught Between Acts," with Al G. Barnes Circus.

"First Editor To Cover Game From Air Tells Of Novel Twilight Flight"

It would, of course, be a valuable experience to the average person, to which rank most of us belong, to take an airplane trip of any length, so how much more so would it seem to an editor to have the distinction of being the first, according to the press, to cover a football game by airplane.

Off to the left glows the business district of Ranger, dominated by the tall steel derrick strung from top to bottom with electric lights.

BEAUTY ACCUSES SISTER IN STRANGE DIVORCE CASE AT KANSAS CITY

The "other woman" in most divorce cases is none other than the wife's sister, according to Sophia Ann Riley, Kansas City's youngest divorcee proctor.



HASSSEN CO. NEW YOUTHFUL Fall Felts FINE SOLEIL FINISH Of course you can buy a felt hat at any price you want to pay from 98c up, but these fine felt bodices are designed by super-stytle artists, that have the inspiration of Parisienne Craftsmen.

OPPORTUNITIES— Consider these 3 used cars as profitable means of auto investments. Miles upon miles unused in each

HENDRIX-WOLDERT CO. Dodge Dealers

Fresh Sun Ripened Peaches As luscious and appetizing as though you had picked them from the tree yourself—that is the kind of fresh fruit we use in Dairyland Ice Cream.

OUT OUR WAY By Williams SHOP WHY MOTHERS GET GRAY

So Charged With Electricity That He Cannot Use Telephone Without Shock

PLYMOUTH, England, Sept. 18.—(UP)—Frederick Stone, a chauffeur at Holsworthy, north Devonshire, is so charged with electricity that: (1) He cannot use a telephone or wear a radio headphone without receiving a shock, and (2) He cannot drive his automobile or walk without wearing vulcanite insulation pads in his shoes, and (3) He can locate buried gold, silver and copper. This strange "electrical" man has spent 20 of his 49 years in hospitals puzzling doctors. A public test of his divining powers has been held at Plymouth Municipal Museum under the supervision of the curator. The electric man located without trouble buried nuggets of gold, gold-bearing quartz and even gold jewelry. Stone finds hidden gold and copper by means of a wand consisting of an ordinary steel coil spring. This twists and wriggles in his hand like a snake when he ap-

proaches buried treasure. The number of wriggles denotes the number of feet he is away from the exact spot. Discussing his unusual gift, Stone said that these divining spells put a great strain upon him and were always followed by periods of intense lassitude. "The only way I can get relief from the electrical currents when I am thus overdone," he said, "is to touch wood. "I enjoy listening to the wireless by loud speaker but as soon as I put on a pair of headphones I feel physical helplessness as if I had received a blow on the head; I cannot use a telephone without intolerable discomfort.

"I once wore my wife's wrist watch and it came all to pieces. I must be supercharged with electricity." The shoes Stone wears have soles an inch thick made of old motor tires. Several doctors have decided that he suffers from some form of St. Vitus's dance.

Attention, Miss Texas Guinan!

HARBIN, Manchuria, Sept. 17.—(UP)—The night-clubs of Harbin are the cheapest in the world, and among the most interesting. For here are gathered hundreds of gifted White Russian artists, who

might make more money elsewhere but cling to the city which preserves an atmosphere of Old Russia. In Russian Harbin there are a dozen tiny night-clubs, with room for only 50 guests, but with a dozen artists who would win applause on the variety stages of France or America. Sometimes they sing or dance for only a scattering of guests, but their enthusiasm does not appear to wane. They give the impression of doing their best rather to please each other than the audience.

It is possible for a party of four to spend three or four hours in a night-club in Harbin, with a continuous variety performance and an opportunity to dance with the artists, for an astonishingly low cost. One such party had liqueurs, coffee, and a continuous supply of Harbin beer for three hours, and their total bill, including cover charge and tips, was only \$7. The explanation is simple. Artists are at a heavy discount in Russian Harbin. A good singer or dancer is willing to appear three or four times a night for one Harbin dollar, which is about \$30. They may work in the daytime as chauffeurs or porters, but at night in the club they come once again into their own.

Incubators capable of dealing with 50,000 eggs at once are in use on a poultry farm at Elten, Germany.

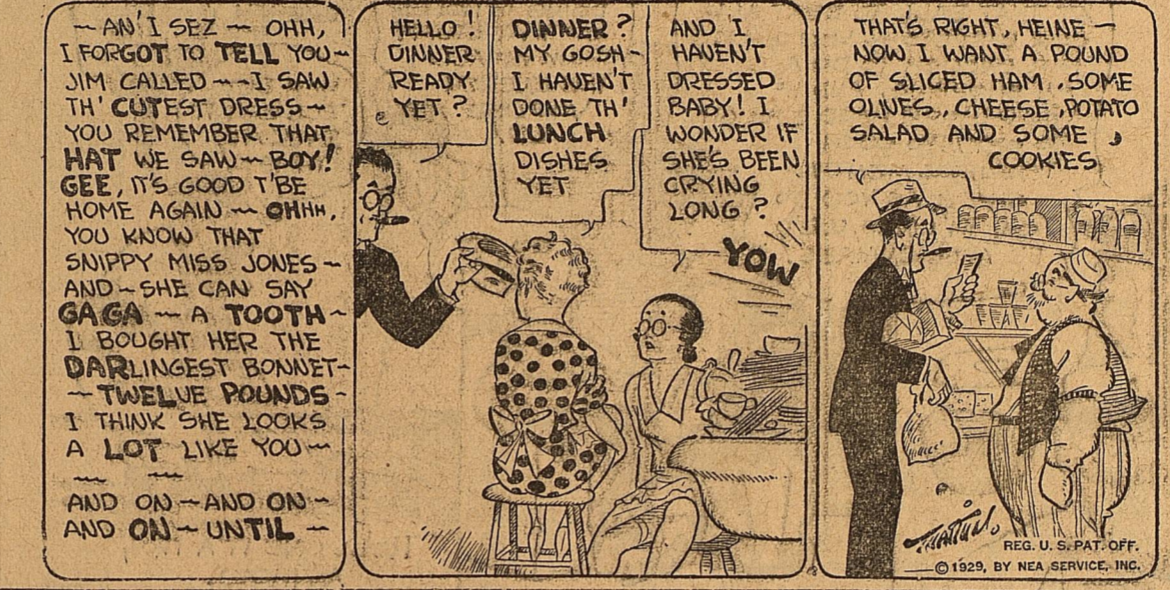
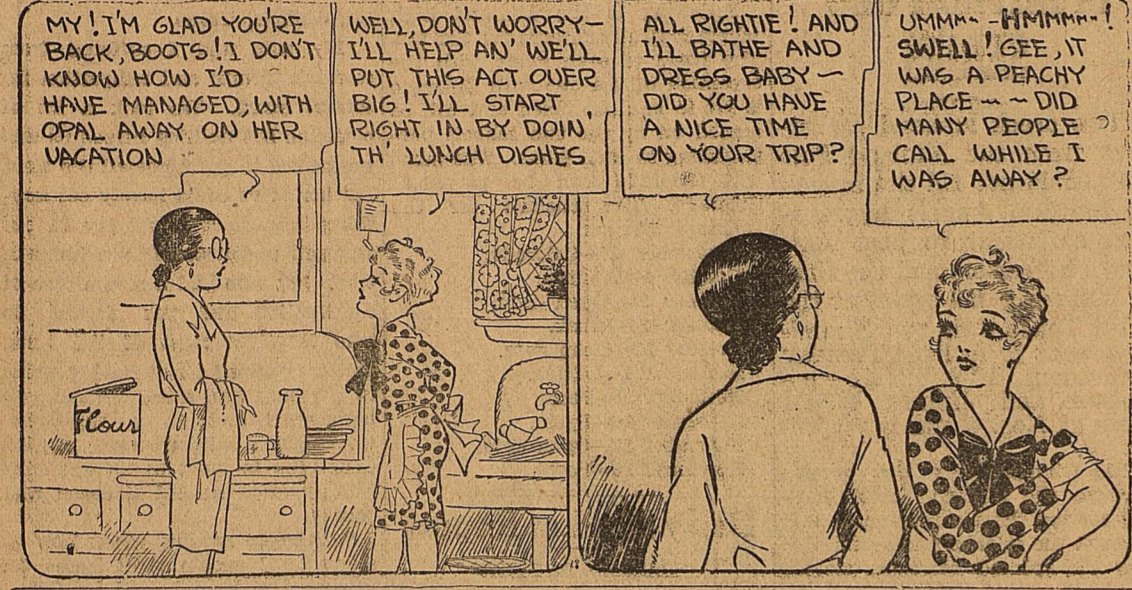
COULDN'T PROVE SANITY BEAUMONT, Texas, Sept. 19.—(AP)—It's easy to get into an insane asylum, but getting out—well, that's a different matter. Reporting to Beaumont police here recently a man said he had escaped from a Louisiana institution for treatment because he could not afford to pay for it at any other hospital. After he entered he was unable to get a hearing on his sanity, which rules required for his release. Judge R. L. Murray, of the District Criminal Court here knew the man and conducted a habeas corpus hearing by which he was released. Investigation showed the man's story to be true, according to the jurist.

especially from Hidalgo county, alleging Mexicans are picked up on the street and herded off to jail without being given a chance to explain or prove their right to be in the Rio Grande Valley," the consul said. "I am not protesting against the deportation or violation of the United States law, but I do think Mexicans seized on the streets should be treated with more consideration by the border patrol." ODORLESS SKUNKS LATEST MIRACLE—IOWA HAS 'EM DES MOINES, Ia., Sept. 17.—(UP)—The newest thing Iowa has to offer the world in the way of miracles is a quintet of odorless skunks. Although parents still are reluctant in allowing their children to go near the cage, five skunks of the new variety are in the possession of the state game and fish department here. The animals can be handled without fear of having to bury clothing and becoming a temporary outcast from society.

BOOTS AND HER BUDDIES

All Talkie!

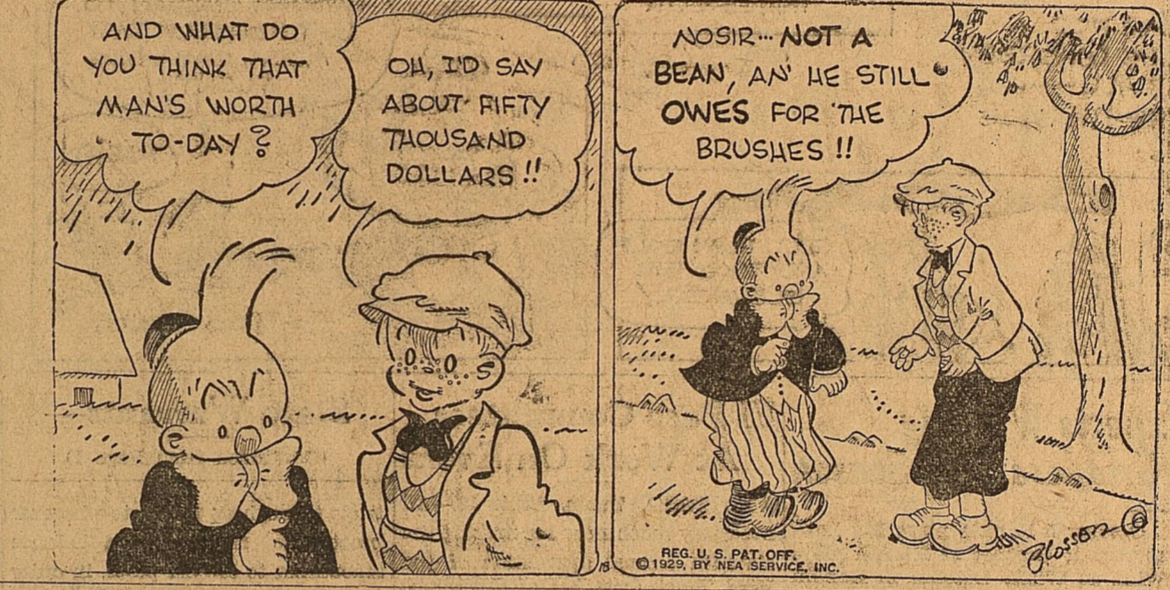
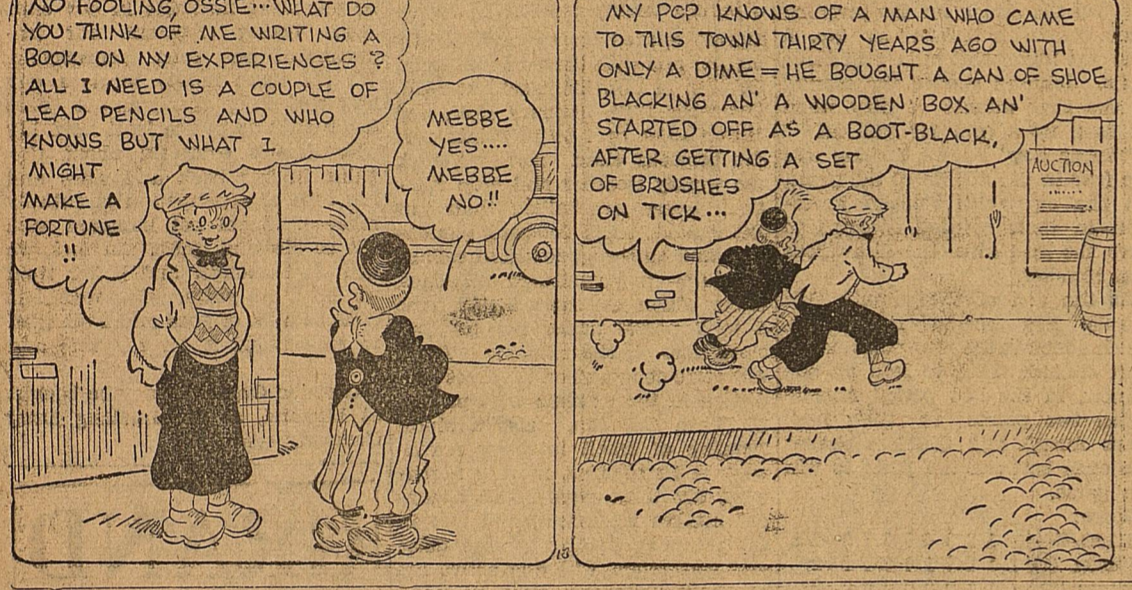
By Martin



FRECKLES AND HIS FRIENDS

Oscar Isn't Very Encouraging

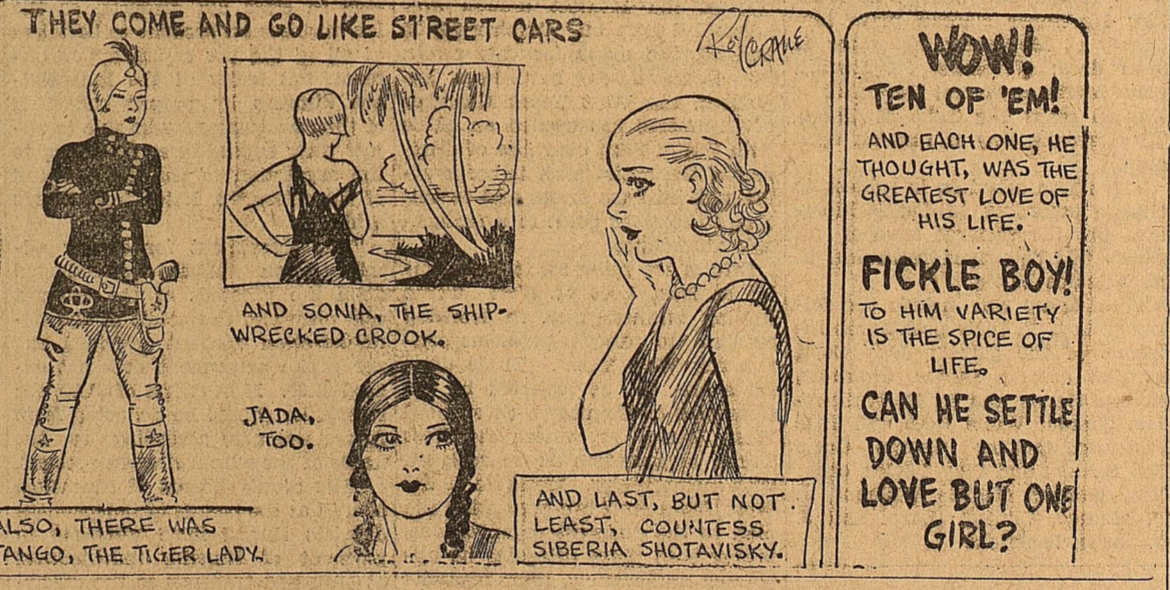
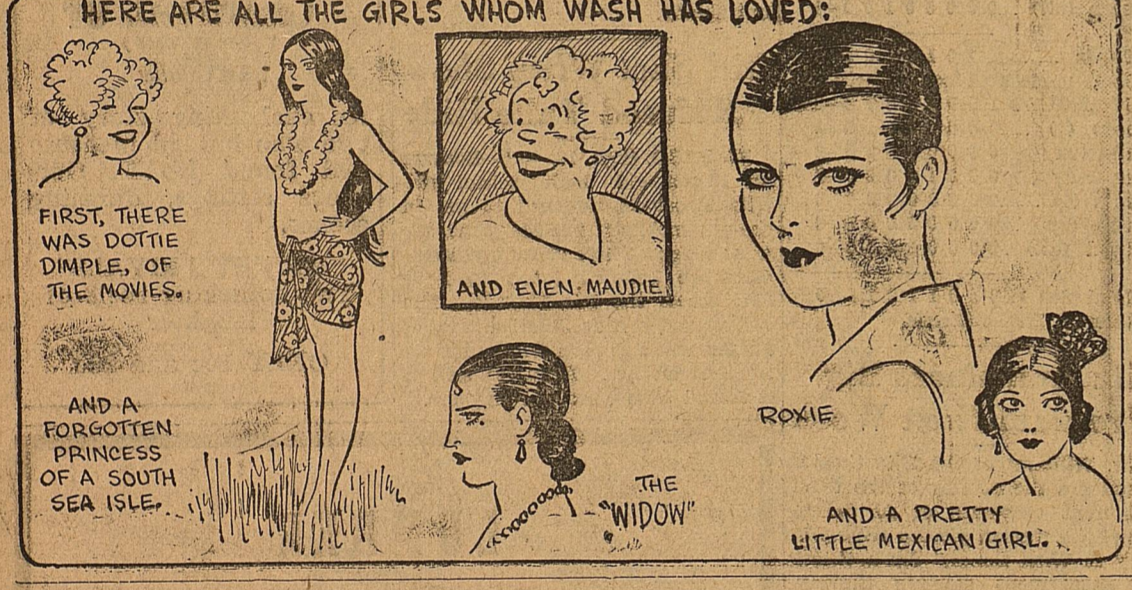
By Blosser



WASH TUBBS

Washie's Many Loves

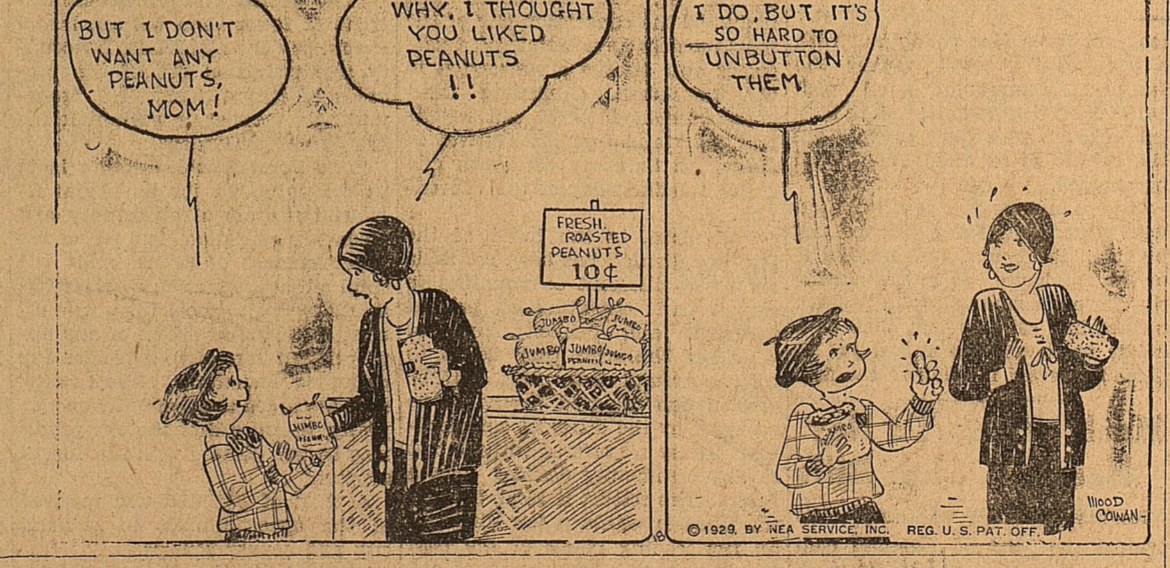
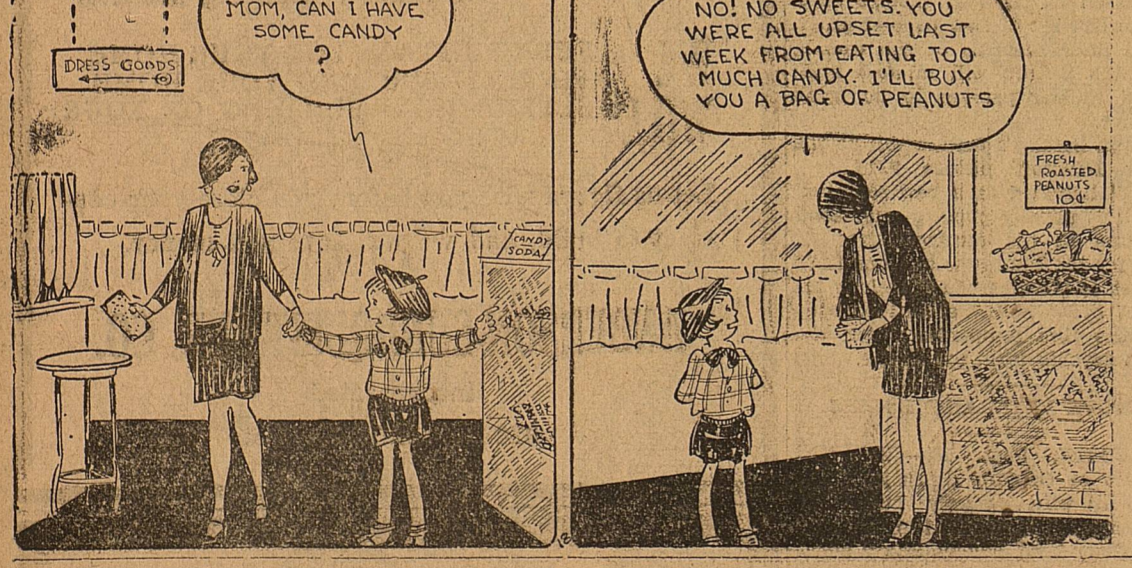
By Crane



MOM'N POP

Amy Has a Reason

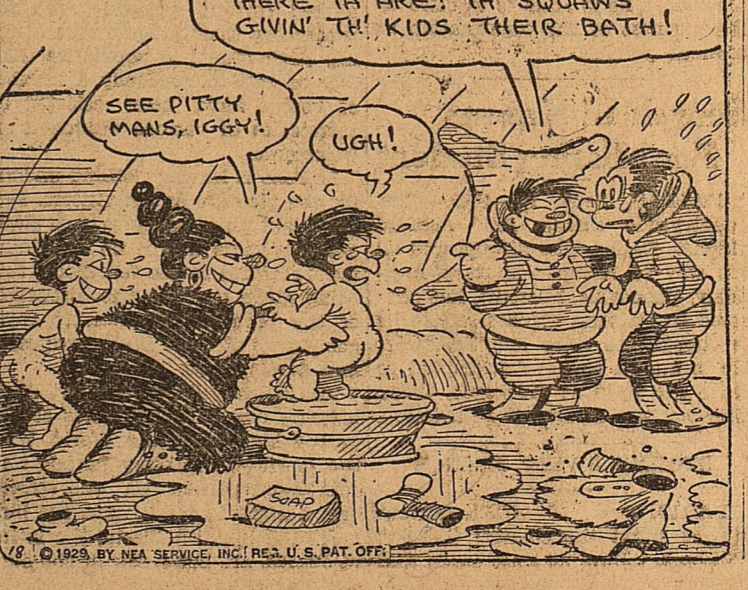
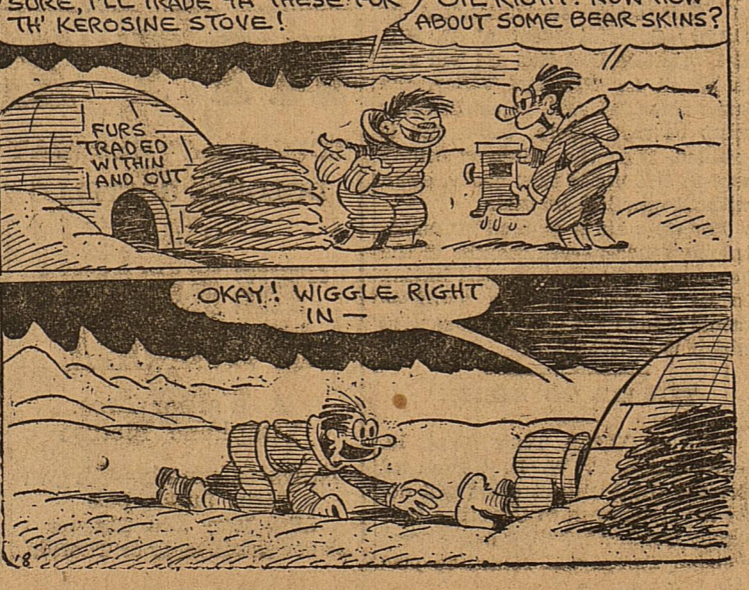
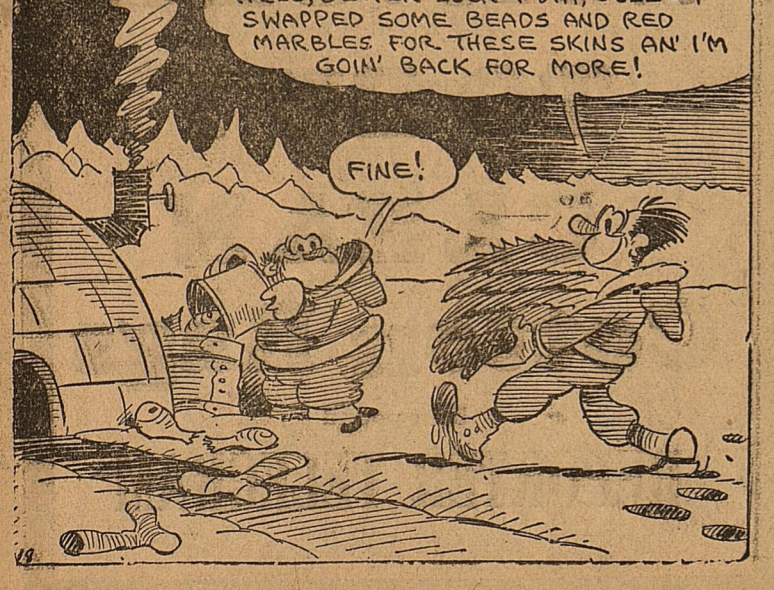
By Cowan



SALESMAN SAM

Spell It, Sam

By Small



CLASSIFIED FOR SALE. We have a large farm for sale that we can take some trade on. This place is one of the best. Let us show you one of the best new brick veneer houses that has been built in the High School addition. We can handle this with a reasonable cash payment. WEST TEXAS LAND CO. 206 Petroleum Building Ira F. Lord Phone 808 J. M. White

1 Lost and Found. LOST, tan glove with brown trimming, between Petroleum Bldg. and Postoffice. Return to Reporter-Telegram office. Phone 693W. 164-3p. LOST—Man's black handbag between Midland and Odessa. Reward if returned to Mr. Winkler at Will Daiches Jewelry Store. 164-3c. LOST: Small diamond ring in downtown district Monday. Return to Acorn Store. Reward. 165-1c. 2 Furnished Apartments. ONE 3-room furnished apt.; also 1 unfurnished 5-room brick house. Phone 145. 166-1c. FOR RENT FURNISHED—Single and double housekeeping rooms, three blocks north of Hogan building, 502 N. Colorado St., phone 649. 166-3p. FOR RENT—Two light housekeeping rooms. All conveniences. To couple without children. For further information apply at 720 North B. 165-1c. FOR RENT—Nice apartment, modern. No small children considered. 232 W. Louisiana. 163-1c. FOR RENT: 4-room duplex, nicely furnished, private bath. South side, 412 N. Marientfield. 162-1c. 4 Unfurnished Apartment. UNFURNISHED apartment for rent in duplex. Spar's & Barron. Phone 79. 61-1c. 6 Houses Unfurnished. FOR RENT UNFURNISHED 5-room frame house .....\$45.00 5-room frame house .....\$60.00 5-room stucco house .....\$50.00 Grafa-Garlington 105 Wall St. Phone 356 164-3c. 11 Bedrooms. ROOM AND BOARD, near Hogan building. Phone 263. 702 N. Colorado. 166-4p. BEDROOM for rent, adjoining bath. Phone 72 or 689W. 166-3p. NICE bedroom, next to bath. Phone 304. 1021 W. Louisiana. 165-2p.

Hatt, Mims & Crane "Our Service Is Better" General Insurance - Loans First Nat'l Bank Annex Abstracts - Title Insurance Phone 24 DR. D. K. RA TLIFF Dentist 310 Petroleum Bldg. Office Phone 149 Residence Phone 9 Your Patronage Appreciated Inquiries Solicited T. T. Tested Cows Meissner's Dairy Gustav Meissner, Prop. Phone 9038-F3 A. M. GANTT, M. D. General Medicine and Surgery Diagnosis and Consultation Office Phone 583 114 - 315 Petroleum Bldg. Residence Phone 564 Home Address 1522 West Texas Avenue Midland, Texas Your Milk Trade Will Be Appreciated HINES DAIRY T. H. Tested Cows V. H. Hines, Prop. 9906-F2 Dr. W. G. Whitehouse Physician and Surgeon 308 Petroleum Building Off. Phone 386 Res. Phone 552



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Stores, Inc.**

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E. H. Robertson, Abilene  
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J. E. Grissom, Abilene  
Secretary-Treasurer

E. H. Carter, Plainview  
Vice-President

Addison Wadley, Midland  
Vice-President

A. H. Pruitt, Roswell, N. M.

Clyde Grissom, Haskell

A. H. Kaufman, St. Louis, Mo.

Murry McConnell, New York City



# An Invitation to **MIDLAND**

and the People of West Texas  
to attend the

# FORMAL OPENING

*of Our New Store*

**Thursday, Sept. 19, 1929**

This opening marks the consummation of one of the most momentous strokes of merchandising expansion in the commercial annals of West Texas.

As previously announced the Wadley-Wilson stores at Midland, Odessa and Pecos have been acquired by the Grissom-Robertson Stores, Inc., and will assume that name in the future. Grissom-Robertson Stores, Inc. are a combination of twenty-six of the very best stores in West Texas and New Mexico.

This welding of interests, resources, organization, efficiency, buying power and prestige contributes to the public service and advantage in such a measure as to make this announcement of stirring significance to every citizen of this community from standpoint of civic pride as well as personal benefit.

Further, this combination of stores has strengthened the scope of their buying and selling operations, establishing for the new organization and importance and power in the wholesale field that must and will rebound to the benefit of every future patron . . . in the greater selections offered, in the economies developed through augmented purchasing power; in the reduction of overhead made possible by a unified operating program and in the greater opportunities for scope of service performance and in service appointments.

To the many patrons of this concern we offer our appreciation for your custom throughout the years. We desire to express our consciousness of your trust, loyalty and confidence and we advance with profound sincerity our promise, proposals and policy to render in the future the finest and broadest conception of service that our greater facilities now make possible.

FAVORS ..... 1:30 TO 6 P. M.

**Grissom-Robertson Stores, Inc.**

*Service--Quality--Value*





# Best Wishes

ARE RECEIVED FROM

## The Modart Company

SAGINAW, MICH

THE OPENING OF MIDLAND'S NEWEST DEPARTMENT STORE

WE ARE GLAD TO PRESENT

MODART FOUNDATION GARMENTS ALL STYLES - - - ALL TYPES



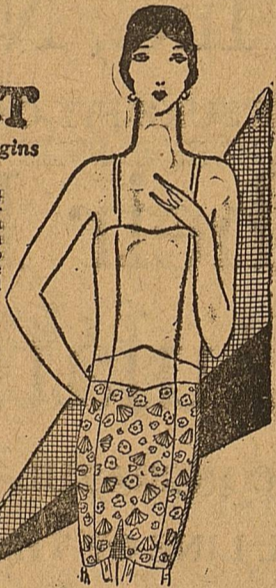
The modern woman does not have to be told the Importance of Perfect Grooming

but she does need to be informed of the easiest way to achieve it.

In the hurry of the present day MODART has recognized and met the need for smart foundation wear which will quickly and skillfully mold the Modern Woman's figure into smooth, youthful contours...

**MODART**  
... where style begins

Pink brocade is used in fashioning this combination, 50% which has a brassiere section of satin tricot. There are deep gorges of knitted elastic over the hips, and a boned lining accomplishes control through the diaphragm \$5



# Congratulations

UPON THE

## Opening

OF YOUR

### NEW STORE

#### Klein Brothers

MANUFACTURERS - - - DISTRIBUTERS

#### Marillyn Silks

MARILLYN SILKS SOLD EXCLUSIVELY BY GRISSOM-ROBERTSON

*A*

**LUXURIOUS DRESS**

*at small cost and WASHABLE at that*



FROM the wide choice of new dress patterns select one that is just right for you—flattering to your type—expressive of your personality. Then make it up, or have it made, in Marillyn Crepe—a silk that is equally as smart as the style, both in texture and colors.

The result will be a dress that has the individuality and true exclusiveness of an expensive model—and you will have the satisfaction of knowing that you accomplished it at a very small cost.

# Marillyn Crepe

GUARANTEED WASHABLE

40 inches wide \$2.50 per yard

THE AUTHENTIC NEW COLORS

# Wayne Knitting Mills

CHICAGO, ILL.

MANUFACTURERS WAYNE-KNIT HOSIERY

## Send In Their Best Wishes

FOR THE

# FORMAL OPENING

OF MIDLAND'S

NEWEST AND LARGEST

Department Store

WE ARE PLEASED TO PRESENT

WAYNE KNIT HOSIERY

in the

New Fall

1929

SHADES

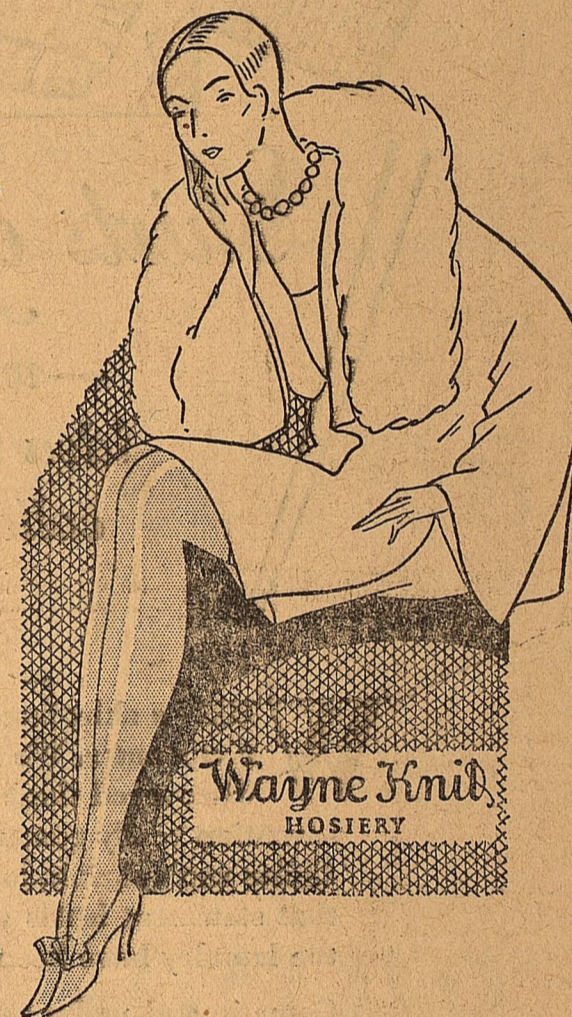
Chiffon

Semi-Service

Service

Pricings

\$1.39, \$1.95, \$2.50



Wayne Knit HOSIERY

WE TAKE THIS OPPORTUNITY TO WISH

## Every Success

TO THE

# Grissom-Robertson Stores, Inc.

UPON THE OPENING OF MIDLAND'S NEWEST SHOPPING CENTER

IT IS A PLEASURE TO PRESENT OUR LINE THROUGH THIS FINE INSTITUTION OF SERVICE

## A Dozen Reasons Why Redfern Coats OUTSELL and OUTWEAR

- 1 All materials are selected with infinite care and with a thorough knowledge of their Wearing Qualities.
- 2 All woolens are properly shrunk so as to insure Style Permanence.
- 3 All original patterns are cut and perfected by high-salaried men of wide experience.
- 4 All sizes are graded under scientific principles, to properly and comfortably fit all figures—one of the secrets of Redfern success.
- 5 All the materials, furs, linings and trimmings are assembled by artists.
- 6 Tailoring of the highest order has been developed by the Redfern organization through Twenty-nine years of progress. Fit is enhanced by Fine Tailoring.
- 7 Redfern garments are built on a foundation of canvass or percaline (whichever is the more suitable for the particular outer fabric) insuring "Shape Permanence" with every operation of manufacture supervised by experts.
- 8 Inspection of every process, no matter how small, insures the perfection of Redfern Garments. While the original expense of this exacting work is large, its value to the retailer and to the wearer is too great to qualify.
- 9 Thorough organization and the resulting superior system of manufacturing, delivers exactly what the retailer orders.
- 10 Redfern Service is "on the job" after the goods are delivered, and Redfern Selling Helps produce sales for the retailer, by pointing out the qualities contained only in Redfern Garments.
- 11 Goods well bought are half sold. Redfern representatives are qualified to assist retailers in the selection of Styles, Colors and Sizes for Redfern Garments. Hundreds of retailers attest to the absence of Mark Downs on Redfern Garments—a result of goods well bought.
- 12 The Redfern Label not only insures Long Wearing Qualities to the consumer, but is the Stamp of Authority for both Style and Design.

THE COHEN, FRIEDLANDER & MARTIN COMPANY



3325

# The Shirtcraft Company

NEW YORK CITY

## Wishes Us Much Success in Our New Store

and you bet we'll have it if you'll just read the little ad below



### Shirts of Smartness

—with a smart idea that prevents collar-shrinking

**W**HEN a shirt loses its shape, a store very often loses a customer. We had that thought in mind when we discovered these shirts with the EverFit Collar—an invention really remarkable in its ingenuity. An EverFit Collar can't shrink, lose its shape, crease or crinkle. And that statement holds good no matter how many trips to the laundry have been chalked up!

Come in and make your choice from an array that sets practically no limit on your selection!

# M. A. Packard Company

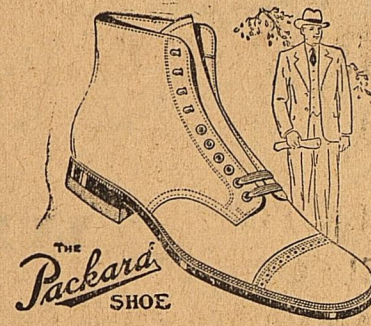
BROCKTON, MASS.

## Makers of Packard Shoes for Men

SEND US THEIR NEW FALL SHOES ALONG WITH THEIR

# CONGRATULATIONS

UPON THE OPENING OF THE NEW GRISSOM-ROBERTSON STORE



We'll be mighty glad

to show you the new ones now in stock

## When a Man Buys

A pair of shoes, he wants them—

to look well  
to be comfortable  
and to give service

Packard Shoes do all three, and quite a bit more, too.

## Fine & Levy, Inc., New York

MAKERS OF SURE-FIT CAPS

# Send in Their Hearty Congratulations

REALLY WE ARE TO BE CONGRATULATED BECAUSE WE HAVE THE NEW FALL LINE OF THESE WONDERFUL SURE-FIT CAPS READY FOR YOU . . . .



## Reub, Isaacs & Company

MANUFACTURERS OF

# Rico-Rochester Clothes

## CONGRATULATES US

Upon the opening of our New Store and with a wonderful line of New Fall Suits

REALLY YOU MUST SEE WHAT WE HAVE TO SHOW YOU IN NEW FALL SUITS

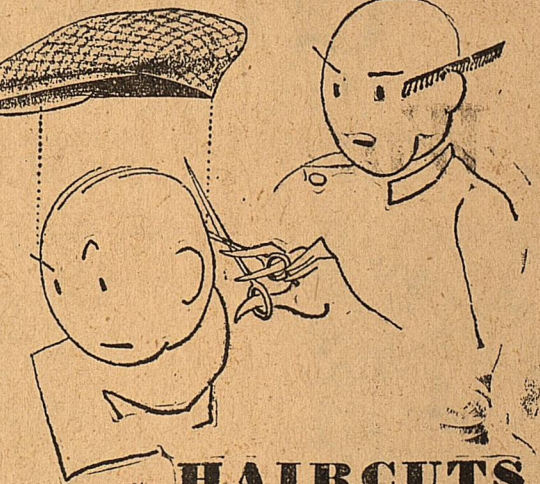
Distinguished seniors with modern ideas, and young business men who know good clothes will hail with pleasure this impressive Fall Suit Showing. Fine imported and domestic woolens are presented in various new models, giving all the appearance of bench made garments but at far more agreeable prices. We especially invite you to visit our men's department at your earliest convenience.

### Grissom Store Still A Home Institution

Just as Wadley-Wilson Company was a home institution, serving Midland in every possible way, the Grissom-Robertson Stores, Inc., is a Midland institution. Addison Wadley, former head of the Wadley-Wilson stores, covers a bigger field, being district manager, but makes his home in Midland and owns valuable property here, as well as being vice-president of and a stockholder in the Grissom-Robertson Stores, Inc. Clyde Y. Barron of Midland is manager of the Midland store, and the personnel of clerks is the same as before the big merger which made the Midland store a part of the larger organization.

### Wadley One Of First Big Advertisers Here

Grissom-Robertson Stores, Inc., in acquiring the Wadley-Wilson Company stores, has purchased one of the most consistent advertisers ever known in Texas among the smaller city mercantile businesses. Addison Wadley, when the Midland store was the only one operated, and when the population of the town was only about 2,000, advertised so extensively that he was bringing customers from surrounding towns even larger than Midland. When Midland had only a weekly newspaper, he had a half page space which was never omitted. He also used direct by mail advertising and had a complete mailing list. His semi-annual sales were famous over all of West Texas, and his customers learned that any article was just as it was advertised. The same policy is continued under the new organization, Mr. Wadley states.



Make no difference with a SURE-FIT CAP!

When you slip on your SURE-FIT after a haircut and find it slipping to your ears, just adjust the little strap and buckle above the brim and it will fit you perfectly as it did before. Why bother with ordinary caps when in every way SURE-FITS are so much smarter? We have a fine variety to show you!

Look for the SURE-FIT LABEL The Sign of Comfort!

# Manhattan Shirt Co.

NEW YORK CITY

OFFER THEIR

## Congratulations

UPON THE

# Opening

OF THE NEW

## Grissom-Robertson Store

A MANHATTAN MERCHANT

WE OFFER YOU  
A SMART SELECTION  
OF MANHATTAN PRODUCTS

*for fall*

## Shirts--Pajamas



**MANSCO**  
UNDERWEAR

Be Sure to See the "New Duke"—  
a white Broadcloth shirt to retail at \$2.00

## The Lilly Company

Columbus, Ohio

WISH MUCH SUCCESS TO THE NEW

## Grissom-Robertson Stores, Inc.

UPON THE OPENING  
OF MIDLAND'S FINEST DEPARTMENT STORE

## A Word About... LILLY LUGGAGE

Every piece of Lilly Luggage is guaranteed to be perfectly made, of first class material, and to give satisfactory wear for ONE YEAR. If any part breaks or wears out within one year from date of purchase the Lilly Company will repair or replace it, free of charge. This guarantee is given you to protect you from any imperfections that might appear as you can readily see that if it stands the strenuous test of a year's service you are sure to get the full benefit from your purchase.—May we help you select luggage with personality and service.

GLADSTONES

CASES

HAT BOXES

## OLD WORLD ATMOSPHERE IN STORE'S NEW DISPLAY WINDOWS

"The most beautiful sight on the street," is a nice characterization of the new display windows of the Grissom-Robertson store. Like a peek into an old world mission, a breath from Spain's sunny olive groves, the very atmosphere of Old-world romance is combined with the latest in window fixtures to make these windows truly "the most beautiful sight on the street."

The plate glass fronts, in a number of sections, are arranged to afford the most light possible. The back walls, finished in a block stone effect, in a soft rose-tan, and the decorative windows, with their wrought-iron effect grills, and curtains of an intense blue shade of velvet are Spanish and ultra modern. Entrance to each show window is made through a slightly larger

decorative window, with a gate of wrought-iron.

Floors of hardwood, waxed and polished, reflect good taste as well as the light from the new x-ray reflector lights installed around the outer edge of the ceilings of the windows.

New fixtures, new forms for displaying ready-to-wear, make the display of merchandise a pleasure to the window dresser and shoppers. A clever arrangement for storing fixtures not in use at all times is space provided along the back of the window wall proper, between that wall and the store partition.

The North window will display men's haberdashery and the south window will be used to show ladies' ready-to-wear, accessories, lingerie, piece goods, and babies' clothing and gift articles.

### SAVE TIME, MONEY BY BUILDING IN WINTER MONTHS

When snow flies, some home builders postpone their immediate building projects and spend the long winter evenings poring over house plans and longing for spring to come so that construction can get under way. And then, when spring does come, they wonder why it's so hard to find labor, or why materials are apt to be scarce, or why experts to supervise the job are so harried and hurried.

The fact of the matter is that the winter months, comprising the so-called "off season" in the construction industry, offer the home builder advantages which no other time of year can equal.

In the winter labor is plentiful and does not work under the costly bonus system; building materials are to be had readily, for building material dealers are not preoccupied with a thousand-and-one other jobs; contractors and architectural supervisors have time to give each individual project careful, expert attention; workers of all sorts are inclined to be more alert, and a project finished in the spring begins

to earn dividends on the capital invested long before projects which are begun during the usual spring rush.

### Few Precautions Suffice

Cold weather itself is not difficult to overcome; because modern construction methods provide simple, economical means for defeating the difficulties of low temperatures. In concrete work, for example, in which water is an important factor, a few simple precautions serve to keep the water from freezing, both during the mixing and afterwards, when the concrete has set and is entering the important curing process.

Many contractors use coke-burning "salamanders" to maintain above-freezing temperatures while construction is in process. These little stoves, plus a few tarpaulins to keep cold winds out, make steady building progress possible during even the coldest weather.

Similar safety measures, observed in the course of erecting a concrete masonry house, or during the placing of interior plaster, assure the owner of work that is exactly as good as though it had been done during the "dog days." A recent and very expensive home, built in

the vicinity of Minneapolis, was protected by a complete outer shell of wood, so that construction went on wholly independent of the weather. Such an extreme measure is, however, entirely needless in most instances.

Whatever the means taken, the results are certain to satisfy. The very small cost of protection is more than offset by economies which winter building makes possible. A wise home builder takes advantage of those economies.

### No Unsightly Covers In Newest Store

Of the 7,000 square feet of lower floor of the Grissom - Robertson floor, approximately 70 per cent, or nearly 5,000 square feet, is taken up by fixtures filled with merchandise picked from the best known marts and wholesale markets of America and abroad.

Of the imposing array of display cabinets fully 60 per cent are glass protected, providing against the necessity of pulling unsightly covers over merchandise that might become damaged by dust. Every article of merchandise that is displayed behind glass in the larger dry goods stores of the country is displayed in glass-paneled cases at the Midland store.

### Wadley "Not Bad" On The Golf Links

Along with being a real dry goods merchant, Addison Wadley has been working for three or four years toward honors on the golf links.

As a member of a never failing foursome, composed of himself, D. H. Roettger, R. M. Barron and Harry Tolbert, he has divided honors about evenly with his group and the four are recognized as formidable opponents.

A fifth party, John P. Howe, has found an important place with this original group, and often gives them a mark to shoot at in the regular "early Sunday morning" games.

Toledo, in Spain, was the first locality to practice the art of paper making. This happened in the early eleventh century.

### BIG INCOME FROM GARDEN

CENTER.—In addition to canning enough vegetables for winter use and serving fresh vegetables twice daily all summer, Miss Nona Ross, home demonstration club woman here has sold \$50.40 worth from a garden plot 40 by 60 feet in size. This does not include her Irish potato patch. She planted one bucket of potatoes and gathered eight, and then planted the plot to sweet potatoes, making a good crop. She is still gathering butterbeans, okra, bell peppers and peas from her garden and has a fall garden coming on.

### QUADRUPLES DAIRY INCOME

BIG SPRING.—By better feeding and finding a market for her sweet cream, Mrs. W. C. Rogers at R-Bar has increased her butter receipts from four cows from an average of \$30.40 at this time a year ago to a present average of \$126.66 per month. The monthly feed bill runs \$44, according to Mrs. Lucile B. Allgood, home demonstration agent, and the ration consists of bran, ground milo maize and cottonseed meal, to which cut maize has been added to make up for the dry pasture.

### HENS BEAT COTTON CROP

MARSHALL.—Described as an example of growing rather than going into the poultry business, Mrs. H. A. Russell of the Maple Springs home demonstration club is able to show at net income of \$134.79 from a flock of 177 White Leghorns for the four months ending July. In spite of paying out \$237.95 for feed, supplies and equipment during this period, the hens will make more than the cotton crop, she says.

July production in this flock averaged 19 eggs per hen which is four eggs above the standard set by the Extension Service calendar. The net profit for the month was \$40.48, and it came as a result of furnishing plenty of fresh water, good feeding, and keeping the birds free from lice, Miss Maggie Peach, home agent explains. Sodium fluoride was used to dust the hens for lice.

# Congratulations

Come From

## Marshall Field & Co.

CHICAGO

# Upon the Opening of Our New Store

WE ARE PROUD TO SAY THAT

OUR ASSOCIATION WITH MARSHALL FIELD & CO., WHOLESALE;  
ASSURES YOU OF THE BEST POSSIBLE VALUES

Quality is a short word . . . just seven letters . . . but it is the all important factor to consider in the production and sale of merchandise. From the purchasers point of view, price is the first, and great question. Yet underneath the "How Much?" lies the perhaps more important query . . . "How Good?" Failure to consider this may mean the saving of a few cents at the loss of several dollars . . . "Bargain" may mean a saving of money at the expense of good values. "Good Value" can only mean merchandise at prices that are as low as a consistent quality standard and correct styling can permit.

Our association with Marshall Field & Co., wholesale, assures you the utmost quality in every item we sell. They stand behind the merchandise when we sell it to you.

# Peters Br. International Shoe Co.

ST. LOUIS, MO.

MAKERS OF

SOLID LEATHER SHOES FOR THE ENTIRE FAMILY OFFER THEIR

## Hearty Congratulations

UPON THE OPENING OF THE NEW

# Grissom-Robertson Stores, Inc.

We Present these

Solid Leather Shoes to You With Confidence

**Peters Diamond Special**  
"THE CHOICE OF THE WELL DRESSED MAN"

There's Style and Quality Too.

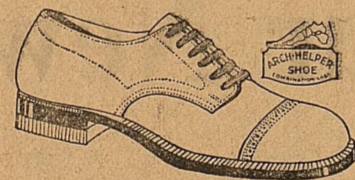
YOU need not spend a lot of time finding smart, comfortable high quality shoes. Buy "Diamond Specials." They will dress your feet correctly and economically.

Handsome Patterns in Black and Tan.

\$7.50

### Men's Arch-Helper Oxfords

This shoe, we highly recommend because of its extremely good features, for in it you get the built-in Arch, the combination last, the roomy toes, the soft kangaroo upper, the sturdy construction throughout . . . All these things offer you a foot comfort almost unbelievable, especially to those who suffer with their feet—this I know because I wear them and have enjoyed more foot comfort than ever before—and the price is so moderate . . .



\$8



### SCHOOL OXFORDS

Every school girl should have a pair of these nifty brown school oxfords, they're here in all sizes, 3 1-2 to 8 and real solid leather shoes at a real low price.

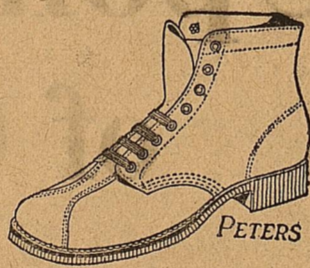
\$3.95



### ARCH-HELPER TIES

Style and foot comfort are combined more than ever before in the new styled Peters Arch-Helper for Ladies.—A new fall brown tie with the Spanish Arch and Covered heel and the black oxford tie give you all one could ask in modern footwear at moderate price.

\$7.50



Men, here is a solid leather Retan Outing bal work shoe with combination rubber sole and rubber heel — this shoe is made to stand hard wear and we invite you to try a pair at our new low price

\$1.95

**SOLID LEATHER SCHOOL SHOES**

The dollars you must invest in Children's School Shoes will go farther if you buy Peters Weatherbirds—they are solid leather shoes, every pair of them—so bring the kiddies in and get them fitted in shoes that are made to stand hard wear, to fit, to look well and to give you your money's worth at all times.



Peters Diamond Brand

Every little miss will want a pair of these dainty little Patent pumps, with fancy buckle, or a pair of the many other styles we have to show you. The pump comes in sizes 11 1-2 to 2 and the price is

\$3.75

# We Are Glad to Receive Congratulations

FROM

## Ely & Walker Dry Goods Company

SAINT LOUIS, MO.

The merchandise we get from Ely & Walker is of the most dependable kind and it is a pleasure to sell you merchandise that is absolutely guaranteed and that's what you get, when you buy goods produced by Ely & Walker Co. Here is listed some of merchandise we invite you to examine at your earliest convenience.

### THE INSHURED TRUNK

SUNBEAM DRESSES

STANOX LUGGAGE

BIG BUCK WORK SHIRTS

Many Items Not Listed Here—All Bear The Same Quality Standard

We'll wager every woman in Midland has a Sunny Sue dress, if not, don't let this opportunity pass, because these dainty little frocks are more beautiful than ever this season . . . and

They're Here! The New Fall

## SUNNY SUE DRESSES

... in dozens of chic styles



Up-to-the-minute modes are evident . . . developed in customary Sunny Sue cleverness. . . New Fall prints that are exclusive with this manufacturer. . . Straight lines . . . graceful flared treatments . . . a style for every figure . . . but every Sunny Sue you choose gives you the utmost in wear, appearance and all-round quality.

\$1.95

**A \$1.95 Value Unmatched**

If you have worn Sunny Sues before we don't need to mention the care and workmanship that go into their making. Generous hems, full sizing, high quality features that have made Sunny Sue Dresses popular from coast to coast. Clever wash dresses are the very foundation of a smart wardrobe. Sunny Sues are adopted by the woman who demands attractiveness in her home frocks—with smartness enough for shopping and motor wear. Sunny Sues give you all these essentials . . . yet cost but \$1.95!



# Congratulations

UPON THE

# OPENING

OF OUR

# New Store

ARE RECEIVED FROM

# Stacy-Adams Co.

BROCKTON, MASS.

IT IS A

PLEASURE TO US TO OFFER  
THE MEN OF MIDLAND STACY-ADAMS  
.... CUSTOM GRADE SHOES ....

## STACY-ADAMS MEN'S CUSTOM-GRADE SHOES

They are the "happy choice" of immaculate dressers in the leading metropolitan fashion centers.



# Bradley Knitting

# Company

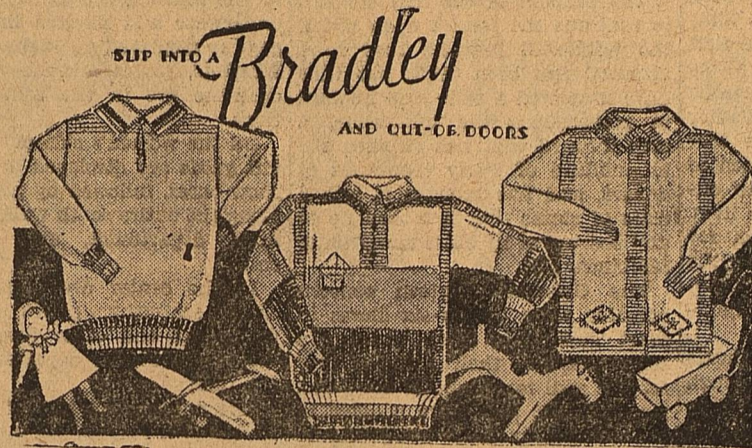
DELAVAN, WIS.

WISHES

# SUCCESS

to Midland's

New Shopping Center



## The Bradley Strongheart

Staunch defender of the sturds, explorers of the Richard E. Byrd Antarctic Expedition. Their unsolicited choice for protection against the long enduring sub-zero temperatures. No need to look farther for the extraordinary. Here's a leader in service, style and wear . . . in plain color both pullover and coat styles.

## We Have The New Bradleys

FOR EVERY PURSE AND PURPOSE  
FOR EVERY MEMBER OF THE FAMILY

# DALTON HAT CO.

YONKERS, N. Y.

MANUFACTURERS OF

# Men's Fine Felt Hats

SEND THEIR

# Congratulations

UPON THE

# Opening

OF MIDLAND'S

LARGEST DEPARTMENT STORE



## Ask for a "Royal Club"

# Fedoras

For the Man Who  
Has Style Sights

To some folks a Hat is just a covering for the head. To others it is a vital element of correct attire—a creation of brim and crown, color and shape—something to select with care. It is to men who know hats and hat-styles that we especially recommend this excellent group of autumn headgear.

# \$5

# Elder Manufacturing Company

Saint Louis, Mo.

MANUFACTURERS OF

Elder Shirts of Merit for Discriminating Men

Tom Sawyer Washwear for Real Boys

SEND THEIR

# Hearty Congratulations

TO THE

# Grissom-Robertson Stores, Inc.

AND TO

# Midland

Upon Having In Their Midst Such a Fine  
Institution of Service

### TOM SAWYER WASHWEAR For Real Boys

Every mother knows there's real wear in every Tom Sawyer garment and that every color is guaranteed fast. —Boys' Tom Sawyer Play Suits and Shirts are here for the boy's Fall wardrobe. — Come in and see—

### ELDER SHIRTS OF MERIT For Men

One of best shirt values to be found anywhere is an "Elder," a wonderful quality broadcloth to be had in white, blue, tan, cream, green etc., every color absolutely fast. —The workmanship and material used makes these shirts very exceptional values.  
Choice  
\$1.95

## ADDISON WADLEY IS OUTSTANDING SUCCESS AMONG TEXAS MERCHANTS

The formal opening Thursday of the new Grissom-Robertson Stores, here, at Odessa, and at Pecos, marks an episode in the commercial history of Midland, especially, that, could it be reviewed in detail, would be vastly interesting to readers of this paper, long time residents and new comers alike, recalling to the one memories of the rapidly dimming past and presenting to the other vistas of city progress, the present culmination of which could be so little pictured in the beginning. Such a detailed review would be voluminous to the extent of usurping the interests of an occasion that may be said to presuppose the beginning of another episode no less interesting and probably far more promising than the early days of the first.

The Grissom-Robertson Stores are ushered into the commercial circles of a substantial little city. Wadley-Wilson Company, whom the new concern succeeds, had its inception amidst the environs of a village, not greatly removed from mere headquarters of cowmen whose ranges were princely domains, each vast in scope, but affording a population not great in number.

**Rise of a Midland Boy**  
The opening of the Grissom-Robertson Stores Thursday, in a way, may be thought of as a rose-hued culmination in the business life of a Midland boy, Addison Wadley, and, to a lesser degree, in the business lives of several others with whom he has become associated from time to time, and with whom he is still in intimate and friendly accord. Wadley came to Midland in 1886, just an infant 43 years ago. Truly he may be accorded the distinguishing title of "Old-Timer," and one whose mind is richly stored with memories of early days.

**Only a Delivery Boy**  
That was Addison Wadley's beginning of a business career—delivering groceries for the Evans

Grocery Company. Almost, however, before the close of the fleeting years of boyhood he became identified with the Midland Grocery Company which later became the Midland Mercantile Company, and is now the Midland Mercantile, owned largely then and wholly now by Ben F. Whitefield.

**Starts in Dry Goods**  
Older heads in business circles could not fail to note the young man's business aptitude, but groceries were not in accord with his greater talents. He became connected with Morrison & Richards and with this firm he remained for a number of years, it might be said, in intensive training in dry goods. J. H. Barron, deceased, succeeded Morrison & Richards, and he became associated with Mr. Barron under the firm name, J. H. Barron & Company.

About 1916 he severed his connection with Mr. Barron, and went into business for himself, acquiring controlling interest in the Patterson Dry Goods Company, under the firm name, Wadley-Patterson Company, he was associated with Mr.

T. S. Patterson for three years, whom he bought out.

Upon concluding this purchase, he immediately wired T. R. Wilson, who was then with the W. C. Stripling Company of Fort Worth. Wilson came at once, and within 24 hours after his arrival Wadley-Wilson Company came into being.

The new firm was never other than a success from the start. It grew apace with times' passage, until, at its culmination in the sale to the Grissom-Robertson concern, it is perhaps the largest concern of its kind in this section, operating stores at Midland, Odessa, and Pecos.

The first addition to this partnership was Mrs. C. D. Adams, who took charge of the ladies' ready-to-wear departments, and continues in this capacity with the new concern.

C. Y. Barron, a Midland boy, was later taken into the partnership, and last year J. C. Nance, still another Midland, boy was given an interest in the firm.

Wilson—"Tommie," as he is intimately known—while not a first-hand local product, having been reared at Pilot Point, came to Midland some 25 years ago. He first worked for Gary & Burns, afterward for the Midland Mercantile Company, and here he and Wadley worked together, learned the true worth of each other, and cemented a friendship that bids fair to endure with all the years of the lives, business buddies and partners, for they retain the ownership of the Midland stores occupied by Grissom-Robertson and the one adjoining held by the Variety Store.

Both Clyde Barron and Curtis Nance, Midland boys, went through high school together, worked as boys under Mr. Wadley after school and on Saturdays, and their sturdy faithfulness has been thus rewarded with partnerships with their senior and employer. They are likewise faithful and efficient today,

and enjoy rewards for the meritorious. Barron is local manager at Pecos for the Grissom-Robertson Stores.

With the exception of Mr. Wilson, who will rest for a season, he declares, there is no change in the personnel of the stores under new ownership.

Mr. Wadley will continue as a director and as district manager, having in charge the stores at Big Spring, Midland, Odessa, and Pecos; and under this splendid personnel has Wadley-Wilson Company prospered. In charge of these well trained dry goods people a trade has been built up that could well be envied by businesses in larger cities, built up on "Quality Merchandise at Fair Prices," and by an honest, tireless effort to serve the people of West Texas faithfully and well.

Upon such a safe and sound foundation, built with such painstaking care and tireless effort, the Grissom-Robertson Stores open formally in Midland under auspices most favorable, indeed. Not only is it the purpose of the new concern to continue the service upon which the wonderful business they have acquired has been built, but they have measured a wide step forward in modernizing the institution, a step forward that has entailed the expenditure of many thousands of dollars, and has brought it into a class of stores that is looked up to and boasted of by cities many times Midland's size.

The Grissom-Robertson concern operates some twenty-six stores in West Texas and New Mexico. In each place of their activities they set one goal to attain: to build and maintain the best store possible in the community they serve, and to render a service removed from complaint and rounded to range that comprehends the needs and wishes of their trade. The organization believes it is the first chain store concern or associated store—as it is their choice in being known—to apply the principles of purchasing and merchandising to quality merchandise. Their slogan, "Quality, Service, Value," represents their idea of merchandising, and they have planned and built splendidly in Midland to insure that end. Standard qualities, sold as such, and behind which they squarely stand.

The store, then, vastly enlarged and beautifully modernized, will be opened to you formally Thursday morning. Faces long since grown familiar to you as they have studied your wishes and dispositions, will greet you on every hand—for, you see, the sales force is substantially unchanged—and will make you welcome. New faces, too, promoters and backers of a great business that signifies an unshaken confidence in our city's future, will be present and it is the part that you play hosts to them and make them welcome. They are men of large affairs. They, as you, are now interested in Midland's welfare. Put forward by the management and sales forces of the old Wadley-Wilson Company, who have ever been persistent helpers in your city's civic as well as commercial interests, a part of these new people's time and a part of their money will advance Midland's goal to a city's prestige.

Then give them welcome. Meet them in the spirit that has characterized the West as hospitable, in the spirit that has written the history of western enterprise, and that has given its people broad and liberal views of co-operative friendliness as a basis of community well-being, making for wealth, health, happiness, not in the offing, but abiding ever in the midst of each day past that marks our march of progress.

## Fixtures Create Ease In Shopping

New fixtures installed at the Grissom-Robertson Store eliminate the old system of keeping merchandise loose in the shelves or of keeping it in the original boxes in which it was shipped.

Glass cases house all of the merchandise, protecting from dust and adding greatly to the beauty of the store's interior.

On entering the store, one finds a handsome central line of show cases, facing on the men's and women's sides respectively, with the logical article stored in the logical place.

At the left of the entrance is a series of show cases and shelving featuring neckwear, belts, hosiery, and men's novelties.

Hats, men's and boys' clothing, shoes follow down the north side of the building, with trousers and work clothing on the center counters.

In show cases, near the center of the building are shirts, pajamas, underwear and kindred lines. Luggage is displayed on higher shelves. Blankets, gloves and heavier merchandise are in the central locations.

On the women's side of the store, gift goods are displayed in the east show cases, followed by piece goods along the entire south wall, then the baby's department, and then the shoes.

In the center are counters and cases featuring gloves, hosiery, underwear and other finery, while the ready-to-wear department is in the rear.

The entire store is arranged systematically, so that all members of the family can do their shopping quickly and easily.

## Buck Myrick Plays With Bushers Team

A. J. (Buck) Myrick, known also as "Moon Mullins," who is an important link in the Grissom-Robertson chain as he was with Wadley-Wilson, serving in the men's department, is not only proficient in this work but is also famous as a member of the "Busher" squad, local baseball team.

Moon has been responsible for a number of circuit clouts which have been the downfall of such teams as Courtney, Monahans and Odessa; and if he could not take part time away from his business to play with the Bushers, many a ball season with the home boys would turn out disastrously.

Real gold dust is one of the materials used by an artist who specializes in miniature paintings, some of which measure only half an inch across. He uses a magnifying glass in his painting.

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**Every Success in Their New Building and Thank Them  
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# Protected

BY FIRE AND TORNADO INSURANCE

We take great pleasure in extending a hearty welcome to Grissom-Robertson Stores, Inc. Their new store is a credit to Midland and we wish them prosperity.

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More Families Mean More Business To Us All—  
More Business Means Better Business

Together We Will Stick  
Divided We Are Stuck

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# I TAKE THIS MEANS

OF CONGRATULATING

## Grissom-Robertson Stores, Inc.

AND WISHING THEM EVERY SUCCESS IN THEIR NEW STORE

When I first examined their plans, I immediately noticed that the entire job would have to have my personal supervision on account of the extreme high class finished job required. This, I have given and I personally know they have a building that will be Satisfactory to them for a long time.

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