

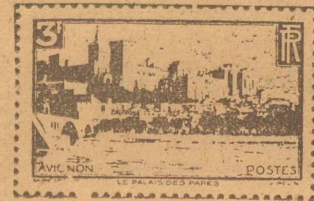
Food Store to Stage Formal Opening

Kundt Headed
for New Power



Nazi annexation of Czechoslovakia's Sudeten area is expected to bring new powers to Ernest Kundt, above, one of the chief aides of Konrad Henlein, leader of the Sudeten Germans. Kundt played a prominent part in the formation of the Sudeten "Free Corps" which was prepared to invade Czechoslovakia if Hitler's demands were not met.

STORIES IN STAMPS



Where Popes Once
Lived in France

ANCIENT city of storied battles and Roman conquest, Avignon, France, lies on the east bank of the Rhone river, is a busy center today of flour milling, oil refining and leather making. The town is likewise well known for its sarsenet and other rich fabrics, but chiefly it is distinguished as the one-time home of the papacy. The city became the seat of the papal court in 1309 when Clement V took up his residence there. It remained the seat until 1376, when Gregory XI left it to make Rome once more the papal metropolis after the so-called Babylonian exile. In the period immediately following, Clement VII and Benedict XIII lived there. The city was the property of the papal see from 1348 to 1791, when it was seized by France with much bloodshed.

During their occupation the popes laid out and built a spectacular palace, combination of castle, convent and fortress. Its construction took 30 years. The ramparts, rare examples of 14th century architecture, are surrounded by boulevards. John XXII began the fortress in 1316. The city of Avignon owns it today.

The palace of the popes is shown here on a current French stamp. (Copyright, 1938, NEA Service, Inc.)

WALLY VERNON.



A SMALL BIT IN "YOU CAN'T HAVE EVERYTHING" EARNED WALLY A CONTRACT.



SINGS, DANCES AND PLAYS SEVERAL MUSICAL INSTRUMENTS.

Piggly Wiggly Shopping Village True to Its Name

From Raw Produce to Prepared Delicacies, Foods Available At New Store of Conner Brothers

Designed to provide for the foods shopper the maximum of convenience in the most pleasant surroundings, the Piggly Wiggly Shopping Village, owned and operated by Bill and Ellis Conner, combines spaciousness with orderly arrangement.

The building, 60 by 130 feet in size, is owned by the store proprietors themselves. It was designed by Wyatt C. Hedrick, Fort Worth architect, specifically for the location at corner of Texas and Marienfeld streets. F. W. Stonehocker constructed the edifice, which is of brick, steel and concrete fire-proof construction.

Facing north, with paved parking space also along the west side of the building, entrances are at the northwest corner. Upon entering the store, on the right is the lunch department, with bright red trimmed fixtures combining neatly with the store's white walls and silver and black fixtures. Both counter and booths serve the lunch patrons, fountain service also being a feature.

Next toward the south is the delicatessen, with cooked foods available to be served hot or to be "taken away." Attractive display cases make convenient the selection of prepared dishes.

Next is the meat department, or market, with its white porcelain enamel fixtures and display cases, the same material being used on the walls to form a clean, attractive background. Electric refrigeration, sloping glass front display cases and an attractive variety of market products greet the market customer.

Across the east wall of the store is silver and black trimmed shelving, with orderly arrangement of staple groceries. Throughout the central part are rows of display shelves, all items being in full view with price tags boldly displayed. Aisles are wide enough to prevent congestion even in the rush hours of the day. Customers have the use of wheeled baskets to select and transport their groceries to the checking counter at the front.

At the south of the main store is the refrigerated dairy products department. All produce is neatly displayed and adequately refrigerated to preserve freshness.

The silver and black fixtures blend into the white walls, a white Celetox ceiling furnishing light without glare. Attractive light fixtures in silver harmonize with the store equipment.

Across the rear of the store, behind a partition, is working space where foods are checked in and assorted. A large cold storage vault has three coolers, for fresh meats, produce and cured meats and cheese. At the extreme southwest corner is the large, well equipped kitchen where foods are cooked for the delicatessen and the lunch department.

Outside the main building, and running east along the rear of the lots, is a steel and concrete building used for storage of staple products and for the feed department. Conner Bros., for years having fed out fancy beaves for their own markets, now are handling a full line of livestock and poultry feeds.

Consumer Real Income During August Shows Second Successive Increase

MINNEAPOLIS. — The "real income" of Mr. and Mrs. Average Consumer in August, for the second successive month, recorded a small, but significant increase, according to a monthly study of what people get and spend, made public here today by an investment firm. Although the "real income" of Mr. and Mrs. Consumer in August was off 20 cents on the dollar from a year ago, it was up one cent on the dollar compared with last July and two cents on the dollar compared with June, 1938.

This second successive monthly real income gain resulted from an increase in cash income, notably in wages, and a decrease in living costs, especially food and to a lesser extent clothing.

Wages Up Three Cents On Dollar in Month.

Wages during August were 70 cents compared with a dollar in August, 1937. Wages in July were 67 cents on the dollar of a year earlier. In June they were 65 cents on the dollar compared with those of June, 1937. Salaries during August, were 85 cents against one dollar in the same 1937 month, but salaries in July were only 84 cents on the dollar of a year earlier. During June salaries were 83 cents compared with a dollar in the same month a year ago.

The flow of cash to farms in return for this year's bumper crops is at a reduced rate. Therefore "other income" in August was only 34 cents compared with a dollar a year ago. In July other income was 37 cents contrasted with one dollar in July, 1937.

Investment income, chiefly dividend and interest payments, during August was 67 cents contrasted with a dollar in the same month of last year. This item in July was 71 cents and in June 73 cents compared with a dollar in each of those respective months in 1937.

These two types of income, "other" and investment, have been more stable than either wages or salaries up to this time. As the four types of income are shared by consumers as a whole, the average cash income in August, 1938, was 76 cents compared with one dollar in August, 1937.

Food Off Eight Cents On Dollar.

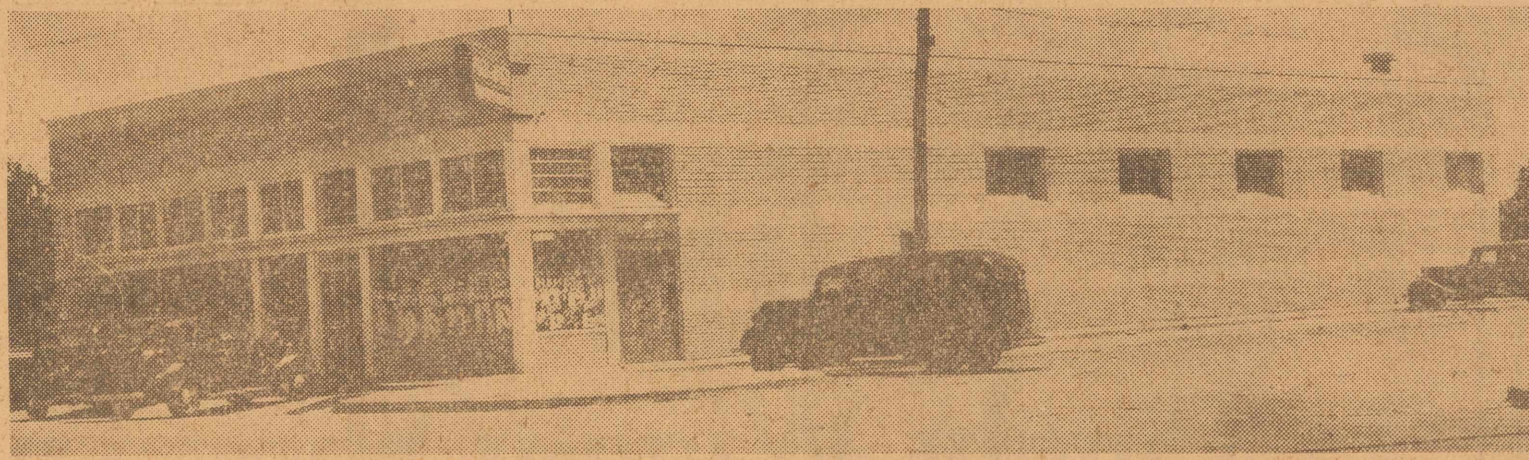
All living costs in August, 1938, were 95 cents compared with one dollar in the like 1937 month. The same amount of food could be purchased for 92 cents in August, 1938, as one dollar would buy in August, 1937. Clothing in August was six cents on the dollar lower than in the same 1937 month.

Housing accommodations that could be had for one dollar in August, 1937, cost only 90 cents in August, 1938. And a long list of miscellaneous items, such as shaves, manicures, automobile services, "movies" and so on, that cost one dollar in August, 1937, could be had last August for 95 cents.

"Real Income" Explained.

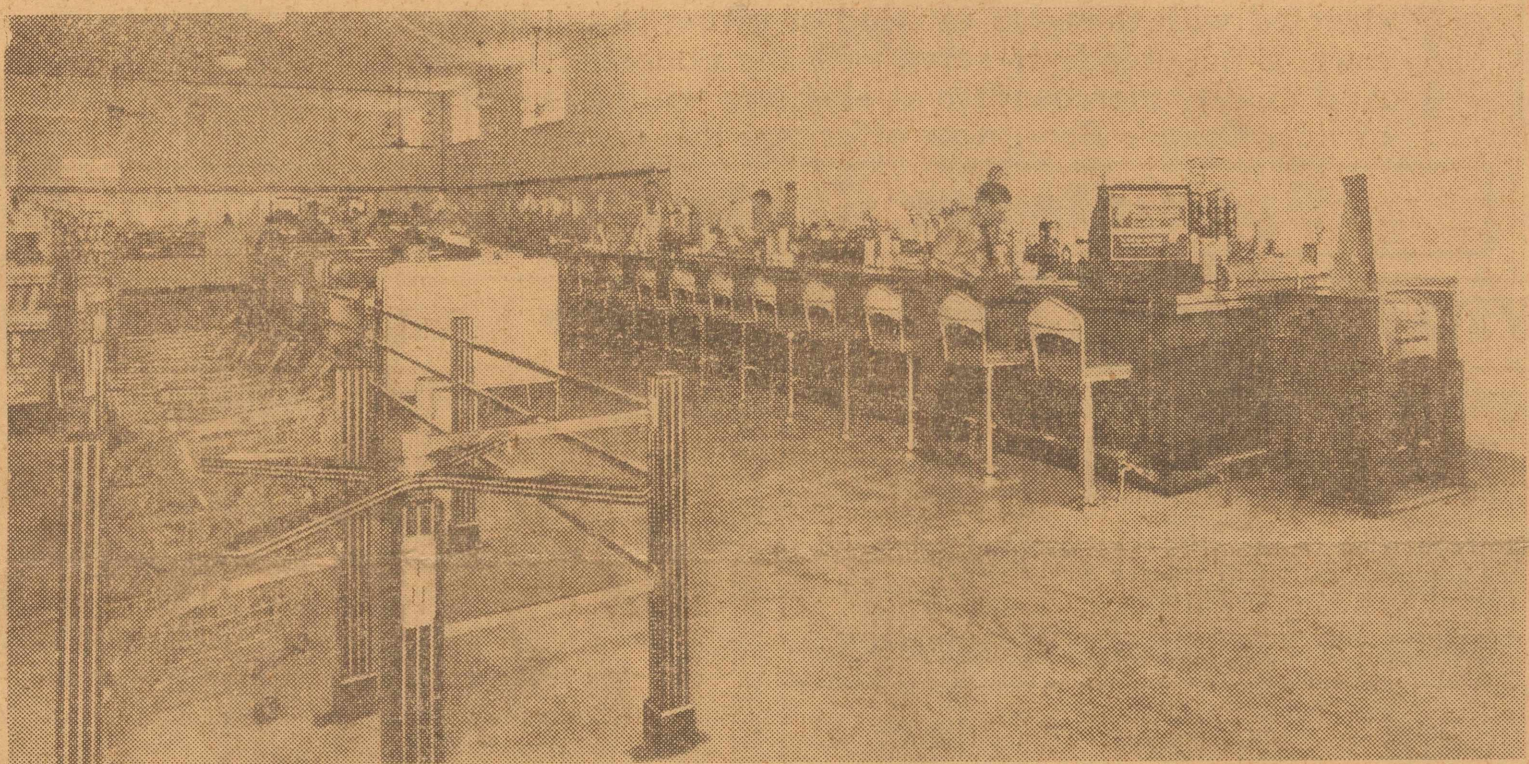
The difference between the cash income of the average consumer, 76 cents at the start of September, 1938, against \$1 a year earlier, and his cash outgo, 95 cents against \$1 a year ago, is his real income of 80 cents. This "real income" of 80 cents is not a mere subtraction of cash income from cash outgo, which would be an index of savings rather than real income, but an average relative figure of income and outgo designed to show how the cost of living affects the adjusted dollar income.

Ample Parking Space Around Model Shopping Village



Strategically located for shopping, without excessive congestion of traffic, the Piggly Wiggly Shopping Village, formal opening of which is announced for Friday and Saturday by the owners, Bill and Ellis Conner, has ample parking space for customers on two sides of the spacious building. Concrete parking room allows automobiles to be parked well off of the paved street, with connecting sidewalks to the store entrances. The building, owned by the Piggly Store proprietors, was designed by Architect Wyatt C. Hedrick of Fort Worth and constructed by F. W. Stonehocker, Midland contractor. The exterior view above shows the north front and the west side of the store building.

Delicious Foods Consumed in Comfortable Surroundings



Upon entering the Piggly Wiggly Shopping Village, at right is the attractive lunch counter where sandwiches, fountain delicacies and lunches are served. Booths also are installed, attractive red-trimmed fixtures harmonizing with the silver and black equipment of the store. Cooked foods served in the lunch department are prepared in the large and well equipped kitchen which also produces appetizing dishes for the store's delicatessen. The picture above shows the lunch counter, also the turnstiles leading to the main grocery department.

Meat Department Is Pride of Piggly-Wiggly Owners



When Bill and Ellis Conner moved to Midland ten years ago, they were experienced young meat market men and became employed by Martin W. George at the M System market. Next they became operators of the market at the Hokus-Pokus grocery, later buying the entire store. A few months ago they secured the Piggly Wiggly franchise, changed the Hokus-Pokus to the Piggly Wiggly and also opened the Piggly Wiggly Shopping Village on West Wall street. Upon completion of their own new, spacious building, they consolidated their enterprises under the one roof. Although seeking to give their patrons the best in the grocery, delicatessen and lunch department, they still take great pride in their original enterprise, the meat department. The new market is a credit to their dreams, combining convenience for the customer with elaborate display, excellent refrigeration and a highly selected stock of market products. The fixtures are white and black porcelain enamel, with electric refrigeration. A background of the porcelain covers the walls of the entire market. New and modern fixtures and equipment are in use throughout.

Dr. Truett Will Be Guest of Teachers

DALLAS, (AP). — Dr. George W. Truett, pastor of the First Baptist church and president of the Baptist World Alliance, has accepted the invitation of the Texas State Teachers' Association to deliver the Thanksgiving sermon which will open the annual convention of the teachers' group in Dallas, Thanksgiving Day. The acceptance was received by R. H. Brister, superintendent of the

Waco schools and president of the State Teachers' Association, who was in Dallas to confer with Dr. Norman R. Crozier, superintendent of schools.

W. H. Hughey, superintendent of El Paso schools, will open the second general session on Thursday, Nov. 24, speaking on "Education versus Training For Life."

Other second session speakers will be L. A. Woods, state superintendent of public instruction; C. R. Orchard, from national headquarters of the teachers' credit union, Washington, D. C.; and Dr. H. M. Poteat of Wake Forest College.

Other speakers for the general sessions Friday, Nov. 25, and Saturday, Nov. 26, will be Mrs. M. A. Taylor, Bonham, president of the Texas Congress of Parents and Teachers; Dr. D. Oberteuffer, professor of education, Ohio State University; Dr. Edwin A. Lee, director of the national occupational conference, New York; Dr. George W. Frasier, president of the Colorado State Teachers' College, who will speak on "Democracy Caught, Not Taught"; and Henry W. Stillwell, Texarkana superintendent, who will speak on proposed legislation in behalf of the Texas' school system.

Ozarks on Spinach Throne.

SAN FRANCISCO, (U.P.). — The day has come when the Ozarks can compete with California. A complaint is made that the Ozarks can now grow spinach and deliver it in California cheaper than it can be grown and packed here. Formerly, California prided herself on the fact that it was feeding more spinach to the nation than any other state, but now not only the Ozarks, but Texas and Arizona are cutting in.

FAVORS TO BE GIVEN GUESTS AT GALA EVENT

Formal opening of the Piggly Wiggly Shopping Village, owned and operated by Bill and Ellis Conner, will be staged Friday and Saturday at the new building, corner of Texas and Marienfeld streets, with invitation to the entire public to visit the modern food store.

Flowers will be given to every lady in the store during the two days, with other attractions to mark the event. The formal opening marks the climax of building, equipping and occupying the new 60 by 130 foot structure which is owned by Conner Bros. and was constructed especially for their business.

The grocery department, ultra-modern market and meat department, delicatessen and lunch department will be featured in the two day event. Ten cent fountain drinks will be given with each purchase of \$2.50 or more in merchandise. Hot biscuits, using Gold Chain flour, will be served. Heinz products will be served to all customers at the store. Demonstrations of Kraft products are scheduled. Armour & Company "Jubilee" ham also will be served.

One of the greatest displays of fruits and vegetables ever staged in West Texas is promised by Conner Bros., with the statement that the largest and most complete stock ever brought to Midland will be offered for the two days.

Opening of the Piggly-Wiggly Shopping Village in its own new home marks the high spot of a ten year career of the proprietors. In Midland, Natives of Corsicana, they moved to Midland in 1928 from Breckenridge. Their first venture here was in the employ of Martin W. George in his meat market at the M System grocery. Later, they became interested in markets at the Piggly-Wiggly store, operated by J. M. Speed, and the Hokus-Pokus grocery, operated by Roy Stockard. After a few months they purchased the Hokus-Pokus grocery from Stockard, centralizing their business there. Almost two years ago, they secured the Piggly-Wiggly franchise, changed the Hokus-Pokus to the Piggly-Wiggly No. 1 and opened the Piggly-Wiggly Shopping Village on West Wall street.

For many years, they had dreamed of bringing to Midland an ultra-modern food store, in their own spacious building, with ample parking room and with every department to supply food demands. Recently, their plans materialized. They purchased a quarter block of ground at the corner of Texas and Marienfeld streets, engaged Wyatt C. Hedrick, Fort Worth architect, to draw plans and specifications exactly adapted to the location and received bids for the edifice, F. W. Stonehocker of Midland being awarded the contract.

The store was occupied three weeks ago, closing the other locations, with new fixtures and equipment installed at the new building, and new departments added. Formal opening, however, was postponed until the store could be put in "ship shape" for the gala entertainment and the formal bow to the public. Friday and Saturday are the days.

Conner Bros. who have built their big food business in the ten year period, expressed confidence in the future of Midland and declared that it was their ambition to keep pace with the growth of the city and to give foods shoppers of Midland and vicinity the best available. The money they have made here has been re-invested to give better service to the patrons. Detailed announcement of the formal opening, with special attractions for the two days, appear in two full page advertisements in this issue.

Hospital Quartet a Success.

OAKLAND, Cal. (U.P.). — Four patients in a hospital ward, discovering each possessed a good singing voice, organized the "Highland Quartet." When their entertainment for other patients was well-received, they decided to make their organization permanent, and to seek engagements when all have been discharged from the hospital.

Wrestler Loses All Around.

OAKLAND, Cal. (U.P.). — Frank Foster, gigantic wrestler, became a three way loser all in one bout here. First, he lost the match; second, he lost his head and tried to hit the referee with the wooden sticks leading up to the ring, and then, under the terms of the match, he was shorn of all his Sampson-like locks and beard.

Grand OPENING

of

MIDLAND TEXAS

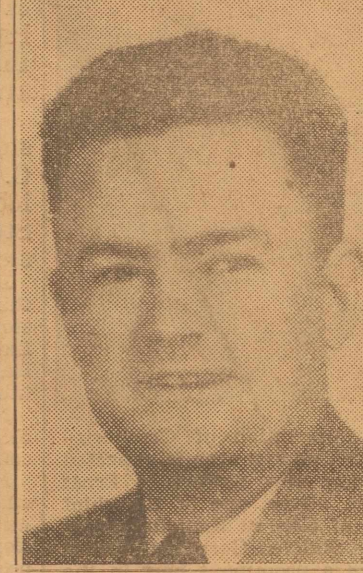
CONNER BROS.

MIDLAND TEXAS

Piggly Wiggly Shopping Village



BILL CONNER



ELLIS CONNER

Bill and Ellis Conner, owners and operators of the Piggly Wiggly Shopping Village, take this time and means to express to the people of Midland and surrounding trade territory their appreciation for the wonderful patronage that has been given them in the nine years that they have served the people of Midland. Having faith in the future of Midland, and to further express their wholehearted appreciation, they now offer to Midland people the most modern and best-equipped food store in West Texas. This large and spacious store, planned and constructed with thoughts in mind of giving to the housewives of Midland a place to make shopping a pleasant daily duty, is now ready to serve with the utmost efficiency. Service will be our motto. Cleanliness will be our guide. And quality merchandise at all times will be our striving effort. So with this new food plant and these two pages of ads, Conner Bros. now offer you this opening.

Specials for Friday and Saturday, October 7th & 8th

Flowers Will Be Given Free To Every Lady In Our Store During This Gala Occasion

FREE! 10c Fountain Drinks

Every customer making a \$2.50 purchase or more in our store and presenting the cash register receipt to the fountain man will receive any 10c drink absolutely free.

Free! Free! Free!

Hot biscuits, made out of our own Gold Chain flour, will be served free these two days.

FREE! 10c Fountain Drinks

Every customer making a \$2.50 purchase or more in our store and presenting the cash register receipt to the fountain man will receive any 10c drink absolutely free.

MRS. TUCKER'S

SHORTENING	4-POUND CARTON	8 POUND CARTON	86c
	43c		

BALLOON

SOAP FLAKES	5 BOX	29c
	POUND	

SALTINE

CRACKERS, 2 lb. Box,	27c
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SPRY

3 POUND PAIL	51c
6 POUND PAIL	\$1.00

MILK

Carnation or Pet	
3 LARGE OR SMALL CANS	19c

PICKLES Heinz Cucumber 24-oz. Jar	21c
KETCHUP Heinz, large bottle 2 for	35c
TOAMTO JUICE Heinz 2 for	15c
APPLE JUICE 12-oz. can 2 for 15c	Doz. 85c
TOMATOES Yacht Club, No. 2 can 3 for	27c
POTTED MEAT Armour's Star 3 for	11c
PICKLES Bond's Dill, 28-oz. can 3 for	25c
10-LB. BAG SALT Each	16c
APPLE BUTTER Libby's 26-oz. Jar	14c
PRESERVES Primrose 2-lb. Jar	39c
CORN Kwality Brand, No. 2 can 3 for	20c

Heinz Company will serve a glass of cold tomato juice to every customer Friday and Saturday. Also free samples of their other products. A demonstration of all Kraft's products.

And Don't Forget--- Armour & Company will serve that delicious, wholesome Jubilee Ham.

DO NOT MISS THIS!

KRAFT'S MIRACLE WHIP

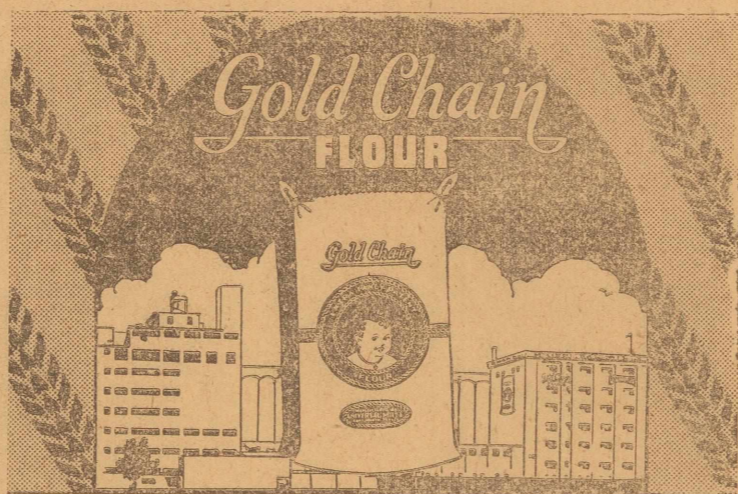
SALAD DRESSING	PINT 23c	32c
	QUART	

GOLD BAR

PEACHES	SLICED OR HALVES NO. 2 1/2 CAN	2 for 27c
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ROYAL PURPLE

GRAPE JUICE	QUART	24c
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NATURE'S WHOLESOME GOODNESS AT ITS BEST!

Gold Chain Flour has a rich, individual flavor and produces a velvet-smooth texture. It's an all-purpose family flour, the finest modern science can mill. One trial will make a permanent, enthusiastic user of you... as it has of thousands throughout the Southwest.

24 POUND SACK	74c
48 POUND SACK	\$1.42

"YOU'LL APPRECIATE THE DIFFERENCE"

CARTON MATCHES Each	18c
SPAGHETTI and Meat Balls	35c
ARMOUR'S, 2 Cans	
BEANS Ranch Style 3 for 23c	Doz. 87c
DOG FOOD Ideal 3 for 23c	Doz. 87c
COCOA Hershey's 1/2-lb. 2 for	15c
SOAP Lifebuoy or Lux 4 for	23c
KRAFT DINNER 2 pkgs. for	29c
SOAP P. & G. or Crystal White 6 for	23c
TOMATOES No. 2 can 3 for	23c
APRICOTS Evaporated 22-oz. Pkg.	22c
CORNER BEEF HASH 3 for	35c

MEAL

5 POUNDS	13c
10 POUNDS	24c
20 POUNDS	44c

Coffee
Break-O-Morn
lb. 14c

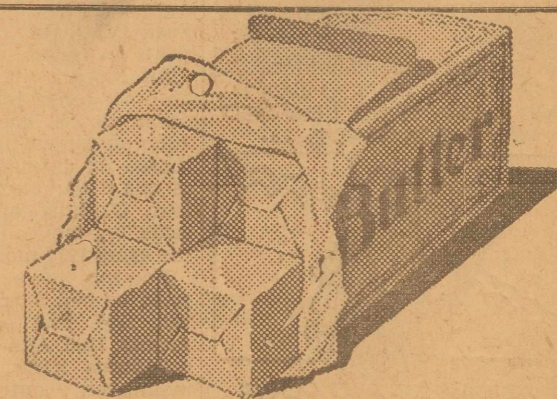


Folger's Coffee will be served free in this store Friday and Saturday

Dripolator and 1-lb. Can of Folger's	89c
25c	Pound

CONNER BROS.
Special Creamery
BUTTER

lb. 25c





Fruits & Vegetables

For this Grand Formal Opening this week we have spared neither time nor money to make our fruit and vegetable department the finest in West Texas. We have the largest and most complete variety of fresh fruits and vegetables ever to be in Midland. With this wonderful assortment we bring to Midland housewives an unexcelled vegetable department. With this selection this week-end Conner Bros. and their employees are setting a standard that they promise to maintain and will maintain! We hope that every housewife will visit this department and see the bright and glistening beauty of this wonderful array of produce. We are proud of it and we want you to be.

DO NOT FAIL TO BE AT CONNER BROS.

For This Grand Opening Friday & Sat., Oct. 7th-8th

Texas Seedless Grape Fruit 4 for 19c



TEXAS Full-o-Juice ORANGES 252 DOZEN 3c	Lima BEANS 2 Pounds for 25c	Bell PEPPERS 2 Pounds for 15c	White or Yellow SQUASH 2 Pounds for 13c	English PEAS 2 Pounds for 25c	California Sunkist ORANGES 344 Size EACH 1c EACH
	California EGG PLANT 2 Pounds for 15c	White or Yellow ONIONS 2 Pounds for 9c	Mountain CABBAGE POUND... 4c	Blood Red TOMATOES POUND... 6c	
U. S. No. 1 COLORADO BROWN BEAUTY POTATOES 10 pounds 15c					
California Iceberg LETTUCE Extra Large Heads Each 6c	Crisp Green CUCUMBERS POUND... 6c	Home Grown GREEN BEANS POUND... 8c	Well Bleached CELERY Extra Large Heads Each 8c		
Mountain Crown Trimmed Cauliflower 10c	Idaho Delicious APPLES DOZEN... 27c	Idaho Delicious APPLES DOZEN... 27c	Cherry Red RHUBARB lb. 5c		

FEATURING ARMOUR'S MEAL OF THE MONTH



The perfect breakfast for this month or any month calls for Armour's Star sliced bacon. Only a dry cured bacon like Armour's Star really behaves itself in the frying pan, comes to the table crisp and even and golden brown. It's mild and sweet and tender—the perfect bacon for this perfect breakfast.

- Menu
- Dried Fruit Compote
 - Star Bacon and Eggs
 - Shirred in Cream
 - Toast—Jelly—Coffee

EGGS: Place 3 tablespoons salted top milk or thin cream in each of the individual casseroles. Preheat in oven. Break two fresh eggs into each and let cook in 350° F. oven until eggs are set.

BACON: Place strips of Armour's Star bacon on broiler rack 3 inches under heat unit. Broil 2 to 3 minutes to a side or until crisp—not brittle.



FEATURING ARMOUR'S MEAL OF THE MONTH

Armour's Star ham is extra tender, mild, rich in true ham flavor. Follow this work saving recipe for the grandest ham dinner you ever served. Be sure to use exactly the ingredients called for. Most important for this meal's success is Armour's Star ham.

- Menu
- Baked Ham Slice with New Cabbage
 - Cheese Sauce—Baked Potatoes
 - Grapefruit Salad
 - Chocolate Pie—Coffee

Place a 2-inch thick center slice of Armour's Star ham in a covered baking dish. Spread with 1/2 cup brown sugar mixed with 1/4 teaspoon dry mustard and add 2 tablespoons vinegar. Cover and bake 2 hours at 300° F. Uncover last 15 minutes of baking. Cut cabbage in thin wedges, place in boiling salted water and cook uncovered for just 7 minutes. Drain and serve with 1 cup white sauce in which 3/4 cup grated cheese has been melted.

ARMOUR'S STAR Bacon Mild and sweet with fixed flavor. Start the day right with bacon for breakfast.
 Sliced One-Pound Boxes EACH **29c**

ARMOUR'S STAR Jubilee Ham Half or Whole Pound **31c**

ARMOUR'S STAR CURED Ham Only Armour's Star ham has the matchless flavor produced by Armour's special formula.
 Half or Whole POUND **24c**

TENDER BABY BEEF LOIN STEAK lb. 27c

Cured Ham Hocks Fine for Boiling POUND **15c**
Fresh Baltimore Oysters Extra Large PINT **39c**

TENDER BABY BEEF ROUND STEAK lb. 23c

DELICATESSEN DEPARTMENT

- Roast Beef
- Barbecue
- Baked Ham
- Beef Steak Pie
- Chicken Fried Steak
- Creamed English Peas
- Candied Yams
- Buttered Squash
- Brussel Sprouts
- Lima Beans and Ham Hocks
- Stuffed Tomatoes
- Stuffed Bell Peppers
- Cucumber and Tomato Salad
- Au Gratin Potatoes
- Scalloped Egg Plant
- Buttered Okra

HOME BAKED PIES

POULTRY

Fryers-Hens
 Bakers
 Turkeys

Tender, milk-fed, fresh dressed birds. They'll melt in your mouth.

Lamb

This is genuine spring lamb—not mutton.

- LAMB SHOULDER Pound **15c**
- LEG-O-LAMB Pound **22c**
- LAMB CHOPS Pound **29c**

Cheese DEPARTMENT

- Imported Edam Baby Guda Cheese, each... 37c
- Genuine Imported Swiss Cheese, lb... 57c
- Black Rind Wisconsin Cheese, lb... 33c
- Wisconsin Longhorn Cheese, lb... 20c
- Texas Longhorn Cheese, lb... 16c
- Philadelphia Cream Cheese, 2 pkgs... 15c
- Dairyland Cottage Cheese, 10-oz. glass... 13c
- 12-oz. Carton 13c
- Genuine Imported Roquefort Cheese, lb... 53c
- Genuine Kraft Loaf American Cheese, lb... 25c
- Genuine Kraft Loaf Brick Cheese, lb... 25c
- Genuine Kraft Loaf Pimiento Cheese, lb... 25c
- Kraft's Genuine Loaf Cheese in 2-lb. assorted loaves—each... 45c

BACON MACHINE SLICED SUGAR CURED POUND **25c**

Mid-Continent Oil, Gas Association to Meet October 27-28

SAN ANTONIO. — With a membership of 1,500 Texas oil leaders representing 80 per cent of the Texas oil industry, the Texas Mid-Continent Oil & Gas Association will observe its nineteenth birthday in San Antonio Thursday and Friday, October 27 and 28, when its annual convention will be held.

A cordial invitation to come to San Antonio for the big oil men's reunion is extended to all Texas oil men by Charles P. McGaha of Wichita Falls, the Association's president. "Our annual convention is open to anyone interested in the welfare of the Texas oil industry, whether they are members of our association or not," said McGaha.

Founded in 1919 to promote the general welfare of the oil and gas business in Texas, the association deals wholly with the problems common to the entire state industry and its allied interests.

"The association has a number of major objectives for the benefit of the Texas oil industry," McGaha said here. "Among these are (1) to collect and analyze for the use of the industry and the public statistical information which is helpful to the conduct of the business; (2) to acquaint the public with facts about Texas oil and gas and the problems confront producers; (3) to work with the industry and the public on pollution matters incident to oil operations; (4) to study and advise the entire industry of important federal and state tax laws and any legislation which affects the oil and gas business in this state; (5) to obtain the cooperation of state

Joan Davis Will Play in New Hit At Yucca Sunday

Recently voted America's Number 1 Comedienne in a nation-wide newspaper poll, Joan Davis becomes court jester to the Queen of the Ice with her featured role in Sonja Henie's newest triumph, "My Lucky Star."

Joan rapidly became the screen's biggest feminine comedy name through a series of wisely chosen roles in which Darryl F. Zanuck, 20th Century-Fox production chief, cast her.

She is part of a big-name cast which stars Richard Greene with the blonde skating champion and also features Cesar Romero and Buddy Ebsen. The film opens Sunday at the Yucca theatre and was directed by Roy Del Ruth.

Arthur Treacher, George Barbier, Louise Hovick, Billy Gilbert, Patricia Wilder and Paul Hurst are included in the cast of the film, which is one of the Movie Quiz \$250,000 contest pictures.

statewide theft prevention program, now functioning most effectively; (7) to protect the Texas oil and gas industry against further increases in their already too heavy tax load and to work for reductions in excessive taxes now levied upon it; (8) to coordinate the efforts of all Texas operators and allied interests on particular problems which affect their welfare.

"Leading operators in every section of the state are active in the affairs of the association," McGaha said. "The board of directors is composed of Texas oil men who un-

Don't Lose That Ball, Georges!



Looking hardly a day older than when he fought Jack Dempsey in 1921, Georges Carpentier carries for his 17-year-old daughter, Jacqueline, at Stoke Poges, England. Jacqueline is one of the outstanding girl golfers in the Paris district.

Oatmeal Gives Magic Touch to Dishes For Daily Meals

When there's a dearth of new ideas or of new fruits and vegetables to relieve the monotony of the week's meals, turn to the oatmeal box on the pantry shelf and try out some recipes like these given below.

If you are a homemaker and not just a housekeeper you'll want to surprise your family with this new version of a favorite old dessert. We assure you it'll be a pleasing surprise. Most people like Prune Whip. Everybody we know who has tried this Quaker Prune Oat Whip loves it. That in itself is reason enough for serving it. But there's another good reason, too.

By adding oatmeal to this old favorite dessert you not only add extra flavor but you add extra food value. You make it a real "health dessert." Oatmeal, you know, is nature's richest economical source of nerve-nourishing Thiamin (Vitamin B), that everybody must have for best health. Because Thiamin is not stored in the body, new supplies are continuously needed. In addition, oatmeal adds proteins for firm muscles and those body-building minerals, iron and phosphorus.

A thrifty thought: If you happen to have oatmeal left over from breakfast, use it to make Prune Oat Whip. Here's the recipe:

Quaker's Prune Oat Whip.
(Serves 10.)

2 1/4 cups cooked Quaker or Mother's Oats (Quick or regular)

Woman Gets Letter Just 17 Years Late

TYLER, (AP). — Mrs. Sam R. Hill, wife of a Tyler lumber company executive, received an invitation to attend a cooking school which will be held at Dallas June 20 to July 2 inclusive.

Even that would have been a trifle late but the date mark on the outside of the yellowed, brittle envelope was "1921."

C. J. Crampton, acting postmaster, in an accompanying letter explained it: "This letter was found yesterday by workmen reconstructing the mail chute in the interurban building. It was found between the mail box and the wall in the lobby of that building. From the appearance of the letter, it has been between this box and the wall for a long period of

time. Our records show that this mail box and chute has been in service since the fall of 1920. It seems probable that the letter was placed on top of the box and may have been dislodged in such a manner that it fell back of the box and remained caught between the box and the wall."

Good Things To Eat

—AT—
THE LOG CABIN
—A Complete Menu of Mexican Dishes—
Fine Steaks, Fresh Oysters, Chicken Dinners
"Old Style" Pit Barbecue—All Kinds Sandwiches
We Cater to Special Parties—Morning & Afternoon
A Few Blocks West of Town on the Hiway
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Up to \$10,000 for repairs or improvements to residential or business property—36 months pay off, special cases up to 60 months.

New small improvements, garages, etc., up to \$2500.00—36 months pay off, special cases up to 60 months.

Small new residences for home owners up to \$2500.00—84 months pay off, 25% owner's equity.

A. & L. HOUSING & LUMBER CO.
Always at Your Service
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ROSS SECRETARIAL SCHOOL

Offers Individual Instruction in Typewriting and Shorthand DAY and EVENING CLASSES

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SCHARBAUER HOTEL

Room 244
PHONE 1291
DORIS ROSS

BETTER COTTON GRADE AND SAMPLE

Join our cooperative and gin your cotton on new machinery.

Our supply house can furnish you with every farm necessity and you get the profits.

MIDLAND COOPERATIVE MARKETING ASSOCIATION, INC.



WE INVITE YOUR WEEKLY TRADE

FEEL AT LIBERTY to phone our offices for our pick-up and delivery service. Our staff is courteous and efficient.

MIDLAND STEAM LAUNDRY
PHONE 90

College of Pharmacy Adds 2 New Courses Sociology of Public Opinion U. Course

AUSTIN. — Building a program of advanced study directed toward a plan of ultimately offering work on a master of pharmacy degree, the College of Pharmacy of the University of Texas has added two advanced courses this fall.

First of the courses is a study of biological medicines, dealing with medicinal products of all varieties taken from living tissues, both animal and plant.

W. F. Gidley, dean of the College of Pharmacy, who teaches the course, termed it a thoroughly modern study of the newest of druggists' products.

"In the field of therapeutics, new products are constantly coming in to being that are filled with biologicals, and our aim is to teach the

organization and maintenance of a and federal bureaus in simplifying forms and reports required from oil operators and to effect the elimination of needless duplication of reports; (6) to lessen alarming losses of oil field equipment through orders and the industry's problems and who keenly value cooperative action on matters of local and state-wide importance. The activities of the association are widely recognized for their value to men who have their money invested in Texas' great oil and gas business."

The annual convention opening here Thursday morning, October 27, affords Texas oil men an opportunity for business and social contacts and serves as a clearing house for discussion of their day to day problems, McGaha noted. Among the association's convention activities is the gift of distinguished service awards to men in the industry who have rendered long and outstanding service.

"Oil operators all over the state are greatly alarmed over the constantly rising costs of all items incident to the production of oil and gas," McGaha remarked. "High taxes, increased labor and equipment costs coupled with production restrictions, which have reduced output of the average well to 14 barrels a day, present a serious problem at this time. Matters of this nature will have an important place on the convention program."

Sociology of Public Opinion U. Course

AUSTIN. — Outstanding among new courses added at the University of Texas this fall is a course on the sociology of public opinion. An undergraduate course, it is devoted to a measurement of the efforts of various agencies to form public opinion. Dr. Henry Estill Moore, assistant professor of sociology, is in charge of the course.

"If we can learn to look at magazines, go to the movies, and listen to the radio, and detect the efforts being made to persuade us to believe a certain way, then we will have a basis for making up our own minds," Dr. Moore said. "Not all propaganda is evil, but when one gets propaganda without knowing it, he hasn't had a chance to make up his own mind."

Two advanced sociology courses have also been added to the curriculum. A survey of contemporary sociological literature in which the entire sociology staff will participate will be offered for graduate and senior students. Also a course in supervision for graduates working on individual projects, either field or research projects, has been provided.

Memory Promptly Jogged.

PHILADELPHIA, (U.P.). — Police took a young woman, an apparent amnesia victim, to Philadelphia General Hospital for treatment. Physicians examined her and thought she was "faking." "This will hurt a good bit," a physician said as he took a large hypodermic needle. The girl quickly identified herself.

Cochran county girls find that eating a raw carrot each day from their frame gardens helps keep their complexions free from blemishes.

modern pharmaceutical student about them," he said. Instruction in the sources of pharmaceutical information, largely a library-research course, is offered by Dr. C. C. Albers. Plan of the course is to teach students the background of standard medicinal products by research as an aid to those who will later do research work for advanced degrees.

RANCH LAND LOANS

AS REPRESENTATIVE FOR THE BANKERS LIFE COMPANY, DALLAS, TEXAS, I WILL ACCEPT APPLICATIONS FOR RANCH LAND LOANS IN ANY GOOD RANCH SECTION OF TEXAS.

5, 10, 15 and 20 year loans at 5 per cent interest, payable annually, or semi-annually; if semi-annually, you may make payment on the principal twice each year if you desire. Option privilege. Bankers Life Loan Contract is without doubt the best in Texas.

WRITE, PHONE OR SEE
J. WILEY TAYLOR
BIG LAKE, TEXAS

Scharbauer Hotel Coffee Shop

Our reputation for fresh fish dinners is unexcelled in West Texas.

Featuring charcoal broiled KC Sirloin and Peyton's Beef T-Bone Steaks.

Private dining rooms for private parties.

Phone 370 for Reservations

Photographs-

We make them---
We frame them---

Have yours made now on our lay-away plan for Xmas

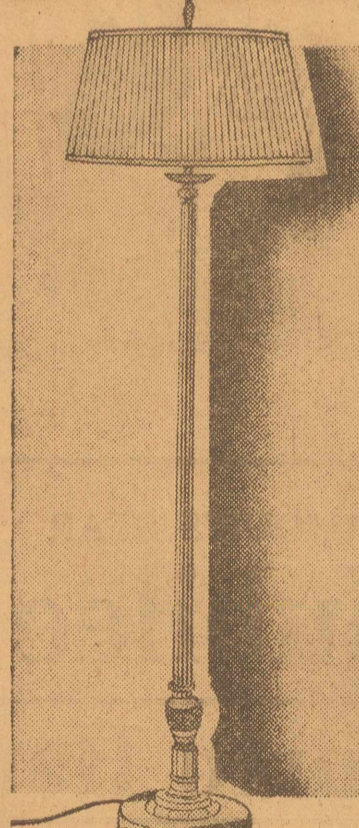
Kinberg Studio—109 S. Main

Here are the NEW LAMPS that make Seeing Easier

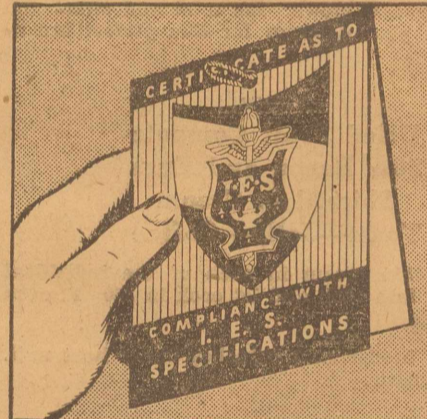


• Local stores which sell floor and table lamps are co-operating this week in presenting to their customers an elaborate display of all types of lamps, emphasizing the desirability of these lamps to make seeing easier and to make every room in the home more attractive.

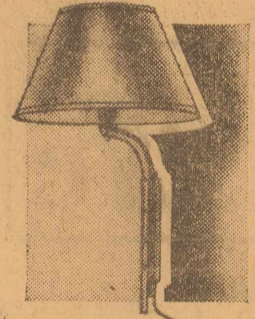
Visit those stores which sell lamps and see how little it costs to have an attractive and well-lighted home.



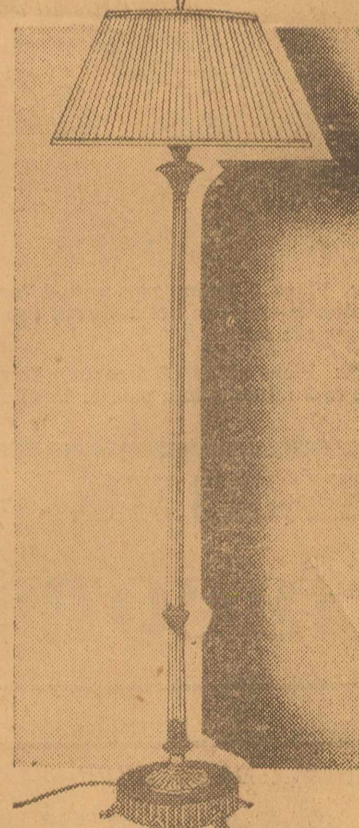
The popular tri-ite lamp is generally known as the "all-purpose lamp," for it provides a wide illumination, adds to the attractiveness of the room and provides three intensities of lighting at the turn of a switch.



Look for this I. E. S. tag of approval on the lamps you buy. It is your assurance that the lamp meets all of the standards for good lighting.



This lamp pins up on the wall, over desks, radios, beds and other places in the home where a decorative light or a light for seeing is needed.



The primary purpose of a lamp is to make seeing easier, and this lounge lamp, also called a floor reading lamp, serves that very important purpose.

FILL EMPTY SOCKETS TO MAKE SEEING EASIER

FOR TABLE LAMPS



Lamp bulbs of 100-watt or 150-watt size will give the best light for reading or studying.

FOR BETTER SIGHT LAMPS



Use the same size and type of lamp bulb they originally contained to give best results.

BRIGHTEN YOUR KITCHEN



A 100-watt or 150-watt size will provide enough light to make seeing easier and to speed your work.

Buy Approved I.E.S. Lamps from Your Dealer or

TEXAS ELECTRIC SERVICE COMPANY

R. L. MILLER, Manager

They Acted While the Powers Talked



Impatient Sudeten-German Nazis, organized into a "Free Corps" by their exiled leader Konrad Henlein, made Germany's ownership of various Sudetenland areas an accomplished fact even before the leaders of four nations gathered at Munich, Germany, to draw up a treaty to that effect. In the photo above, the "helling" population of Hasle, near Asch, on the Czech-German border, is shown greeting a column of armed Nazis who passed through on their way to Eger.

Beer Bottle Kills Coyote.

FRESNO, Cal. (UP).—Although he claims no honor for marksmanship, Thomas Rose, a rancher, won fame among his neighbors by killing a coyote with a beer bottle at 50 feet. Spotting the animal standing in his yard, Rose hurled the bottle and scored a hit on the animal's head. The coyote toppled over dead.

Auto Wins Wildcat Fight.

GILROY, Cal. (UP).—The strange hit-and-hiker Earl Welch ever picked up was a large sized bobcat.

Driving at six miles an hour, Welch looked back at his trailer to find a wildcat perched on top. Intrigued by the machine, the cat jumped to the highway and attacked the auto from the front. A battle ensued in which the auto triumphed.

Mrs. V. Townsend of Hardin county uses very ripe figs pressed flat and rolled with sugar as a delicious dessert. She puts a layer of figs and a layer of whipped cream, then sprinkles with nuts and chills.

Use newspapers . . . the basic advertising medium.

BOOKS

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XMAS CARDS

Personal Stationery

The BOOK STALL

Scharbauer Mezzanine

BREAKFAST--LUNCHEON

Steaks—Sandwiches

Complete Fountain Menu

Bill Taylor in Charge of Our Kitchen and Fountain.

PETROLEUM PHARMACY

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BOOT AND HER BUDDIES



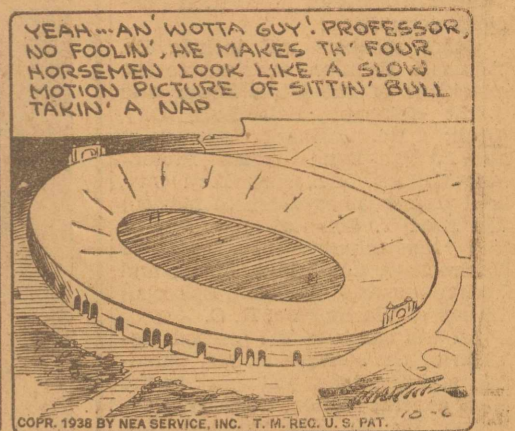
Maybe He's Right



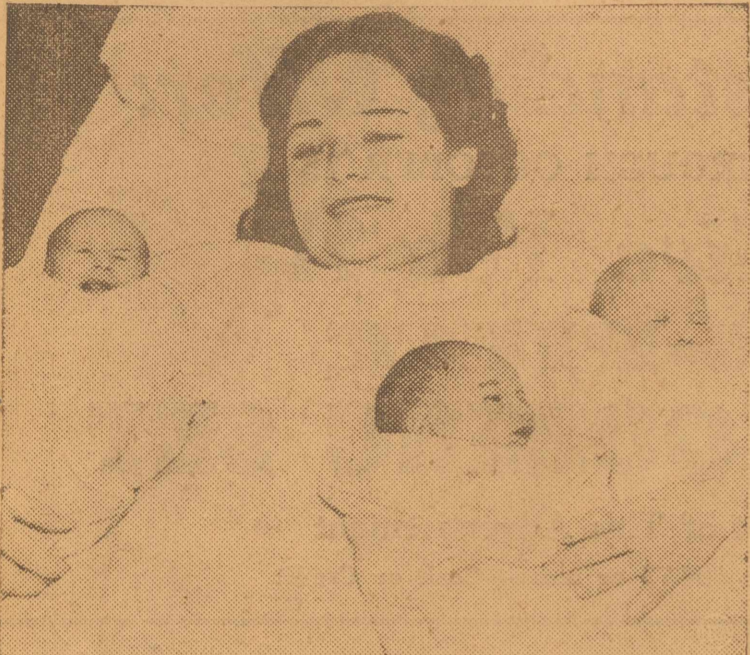
WELL, OF COURSE—THERE'S HANDY



By EDGAR MARTIN

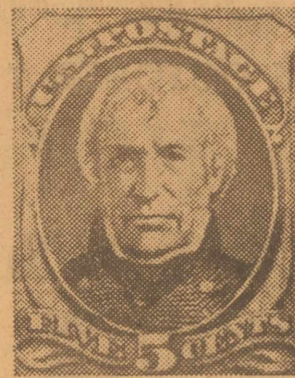


'Not Too Surprised'



Sixteen-year-old Virginia Grimm, shown here with her new babies, wasn't "too surprised" when she gave birth to triplets totaling 15½ pounds in Steubenville, O. The reason: a grandmother who was a twin bore two sets of twins. The triplets are a boy and two girls. Mrs. Grimm and her 19-year-old husband eloped a year ago.

STORIES IN STAMPS



Mexican Battles Made Him President

WHEN THE United States acquired Texas in 1845, the government turned to "Old Rough and Ready," Gen. Zachary Taylor, to occupy the borders. By the spring of 1846, the general had moved down to the mouth of the Rio Grande with a force of 3000 men and established Fort Brown. Across the river was the Mexican army, under orders to drive Americans out of the contested area. They tried this and war was on.

Suddenly Taylor faced a conflict beyond his strength. But he won two victories in quick succession, at Palo Alto and Resaca de la Palma, on May 8 and 9, 1846. The Mexicans retreated and Taylor followed to consolidate his position. At the same time the country began to consolidate the general's position for the presidency. Followed another close shave, and victory for Taylor at Monterrey in September, and again the country acclaimed him. Next Taylor crossed sharply with General Scott in the Mexican campaign, with the result that at Buena Vista Taylor barely snatched a victory from Santa Anna and his 20,000 troops, four times the number Taylor commanded. At home the feeling was that Taylor had been stripped of his troops by Scott, who was campaigning elsewhere in Mexico, but won anyhow. So Taylor became irrevocably a presidential possibility. He was elected in 1848.

He is shown here on a U. S. stamp of the issue of 1870. (Copyright, 1938, NEA Service, Inc.)

Lost 'Fortune' of Pioneer Is Sought

AUSTIN, (AP).—Employees of the Travis county clerk's office have concluded some one may as well start looking for \$12,000,000 cash in an Austin bank, a nine-story office building on Olive street and a score of gushing oil wells somewhere in Texas.

Last year the clerk's office received many letters seeking information concerning Gen. Nicholas Dembrick who supposedly left the fortune. Now the stream of mail has begun again.

The most recent one, from an "heir," says of the Dembrick fortune.

"We know it is true because we have in our family possession a copy of sworn and sealed papers to that effect which have been drawn up about the year 1901 by an Austrian consul. As you know, in those years it seemed no one knew what to do about it."

Office employees are convinced no one knew what to do about it and furthermore they don't know what to do about it. There are no records in the clerk's office or elsewhere of the death of any such croesus.

The story, fast becoming a legend, names Dembrick's birthplace as Bosancea Suceava which was Austrian until the world war. Now it belongs to Rumania.

Records in the state land office show a Dembrick or Debrick was in the Texas Revolutionary army and that he was given large grants of land. But no one knows anything of the fabulous wealth.

J. H. Walker, former land commissioner and associated with the land office in various capacities for 40 years, says he has received no less than 80 letters asking about the Dembrick fortune. Henry Myer, a member of the board of control, has a letter that was written to president Roosevelt asking about the fortune, the letter in turn being sent here by presidential secretaries.

WASH TUBBS



While the Cat's Away



Punk Is Right



ALLEY OOP



MYRA NORTH, SPECIAL NURSE



Dangerous Business



By V. T. HAMLIN



FRECKLES AND HIS FRIENDS



Altogether Too Obvious!



OUR BOARDING HOUSE



OUT OUR WAY



By RAY THOMPSON AND CHARLES COLL



By MERRILL FLOSSER



By J. K. WILLIAMS



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From 314 West Texas to the
CITY CAFE BUILDING

First Door South of West Texas Gas Co.

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MIDLAND TYPEWRITER SERVICE
Phone 166

Dr. T. J. INMAN

Announces Opening of New and
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BULBS ARE NOW IN
Hyacinths . . . Paper White Narcissus
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MIDLAND FLORAL COMPANY
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FRED FROMHOLD, Owner
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HOUSEHOLD GOODS, FENCING, ELECTRICAL
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ABA Members Will Hold Convention in Houston Nov. 14-17

HOUSTON. — Jesse H. Jones, chairman of the board of the Reconstruction Finance Corporation, and W. J. Cameron of the Ford Motor Company, will be among the national figures who will address the annual convention of the American Bankers Association, which will be held in Houston, November 14 through 17, it was announced today by A. D. Simpson, chairman of the chamber of commerce convention committee and head of the American Bankers Association publicity committee.

Other speakers will include Dr. Adam S. Bennion, assistant to the president of the Utah Power and Light Company, Salt Lake City, Utah; J. Reuben Clark, chairman of the Foreign Bondholders' Protective Council, Inc., New York City, and former ambassador to Mexico; Dr. Karl T. Compton, president of the Massachusetts Institute of Technology, Cambridge, Mass., and Bishop James E. Freeman, Episcopal bishop of Washington, D. C.

All will speak at the general sessions of the convention. Mr. Cameron and Mr. Jones will speak at the first general session, Tuesday, November 15; Mr. Bennion and Mr. Clark at the second general session, Wednesday, November 16; and Mr. Freeman and Mr. Compton at the final general session, Thursday, November 17.

In addition to the general sessions of the convention there will be meetings of the association's four divisions, National Bank Division, State Bank Division, Savings Division and Trust Division as well as meetings of the various commissions and committees, programs for which are in the process of being completed and details of which will be announced later.

Orval W. Adams, president of the association and executive vice-president of the Utah State National Bank, Salt Lake City, will preside at all the general sessions. Other officers of the association are:

First vice president, Philip A. Benson, president of the Dime Savings Bank, Brooklyn, N. Y.; second vice president, Robert M. Haines, president of the Wachovia Bank and Trust Company, Winston-Salem, N. C.; treasurer, M. H. Malott, president of the Citizens Bank, Abilene, Kansas.

Numerous committees under the general chairman, F. M. Law, president of the First National Bank, have for many months been exerting every effort to make the Houston convention one of the greatest ever held.

Serving with Mr. Law as chairman of various committees are: P. B. Timson, president, Houston Land and Trust Company, finance committee; T. J. Caldwell, vice president, Union National Bank, entertainment committee; Allen H. King, vice president, State National Bank, hotel committee; S. Marcus Greer, vice president, City National Bank, personnel committee; W. N. Greer, vice president, Citizens State Bank, information committee; Melvin Rouff, vice president, Houston National Bank, registration committee; E. F. Gossett, vice president, South Texas Commercial National Bank, golf committee; C. M. Malone, president, Guardian Trust Company, ball committee; Leslie Coleman, vice president, San Jacinto National Bank, coliseum committee; Mrs. S. M. McAshan, ladies committee.

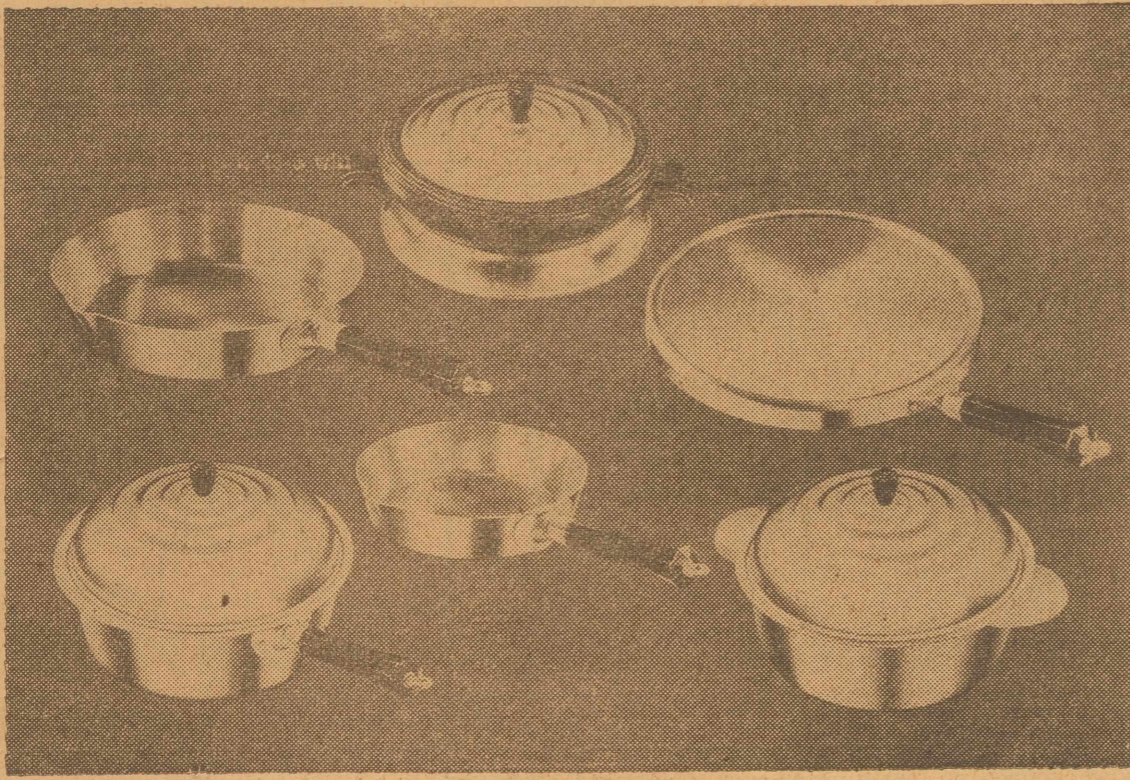
Oil Industry Creates 25,000 Jobs Yearly In State, Declared

AUSTIN. — Development of the oil industry in Texas during recent years has created each year at least 25,000 new temporary or permanent jobs in this state, it is the conclusion of Ray E. Lee, author of "Employment Opportunities in the Oil Industry in Texas," which has been issued in bulletin form by the National Youth Administration. Mr. Lee, who was formerly director of the NYA in Texas, and is now director of the National Emergency Council in Texas, wrote the survey as part of the requirements for the master of arts degree at the University of Texas. Before assuming his duties with the NYA, he was on the staff of the journalism department at the university.

Police Help Cowboys' Hats.

BUTTE, Mont. (AP). — Montana cowboys, adding to their natural height with ten gallon hats have created a pedestrian problem here. Police have been enforcing a city ordinance requiring all street awnings to be seven and one-half feet above the sidewalk.

HERE IT IS!



YOU GET THIS 6-PIECE ALUMINUM SET

FREE

WITH ANY PURCHASE AMOUNTING TO \$24.75 OR MORE—CASH OR CREDIT

AT

Iva's Credit Jewelers

SUCCESSORS TO INMAN JEWELRY CO.

Relation of State Physical Resources To Industrial Development Shown

AUSTIN. — The relation of the physical factors of Texas to the commercial and industrial development of the state were pointed out by Elmer H. Johnson, industrial geographer of the Bureau of Business Research of the University of Texas in a recent outline of the subject.

"The outlook for Texas from any point of view, historical, cultural, artistic, economic, or what not, is bounded by the natural endowment of the state," Mr. Johnson said. "In any platform of Texas industrialization the 'Four Horsemen' are the four great groups of natural resources, the possession of which in such bountiful quantities makes Texas so outstanding. These groups comprise soils and natural vegetation, petroleum and natural gas, the non-metals and water supplies.

"Fundamental to an understanding of modern economic problems is regional economics. The backbone of regional economy, whether in such far-away lands as southeastern Asia, the Ruhr, the Argentina Pampas, or right here at home in Texas is a function of three interdependent groups of conditions: physical environment, historical background, and economic trends.

"The physical environment or material endowment is basic not only as the foundation of the superstructure that is or may be built thereon, but—and this is important to note—the material environment impresses itself into the warp and woof of that superstructure. The physical environment embraces earth conditions and earth resources, themselves inextricably interrelated and interdependent, and gives individuality of expression to all major regions or provinces. The special concept of the region and all that it includes is naturally the unit, whether physical, historical, or economic conditions are under consideration.

"The geography of Texas is the fundamental factor necessary to the appreciation of the 'spirit of Texas,' an interpretation of its historical development, or to an understanding of its economic potentialities.

"The physical geography of the state is a function of continental location, geographic geology, and

climatic conditions. Out of the inter-relationship of these features the extent, characteristics, and location of natural resources—soils and natural vegetation, minerals, and water supplies—have arisen.

"Outstanding are the inclusions within Texas of the majority of the lands embraced in the southern prairies and of a large share of the black earth soils of the Chernozem type in the sub-humid plains of Texas; as a consequence, this state, from the standpoint of rich arable soils, is the best endowed in the nation. Possessing the vast stretches of short-grass country included in the sub-humid plains of Texas the grazing capacity of the state outstrips that of any other state in the country.

"Combining the productivity of the rich and extensive soils of its prairies and plains and the capacity of the natural grazing lands of its plains, Texas is easily the richest state in the union so far as production potentialities are concerned. To its vast capacity to produce is added the striking variety of products owing to climatic diversity in Texas. The agricultural capacity of the state is able to supply in increasing amounts foodstuffs and industrial raw materials for an expanding industry in Texas.

"The extensive pine and mixed pine-hardwood forests of the humid eastern portion of Texas make that section of the state one of the important forest areas of the nation—a factor of immense significance in the recent widespread migration of pulp and paper and associated industries into the Gulf States.

"Texas' position as a producer and as a source of reserves of petroleum is well known. The potentials of future production are comparatively very great, indeed. The position of and the vast potentialities of natural gas reserves in Texas are of a magnitude and a degree of significance not readily grasped, even by the specialists dealing with the economics of mineral resources. Owing to its properties, the conservation of natural gas constitutes a critical problem.

"Whether or not the Texas oil industry is approaching economic maturity, it has unquestionably made its imprint on the economy of the state, and of the nation as

Jewelry Store To Open Formally

Formal opening of Iva's Credit Jewelers, successors to the Inman Jewelry Co., is announced for Friday by Iva Huneycutt, proprietor.

Throughout the day, until 9 o'clock p. m., every man, woman and child visiting the store will be given a birthstone typical of the month in which they were born, also a horoscope. Special merchandise attractions in connection with the opening are announced in the store's advertisement today.

Mr. Huneycutt, recently moved to Midland from Big Spring, purchasing the Inman Jewelry store, one of the oldest establishments of its kind in this section. The store has been remodeled on the interior, with new equipment installed throughout.

Montreal Conquers Smallpox.

MONTREAL, (U.P.). — The public health department here has won its fight against smallpox. The department's records show that there has not been a single case of the disease in the city since 1929.

The outstanding reactions of the great reserves of natural gas of Texas appear to be problems of the near future. The group of Texas resources which without contradiction appear to promise most as raw materials for future industrialization in Texas are the non-metals: the vast supplies of salt and sulphur, of gypsum and Portland cement and lime materials, the large supplies of lignite, of clays, of building stones, dolomite, chemical materials in brines, potash and associated salts, and volcanic ash materials suitable for making cleansing compounds, and the like. For fuel in utilizing and manufacturing the raw materials derived from these resources, Texas has incomparable supplies of that convenient and highly efficient resource—natural gas, the perfect fuel preferred for so many industrial uses.

The huge reserves of oil, natural gas, and the non-metals other than fuels are a function of the size of the state, the types of geologic structures represented, the great variety of geologic formations including so large a proportion of the entire geologic column; these conditions have made for the vast accumulations of these resources.

The economics of natural resources as concerns Texas, and particularly the great potentialities for future expansion, necessarily will have to be left for later consideration, but in such analyses the critical significance of the economics of transportation will remain always at the threshold of such considerations. The geographic location of so much of Texas interiorward in a sub-humid environment will long remain a situation demanding the most thorough consideration possible if its outstanding problems are to be solved at all adequately. So important are the facts of internal commerce that it may aptly be said that the wide stretches of the Texas prairies and plains make the full economic development of the state an experiment of transportation.

When to these conditions are added the set-up of controlled freight-rate differentials disadvantageous to raw material producing areas, the situation would be difficult enough without the impediments to which railway operations are, in the nature of the circumstances, subjected. The point emphasized here is that transportation is a key factor not only in industrial plant location but to the more inclusive growth of industrialization.

You Are Cordially Invited

TO ATTEND OUR

Formal Opening

Friday, October 7

ALL DAY TO 9 P. M.

FREE! To Each Man, Woman or Child who comes to our store on Friday, October 7, we will give absolutely free a beautiful **BIRTHSTONE**

Typical of the Month in Which You Were Born, Together With Your Horoscope!

Here's Our Outstanding Offer:

FROM OCTOBER 7 THROUGH OCTOBER 15

We Will Give You A

HEAVY 6-PIECE ALUMINUM COOKING SET

As Illustrated at the Left of This Advertisement

With Any Purchase Amounting to \$24.75 or more—Cash or Credit

BUY YOUR XMAS GIFTS Now on Our Easy Payment Plan

Made By The Makers of The Famous **\$75 HOWARD** Pocket Watch!

NOTICE THE THIN MODEL SMARTLY STYLED ACCURATE 15 J. STANDARD MOVEMENT EXCEPTIONAL VALUE

Special \$9.95

Built to meet the demands of tomorrow as well as today! Accurate 15-jewel Standard movement encased in a smartly styled, thin, 10 size engraved case. It's truly a fine timepiece in every sense of the word—and a remarkable value!

50c A WEEK!

HOLMES & EDWARDS Inlaid

A GIFT OF 6 TEA SPOONS WITH EVERY SIX YOU BUY

SERVICE FOR 6 **\$34.50**
29 PIECES . . .

FREE ALUMINUM COOKING SET

"Navarre" 8-Diamond Set Yellow gold bridal creation of flaming beauty. Engagement Ring—\$25; Wedding Ring—\$12.50. Both for **\$36.50**

"Tulette" 10-Diamond Pair Exquisite 10-diamond yellow gold ensemble. Engagement Ring—\$50; Wedding Ring \$20. Both for **\$67.50**

ROBOTS \$13.95 up
Farberware . . . Lifetime Guarantee!
--7 Extra Fuses

Great Values by **BULOVA**

"American Girl" 17 JEWELS \$39.75

17 JEWELS accurate, smart, dependable

A 17 JEWEL **BULOVA** set with DIAMONDS for only **\$42.50**

MARtha WASHINGTON

Our home is in Midland. . . We shall be here to back up any guarantee that we make.

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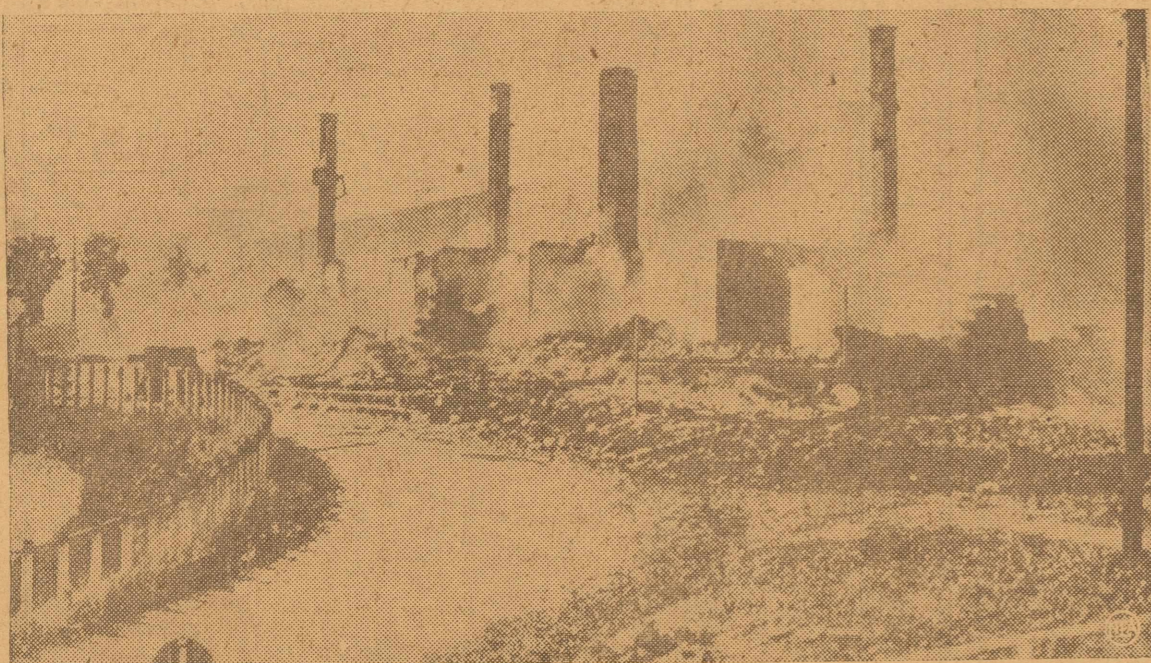
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104 North Main—Phone 1459
IVA HUNEYCUTT, Owner

USE OUR EXTENDED PAYMENT PLAN

A Small DOWN Payment

Terms As Low As 50c A Week

Czech Border Mark Goes Up in Smoke



Symbolic of the coming destruction of the old Czech-Germany frontier which will be radically changed now that the Munich four-power meeting has given Germany virtually all she asked of Czechoslovakia, is the photo above of a destroyed, still smoking customs house building on the border. It was burned during a fight between Sudeten-German Free Corps men and loyal Czechs.