

# Big Spring Daily Herald

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BIG SPRING, TEXAS, SUNDAY MORNING, SEPTEMBER 28, 1930.

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## SETTLES HOTEL OPENS WEDNESDAY

### Architecture Of Building Is Modernistic

#### Equipment Of Settles Assures High Type of Service

Visualized by Mr. and Mrs. W. R. Settles, hardy pioneers of West Texas; planned by The David S. Castle Company, pioneer West Texas architects and engineers; executed by E. V. McCright & Company, skilled builders headed by a native West Texan—The Settles Hotel, rising 15 stories in handsome massiveness at East Third and Runnels streets is the fruit of the labor, the initiative, the skill and care of all these people and their hundreds of co-laborers, friends and supporters.

### Faith Of Pioneers Built Hotel



MR. AND MRS. W. R. SETTLES

This beloved Big Spring couple, favored by fortune in the discovery of oil on the ranch upon which they resided south of here many years, have shown their love and faith for the city by erecting the new Settles Hotel building, which is to be opened formally Wednesday and Thursday evenings.

### Structural Values High In New Hotel

#### Closest Study Given To Every Detail; Work Was Rapid

Epitomizing the tremendous changes wrought in Big Spring within the past few years by development of the vast resources of nature in West Texas is the new Settles hotel building, rising 150 feet in height at East Third and Runnels streets.

Proud sentinel of progress and of the deep and abiding faith in their homeland of a loved and respected man and his wife, the Settles, completed in the form of a true architectural child of the twentieth century beckons now to the nation and bids the traveler come and live in comfort and happiness with Big Spring—Big Spring of nearly 14,000 souls grown from less than 4,000 in a decade.

#### Looking Forward

As the lookout of a conquering star the Settles into which the knowledge and labor and skill of hundreds of artisans has been invested, stands in the center of the city and from its lofty summit surveys the material manifestations of the things that made possible its growing home city and those things into which its builders have rooted and grounded their relentless faith that the morrow shall be as the past—a brighter and more prosperous day.

This building is a child of the riches implanted into West Texas by Mother Nature. It is a monument to the fortitude and thriftiness of a man and a woman whose labor of many years was toward the twilight of life's day rewarded. That reward came when drills dug deep into the land upon which they had lived and worked together the better part of their lives those drills found oil.

#### Had Faith

While most of their neighbors of these many years looked the faith and vision instilled in them and were unable to see this wisdom, the Settles saw it and acted upon it. In the particular time Mr. and Mrs. W. R. Settles went a head quietly and unobtrusively with their plans. They were anxious to do this wonderful thing for their home city their neighbors and friends of their support.

#### Not Much Town

Big Spring wasn't much of a town when they came through here in 1890 on their way to their ranch. The post-office was in a small frame building on the street where the West Texas Bank is located. There were no paved streets and only a few hundred people. The home of Mrs. Clara Edkins, now on the lot where the new Settles now stands.

#### Sixteen Miles

Every Sunday they would drive sixteen miles to Big Spring on their double-team buggy and get there would bring the minister back to the ranch with them. Sometimes there would be all day services under the shade of the school house and the women folks would bring baskets and picnic dinners would be enjoyed in the shade of the trees.

#### Edwards At Helm

To take the direct responsibility of building the Settles as it should be to stand through the generations, strong and useful, L. L. Edwards, sixty veteran of 30 years of such responsibility in important projects of many types was sent to Big Spring and for eleven months has guided the project to highly successful completion.

The Settles hotel's total height from sidewalk to summit is 150 feet. The basement is 108 by 100 feet. The ground floor covers the entire building site, 100 by 140 feet. The second or mezzanine floor is 108 by 140 feet. The third floor dimensions are 81 by 140 feet. The typical guest room floors, occupying the main shaft from the fourth

### Settles Gem Of Modernistic Architecture

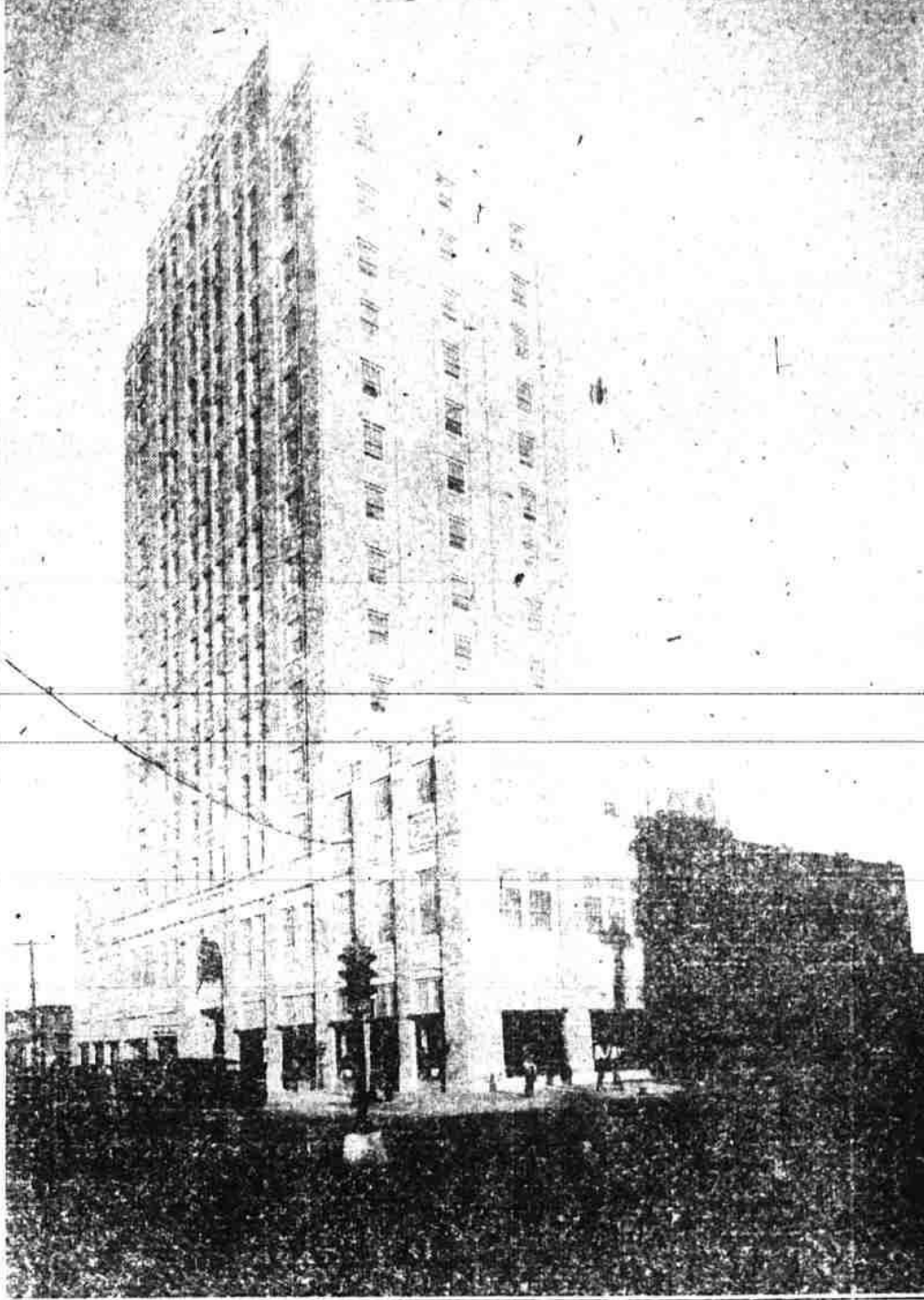


Photo by Bradshaw

The new \$500,000 Settles hotel, being formally opened October 1 and 2, rises 150 feet from the street at East Third and Runnels streets. This view was taken late of a September day, with shadows being across the southwest corner. The building was erected for Mr. and Mrs. W. R. Settles by E. V. McCright & Company, general contractors, from plans and specifications and under supervision of The David S. Castle Company, architect and engineer. The exterior is in buff brick and the architectural theme is purely American and quite modernistic, the second structure of this type in West Texas.

### Program Will Be Presented Two Evenings

#### Reservations In Order For Thursday; Sell-Out For Wednesday

Wednesday and Thursday evenings at eight o'clock there will be formally opened here one of the finest hotels in Texas—the 15-story Settles.

All reservations for the first dinner-dance that will celebrate the completion of the building of operations had been taken Friday at noon. Manager Fred W. Crow, who through the press and otherwise had urged people of the city for a month to make their reservations early was plainly perturbed lest many who wished very much to attend would not be able to do so.

He therefore announced that the Wednesday program would be duplicated Thursday evening.

Three hundred is the maximum number that can be accommodated in the large banquet hall and ball room. Special platforms for Michael Cools' 11-piece orchestra from Lake Worth Casino were being built. R. D. Corcoran, catering manager, had the culinary department about ready for operation, the coffee shop and dining room being scheduled to open Monday at 7 a. m.

Every department of the hotel, which has been receiving guests since the West Texas Dental Association opened its convention there September 19, was being given the finishing touches necessary before the large institution's many functions would be in full and consistent operation.

The refrigeration plant, the beauty salon, the furnishings of the private assembly and dining rooms on the mezzanine, arrangements for opening of the drug store and straightening up of the new Chamber of Commerce offices were keeping every person in the building exceedingly busy.

#### A Secret

Mr. Crow announced the nature of the floor show during the dinner would be kept in secret as a surprise for the guests, many of whom will come from out of town.

Members of Mr. Crow's staff are: R. D. Corcoran, catering manager; C. H. Scott, engineer; Mrs. Beattie Miller, housekeeper; J. S. Davis, chief clerk; Tom Grady, auditor; Leo Smith is night clerk. A semi-member of the personnel is Mrs. Mary Miller, pastry cook, whose baking confirms the claim that the great American pie industry is coming back in a big way.

#### Dr. James R. Barcus House Physician; On Floor Ten

Dr. James R. Barcus, well known local physician and surgeon and co-owner and operator with Dr. Charles K. Bivings of the hospital here bearing their names resides in a suite on floor 10 of the Settles.

Dr. Barcus with his professional partner is official house physician. He is known as one of the best prepared and most experienced of the younger physicians of this section of the state. He is secretary of the Medical Society of Howard Martin, Midland and Ector counties, a member of the Methodist church, leading member of the Kiwanis club and active in civic affairs.

### Pioneer Couple Puts Income From Oil Found Under Ranch To Build Hotel In Home Town

#### BY JESSIE G. THOMAS

About forty miles from Louisville in the state of Kentucky, nestled in its thoroughfare, there is a little city called Bardonia.

Bardonia is the Kentucky village which was the inspiration of the old love song, "My Old Kentucky Home."

Naïveté skyscrapers graced this little town and all walls and incomes therefrom were unheard of. Many of the inhabitants of this community lived and reared their families by practicing the most rigid economy.

On a farm near this interesting village on November 8, 1897, W. R. Settles was born. And on a nearby farm in the same community several years later, Lillian Green was born.

The Lutheran school house where they first studied was built of logs. The seats in the school house were also built of logs.

When a very young girl, Lillian Green had aspirations to prepare herself for teaching by study in a normal school in Lebanon, Ohio. She had no means to finance the education but her father had given her a good horse and she sold this animal for one hundred and twenty-five dollars.

#### To School

"I paid my railroad fare to Lebanon, lived there thirty weeks out of the year and had enough left to get back home," Mrs. Settles smilingly tells.

"Of course I had to do some flouting but my room rent for the thirty weeks was only six dollars and my board only cost one dollar a week."

"One dollar a week sounds pretty cheap now, but the food was plentiful and wholesome."

"I could have gotten a fancy fare for one dollar and twenty-five cents a week and I tried it but I didn't think it worth the twenty-five cents difference, so I changed back to the one dollar a week board and saved the twenty-five cents difference."

"No Frills  
"I didn't have the means to buy any frills nor any time to play around and catch beaux, but I had William on my string and I didn't care about any other boys."

It was about this time that her father had left the old home state and came adventuring toward Texas.

"He was the oldest of twelve children and left home he says, to give the others more room," Mrs. Settles tells of her husband.

But it is an old friend of the family that relates the story of his first work in Texas.

"Will get a job with an outfit known as Julian Wells ranch. This was sometime in the 'eighties, I think."

"Water was scarce at that time and cattle would come for miles around to a certain water hole. Many of them would mire down into the wet wallow to such a depth that they could not get out unless somebody came to their aid."

#### His Job

"It was Will's job to rescue the helpless animals, which he did with the aid of two Spanish mules and a saddle horse."

"Sometimes he would drag them from the mud by lassoing the animals around the horns with a rope and tying the other end to the

ground of his saddle. Will received fifteen dollars a month and great on this job."

No doubt the thoughts of the young cow boy was continually fitting back to the early headed school teacher in Kentucky, but twelve years passed before he was to see her again.

Leaving East Texas to try his luck in the western part of the state Mr. Settles worked for several years for other ranchmen by purchasing the land sixteen miles from Big Spring which was later to produce oil.

It was in the year 1894 that he went back to Kentucky and returned to West Texas with Mrs. Settles soon after their marriage.

Not Much Town  
Big Spring wasn't much of a town when they came through here in 1890 on their way to their ranch.

The post-office was in a small frame building on the street where the West Texas Bank is located. There were no paved streets and only a few hundred people. The home of Mrs. Clara Edkins, now on the lot where the new Settles now stands.

Memorable remembrances of their friends who knew Mr. and Mrs. Settles when they lived on their ranch give much insight to those lives as sincere, consecrated characters.

"No matter how pressing their work, they never shirked their church obligations," says a friend.

"Every Sunday they would drive sixteen miles to Big Spring on their double-team buggy and get there would bring the minister back to the ranch with them. Sometimes there would be all day services under the shade of the school house and the women folks would bring baskets and picnic dinners would be enjoyed in the shade of the trees."

Mr. and Mrs. Settles organized a little Sunday School and she was teacher and superintendent for many years at the same time attending regularly services at the First Presbyterian church in Big Spring.

Most every one knows of their interest in Big Spring and their generous donations to various civic improvements—especially their part in making possible the building of the beautiful First Presbyterian church.

Mr. and Mrs. Settles both have a nice sense of humor and have their favorite jokes about each other.

(Continued on Next Page)

This done, E. V. McCright & Company was called as general contractor to construct the building.

Representing the David S. Castle Company as engineer and inspector was C. G. O'Neil, who had for 20 years been in the building business on large projects from Alaska to Old Mexico.

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room service from our coffee shop which is equal to the best."

"I have devoted the greater part of my life to the hotel business," Mr. Crow continued. "I wish to express my honest opinion to the people of Big Spring unreservedly characterizing the Settles as one of the finest structures in the state of Texas."

"Its appointments, construction and architectural features are far superior to many larger ones. I think that to Mr. M. L. Tinsley, manager of the Settles estate and promoter of this most beautiful structure is due the praise of the entire community for the manner in which he has directed the project from its inception."

"I have no hesitancy in comparing in class, service and beauty the Settles hotel with that of The New Yorker in New York City, in fact, I think this hotel is superior to that in Memphis to say here."

"It will be my policy to make the Settles hotel the meeting place for everyone. I want the people to become accustomed to saying 'meet me at the Settles,'" said Mrs. Crow yesterday. "I hope people will make their appointments here and we extend them that privilege due to our spacious lounge and conveniences set aside for their comfort."

"We will earnestly endeavor to encourage the holding of social functions here, without charge. In the event arrangements are wished for parties we will be equipped to render any high-class service suggested."

"We plan to organize a dancing school for the purpose of teaching children as well as grown-ups, giving the opportunity of receiving the best instruction."

"We are further equipped with a fine city club and are in a position to cater to conventions up to a thousand in number, providing a real show place for their assemblies, registration desks, lounge, executive rooms and additional private rooms for their displays. We are in a position to give the finest

### F. W. Crow, Settles Manager. Furnishings Long Successful In Business. Compare With Nations Best



FRED W. CROW

The good fortune and splendid judgment that have combined to make the Settles hotel project so successful completion held good when Fred W. Crow was brought to Big Spring as manager of the hotel.

Veteran of 28 years in the hotel business, known and loved by tens of thousands of the people of this old native state, Fred Crow has become within the few weeks he has resided here a trusted and by 21 citizens who believe unreservedly in the future of Big Spring and the Settles.

The Spring of the new hotel, Mr. Crow just a few days ago when he was offered the management of the new William Crow, a new 25-story building in Memphis, Tenn. But being thoroughly sold on the future of the Settles he accepted the appeal of the hotel owners and has definitely declined the offer in Memphis to stay here.

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#### An Ideal

The Settles was built to be a money-making industry. It also is the embodiment of an ideal and in it the people of Big Spring have an unequalled community center to which they may come and in which they may see and entertain their friends from far and near.

The exterior beauty rivals anything the southwest has. It is purely individual in style, an American product, and slightly modernistic—the second of that type in West Texas.

The simplicity of the building outline, especially the setback style, produces a monumental effect.

The tower, 15 stories high, is faced with vitreous light colored buff brick, trimmed in cast iron limestone. The stone trimmings are modeled in heavy relief to produce highlights in the few decorative units. The pier bases and show window balustrades are faced with polished cast limestone Texas pink granite.

Frame  
The structural frame of the building is of reinforced concrete, built to use of what is known as the cantilever floor of a system of construction in its erection, the Stieglitz system of forms was employed.

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Architecture

(Continued from First Page)

windows and terrazzo floors. All store buildings and the coffee shop open off the main lobby, which has north and west entrances, directly to the street, the coffee shop also having an entrance north to the street.

Lobby space in this hotel is larger in proportion to the number of rooms than any modern hotel in the state.

The mezzanine walls are paneled with the decorations of stucco and ceiling in keeping with the lobby.

The banquet and ball room is highly decorated in pastel colors carried out in the Italian Modern Renaissance treatment.

The service kitchen is adjacent to the banquet room and connected to the main kitchen with a double service stair and dumb waiter.

The coffee shop and dining room together will accommodate 150 diners, the bar and lounge being adjacent.

The men's club, occupying the entire fifteenth floor and accessible to porches on each end for outdoor entertainment and smokers, is a distinctive feature of this hotel.

Six large sample rooms, so built that tables used in displaying the latest styles may be folded down when not in use are located on the third floor.

Large sample rooms are in the basement, where heavier merchandise may be displayed. There, too, are public washrooms, a tailor shop, quarters for the hotel staff, and storage space.

Each tenant of stores in the hotel building has a storeroom in the basement. All freight for these establishments is taken in on elevators at the rear of the building, thus avoiding all freight traffic congestion in the front of the building.

Two large storage vaults are on the first floor, as well as supply rooms for the culinary department. The hotel has its own refrigeration plant for furnishing ice water to guest rooms, for maintaining cold storage vaults and for the kitchen refrigerators.

The heating unit is the two-pipe Lunsan differential system, which operates on either pressure or vacuum control. These control systems mean that means can be served throughout the hotel at temperature

atures from 150 to 225 degrees. It is recognized as one of the most efficient systems. The suite of steel boilers of the low pressure type are equipped with both oil and gas burners.

The hot water generator has sufficient capacity for all guests room, kitchen, laundry and help's lockers. It is heated by steam coils with the suite of boilers having a range of 140 to 180 degrees, automatically controlled by thermostat. The water heater with 20,000 gallon capacity is connected to the refrigerators and is on a congested that all boilers and mechanical equipment require water to be furnished with water advanced properly. This system, being connected between the house pipes and the main house tanks on the fifteenth floor, which supply the entire building.

The electrical system of the building is served completely and exclusively by a set of transformers in the basement. This is one of the modern methods of serving the latest type hotels.

The American Elevator company installed the Settles system. There are two passenger cabs of non-metal type, geared at 600 feet per minute. Either cab traveled from a full stop at the ground floor to a full stop at the fourteenth floor in 17 seconds.

Both cabs are equipped with an automatic leveling device, bringing them to a stop on a level with the floor at which one wishes to land. The cabs are finished in stippled bronze with highly etched ornamental bronze doors on the first and second floors. They are equipped with the Wagner closing device and stops. The cabs also have a safety device, bronze grill telescoping gates. These elevators are the most modern type being manufactured and have a landing on each floor from the basement to the fourteenth inclusive.

The furniture and equipment are furnished by the same firm as those of the Settles Hotel in Dallas.

The fact is, tourists will get nearly the same accommodations here as in either of the other cities named on that billboard," he declared.

Every piece of furniture in the entire hotel was made especially for the Settles. Periods, designs, color effects all were planned in minutest detail just as the architect planned on and into the construction and engineering details of the beautiful 15-story building.

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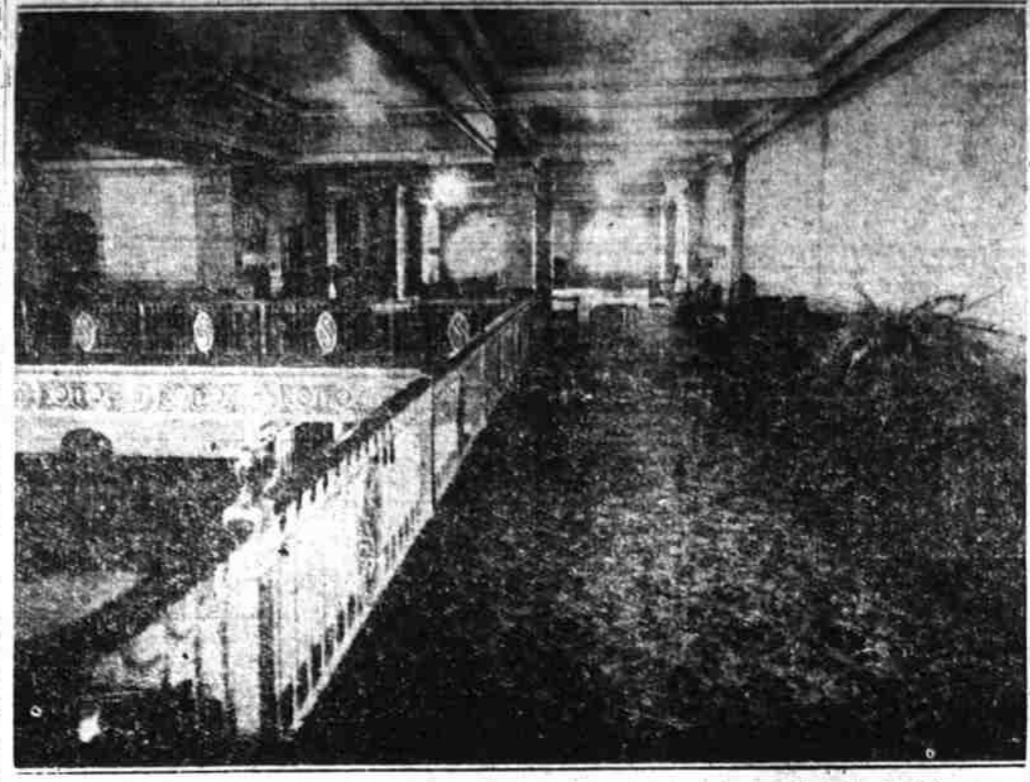
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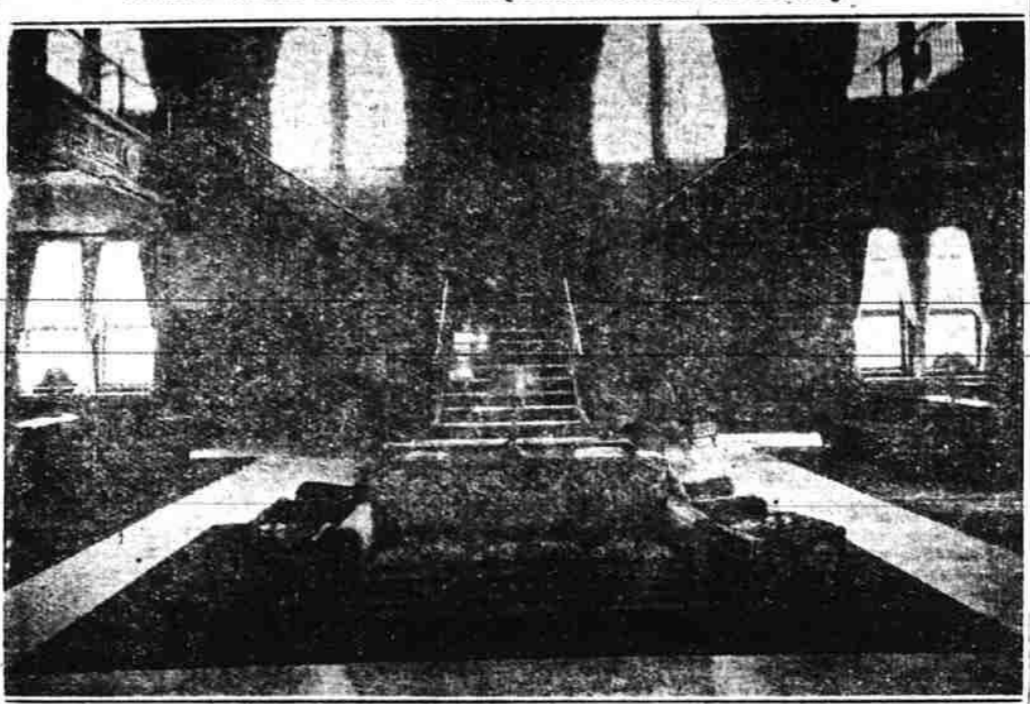
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Luxury Abounds In The Settles Hotel Mezzanine



Sumptuous of furnishings of the mezzanine in the 15-story Settles Hotel, to be opened formally here Wednesday evening, is easily seen in the picture above. The view is from the southeastern section, along the promenade toward the women's lounge, which is bordered on the east by the banquet hall and ball room and on the west by the beauty shop. To the left, around the ornamental railing which is studded with the hotel's initial "S" in metal, are the private dining rooms and assembly places for clubs, parties and other groups. Furnishings were obtained from J. S. Nu Delman & Company, Dallas, and are from a group of the most exclusive manufacturers of hotel furniture.

Grand Stair Adds To Impressiveness Of Lobby



A dominant feature of the main lobby of the Settles hotel is the grand stair. This view from the main entrance on East Third street, presents an idea of the unusually spacious lounge. This hotel has more lobby space compared with the number of rooms of any modern hotel in Texas.

Pioneer

(Continued from First Page)

Mr. Settles' favorite of his wife, according to friends, is a tale of a fine brood of baby chicks and a midnight prowler.

One night on the ranch Mrs. Settles was disturbed from her peaceful slumber by the frantic clucking of a mother hen and the frightened pitiful cheeps of the baby chicks.

Hurrying out to the coop in the moonlight she discovered a dark slinking animal about to feast on the hen and her brood.

Fearlessly reaching her hand into the fence, she immediately discovered the animal to be a skunk.

The incident in Mrs. Settles' favorite story of her husband also happened on their ranch.

He Settles was very proud of his registered Herefords.

He named each one of them and always called them by their names.

One day a cattle buyer came along, looked the fine stock over, made Mr. Settles an offer for them and proceeded on his way.

That evening when Mr. Settles went to feed his stock, as was his usual custom, he stayed so long that his wife went out to see what was detaining him.

Mr. Tinsley chose the site, bought all materials used in the building, supervised the structure from start to finish, and purchased all furniture, draperies and linens.

The building and plans were carried out smoothly and without a single hitch, thanks to Mr. Tinsley, Mrs. Settles declared.

Mr. and Mrs. Settles, at their home on Nineteenth and Settles streets, present a picture of wholesome quiet living and substantial comfort.

Fruit trees, a garden, chickens and flowers about their home gave them the pleasures of country life with the advantages of modern improvements that the town affords.

It is easy to tell where Mrs. Settles stands on the prohibition question.

Reminiscing of her girlhood days she declares:

"I hate whiskey. There used to be so many drinking men staggering about the town on Saturdays that the women folks stayed off the streets."

"I saw more poverty among the working class of people than I have ever seen since."

"The men would go on drinking sprees after pay days while the wives and children were living in the direst poverty."

"In adversity and prosperity they were always uncomplaining, cheerful, trustful and faithful. Faith in God, faith in each other, faith in humanity."

And now the New Settles Hotel stands majestically in our town—a monument to their faith in the stability of Big Spring and the growth and prosperity of her future.

F. W. Crow

(Continued from First Page)

"It has made me very happy to be able to become a resident of Big Spring. I am proud to be the manager of this hotel, willing and anxious to act as your servant, hoping to have your good will and cooperation, which will enable me to make it possible for this hotel to be a success."

To Serve "It will be my untiring effort to serve you, to make you feel at home and to welcome you at all times to the Settles hotel. I will endeavor to operate the Settles in a manner which will meet with your approval. I am happy to be here and hope to remain indefinitely. My pride in Big Spring is genuine and I feel it has the brightest future of any city in West Texas and a far greater opportunity to develop than many other cities much larger at this time."

Mr. Crow, a native of Houston, began his highly successful career in the hotel business with the Huesner Hotel and Baking Company in Chicago. Prior to then he had served as room clerk, chief clerk and in other positions in hotels throughout the country.

In 1911 his long series of successes in his native state began, at The Bender in Houston. Previously he had been identified in Zanesville, Ohio, and Cleveland, Ohio.

Mr. and Mrs. Settles are very modest and unassuming. They dislike sentimentality.

Mr. Settles dislikes to be interviewed because he is afraid too much may be said. And Mrs. Settles declares there is really nothing interesting to say about them.

Perhaps the best compliment paid them was some remarks of a friend who has known them for years.

Structural

(Continued from First Page)

to the fourteenth floor, inclusive, are 51 by 80 feet. The fifteenth floor, occupied by the Settles Men's Club, is 51 by 54 feet.

Excavation of the site was started October 15 by the Gifford-Hill company, which finished the job in record time.

The E. V. McCright Company began taking soil tests November 1, 1929 and poured the main bottom mat footing December 10.

This mat is one of the few of the type in the south, the nearest being in Houston and New Orleans. Its use was decided upon because of absence of soil or rock of sufficient bearing value to support the building adequately into the mat went 57 tons of reinforcing steel and 733 cubic yards of concrete, in one mass, 28 to 48 inches thick, and 65 by 92 feet in lateral dimensions.

An unusual condition in the sub soil was found. There were alternate layers of sand and gravel and the distance to bed rock or substantial clay was so great that the mat footing was decided upon instead of concrete piling when use of spot footings, customary in this section, was found to be impractical.

This mat was poured in one "run" of 39 1-2 hours continuous work.

The basement walls and the first floor were poured of reinforced concrete January 1. Extremely cold weather then stopped operations until January 24-25 when the second floor was poured. By February 12 the fifth floor framework had been finished and at 5:30 p. m. March 27 the fifteenth floor was poured. On March 27 the roof slab was poured and the great framework had been finished.

Some idea of the rapid progress made throughout the period of construction is gained when you learn the building was finished and enough furnishings and equipment installed to entertain the West Texas Dental Association convention October 18, 1930 just 12 months from the time the steam shovel broke out the first month of soil in the excavating.

Another testimonial to the efficiency of operations is the fact that the building was finished and enough furnishings and equipment installed to entertain the West Texas Dental Association convention October 18, 1930 just 12 months from the time the steam shovel broke out the first month of soil in the excavating.

Like every other large and efficient institution whose object in life is to serve the public one finds "behind the scenes" in the Settles a number of interesting things are found.

In the basement many employees are kept busy in the laundry, linen rooms, pantry, boiler room and a the ice and refrigerating plant.

There are about 45 employees, all white, of which 37 were residents before the hotel opened. Only members of the staff of F. W. Crow, manager, were brought from out of town. Each of them is experienced in a particular department of the hotel business.

Mr. Crow, a strict disciplinarian, appreciates efficiency in employees, has rules of conduct and procedure for all his staff and employees and are designed to make guests comfortable at all times and in every respect.

"I'm happy here, I want every one who visits us to be happy," he has said repeatedly since coming to the city.

"TAXIMANIA" IS NEWEST "DISEASE" IN PARIS - PARIS, (INS)—"Taximania" is the newest disease recently brought to light in Paris, following in the steps of psittacosis and polyomelitis and closely resembling the well-known kleptomania except that the operation takes place in French taxis instead of shops.

The person having the disease, explained a young French court lawyer recently in the Paris courtroom, simply can't keep his hands out of taxi-cabs, walking away with anything she happens to light upon. A frequent trick of the "taximaniac" is to open the door of a waiting cab and get in just far enough to pick up any bundles handy and then discover that it is not his taxi and explaining matters to the chauffeur, tucking the packages under his arm. Women, it has been found, are the worst offenders. One of them, a certain Jeanne Conque, has been arrested eight times for the "disease" but her lawyer convinced the judge that this mysterious malady required lenient punishment.

ANCIENT BURIAL URN FOUND BY WORKMAN - AACHEN, (INS)—While laying bare a Roman water pipe in the village of Beisenich, workmen unearthed a burial urn dating from the Hallstatt period (7th to 6th century B. C.) It was placed in the museum at Zulpich, and excavations are being continued systematically.

When Constable Frank Verbeck of Tucson, Kan., found a shiny padlock on the door of the town jail, he broke through the door and found a still which contained 50 gallons of moonshine.

charming little daughter, Betty Rhea, reside in a beautiful apartment on the fourteenth floor of the Settles.

Classic Narrative From Oil Scout's Journal, 'The Swab'

(Continued from First Page)

BY DR. EARL S. MADDEN, C. H. S. S. Dear Boss: Regarding the trip of the Shreveport Geological Society, the crowd that left Memphis were a hard working gang of boys and girls, without for knowledge of the Trans-Mississippi area, and while they were studying the bug I was giving them the once over. There were some fine sets of brains in the party, but some of them might almost be thought goofy if one did not know them. I rode for a while with one intense young student with that eager faraway scientific look that some people have and he appeared to be brooding over some secret grief. With all the world before him, an excellent position, well thought of by his company and associates yet life seemed drear and hopeless and the future dark. In fact, when he confided his trouble to me my heart bled for him. I have just finished the "Life of Napoleon" by Ludwig, and it was sad to read the end of that brilliant career; you know of the sudden termination of the Jesse James, Carrel shot down in his prime; after this or forty murders and a lot of banking business still to be taken care of; you know how Julius Caesar lost out by being "put on the spot" in his prime; Marc Anthony deserted his fleet at Actium and thereby lost an empire for the light that lies in women's eyes—and still lies they tell me. All the events that thrilled humans through history, pale in nothing when I realized the grief that bowed this young Paleo's head and hampered him in chasing the forams to their lair. It seems that, with all the intentness of his ardent scientific soul he craved an igniter pearl; he doted on them; they were his life and soul. Not for him the smile of fair women; not for him the cry of "Eureka," when they brought him a core and he gave the formation a name and even a new microscope gave him joy. Also, because the mercenary low-browed fineries of Tulsa, with that disregard of one's finer feelings that is so characteristic of those who make their living by common barter and exchange charged forty cents for one all later pearl.

Well, kid, when I realize how this lad's whole future was being blighted through the sortliness of the republican party and its high tariff, boosting the price of alligator pearls and thus preventing the fulfillment of a brilliant, promising career, I almost wept. It was really serious. Here was a brilliant young scientist, working happily on his fossils, and his microscope. Writing monographs that had the scientific world looking on in awe and yet unable to secure a sufficient quantity of alligator pearls to make him contented. There is a great deal of we in this world and little did I know when I started on the trip that an ardent young heart was bowed in grief because alligator pearls were 40c a copy in Tulsa. Tulsa calls herself the Queen of the Petroleum World; what a foolish claim to one who knows that Tulsa, proud city as she is, charged forty cents even for one alligator pearl and even at that price they are rare.

While I have never treacherly myself, I have never deeply felt the loss of alligator pearls from my menu. I get my vitamins and calories in a different line. Yet in my blundering way, trying to do my daily good deed, when I suggested a good ripe turnip tastefully garnished by a soupçon of mayonnaise would produce an excellent substitute for the richer priced pearls, the look of disdain he cast at me gave me the sadders and I for I suffered in his regard. I do hope he makes arrangements to satisfy this pear complex and who knows that some day he may startle the world with a new species of Ostacod!

The trip, aside from the geological surveys, took us through the Mississippi Valley, and, naturally there were a few misunderstandings as to the object of the trip by the worldly fishermen of that area. At one town where we stopped to fix a flat tire, every one got out to stretch. Seeing a crowd of strangers erupt from a bus marked "Special," naturally drew a number of the leisurely class and of course some of the leading lights left a checker game with its abstruse problems and gathered around for to see and for to admire. This is the country where the returning wanderer sang that famous exile's lament—"A razor back hog and a potlicking hound, are Home Sweet Home to me." Part of our crowd entered the local chemist's for soda. The chemist after ringing up eighty cents worth of new business, and before taking it up with the Rotary Club, naturally became quite urbane with such good business. He inquired of Bill Chisholm, as to who the party were. Bill told him—"The Shreveport Geological Society. The merchant misunderstood and repeated, "Oh! Yes, the Shreveport Theological Society—how nice." Some now they did not look like a lot of embryo preachers, but when one of the gang busted into the place and inquired as to the whereabouts of that illegitimate son of so and so, the merchant nearly fainted.

One of the ladies of the party indulged in a cigarette in a natural ordinary manner, but if she had touched off the button that started the last eruption of Mt. Vesuvius, she could have caused no more commotion. The crowd, being well behaved and hospitable to the strangers within their gates, made no outward demonstration but they seethed underneath. They had heard about women smoking, the same as they had heard forgers claim at Dayton that their forefathers descended from monkeys. They knew that, since the

World War, strange unbelievable events were occurring out in the world and they did not know what to believe. The town was too small for a movie palace consequently they were not familiar with the ladies smoking as seen on the silver screen. Senator Hoffman warned them of the dangers besetting this fair land—at five hundred smokers per war. Nevertheless, here before their eyes was going on exactly what their prophets had foretold. Lo and behold ye, it had come to pass. Ye, verily right, in their own town one of them foreign wimmin was smoking a cigarette, and, what was more, did not seem to give the doggone One centimetre, who must have occupied a prominent place in the community, as he wore one of those long tailed Jim Swinger coats and a strange tie—the Jim Swinger having a cut that was reminiscent of the Mauve decade, or about the time the boys in the back room used to warble "Good Bye Dolly Gray." Well, sir, this worthy strolled up and down in front of the worthy Nordic institution, where being determined by his cigarette and, after full satisfying his incredulous mind that his eyes told him the truth he proceeded to sound a silent tocsin. First he strolled over to the hardware store and popped the word. Two of the salarimen emerged and took a good look nudging one another—"do you see what I see? Then the proprietor came out. Down the street further he saw the grocer, the pharmacist, the Purse and Cotton Bought" heard the word and hurried out to verify. He had to hurry home and wanted something startling to square the wife and this was an event. The whole street lined up for a look at the lady smoking a cigarette and believe me, kid I had it all. It brought me back to my boyhood days and the tension in my home town when the circus passed that down the line on circus days, the elephants are coming! This gave the yokels a treat and will not be forgotten until the next monkey trial.

At Slough National Park, Hank Clark, of the Slough, besides knowing his geology, also knew his history and gave us the low-down on the battle by the way Hill. Chisholm also knew Irish history and gave a very interesting account of how the strong man in Ireland and was discovered. It seems the Irish people were anxious to discover who was the strongest man so they sent out a scout to search the country. In the course of his travels he saw a big brood of boys tossing boulders the size of Ford cars over a hedge and without any apparent sign of effort. He accepted the land and asked him if he was the strongest man in Ireland. The rock tosser said he had not even got his full growth yet and to look farther. Presently the seeker saw a man in a field plowing. On closer scrutiny he noticed there were no horses, mules or any traction on the plow, the lad was just casually pushing the plow through the field. Calmly putting the plow under his arm he leaped a ten foot hedge to another field, stuck the plow in the ground and went on his way, plowing tremendous furrows with ease. Thinking he had at last found the strongest man he inquired of the plowboy if he was the strongest man and to his surprise was told that he the plowman, was only in his infancy and to look further. Presently he saw a big brawny rascal sitting under a tree picking his teeth with a blackboard stick. He accented the hoarsely gut and asked him if he was the strongest man in Ireland. The sticker, replied modestly that he was. Rising he took a deep breath, bursting eight buttons off his leather jerkin. Rolling up the sleeve of his right arm, he ripped his mighty muscles and stuck out his thumb. Reaching around he inserted the thumb and raised himself that his hand rested in the air. The crowd had wonderful met in those days.

The first night's stop was a little rive town in Tennessee. I had to double with three others in the same room with only two beds. This was not so bad, the real sad news being that the plumbing was in the yard and it was a large yard. You know what it is to look for a clean device on a dark night, well, try and locate the outside plumbing of a country hotel on a dark night—and they erect monuments to Columbus for finding a whole continent.

As a student of American Folklore I was sorry to learn from the local talent that the quaint old customs that built up this country and produced Nancy Hanks and Molly Starks are things of the past. It seems they were those constant novices instead of wearing them around the neck until they got to town or church or where ever their social functions are to take place. The old days when they danced all night barefoot on a puncheon floor without picking up a splinter are no more. One can remember back in the early days when they were proud of the hardihood of their women folk. They tell a story of one of the girls, toasting her bare feet in front of the open fire one night and her father saying, after sniffing the air awhile, "Sal, one of your feet are burning" and the ingenious asking: "Which one Paw?" Wonderful were those pioneer ladies. The old neighborhood custom of corseting has passed away with the snuff stick even in the remote districts. Being a bachelor and not having the proclivities of a tom cat I did not know that the fair sex had discarded corsets as a useless appendage and of course, not being married, there was no way for me to find out. I have seen the "Follies" but as the ladies of the ensemble had discarded nearly everything else but their heads, I did not miss the corsets. Corseting was a quaint old social custom.

(Continued on Next Page)





# You Are Invited to the F SETTLES Wednesday and Thursday

It is with a great deal of pleasure that we present to Big Spring people and to those who travel through Big Spring, the Settles Hotel. We have tried to offer a hotel that is more than a hotel... a home that really reflects a spirit of hospitality as well as a welcome to Big Spring.

### Operating Company

SETTLES HOTEL COMPANY

MR. AND MRS. W. R. SETTLES

M. L. TINSLEY

It is only right that our city should have a "Settles Hotel." Rapid growth in the last few years has brought to the surface many needs in the path of community development. Efficient, modern, attractive hotel facilities are always among the foremost needs of the growing city.

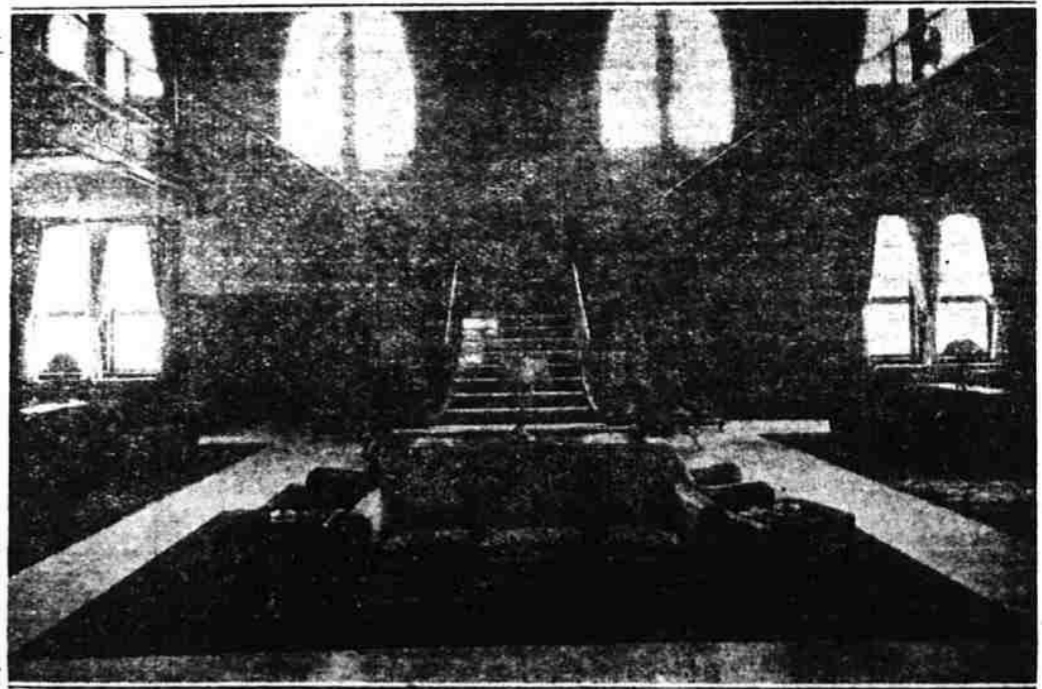
### Hotel Staff

*-ever alert to the needs of the guest*

Manager: Fred W. Crow  
 Catering Manager: R. D. Corke  
 Housekeeper: Mrs. Bessie Taylor  
 Chief Clerk: J. S. Davis  
 Engineer: W. M. Scott  
 Night Clerk: Leo Smith

Rising 195 feet from Third Street... fifteen stories high... "the Settles" will stand as a beacon that will tell all West Texas and all visitors of Big Spring's progressive spirit as it is signified by the faith of its builders and civic-minded citizens.

View of Lobby of New Settles Hotel



Vaulted ceiling... graceful staircases leading to the Mezzanine... colorful furnishings... efficient arrangement... blending draperies... rich paneling... daylight illumination... all combine to give to our lobby a restful pleasing atmosphere that we believe really "makes" our hotel.

**Michael Cools**  
**11-Piece Orchestra**  
*Will Play for the*  
**DANCE and Dinner**  
**Wednesday Night and Thursday Night**

Dinner	Dancing
8 p. m.	9:30 p. m.

**170 Rooms—each with bath and shower**

**Services "The Settles" is prepared to offer you - -**

**-the ROOMS**

**-as a RESIDENCE**

**-for PARTIES**

There are one hundred and seventy rooms for guests in "The Settles." The capacity of the rooms is three hundred. Each room has tub and shower, electric fan, circulating ice water and attractive furnishings. Truly, the rooms are "guest rooms".

The Settles... in the very heart of Big Spring... offers an unusually desirable place for the permanent guest. A number of citizens are already located there. Moderate rates prevail.

The Women's Lobby on the Mezzanine Floor... a unique location for bridge and other parties for Big Spring women. Smaller rooms as well as the Club Room on the same floor are also desirable for affairs.

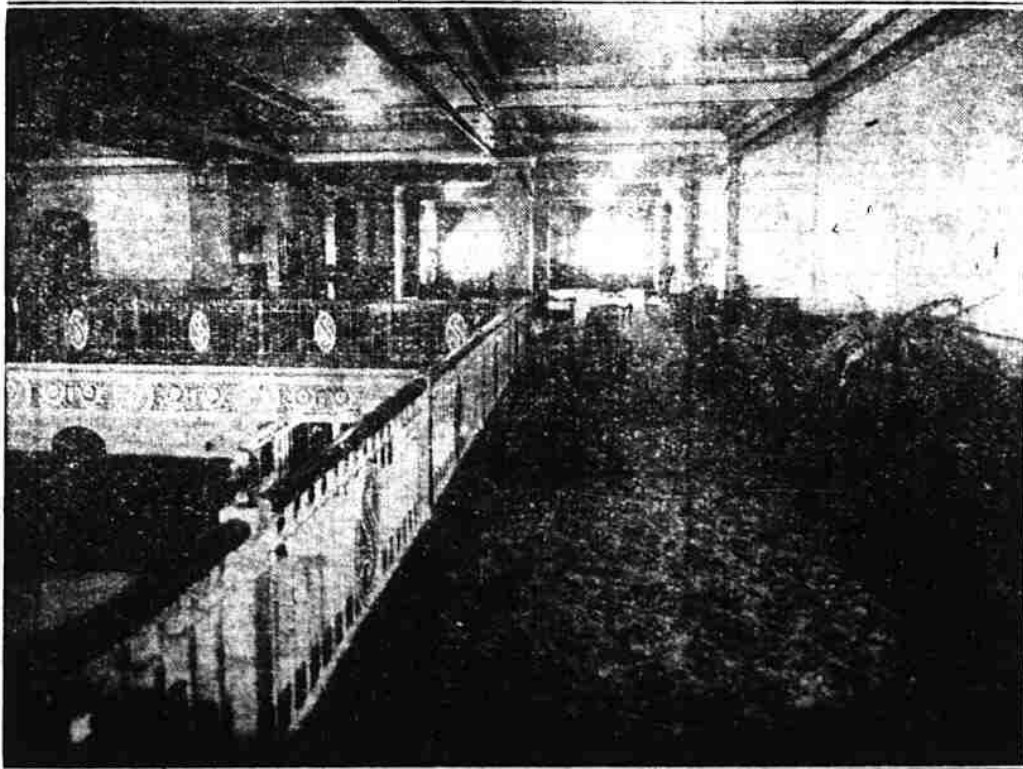
# Formal Opening of the New HOTEL

## October 1st and 2nd, 1930

We want every man, woman and child to inspect our building and to become acquainted with our hotel and staff on Wednesday and Thursday of this week. We will be "at home" all day and evening and we will try to show you of Big Spring and West Texas the "Settles hospitality" that we hope always to extend to our guests and friends.

Both evenings... at eight o'clock... there will be a dinner in the Banquet Room. This will truly introduce our catering department. At nine-thirty Michael Cools' 11-piece stage orchestra from Lake Worth Casino, Fort Worth, will play for the first dance in the Ballroom. Both the dinner and the dance will be informal.

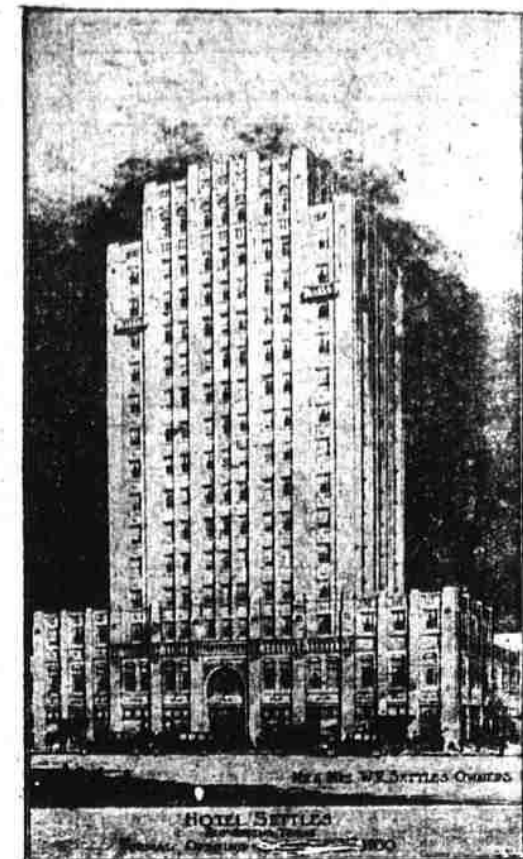
When you visit us Wednesday we want you to be sure and make a call on these business and civic firms who have new homes in the Settles Hotel: Cunningham & Philips (W. A. Plummer, Mgr.); Settles Hotel Barber Shop (G. E. McNew); Chamber of Commerce (C. T. Watson, Mgr.); Settles Hotel Beauty Shop (Miss Myrtle Sterling). You will find each firm will appreciate and welcome your visit.



View  
of  
Mezzanine  
of  
New  
Settles  
Hotel

Unusually attractive and appealing is the Mezzanine. Rugs, furnishings, ornaments, decorative effects... all have been selected with care to give a spirit of refinement that is desirable in the type of institution that we will always maintain.

**Rates: \$2.00 to \$3.00 (Monthly Rates on Request)**  
FREE AUTO PARKING



### Features of Opening Days

- a) "Open House" throughout the day
- b) Inspection of business firms' homes
- c) Dinner (8 p. m.) —including specialty dance numbers
- d) Dancing (9:30 p. m.) Music by Michael Cools' 11-piece Stage Orchestra

### An APPRECIATION ---

Upon opening the Settles it is not without a sense of the co-operation of Big Spring citizens that has helped to make the building possible. Every one has been very kind to us since the day we announced our plans to erect a hotel that all Big Spring would be proud of. Contracting and equipment firms, Big Spring citizens and business houses... all have played their parts. We sincerely thank everyone!

### -for BANQUETS

And now Big Spring has an attractive and efficient room for the serving of banquets for a large number of guests. The banquet room will accommodate three hundred. Our catering service, we believe, is thoroughly competent and can meet the requirements of any group that may dine in the Banquet Room.

### -the BALLROOM

Dances—both private and by the hotel management—will be held in the Ballroom (also known as the Banquet Room). Ideally located and superb in its appointments it is intended to be the social center of Big Spring.

### -for LUNCHEONS

Civic clubs, boards of directors, business institutions... in fact, any group will find that available smaller rooms as well as the Banquet Room offer an unexcelled luncheon service.

# Settles Will Make Work Of Hostesses Simple With Excellent Catering Service

Big Spring is a second town scarcely a day passes except Sunday or Monday that there is not one or more bridge parties.

And every few weeks four women get together and plan a very large party.

Up until the few past years women have worried and worried for days before a large party. They have carried hundreds of plates, pieces of silver and other bridge party necessities and from they have wrestled with tables and borrowed them from every available friend.

Then there were the hours preparation the mixing of salad dressing, the making of sand wiches and the hundreds of other things that go for a charming and well managed party.

The last hurried dash for a bath and fresh clothes and the run for the door as the first bell rings. And afterwards tables with their crumpled napkins, each with its bit of rouge impossible to remove—plates of melted ice cream mixed with bread-crumbs, cookies dropped on the carpet and then stepped on and a week of rest necessary to return to a state of calm and order.

### She Has Plans

But now the wise hostess has other plans. She can call the Settles and say "I am having a party for eight. That will be twenty tables. My color scheme is orchid and green and I wish to serve a salad and an ice cream." This will be at three o'clock Thursday afternoon.

And between that time and Thursday afternoon she calls her guest list and debates over the dress she will wear.

But at the hotel, with the minimum amount of bustle and fuss, her plans are being carried out. R. D. Corker, catering manager, is behind the plans for refreshments and a capable staff is behind the other arrangements.

On the day of the party the hostesses may arrive a few minutes early and find her twenty tables, faultlessly arranged and ready for her guests. She will bring her cards and her prizes and await their coming with untroubled calm.

### A Major Service

This is one of the major services offered by the new Settles Hotel. According to the manager F. W. Crow, from one to four parties may be carried on at the same time. The larger ones will be given in the ball room and the smaller ones in the little rooms of the mezzanine.

There is room to park and the hotel is most centrally located. Far better streets lead to it than to a possible hostess home in Washington Place or Edwards Heights. Add complete service, courteous and correct will make giving a party a delight to look back on and to look forward to.

### Drug Publisher Asked To Opening



WALTER COUSINS

The editor and publisher of the largest drug journal in the world, The Southern Pharmaceutical Journal, has been invited to attend the formal opening next Wednesday, Oct. 1, of Cunningham & Philips No. 4 store in the new Settles hotel building.

Mr. Cousins is one of the best known men in the drug world. He has been honored with practically every high position the nation's leaders in the business have to give. These include membership on the national board of pharmacists, the board of the Texas Pharmacy Central Association, presidency of the National Association of Retail Druggists and the secretaryship of the national board of pharmacy in 1927.

He is a long-time friend of C. W. Cunningham and Shine Phillips, owners of the new drug store in the Settles hotel.

### Pharmacy Board Head Is Invited

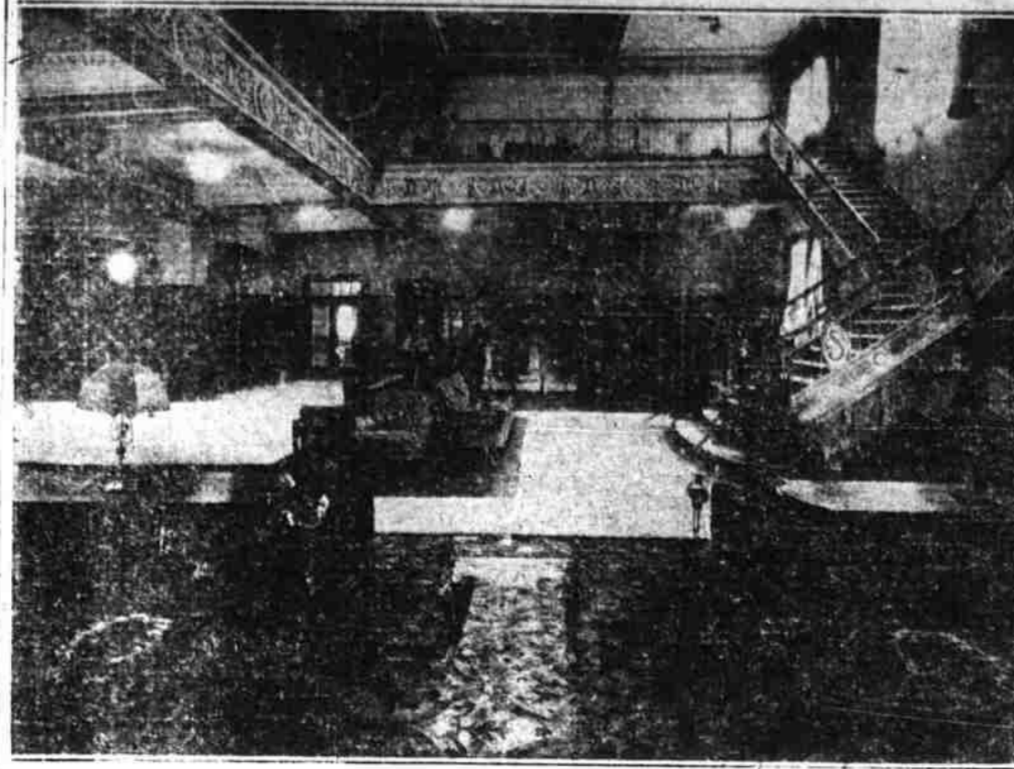


JOHN A. WEEKS

One of the most prominent men of pharmacy in the state, John A. Weeks, president of the state board of pharmacy, one of the best known and most loved men in West Texas, is John A. Weeks of Ballinger, who owns modern drug stores in his home city and in Abilene and San Angelo.

John Weeks is one of those men who have done big things and stayed with the old home town, when it was small and helped make it much larger and more important. His store in Ballinger is more than a store—it is an institution. With street

### Spacious Lobby Is Beautifully Furnished



—Photo by Bradshaw

This view of the main lobby of the Settles Hotel, taken from the west side affords an idea of the beauty of decorations and furnishings. The walls are finished in paneled light walnut wainscot with gilded stenciled rust tan walls above, harmonizing with a ceiling highly decorated in a combination of old ivory and light buff cornice banded with white gold fillet models, paneled beams of ivory mold and old Roman gold rosette standing out of a French blue back base. The grand staircase is seen to the left. It ascends in two directions to the mezzanine, a continuous ornamental rail encircling the well side above the lobby. Furnishings were purchased from The J. S. Nu Delman company, Dallas. French and Italian models are in dominance.

### Settles Offers Service To Clubs

The Settles hotel has unusually fine facilities for handling meetings, parties of all types and, for giving any service desired by women's clubs of various types. The clubs here include the following:

- Study Clubs**
- ARNO ART CLUB—Alternate Saturdays—Mrs. R. W. Henry, president.
- BIG SPRING STUDY CLUB—Alternate Fridays—Mrs. L. E. Eddy, president.
- CHILD STUDY CLUB—Alternate Fridays—Mrs. H. S. Faw, president.
- EPHILON SIGMA ALPHA—Alternate Thursdays—Mrs. Frank Etter, president.
- HYPERION—Alternate Saturdays—Mrs. William Cushing, president.
- JUNIOR HYPERION—Alternate Saturdays—Mrs. Robert Parks, president.
- Parent-Teachers' Associations
- P. T. A. COUNCIL—Second Tuesdays—Mrs. Ira Driver, president.
- HIGH SCHOOL—Fourth Tuesdays—(Not elected).
- JUNIOR HIGH SCHOOL—Second Tuesdays—Mrs. Shine Phillips, president.
- NORTH WARD—Third Thursdays—Mrs. J. L. Skalsky, president.
- SOUTH WARD—First Thursdays—Mrs. Fernand Fisher, president.
- CENTRAL WARD—Second Thursdays—Mrs. Iz E. Eddy, president.
- Miscellaneous
- CITY FEDERATION—Falls
- ACE HIGH—Thursdays—Mrs. L. Lloyd, president.
- BLUEBONNET—Wednesdays—Mrs. J. O. Barker, president.
- CACTUS—Tuesdays—Mrs. J. W. Middleton, president.
- CONTRACT—Fridays—(No officers).
- ENTRE NOUS—Wednesdays—Mrs. Lloyd Barker, president.
- IDEAL—Wednesdays—Mrs. C. D. Baxley, president.
- KILKARE—Wednesdays—Mrs. John McTier, president.
- 1930—Thursdays—Mrs. W. F. Wilson, president.
- 1922—Tuesdays—Mrs. Grover Cunningham, president.
- PROGRESSIVE—Tuesdays—Mrs. L. C. Knight, president.
- PIONEER—Wednesdays—Mrs. W. Irkman, president.
- O. F. F.—Wednesdays—Mrs. R. E. Lee, president.
- TRIANGLE—Wednesdays—No officers.
- THREE-FOUR—Wednesdays—Mrs. L. A. Talley, president.
- WORK—Wednesdays—Mrs. Tom Ashley, president.

### Pioneer Citizen Operates Barber Shop In Settles

G. E. McNew, known by most of the people of Big Spring and Hockley county, is proprietor of the Settles hotel barber shop. He has been in that business here 20 years, and is justly proud of his new shop because its equipment is in a class by itself for beauty, utility and modernity.

Mr. McNew has with him three skilled and trusted barbers, also well-known here. They are E. J. Barrow, Robert Winn and J. H. Stewart.

### CUTS VISIT TO BRITAIN SHORT WHEN CAT IS HELD

QUEENSTOWN, IRELAND—(Special) Mrs. L. J. Robinson left on the next available boat after arriving aboard the line Steamer on a visit to Britain.

When the Customs officers at Queenstown discovered Mrs. Robinson had brought a cat along with her, they pointed out the feline would have to go into quarantine for six months before being allowed to enter the country.

Mrs. Robinson pointed out she was traveling through the Free State to Belfast, but the Customs men were adamant, with the result the cat remained aboard a tender until its mistress sailed for home.

After taking two drinks of boot it was small and helped make it log whiskey. James Darham of Chisham larger and more important, cargo thought he was a fish and was His store in Ballinger is more than arrested for trying to swim in the a store—it is an institution. With street

Tuesdays—Mrs. E. O. Ellington, president.  
TRIPLE THREE SEWING CLUB—Alternate Thursdays—Mrs. Dennis Elliot.  
GARDEN CLUB—Mrs. J. M. Morgan.  
FORSAN BLUEBONNET BRIDGE CLUB—Alternate Tuesdays—Mrs. John Gamble, president.  
ORDER EASTERN STAR—First and third Tuesdays—Mrs. Nora Williamson, Worthy Matron; Mrs. B. Fisher, secretary.

### BIRDS RUIN APPLE CROP IN NORMANDY

CAEN, (INS)—Birds are responsible for a very poor crop of apples in Normandy this year. Great flocks of them coming from the regions of Upper Silesia attacked the apples, split them in two and ate the seeds. The result is that the apple harvest is no more than half of what the average one has been during past seasons.

Forestry has been added to the curriculum of public schools in Mississippi this year.

### Beauty Salon In Settles Is Most Modern

One of the most modern beauty salons in Texas may be found on the mezzanine floor of the new first story Settles Hotel.

It is a Modern Craft Beauty Shop with the newest and most up-to-date equipment available. Myrtle Sterling, its proprietor, called attention to the well furnished and comfortable waiting room where patrons can rest before their appointments in comfort and pleasure. The shop is decorated in shades of green, orchid and ivory with green drapes. No expense has been spared to make it one of the most outstanding of its kind. Besides Miss Sterling there will be, to begin with, two other operators. They are Miss Lonaie Canterbury and Miss Sallie Rutledge of Dallas. Miss Canterbury is well known in Big Spring and Miss Rutledge has been with several of the best known shops in Dallas. Miss Sterling herself has owned and managed many beauty shops in Oklahoma and Texas.

One of the interesting features of the new equipment is an Arni-Stannette for scalp treatments. Miss Sterling will specialize in scalp and skin treatments and will preside over the facial room. The shop will offer the Eugene and the Croquignole permanent waves. The Naviette, the Frederick and the Realistic are among the types of waves that will be given. A patron can be accommodated with every type of beauty treatment that is known. She will be able to get a manicure, a complete facial, a scalp treatment and a wave set. The shop is equipped to accommodate five patrons at one time and according to Miss Sterling, as the business grows so will the operators be added.

# FRIGIDAIRE

PRODUCT OF GENERAL MOTORS

-Plays Its Usual Important Part -in the SETTLES HOTEL -in Cunningham & Philips NEW STORE



In the Settles Apartments (on floors 12, 13 and 14) there are three of the new Gray Frigidaires.

Two Frigidaire units will take care of the refrigeration needs of Cunningham & Philips Number Four store in the Settles.

It is a real pleasure for us to install these new all Porcelain-on-steel Frigidaires. We invite you to inspect them and see why Frigidaire was chosen for the beautiful new Settles.

Frigidaire was chosen to refrigerate the Liquid Carbonic fountain, the fountain backbar and the candy case. We are proud of our leadership in commercial refrigeration as well as in household.

We wish the Settles Hotel great success.

We congratulate C. W. Cunningham and Shine Phillips upon their location for their fourth Big Spring Store.

D. W. and H. S. FAW  
FRIGIDAIRE — DELCO LIGHT

Phone 1086

203 E. 3rd

### Dysterbach Is Manufacturer And Retailer

Factory Provides Uniforms For Schools and Hospitals in Texas

Sam Dysterbach, sole owner of Dysterbach's department store, is one of the pioneer Dallas merchants who still operate a business there.

Born in Dallas, Dysterbach learned the rapid pace set by merchants there while only a youth. He attended the public schools and attributes his success to the fact that he is Dallas-born. More than 25 years ago Dysterbach began his first business venture with Edward Titcher, later one of the executives of Titcher-Goettinger Co.

### Buys Own Building

The two men started their business in a small space at 508 Elm street under the firm name of Edward Titcher & Co. L. 1894 Dysterbach bought out his partner's interest and started in business for himself. Dysterbach operated at the Elm street address several years and then bought the property at his present location, Elm and Pear streets.

The young merchant built a modern three-story building and a few years later acquired an additional 50 feet facing on Elm street. The firm at present has 10 departments and does a huge volume of business.

### Manufactures Uniforms

The feature of the Dysterbach firm is its manufacture of uniforms of all types. A factory is housed in the store building. Three other Dallas uniform factories are controlled by the firm and every type of uniform and cap is manufactured. The firm furnishes the Dallas police department and street car employees with thousands of uniforms yearly.

Practically every hospital is furnished nurses' and internes' uniforms by the firm. Thousands of army style caps are made and sold to cadets of the Dallas high school corps. A new factory, in which every type of military breeches is manufactured, has been recently established by the firm. The uniforms are confined not only to local buyers, but hundreds of retail firms throughout the southwest buy stock from Dysterbach each year.

Old pipe lines range in diameter from four to twelve inches; natural gas lines are 16 inches and up.

ANNOUNCING THE FAMOUS **ARNOL** Steam Treatments at \$1.00 per Treatment

We are authorized to give genuine Arnol Steam Treatments... Individual medications for various hair and scalp conditions... stops falling hair... conditions hair for permanents and prevents brittleness after. Call us for appointment.

Permanent wave, hair dye or facial, the kind that individualizes you and does not flatten the purse.

We invite you to come in and see us. We will be glad to have you consult us about your beauty needs.

**Settles Beauty Salon**  
Settles your Beauty Problems  
Mezzanine Floor Settles Hotel

To the Management the Settles: and Owners of

We extend greetings today. The Settles is truly a credit to Big Spring. We wish you every success in your investment and in its operation

—and to **C. W. Cunningham** and **Shine Phillips**

We congratulate you today upon the opening Wednesday of your fourth Big Spring store. May you succeed in full measure in its operation as you have in your other Big Spring stores.

**Collins Bros**  
SECOND AND BUNNELS 1400 SCURRY ST.  
Phone 123 Phone 1202  
PETROLEUM BLDG.  
Phone 18

...another roof by **LYDICK**

... The owners of the Settles have a roof on which they may depend for years to come...

Other West Texas buildings that have Lydick roofs:

- CRAWFORD HOTEL, Big Spring
- SCHARBAUER HOTEL, Midland
- THOMAS BLDG., Midland
- J. M. RADFORD BLDG., Big Spring
- HUGHES TOOL CO., Midland

We Extend Greetings to the Settles Owners and to Big Spring

**Lydick Roofing Co.**  
414 W. TEXAS AVE. MIDLAND, TEXAS.

# Transportation Facilities By Rail, Bus and Air Make City an Ideal Site For Major Hotels

By rail, by air, by highway—Big Spring stands in the foreground in these three major systems of inland transportation.

For years this city has been the main railway center between Fort Worth and El Paso. Only a few days ago came the announcement of the selection of Big Spring as junction point for two branches of the new transcontinental air mail line. For years the Bankhead Highway, the main route across Texas to California, has served this city. Highway No. 9, a federal and state road from Corpus Christi to Farwell crosses here.

With the opening of the Settles Hotel, Big Spring boasts of hotel accommodations sufficient to serve the greatest of tourist traffic.

Six passenger trains daily are run over the Texas & Pacific Railway. These afford accommodations to West Texas travelers that are equal to any direct line town in this section. In a few years, should the proposed T. & P. N. be approved and constructed, this city will advance to the front as the center of rail operations. When this new line is completed, that vast and richly endowed territory to the north will be served by the same type of trains used by the T. & P. on its main line.

**Six Trains**

At the present one may obtain three trains east and west each day. Of this six, one is made up here, the run of another ending here. Westbound trains include No. 1, at 9:15 p. m., No. 7, at 7:50 a. m., and No. 3 at 5:45 a. m. Eastbound trains are No. 16, at 6:25 a. m., No. 6 at 11:30 p. m., and No. 4 at 12:10 p. m. The latter train is made up at Big Spring.

These schedules furnish ample accommodations to traveling salesmen and others who use the T. & P. system in this section, being to this city a vast hotel business.

Bus lines running north, south, east and west, can be caught out of the union bus terminal here at almost any hour.

Buses from Big Spring to San Antonio, making connection, there for San Antonio, Houston and other points which extend into the Rio Grande Valley, leave three times daily, 7:30 a. m., 12:30 p. m., and 7:45 p. m. Buses arriving from the south reach here at 10 a. m., 5 p. m., and 8 p. m.

The section north of Big Spring, making connections for Lubbock and other points in the Cap Rock region leave here at 6:30 a. m., 11 a. m., and 3 p. m.

**Buses**

Buses from the north arrive at 1:30 a. m., 5 a. m., and 9:15 p. m.

The Greyhound Lines have a perfect schedule for east and west bound passengers. Five eastbound and four westbound buses leave here each day for Fort Worth and El Paso.

The eastbound busses leave at 2:30 a. m., 9:30 a. m., 12:35 p. m., 5:15 p. m., and 8 p. m. They arrive here from the east at 2:30 a. m., 9:30 a. m., 1 p. m., and 5:15 p. m.

Westbound buses leave at 2:30 a. m., 9:30 a. m., and 5:15 p. m., with westbound buses arriving at 2:30 a. m., 12:15 p. m., 3:15 p. m., and 8 p. m.

At the present time Southern Air Transport is operating two passenger planes out of Big Spring. The westbound Fokker arrives here at 4:20 p. m., stopping just a few minutes before taking off for the last run to El Paso.

The eastbound plane goes to Dallas from El Paso, arriving here at 11:20 a. m., and leaving in the vicinity of 11:25 a. m. Passenger service has been exceedingly satisfactory at the local airport since 4 A. T. put Big Spring on its direct line. Practically all of the business passengers making air trips to this city spend the night here and return by plane the following day.

When the new air mail line from the south starts operation, this airport will be a junction point. Instead of serving only east and westbound passengers, southbound as well can obtain transportation. The inauguration of this new line is expected to increase the business of both lines considerably.

**Hotels**

With three major hotels serving Big Spring, this city is now ideally located on the transcontinental Bankhead Highway, Broadway of America for tourists. These hotels are the Settles, the Crawford and the Douglass. The Read and others are fine hotels.

For those whose object is to see Texas rather than speed through it, Big Spring is geographically situated for an overnight stop. The bulk of the traffic over the Bankhead usually stops for the night at a point halfway between the two major cities of West Texas—Fort Worth and El Paso.

Big Spring is located 285 miles from Fort Worth and 350 miles from El Paso. The Bankhead Highway is noted for its heavy all-year traffic of tourists.

With the hotel facilities increased by the new Settles Hotel, and this combined with the Crawford and Douglass hosteries, this city should become the night destination for the bulk of East and Westbound tourists.

It is an easy drive from here to either Dallas or El Paso. When the north-south highway is constructed, which it will be in the course of time, this city will become even more important as a West Texas metropolis.

Alexandria, La., has a municipal athletic golf course, nine holes. The only clubs needed are mashes and cutters. The longest hole is 120 yards.

## Contractor Was Reared In This City

### Hotel To Open On Birthday Of E. V. McCright, Builder

The thirty-seventh birthday anniversary of E. V. McCright, general contractor for construction of the Settles hotel for Mr. and Mrs. W. R. Settles will fall on the day that the splendid new structure here is formally opened.

Mr. McCright, who is rapidly becoming one of the dominant figures in the construction business, returned to the town in which he was reared to build the \$500,000, 15-story Settles, which will open next Wednesday evening.

Born near Potosi in Taylor county October 1, 1893, he received his first schooling in the old Cedar Hill school house between Potosi and Iberis. He lived in Taylor county, attending school at Potosi and Abilene until 1902, at the age of nine, his parents moved to Big Spring.

McCright is the first son of Mr. and Mrs. J. S. McCright. He worked on the farm and in his father's store and attended school here until 1907, finishing high school at the age of 14.



His father died in March 1929 and shortly before the construction of the Settles was completed he collaborated with his superintendent, L. L. Edwards, in the planning and fashioning of a handsome grave stone that was molded of marble and fitted with a beautiful bronze tablet. This was a few days ago placed on his father's grave at Coahoma.

**To St. Louis**

In 1908 he left home to make his own way. After leaving his first job was on a construction project in St. Louis at sixty cents a day. There he became fascinated by the art of building and has, except for short intervals, continued in the construction field, working at various trades and studying structural engineering at night.

He entered the contracting field at Shreveport, La., in 1920. He has maintained his headquarters in Dallas since 1922.

Having very little money for starting business McCright was forced, of course, to contract for small structures for several years. But by gradually building up confidence of a few individuals with whom he dealt, together with the American Exchange National Bank, now the First National of Dallas, he has been able to slowly expand until E. V. McCright & Company covers the entire southwest and has to its credit fine structures in Texas, Louisiana and Oklahoma.

**Satisfaction**

"It has been a source of great satisfaction" Mr. McCright declared recently, "to return to the county where I was reared and erect so beautiful a building as The Settles, and the 15-story Hotel Wooten and Paramount theatre in Abilene, in the county where I was born."

"It is a distinct pleasure to meet the 'old-timers' who knew me as a boy, who knew my father and mother, and the boys and girls I went to school with—some of whom are now leading citizens."

### "PADLOCKED" PROPERTIES PROVING COSTLY

WASHINGTON, (INS)—Padlocked establishments forced out of business by the "nuisance clause" of the national prohibition law are proving extremely costly to Washington property owners, according to estimates made public by the current business review.

Proprietors of these buildings are losing approximately \$30,000 each year with the possibility of a loss of \$21,000 or more, the report said.

Eighteen places having an assessed value of \$394,000, were under padlock on Sept. 3, and padlock petitions for forty additional properties with an assessed value of \$915,000 will be considered in the Federal court during October, the survey disclosed.

Numerous cases of padlocks already granted and also those petitions for, concern establishments within the shadow of the Capitol and White House. Five cases now pending are against properties within a six block radius of the Capitol.

## Panorama View Of The New Texas & Pacific Engine Terminal



This affords an idea of the completeness of the divisional terminal equipped with latest appliances for servicing locomotives of any type and brass foundry, with a large locker bath building for the house employees. The left of the drop pits used in handling wheels of locomotives. Behind the round house, the 125-foot stack "wing stations." Inspection pit. To the right of the round house are the smith shop and coppersmith's shop and power house. In the foreground is the switchman's shanty. In front of the round house is the three point turntable and nearer the reader are the main power, oil and water "filling stations." Two inspection pits. To the right of the round house are the machine shop, black-

master mechanic's offices and the division storekeeper's offices and tool rooms (two-story building with the oil house, car repair building, lumber shed and other structures.

Chief Lyman L. Parkas of Union County, N. J., ordered all policemen on the county park squad to keep their weights less than 145 pounds or face charges of neglect of duty.

The federal customs house at New Orleans, work on which was started 50 years ago, never has been completed.

David and John Towers, twins, have been servants in a family in England 54 years.

# Welcome

## SETTLES HOTEL

Another step forward in Big Spring's development

### GEORGE'S CAFE

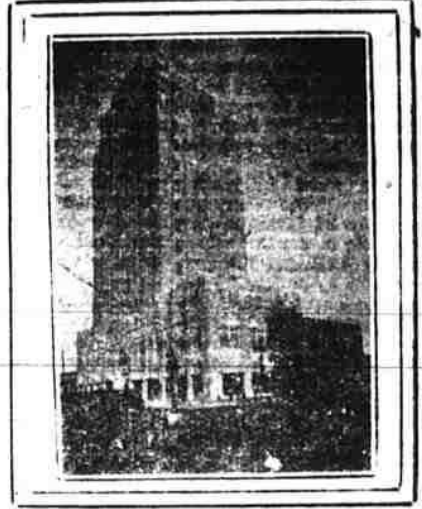
Just across the street from the Settles  
ON THIRD ST.

# The Lobby and Bedrooms of the New

# Settles Hotel

are beautifully furnished with distinctive

# MILANO FURNITURE



Big Spring and West Texas are to be congratulated upon the building of such a modern and high class hotel. We extend sincere good wishes.

Prospective builders and furnishers of Hotels, Apartments, and Homes will profit by giving the MILANO line a careful and complete investigation before buying the furnishings. Communicate with our Texas distributor.

# Milano Furniture Co., Inc.

Chicago, Illinois

Texas Distributor: J. S. Nu Delman, 1142 Athletic Club Bldg., Dallas, Texas





# Appointments And Stock Of Cunningham & Philips No. 4 Store In Hotel Of High Type

One of the finest drug stores in Texas will be opened in the new Settles hotel building Wednesday, October 1, coincident with formal opening of the hotel itself in its splendid 15-story home.

It is Cunningham & Philips No. 4 store, located in the corner of the building at East Third and Runnels streets—the fourth in a family of successfully operated drug stores in Big Spring by the firm composed of C. W. Cunningham and Shine Phillips.

With fixtures especially designed by the Maubacher Company of Dallas, special double refrigeration installation, a complete new stock of everything that goes in the really modern store the store manager, W. A. Plummer, veteran of 27 years as a druggist, will have ample to offer the public.

Especially equipped with shelving and other fixtures to handle prescriptions quickly and efficiently.

There are three entrances from the outside, one from East Third street, another from the main lobby of the hotel, and another opening into the prescription department and the basement storeroom, from Runnels street.

**Telephones**  
A two-way telephone system has been installed, making possible more rapid communication both from within and without the huge hotel building.

The buying power of Cunningham & Philips has enabled them to carry at all times stock, so complete that customers have learned they can have any want filled at

any of the four stores.

Especially does this buying power improve the assortments of drugs and drug sundries to a degree unfared by few firms in this section.

An unusual feature of the store's equipment is that one large high speed ceiling fan at the center of the building cares for the entire store. The hotel building's heating system, cares for the store also.

**Mirrors**  
Large, high grade mirrors at each end of the fountain back-bar improves the appearance of the store. The total store space is 30 by 50 feet, with a basement half that size.

In the wall cases between the doors from the main part of the store to the prescription department are Elizabeth Arden and Dorothy Gray toilet goods, and between the two a complete line of Kodaks and film therefor. Around on the east side of the prescription room, along the store corridor leading to the lobby entrance are antiseptics and baby foods, and next to these certified and package goods, and tonics.

Across this store corridor in the

base shelves are rubber goods and games. Toward the front one finds liniments, eye medicines, cough syrups in the wall case and office and school supplies in the base cases. Next are the alarm clocks with toiletries occupying the remaining five sections of wall cases, between the main wrapping counter and the front of the store.

**Cases**  
Across the store in front of the fountain are the tobacco cases, with built-in cigarette cases and a built-in magazine rack.

On entering the store from the principal street entrance on East Third street one is confronted by the refrigerated candy case.

In the base shelves behind the main wrapping counter at the center of the east side of the store are pills and tablets. Forward in the base shelves are show cases are stationery, Pyralin, Lucite, Ivory, perfumers, lip sticks, rouges, body and bath powder, bath crystals, soaps and the Amity case.

**Tables**  
Arranged in the center of the store behind the candy case are six soda tables. Beauty of the store

at night is enhanced by a row of orange lights along the top of the windows on the west side.

Mr. Plummer, store manager of Cunningham & Philips No. 4, has been a druggist 27 years. He has successfully operated stores of his own in Moran and other towns and has been connected with leading stores in Breckenridge and other places. Before coming here about a year ago he was with an Abilene firm for several years.

Hunting licenses were issued to 65,977 Georgia sportsmen and to 202 non-residents last year. The revenue was \$91,583.

More than half the money spent directly to workmen, says Fred R. White, chief engineer of the Iowa highway commission.

Straightening part of the Thames river in London is proposed to relieve traffic congestion.

More than half the money spent directly to workmen, says Fred R. White, chief engineer of the Iowa highway commission.

Straightening part of the Thames river in London is proposed to relieve traffic congestion.

## Big Spring Goes Forward

The most significant step in the rapid advance of this little city has been taken with the completion of the New Settles Hotel.

Diltz Bakery Products are also going forward, and are finding favor with more and more of the citizens of this section of West Texas every week.

Hats off to Mr. and Mrs. W. R. Settles

Welcome to the Management

# DILTZ BAKERY

Home of Bake-Rite Bread

**Fixtures**  
"We just turned the fixture people, the soda fountain manufacturer, the refrigeration dealer and the rest loose with blanket orders to put everything in right and they have," declared Shine Phillips.

The 16-foot liquid carbonic fountain, with refrigerated back-bar is located along the west side, customers facing the front window and the street. The back-bar really is the back of a show window.

The show windows are really show window display cases on display cases in windows. Two of the windows, those next to the extreme corner of the building at the street intersection, will have in them brilliant Neon signs one flashing the word "bugs" and the other "soda."

**Terrazza**  
The entire store, with terrazza floor, is finished in walnut. Show cases are electrically lighted. The refrigerated cool water in the fountain, the back-bar, the candy cases, the case where serums and biologicals must be kept at even temperature throughout the year.

Hot and cold water are at the fountain, providing for the sterilization of glasses and utensils used there.

The prescription department, entered from the main store through two ornamental swinging walnut doors bearing the company's initials "C & P" in colored glass, is

# We Welcome



this magnificent new neighbor

The opening of the Settles Hotel is an event of great significance to Big Spring and West Texas. It culminates the planning and work of many months, and is indeed a tribute to its owners, its builders, and its operating company.

The completion of the New Settles Hotel gives the location of the Maurice Shoppe a new significance. Situated in the center of the civic and commercial life of Big Spring, the Maurice Shoppe is destined to grow with the city.

Congratulations to its owners, Mr. and Mrs. W. R. Settles! Welcome to its new personnel!

*The Maurice Shoppe*  
Opposite Settles Hotel

# We Congratulate

## The Settles Hotel

on its successful completion

The completion of the Settles is an achievement of which its owners and builders may indeed be proud, and October 1, the date of its formal opening, is indeed a red-letter day in the history of Big Spring.

The protection of insurance has been a great factor in the development of this great West Texas of today, and in the growth of Big Spring itself. Insurance has made possible safety in building investment... a safety insured by thorough protection from fire and other hazards.



The Settles is thoroughly covered with insurance policies written by these agencies:

**Big Spring Insurance Agency**  
107 West 2nd Phone 173

**Collins & Garrett**  
FIRE INSURANCE  
122 E. Second Telephone 862

**Big Four Insurance Agency**  
West Texas Nat'l. Bank Bldg. Phone 440

**Cowden Insurance Agency**  
106 W. 3rd Phone 511

Build the  
**S HO**  
Spring's Expansion

...th of Big Spring from a small town  
... Texas. We believe that Big Spring

To the Management of the new  
**SETTLES HOTEL**  
we extend  
**Cordial Greetings**

It is with pleasure that we accept this opportunity to extend a cordial welcome to the management of the new Settles Hotel. A city is rated by its hotels, and now with the coming of the Settles, Big Spring ranks high among the leading cities of the state.

Operating a fine hotel in Big Spring, we are, quite naturally, vitally interested in the continued growth of Big Spring. Each year marks new progress in West Texas, and passing of new milestones in its development. The completion of the Settles is indeed an epoch in this growth.

Providing accommodations for the increasing number of visitors to Big Spring, is a duty assigned to hotel men, and we are ever ready to welcome assistance in this respect.

TO MR. FRED CROW AND HIS ASSISTANTS IN THE OPERATION OF THE SETTLES, WE EXTEND OUR HEARTIEST WISHES FOR EVERY SUCCESS IN THIS, THEIR NEW ENTERPRISE.

**THE CRAWFORD HOTEL**

### Gas Building Plans Sale In Hotel Building

The Big Spring Public Service company, which serves the city and vicinity with natural gas has rented a Runnels street store space in the Settles Hotel building and will have on display there for one week only beginning October 1, the day of the hotel's formal opening. Ranges, heaters and water heaters to be offered at prices declared by Manager G. F. Cotton to be lower than the people of this city have ever had an opportunity to buy.

This sale will be held one week only with these gas appliances offered at cost.

The Big Spring Public Service Company, a part of the monster Empire organization, whose public utility properties extend into almost every part of the nation, not only has augmented its daily gas supply to a degree that insures home owners plenty of gas at all times but, as a result of this enlarged supply, launching into the industrial field here. A number of the largest institutions in the city have only recently become customers for the first time.

This additional supply comes through a specially built pipeline running into the city from the northwest. It joins the large main of the Prairie company about 20 miles from here. The Prairie system pipes gas directly from the Panhandle fields, where the supply is inexhaustible.

At the same time the supply relied upon wholly before the new main was completed, still exists. It is from the Howard and Glascock county oil fields. Some idea of the adequacy of the supply is found in a recent incident. The supply main from the nearby field broke suddenly due to a temperature change. This occurred at night. Men were dispatched quickly to the gate valves on the new supply main in the northwestern outskirts of the city. This was opened and plenty of gas flowed instantly into the distribution system in the city. The break, therefore, was hardly noticed by any consumer of this fuel.

### Architects Supervisor Is Experienced

C. G. (Barney) O'Fiel, construction supervisor for the David S. Castle Company, architects and engineers for the Settles, was assigned to that building and has spent much of his time here for the past year.

O'Fiel has seen much construction in his time—in fact he's been identified with large projects from Alaska to Mexico. His experience goes over a period of 20 years.

For the past six years he has been with Mr. Castle.

Starting at the bottom he has advanced into positions of responsibility. He holds the degree of bachelor of science in architecture from the school of engineering in Oklahoma Agricultural & Mechanical College, Stillwater. He was reared in Wichita Falls, Texas.

"Barney" is an old-time football star, having played on strong teams of 20 or more years ago in Oklahoma college. His zest for that sport continues.

### Bookkeeper Becomes Father While Here

A happy event in the ranks of the employees of E. V. McCright & Company, general contractors, during construction of the Settles, was the birth four months ago to Mr. and Mrs. Thad Dederick of a fine daughter. Mr. Dederick has been bookkeeper for the McCright company since the building was started.

### Monument For Father's Grave Designed And Cast On Settles Job By Contractor McCright And Aide

Though busy every day with the huge task of erecting a 15-story fireproof building and other large structures throughout the southwest, E. V. McCright, head of the concern which built the Settles, found time to perform an unusual act of tenderness in memory of his late father, I. S. McCright, who died in March 1929 and is buried at Coahoma.

With his superintendent, L. L. Edwards, he designed and had executed by workmen on the Settles job a fine tombstone which was carried to the cemetery the other day and placed on the grave by Mr. Edwards.

The stone, weighing 2,800 pounds, completely covers the grave. It is of white and black cast marble, with a handsome bronze tablet. For a few days, while awaiting transfer from the hotel site to the cemetery it was viewed by many local people.

### L. L. Edwards Superintends Construction

### Thirty Years' Experience Put Into Big Spring Project

Day in and day out, and most of many nights for the past year one man has watched over every step, every detail of the construction of the Settles and finds just pride in viewing this, one of the many large structures he has superintended.

That man is L. L. Edwards, construction superintendent for E. V. McCright & Co., Dallas, general contractors.

Mr. Edwards has been in this business for 30 years and has called Dallas and vicinity his home during that time. His work has been largely in Dallas, San Antonio, Galveston and has extended as far east as Norfolk, Va.



Among the superintended the Palace Hotel, the Christian church, sanitarium and hotel.

During the and superintendment construction, at the hotel he installed supply system.

Much of this Stone & Webb famed utility man.

For this control much of way mileage of so helped build from Dallas to.

Since leaving has worked in and has been three years.

Edwards is a native of Memphis, Tenn.

"I've been in the building business all of my life in one way or another and I do not hesitate to say that the Settles is one of the most complete as to architecture

### Architect Of Settles Long A West Texan

### David S. Castle Designer Of Buildings Worth \$27,500,000

David S. Castle, architect and engineer on the Settles, has been a West Texan since 1914 and in that period of 16 years has done more than \$27,500,000 of construction work in West Texas, more than \$6,000,000 of it in his home city, Abilene.

He erected buildings in a territory east to Weatherford, west to Pecos, north to Archer City, south to Brownwood and southwest to Alpine, serving altogether more than 45 cities and towns.

Buildings constructed under his supervision have included schools, city halls, courthouses, auditoriums, churches, banks and office buildings, hotels and residences of the larger type.

The firm is especially well-known for its hotels. Besides its newest achievement, The Settles, it has built four in Abilene—the Tourist, Mobley, Hilton and Wooten—and twice has remodeled the Grace there. The Burch at Breckenridge, the Coleman at Coleman, the Evans at Dublin, the Scharbauer at Midland and the Roberts at San Angelo also are Castle buildings.

Of these the Settles is the second

example in West Texas of the purely American set-back style of architecture. The Wooten in Abilene



was the first to be completed. It was opened June 6 this year.

Here Thursday in Big Spring Thursday on a business trip Mr. Castle declared he was exceedingly proud of the Settles. "It is one of Texas' finest hotels, a distinct asset to the city and all West Texas and worthy of support," he said.

Mr. Castle is a native of Constantine, Mich., born in 1884. He was educated at Armour Institute and the Art Institute in Chicago, spending five years in those institutions and emerging with degrees in civil and electrical engineering. During the period of his college work he worked with the Chicago Telephone

Company. Upon completion of that period he accepted a transfer to the Bell Telephone Company in Kansas City under I. R. Timlin, now chief engineer for the Southwestern Bell in St. Louis.

Twenty-four years ago Castle was transferred to the Dallas office of Southwestern Bell. After two years he took service with the Texas company, designing pumping stations and power plants. Then, after two years more, he launched out for himself in Houston, going into the contracting and later the architectural business. He was superintendent in charge of the Southern Pacific general office building and the Rice Institute power plant at Houston.

To West Texas Fort Worth was Castle's next home. He associated himself with M. L. Waller & Company, architects; and in 1914 went to Abilene to open a branch office for the company. The year following he took over the office and went into business for himself, and had resided in Abilene. At the beginning a one-man staff, D. S. Castle Company grew to an organization of 25-draftsmen, engineers, designers, construction superintendents, solicitors and the necessary clerical help.

Mr. Castle is prominent in the civic and social life of his home community. He is secretary-treasurer of the Wooten and Grace hotel operating companies and founder and a director of the Abilene Club.

More than 70,000 square miles of mountains and desert was surveyed to determine the course of the proposed Los Angeles-Colorado River aqueduct.

### News Briefs

(By The Associated Press)

ST. ANDREWS—It looks as if the Duke of York would be an unperturbed competitor in a golf tournament attended by big galleries. He had taken his stance on the first tee when a nurse and baby carriage passed along a road dead ahead. He waited and tried again. Then came the tower dustman and his cart. The duke waited once more then cracked out a 200 yard shot toward Swilcan burn.

WEST ORANGE—The red-golden rod—shall be spared at the behest of Thomas A. Edison. In behalf of hay fever sufferers it had been decided to exterminate it and penalize gardeners who reared it. But the wizard, who is working on schemes to make rubber out of goldenrod, intervened. He wrote the chamber of commerce warning against folly. He pointed out that the Gaspe peninsula in Canada is profuse in goldenrod and shy on campaign therefore, will be goldenrod and shy on hay fever ragweed. The campaign, therefore, will be against ragweed.

Because he offered a neighbor \$50 to accuse his wife of misconduct so that he could obtain a divorce, Herbert Whitecoft of New Orleans was arrested.

## The DOUGLASS HOTEL

Welcomes The New

## SETTLES HOTEL

To our neighborhood and Big Spring

# in Paying Justified - - Mrs. W. Again our Faith in Big Spring has Been Warranted

## The Completion of the Settles Hotel is another great achievement

Twenty-one years ago the R & R Theatres began operation in Big Spring. At that time the motion picture business was in its infancy, and Big Spring was just a West Texas village.

Now all is changed. Big Spring has become a city capable of supporting fine hotels, and the Settles has been built to fulfill the need for more complete accommodations.

As Big Spring has grown, and as the motion picture industry has developed, the R & R Theatres have expanded, keeping in touch with the trend of improvement and incorporating every new feature in entertainment.

The original underlying idea of the R & R organization was to give the communities it served maximum value in entertainment, and Big Spring has justified our policy through its growth and its support of our institutions.



## SETTLES HOTEL

We are proud of you! Your regal splendor lends a metropolitan atmosphere to Big Spring's sky line.

We extend our best wishes to the management of the Settles and wish them every success in its operation.

Walsh-Woldert Co.

4th and Runnels

—Dealers—

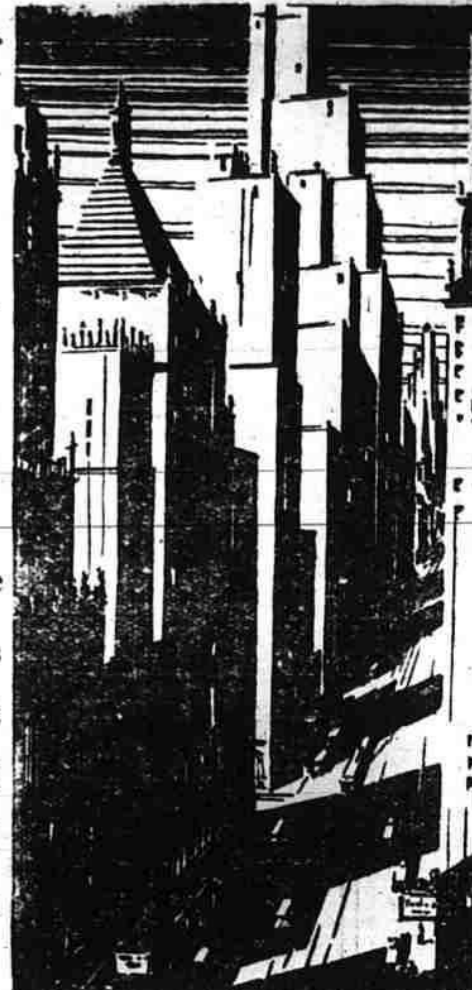
DODGE --- PLYMOUTH

## The Bradshaw Studio Joins with other Firms of Big Spring in Welcoming The Settles

Photographs of the Settles are by

## BRADSHAW'S STUDIO

219 1/2 Main



Fine Buildings thruout the World are Equipped with

## EMERSON FANS with the 5 Year Guarantee

A NEW hotel is opening its doors in your midst—a new monument to civic progress—a new evidence of faith and confidence in the bright future of Big Spring. The management of this new hostelry has been keenly alive to the opportunity which is afforded them in furthering the interests of Big Spring. They realize that a town or city is judged, in a large measure, by the service and comfort which its hotels provide.

The Emerson Electric Manufacturing Company takes pleasure in welcoming the new

## SETTLES HOTEL

to the long list of other fine buildings equipped with Emerson fans.

The choice of the world famous Emerson Fans is indicative of the thought and care which the management has exercised in providing the finest quality of equipment and service—to contribute the fullest measure of comfort for its guests.



Ceiling fans and desk fans in A. C. and D. C. models



The Emerson Electric Manufacturing Company St. Louis, Mo.

FAN MAKERS FOR 40 YEARS



E. V. McCRIGHT  
Contractor



L. L. EDWARDS  
Construction Superintendent

## The Newest Addition to the Growing Skyline of a Greater Big Spring

**E. V. McCright, General Contractor**

*Takes Particular Pride in Being Selected*

*To Build the*

# SETTLES HOTEL

**-Another Unit in Big Spring's Expansion Program-**

All Texas knows of the growth of Big Spring from a small town to one of the leading cities of West Texas. We believe that Big Spring will continue to grow and progress and we hope that we will be privileged to contribute substantially to its progress.

Being an early resident of Big Spring, quite naturally, I was pleased to build here a hostelry that ranks with the best in Texas. It has been my aim to have the building represent the best in hotel construction for a city the size of Big Spring. If it meets with your approval we will have accomplished a part toward the building of a Greater Big Spring.

E. V. McCright.

**Attend the Formal Opening of the Settles—WEDNESDAY**

**WE INVITE YOU TO INSPECT THE BUILDING**

*Recent Buildings*

*Constructed By*

**E. V. McCright & Co.**

and the construction cost  
of each one:

Hotel Wooten, Abilene, Texas  
\$800,000.00

Paramount Theatre, Abilene, Texas  
\$400,000.00

Hotel Blask, Oklahoma City, Okla.  
\$700,000.00

Victoria Theatre, Oklahoma City, Okla.  
\$350,000.00

Ritz Theatre, Oklahoma City, Okla.  
\$250,000.00

Continental Service Building, Oklahoma City, Okla.  
\$750,000.00

# E. V. McCright & Co.

General Offices in Dallas, Texas

Branch Offices in Several Southwestern Cities

# Modern Hotels Evolved From Ancient Caravansaries; Lobby Descendant Of Persian Courts

The capacious lobby of the 15-story, 170-room Settles Hotel, Big Spring's new hostelry, is a direct descendant of the court yards of the Persian caravansaries, walled-in places where caravans stopped for the night and where men and beast slept together, the men on raised platforms in the middle of the court. Rooms opening from the court, for better convenience of the travelers, seem to have been afterthoughts.

At least, this is gleaned from Robert M. Ludy's "Historic Hotels of the World," a book which takes the hotels back to the days of their origin. And, what an evolution from the first model from which sprang the towering brick, steel, and concrete structure being opened in Big Spring by the Settles Hotel Corporation at the corner of East Third and Rumpels

Originally, it seems, the inn was not even a house, and was very little of a shelter, being usually a plot of ground near a spring, or had a rude fence surrounding it. This space was allotted as a camping ground for travelers, and at this stage of its evolution it seems that the various communities provided this accommodation without payment or price.

Well, getting back to the 20th century, that sounds very much like the tourist parks of today, where the swarming cars from the highway to stop over and spend some money for food and restment. But let us return to the origin of this particular species.

"By degrees the wall was raised at the expense of some wealthy traveler. Arches were built and united to the wall by a roof. Doors were added and the roof-in-enclosure was divided into apartments, so that several parties of travelers might be made comfortable at the same time and enjoy some privacy. (And now—my gosh—private baths in each of the 170 rooms at the Settles!) Usually, there was a central space, open to the sky, or in some instances natural caves were used to stable any of the animals accompanying the travelers.

Disputes "Oldest" Belief Ludy says that in the ruins of Pompeii a group of brick arches is pointed out by the guide as the remains of the oldest hotel in the world. "Unfortunately, like many other statements about the city whose life was puffed out by Vesuvius, nearly two millenniums ago, this one is disputed by some learned antiquaries," says Ludy, "but where or when the first inn was established we may never learn, but if we can discover the age when civilized man first began to travel in the interests of commerce, we shall be on the road to the acquisition of that knowledge."

He makes it all go back to dollars and cents—just to our friend Van Leen made the discovery and colonization of America a matter of strict business. But he leaves the romance in the old inn, nevertheless. Listen to this description which Ludy gives from a writer named Lortins, of a Khan at Sela, in Asia Minor, on the road from Esdad to Babylon.

"It is a large and substantial building, in the distance resembling a fortress, being surrounded with a lofty wall, and flanked by round towers to defend the inmates in case of attack. Passing through a strong gateway, the guest enters a large court, the sides of which are divided into numerous arched compartments, open in front, for the accommodation of separate parties for the reception of goods. (The earliest baggage rooms!) In the center is a spacious raised platform, used for sleeping upon at night, or for the devotions of the faithful during the day. Between the outer wall and the compartments are wide, vaulted arcades, extending round the entire building where beasts of burden are placed.

"Upon the roof of the arcades is an excellent terrace, and over the gateway an elevated tower containing two rooms, one of which is open at the sides, permitting the occupants to enjoy every breath of air that passes over the heated plains.

Coffee Shops in England "O, well, they have ceiling fans at the Hilton, but here was the first roof garden, maybe, Ludy tells about how the coffee shops, now so important a part of all modern hotels, sprang into being. The coffee shop seems to have originated in Merry England; and by the way, they were all suppressed by proclamation in 1673, as nuisances; but the government guessed wrong there, for the following year the people demanded them back, and got them.

"Western Europe," says Ludy, first tasted coffee about the middle of the 15th century, and so small a circumstance as the bringing of a moderate quantity of beans from the east in a few years changed the complexion of houses of entertainment both in England and France. And getting down to the present—there is many a man who declares in effect that a hotel is known by the coffee it keeps; so that the influence of that small quality of beans has persisted through three centuries.

"In 1650," says Ludy, "a man named Jacobs opened the first coffee house in England, at Oxford, and the vogue for coffee houses spread rapidly. It was not until the early years of the 18th century that coffee houses in England exceeded in number and probably in importance the inns and taverns of the English metropolis.

"A picture of the interior of a coffee house of this period was given in the 'Valgus Britannicus' published in 1710," says Ludy, "and this

plays on more vulgar subjects were written, and in these the galleries, which were a feature of the inn yards, presented a kind of amphitheatre which naturally lent itself to the accommodation of an audience."

Just as the original inns or caravansaries sprang from the need of travelers for shelter, so with the improvement in means of travel the size and convenience of inns proved with more patronage. With the advent of the stage coach in England, inns were established at the various stopping places, and arranged especially for accommodation of coaches and their passengers and crew, for change of horses, and so on. Ludy traces all this in his book.

With the advent of the stage coach to France, the modern word "hotels" began to be applied to English inns. As Ludy says, "With the coming of the stage coach, which on the continent was the diligence, or rather differently constructed vehicle, the frequency of tours throughout France and Italy, with occasional adventures into Germany or Switzerland, caused the creation of new establishments and a new recreation for wealthy Englishmen of the eighteenth century.

"This was the grand tour. The chief pivotal points in this travel were London and Paris. The stage coach improved the roadside inn in England, and to some extent in France and Italy, during the latter half of the eighteenth century. It was in this period that the French 'hotel' began to be applied to the elaborated inns, both in France and England, although it was not until the days of the French republic that the word was properly naturalized in England.

"The finest inn in Europe," as Ludy quotes Arthur Young as writing in 1787, was the Hotel Henri IV at Nantes. Listen, "It cost 400,000 liv. (17,500 pounds, or about \$87,000) furnished, and is let at 14,000 liv. per annum, with 60 beds for masters and 25 stalls for horses. Some of the apartments of two rooms, very neat, are six lives a day; one good, 3 liv., but for merchants 5 liv. per diem for dinner, supper, wine and chamber, and 35 f for his horse. It is without comparison the first inn I have seen in France, and very cheap."

As to the first inn in America, Ludy quotes Colonel William Byrd of Westover as saying of the men who founded Jamestown, Virginia, "they built a church that cost no more than 50 pounds, and a tavern that cost 500 pounds."

"Unfortunately," says Ludy, "we have no detail about this first inn in America, and can only suggest the date of its construction, which must have been between the year 1607, when the city was founded,

and 1610, when the settlement was at its obit. Despite the proportionately large sum spent upon the building according to Colonel Byrd, the Jamestown tavern was probably not any too good. Even a century and a half later, the inns, taverns, and ordinaries in Virginia were not regarded as much more than shelters for travelers. Henry Cabot Lodge, declares: "The taverns were probably the most uncomfortable habitations in the provinces, although he admits that in the latter half of the eighteenth century a good inn could be found here and there in towns."

Ludy goes on with a description of colonial and early republic hotels, detailing at length the ones in which famous men slept, or where great events took place in the history of the republic. In writing about a hotel at White Sulphur Springs in 1832, he quotes a traveler:

Bribes Are High "Crowds collect around the dining room when the bell rings, and when they are opened, there is a rush, like that at the booth in a contested election. Every man, woman and child rush to any seat which they may happen to find, and in a very short time the food upon the tables disappears, consumed by the hungry mob. If you have a servant of your own, he must bribe the cook. If you have no servant, you must bribe one of those attached to the place, or you run the risk of getting nothing. Bribery furnishes you with the best of what is to be gotten in the place, and avoids the rushes at meal time. The day after I arrived, two waiters quarreled over a piece of apple pie; one floored the other and neither got the pie, which was floored in the scuffle; and this scene took place while the guests were seated at the table. Bribe high and you live high; fail to bribe and you starve, look sharp and eat fast, you forget good manners. This is the motto of the dining room."

The book ends with a description of the immense improvements which have taken place in the construction and management of hotels with the beginning of the twentieth century. "The advent of the motor car undoubtedly has been a factor," Ludy says. There were more travelers than ever and they demanded the comforts and elegancies which they were accustomed at home. Hotels increased in number and many famed older buildings were replaced by larger and more modern ones. It was with this expansion that the chain system of great hotels began, such as the Hilton chain which is extending itself over the southwest.

POOLING THE ENEMY Officer: What is your definition of strategy? Recruit: When you don't let the enemy know you're out of ammunition, but keep on firing.—Answers.

pay his debts until she marries him.—Passing Show.

"Never, I'm afraid." "Why, how's that?" "Well, she won't marry him unless he pays his debts and he can't."

A woman about 50 years old has ruined the gowns of several young women in the shopping district of Chicago by squirting ink over them.

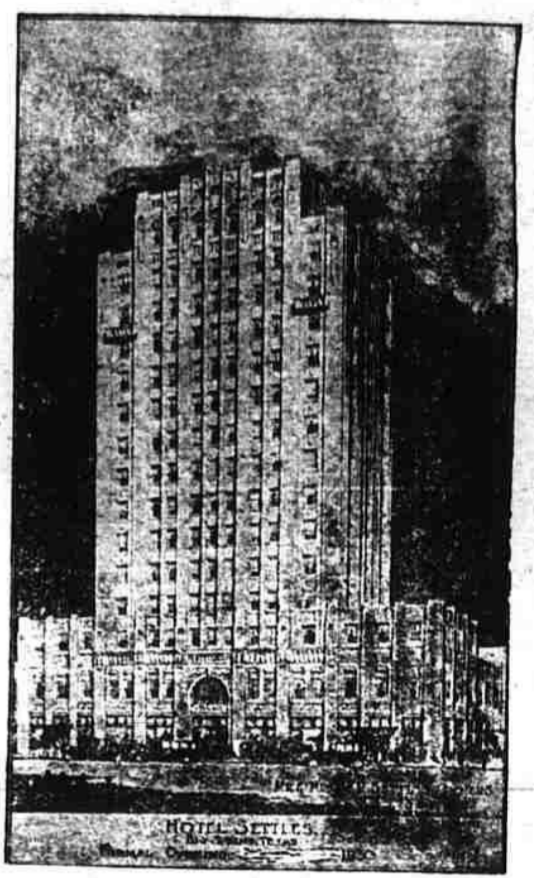
The Probate Court of London has been called upon to decide whether the will which James Byrne, a sailor, wrote on an egg shell at sea is legal.

Cigar manufacture in the United States has decreased by one billion since 1921.

STRAIGHT SALARY "Did you get a commission when you were in the army, Jack?" "No; only my pay."—Answers.

# Congratulations!

to  
**Mr. and Mrs. W. R. Settles**  
owners of the new  
**SETTLES HOTEL**  
Best Wishes  
to its  
**MANAGEMENT**



This firm had a part in the building of the New Settles... and is glad to announce that through it hardware and fittings were contracted.

The Settles places Big Spring in a class by itself in West Texas in regard to hotel accommodations. It is an ideal convention town, and we are glad to have had a part in this new project, as well in every phase of the development of Big Spring since 1882.

1882 **J. & W. FISHER** 1930  
The Store That Quality Built

WE CONGRATULATE THE OWNERS OF THE NEW SETTLES HOTEL OF BIG SPRING  
Screened By The  
**AGEE SCREEN SYSTEM**  
"AGEE" screens were selected as a result of the many satisfactory "fly screen" installations with which the Architects and Contractors handling this building have been connected.  
AGEE SCREEN SYSTEM now includes four plants throughout the Southwest  
FORT WORTH, DALLAS, AMARILLO, OKLAHOMA CITY  
Acme Screen Co., Inc.  
David S. Castle Co., Architects  
E. V. McCright Const. Co., Contractors

## Recognition --

The Big Spring Laundry  
has been awarded laundry contracts of the New Settles Hotel—a distinct tribute to the uniform excellence of its service.



An equally meritorious service is offered every family.  
ASK OUR DRIVERS.

Congratulations to the New Settles Hotel on its opening

# Big Spring Laundry

here Your Clothes Are Washed In Soft Water  
Phone 17

# The Settles Hotel

## Will Retain its Fresh Beauty

### A Smokeless City Means Clean Buildings

Beautiful new buildings erected in Big Spring will retain their beauty, for gas-heating eliminates the heavy smoke that soon discolors buildings.

In addition to cleanliness, there are many advantages to heating with gas, and it is the endeavor of this company to supply Big Spring with an adequate amount of gas at all times, and at rates which prove the economy of gas as a fuel.

Settles Hotel  
Formal Opening  
October 1  
CONGRATULATIONS

# Big Spring Public Service Co.

Phone 839

# America's Finest Hotels Specify

Complete Furnishings

by

## — J. S. Nu Delman Co. Factories —

Offices—Dallas, Texas

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*Lobbies, Foyers and  
Special Pieces*  
by  
**PULLMAN COUCH  
CO.**

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*All  
Carpets and Rugs*  
by  
**RENARD  
LINOLEUM and RUG  
CO.**

---



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*Bedroom Suites  
Complete*  
by  
**MILANO  
FURNITURE MFG. CO.**

---



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*Drapes and Linens*  
by  
**SANGER BROS.**

---



---

*Bedding  
Complete*  
by  
**SCHULTZ-HIRSCH CO.**

---



---

*Kitchen and Coffee Shop  
Equipment*  
by  
**HUEY and PHILP CO.**

---



### Settles Hotel

Big Spring, Texas

Rates: \$2 to \$3

(Free Auto Parking)

---

*Artistic Lamps*

by

**ALMCO GALLERIES**

---



---

*Dining Room  
Tables and Chairs*  
by

**Wm. WARK CO.**

---

*Furnishings Selected With A Thought Of Home*



### Many Firms Participate

More than 50 firms had a part in furnishing materials, equipment, furniture and other things that have gone into the Settles.

The David S. Castle company, Abilene, served as architects and engineers.

E. V. McCright & Co., Dallas, held the general contract.

Others included:

- Ingram & Co., Fort Worth, mill-work.
- Higgins Manufacturing company, Dallas, weather strips.
- Southland Tile & Marble Co., Fort Worth, terrazzo.
- Moody Electric company, Abilene, electrical contractors.
- C. Wallace Plumbing company, Dallas, general plumbing contract.
- Emerson Electric Manufacturing company, St. Louis, fans.
- George Marble company, Dallas, Acme Screen company, Dallas, screens.
- Lydick Roofing company, Abilene and Midland, roof.
- Hunter-Hayes company, Dallas, American elevators.
- Weaver Ornamental Iron company, Dallas.
- Huey & Philip, Dallas, hardware through J. & W. Fisher, Inc., Big Spring.
- Pyramid Stone company, Houston, cast stone.
- Reliance Clay Products company, Dallas, brick.
- Wm. Cameron & Co., Inc., Big Spring, cement and other materials.
- Big Spring Hardware company, Williamson & Greer, Dallas, plaster contract.
- York Ice Machine company, Houston, ice plant and refrigeration system.
- Kewanee Boiler company, Pittsburgh.
- George A. Franklin, Dallas, paint.
- O. H. McAllister, Big Spring, rock.
- Pullman Couch company, Chicago, overstuffed furniture.
- Schultz & Hirsch, Chicago, "Good Night" inner spring mattresses and pillows.
- Art Lamp Manufacturing company, Chicago.
- Frankwick-Balke-Collender, Dallas, club furnishings.
- Sanger Brothers, Dallas, drapes and pictures.
- W. & J. Sloan Co., New York, carpets.
- William Wark & Co., Chicago, tables, chairs, banquet hall furniture.
- Kitchens Furniture Manufacturing company, Chicago, dining room furniture.
- Retard Linoleum & Rug Co., Chicago, lobby rugs.
- Murphy Door Bed company, Dallas, disappearing beds.
- H. S. Faw, Big Spring, Frigidaire.
- Texas Electric Service company, Big Spring, Hotpoint ranges.
- Milano Furniture company, Chicago, beds and dressers.
- Sam Distelbach, Dallas, linens.

### Settles Is Designated Headquarters For Three Important Conventions

The Settles hotel has been designated headquarters for three conventions soon to be held here.

The West Texas Chiropractors Association will convene there Sunday, Oct. 5, arrangements for a luncheon and afternoon business session having been made with Manager Fred W. Crow.

The West Texas Druggist's Association, which will hold its semi-annual convention here in March, has officially designated the Settles its headquarters.

The mechanical department employees of the Texas & Pacific railway company, who will convene here Oct. 6 and 7, have made arrangements for business and social and uniforms.

Tex-Lite Sign company, Dallas, Neon signs.

### Frigidaire In Apartments

#### Drug Store In Hotel Has Double Installation

The Cunningham & Phillips drug store No. 4 and the elegant apartments on the twelfth, thirteenth and fourteenth floors of the Settles hotel are equipped with Frigidaire installed by H. S. Faw, dealer for Howard and Glascock counties, as well as dealer for D. C. Frigidaire and Deleo gas and electric lighting plants in Howard, Glascock and Martin counties.

The apartments have new household Frigidaire known as the G-H model, a new line called the "Gray" line recently placed on the market in a low price range.

In the drug store there is a complete double hook-up with large Frigidaire which cool the fountain, the back-bar, the candy cases and serum case. There are two compressors, two coils and two temperature controls. This, according to Mr. Faw, is one of the finest commercial Frigidaire installations in this part of the state.

The work was done in the drug store under a blanket order from Cunningham & Phillips, who gave Mr. Faw a free rein, telling him to "fix things up right."

### Settles Rates Reasonable

Reasonableness of the rates offered by the Settles hotel has already attracted hundreds of persons. Although not formally opened, guests have been received since September 19, when the West Texas Dental Association held its convention there.

Rates per night are \$2 to \$3. By the month the charges are \$40 to \$100, depending upon the location of the rooms and the bath equipment, with shower, tub or combination.

A snake said to have caused the first death in the Confederate army is in an Atlanta museum.

There are 165 establishments in the United States engaged in the production of mirror and picture frames.

Tennessee's volatile substance tax collections for July amounted to \$101,019.66.

Three out of five automobile tires sold in Argentina are American-made.

**CONGRATULATIONS**  
and  
**BEST WISHES**  
to another  
**CUNNINGHAM & PHILIPS**  
Store  
**THE STOLTE CO.,**  
Wholesale Drug Sundries  
Dallas, Texas

**We Welcome**  
the New  
**Settles Hotel**  
and  
**Congratulate**  
Its Owners

We are extending to the newly finished Settles Hotel, and to its management, the glad hand of welcome.

We congratulate them on the selection of a Baldwin Grand for the Ball Room.

**Big Spring Music Co.**  
Newt Jennings      Seth Parsons

Visit the  
*Beautiful New*  
*Settles Hotel*  
**BARBER SHOP**

The Most Beautiful in West Texas

Its equipment is in perfect keeping with the beauty of its environment.

Only shop using soft water exclusively in the City.

A UNION SHOP

Owner and operator  
**G. E. McNew**  
50 years experience behind every shave

**The Douglass Coffee Shop**  
Welcomes Its New Neighbor  
**THE SETTLES HOTEL**

The Settles is a great addition to Big Spring, and the Douglass Coffee Shop is an institution which welcomes every factor which promotes the betterment and growth of this city.

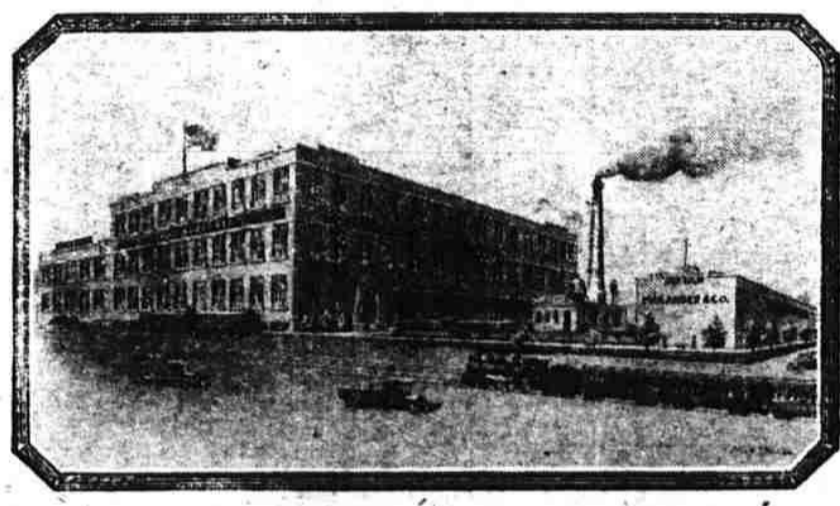
The Douglass is renowned in Big Spring for the excellence of its food and service, and it offers every assurance of that same desirable service to the guests of the Settles Hotel. We welcome you.

*Dine at the Douglass Coffee Shop*

Conveniently located near the Settles, and in the center of Big Spring's business area.

**ATER BROTHERS**  
George and John  
American Caterers

## ALL HAIL----CUNNINGHAM & PHILIPS! Settles Hotel NEW DRUG STORE



View of Mailander Factory—Containing 110,000 Sq. Ft. of Mfg. Floor Space

The people of Big Spring will take real pride in the fresh new beauty and efficiency of Cunningham & Philips new drug store in the Settles Hotel. A business institution like this sets the tempo for a greater Big Spring.

It is our pleasure to have built their attractive store equipment and to wish them unbounded success.

**Mailander & Company**  
Waco, Texas

**MAKERS OF STORE AND BANK FIXTURES**

Prospective Patrons Please Write Us

"Quality" and "Fair Prices" Built Our Factory

1880—We are celebrating our Golden Anniversary Year—1930

**To The**  
**SETTLES HOTEL—**  
*Congratulations!*  
**To the**  
**City of Big Spring—**  
*Congratulations!*

On Wednesday, October 1st, the Settles Hotel Company and the City of Big Spring distinguish themselves in a conspicuous manner, the former by having just completed its magnificent hotel, the latter by having acquired it.

The honors are equal. It is evident to everybody that Big Spring continues its "march of progress." Certainly it is evident to the Settles Hotel Company who saw fit to build this beautiful structure.

The new Settles Hotel calls for the finest in equipment and furnishings and in keeping with its advanced service, naturally selected Sanger's (Leading Store of the Southwest Since 1857) for draperies and decorations.

Sanger's salutes this—another splendid achievement—another proof of Big Spring's growth and expansion.

**SANGER BROS.**  
DALLAS, TEXAS  
*Forward With Texas Since 1857*



1919

We Invite You  
To The Opening Of

1930

# Cunningham & Philips

Number 4 Store

in the Settles Hotel Building

Wednesday, October 1st

We Invite  
You  
To Inspect Our  
New Store  
When you visit the  
Settles Hotel  
WEDNESDAY  
October  
the first

Big Spring has changed greatly during the period from November 1, 1929, to October 1, 1930. On the first date the first Cunningham & Philips store was purchased from B. Reagan, now president of the West Texas National Bank.

But Big Spring grew in those days even as it is growing now. More and better drug stores were needed to serve that healthy youngster, Big Spring. In August, 1922, the second store opened; in May, 1927, the third store started to serve the growing community.

Now the fourth of the Cunningham & Philips stores is to open in the new Settles Hotel building. This fourth store is designed to serve in an even more capable, 1930-fashion than its fellow establishments.

It has always been our policy to offer QUALITY merchandise at FAIR PRICES. We believe that by

such a policy we are following a "Golden Rule" of our own. In our Prescription Departments ACCURACY and EFFICIENCY are paramount always. Nationally advertised merchandise is accorded FIRST position in our stores because of the dependability that it represents.

The fountain service in our new store will be excelled by none in West Texas. The soda fountains are important in our stores but not all important for the C & P Stores are primarily DRUG STORES for the dispensing of drugs and drug store merchandise.

We want you to call on us Wednesday and inspect our new store. "Open house" will be in order all day long and we will be even more at your service that day than we usually are. Be with us meet our manager, Mr. Plummer, and the visiting druggists of West Texas cities.

Sincerely

C. W. Cunningham  
Shine Philips

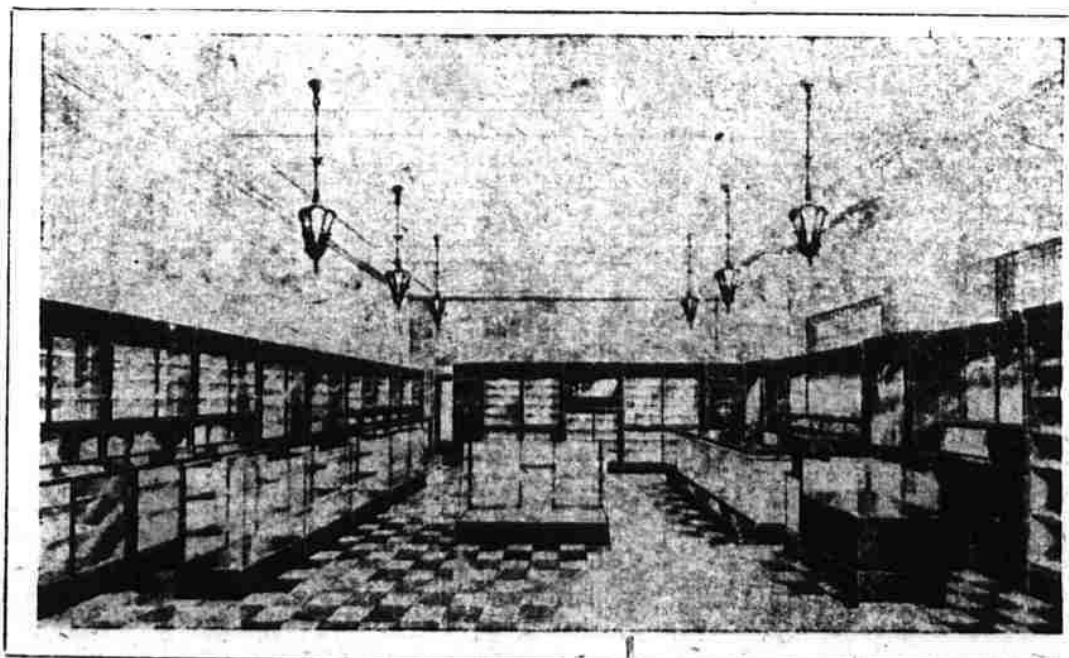
..a  
Tribute  
to a  
Friend ---

For more than twenty years the writer of this advertisement and Johnny Biles have been working in competitive stores. During this time nothing has occurred to interfere with our friendship. We want Johnny—our friend and neighbor—to be with us at the time of the opening of our new store. We will be sincerely disappointed if all of our competitors do not visit us that day or at any time. You are welcome!

CUNNINGHAM & PHILIPS

Please Register  
When You Visit  
Our New Store  
WEDNESDAY

We want your name and address when you visit our store Wednesday. You will find that we have a number of attractive gifts for you that day. Be sure to get them.



View of Fixtures of C. & P. Store No. 4

## The Members of the C. & P. Stores' Family Invite You!

C. W. Cunningham  
Shine Philips  
W. A. Plummer  
Mrs. Hayden Griffith  
Mrs. James A. Davis

Russell Hawley  
Jack Rogers  
R. E. Lee  
E. P. Morrow  
Lester Short



Jack Ashlock  
Homer Martin  
Bill Gordon  
Harmon Morrison  
Raleigh Mims  
Truett Grant

Willard Sullivan  
C. E. Nesbit  
Mose Thomas  
Bill Dehlinger  
Frank Cummings  
Omar Richardson

J. D. Elliott

No. 1 Store 217 Main

C. W. Cunningham

Shine Philips

No. 2 Store 111 E. Second

Willard B. Sullivan, Mgr.

No. 3 Store Douglass Hotel Bldg.

Lester Short, Mgr.

No. 4 Store Settles Hotel

W. A. Plummer, Mgr.

FOUR STORES DEVELOPED TO SERVE ALL BIG SPRING IN 1930—IN 1940—AND IN YEARS TO COME