



THE REPORTER-TELEGRAM

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GREED AND DEPRESSION

Senator James Couzens perhaps comes closer to the out-and-out radical position than he realizes in assigning the cause for the present business depression. Asked who was responsible for the depression, he remarked that while he did not know who the guilty individuals might be, he knew very well what the underlying cause was—unrestrained greed.

It is refreshing to find a leader in politics getting away from the old habit of blaming cataclysms on individuals. The senator insists that it is not a question of "who" is to blame, but a question of "what"—in other words, that the trouble does not spring from the wickedness of perverted individuals, but from a basic force that finds expression in many lives and in many ways.

This is coming close to stepping over the line into the field of the Socialists and the Communists. It is one of the basic tenets of their creed. And we can agree with it without in any way adopting socialism or communism. The whole business is worth looking into.

The radical declares that we shall never be happy until we change our economic system. The present system, he asserts, was built for the benefit of private profit. It serves only the greedy; it promotes greed, makes it the only mainspring of human endeavor.

Senator Couzens—who, with 30 millions, is not apt to turn "red" on us overnight—excoriates the moving force of greed. Henry Ford, equally far removed from the isms, says that one of the chief contests in industry today is between ownership and management; between those whose first interest is in making things.

We are going to hear a great deal more about this as the months go on. The most encouraging thing about the whole situation today is the fact that it is stimulating men to question things that never before were doubted. Greed—or, to put it more simply, the desire to make big profits—does not seem to be quite as beneficent a force in human affairs as it used to appear.

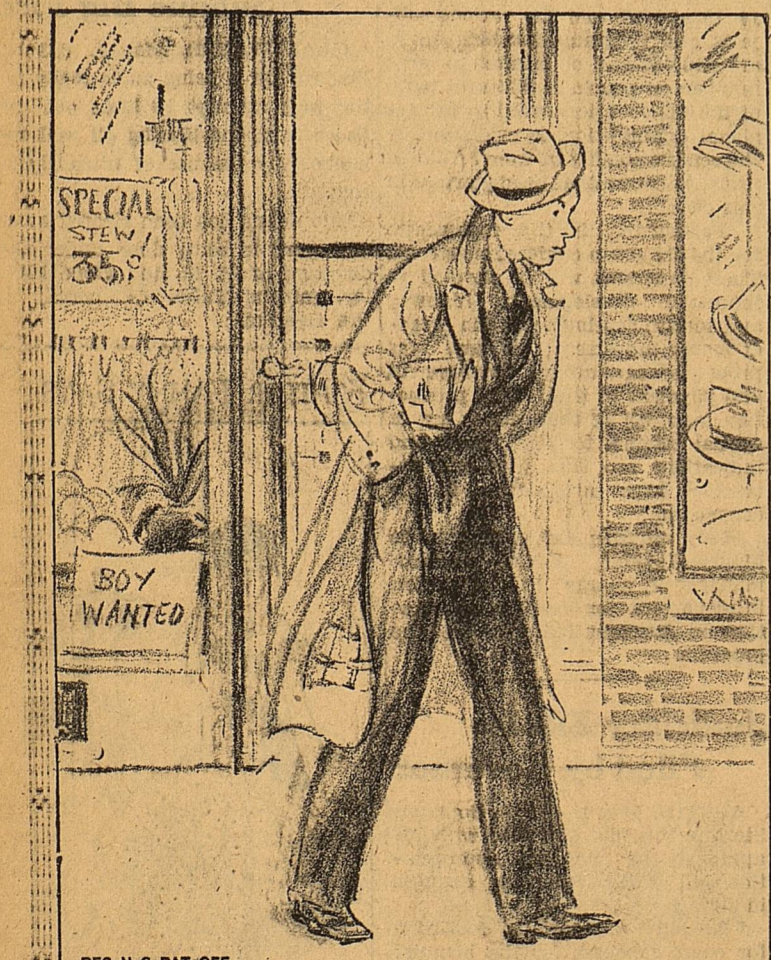
WHEN "IGNORANCE IS BLISS"

Whoever coined the expression, "ignorance is bliss," was apparently years ahead of his time. Within the space of a month two of this country's most eminent men of medicine have come to the identical conclusion that brains aren't so healthy for us.

Dr. Harvey W. Cushing of Boston finds that the brain is responsible for stomach ulcers—of all things. Dr. George W. Crile of Cleveland accuses this highly developed organ of ours for a goodly share of man's neurotic diseases, one of which goes so far as to produce "gangrenous spots on the body."

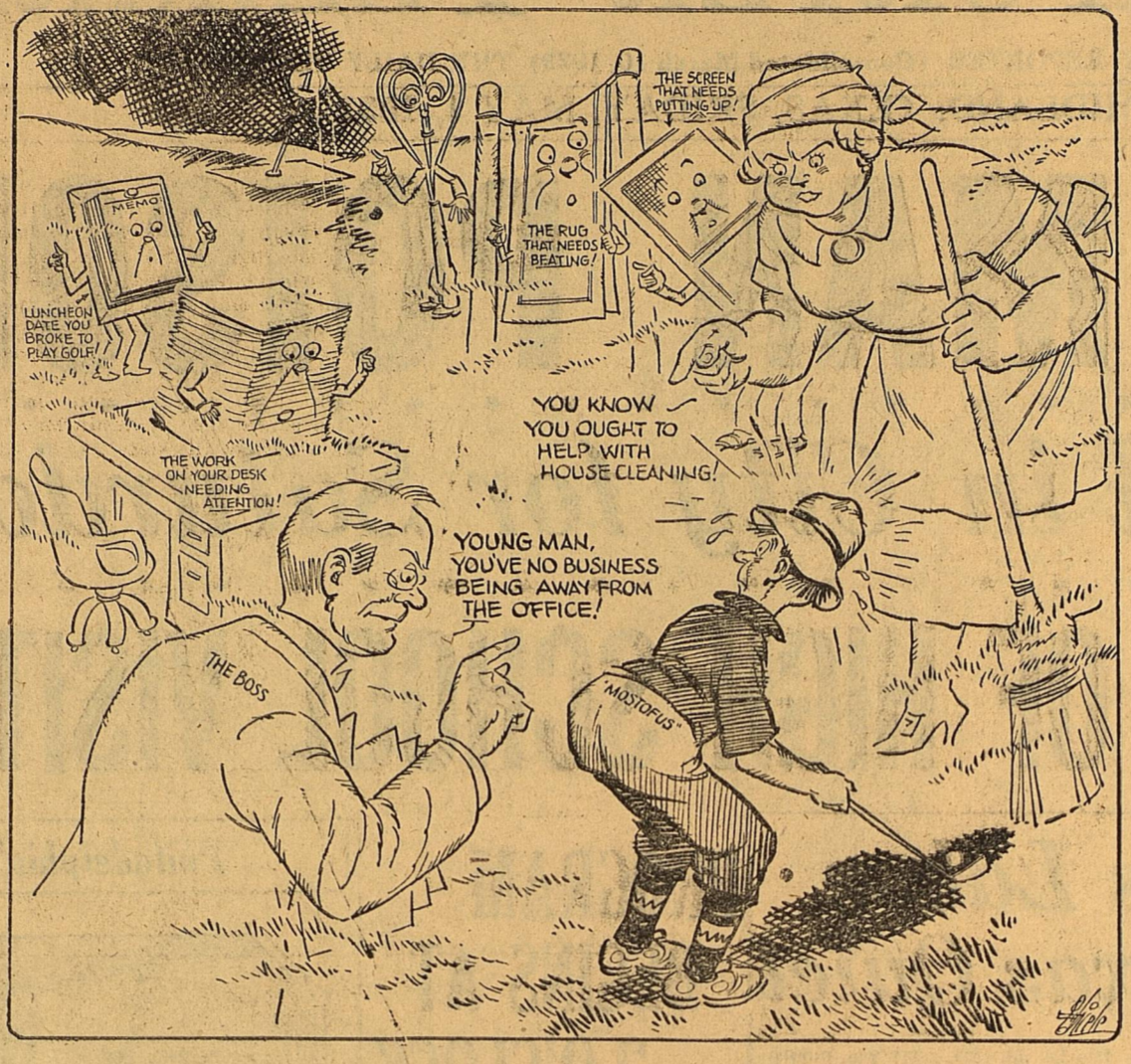
Says Dr. Crile: "The large brain which man has developed to his advantage often becomes his chief liability." Brains, as you see, can be a curse as well as a blessing. Of course there will continue to be those among us who will never be in any danger of contracting diseases of an intellectual organ. But it will seem strange to be advised that if you would not expose yourself to grave physical dangers, why just don't think too hard.

Side Glances . . . . . by Clark



"I'm always pulling some boner. I could have had that job if I hadn't mentioned being a college graduate."

Have You Noticed How Much Greater the "Hazards" Are at This Time of Year?



U. S. Tells How to Feed Family on \$6.55 a Week

EDITOR'S NOTE: This is the first of two articles on how to make the family dollar provide the most in food and other necessities, as recommended by the U. S. Bureau of Economics.

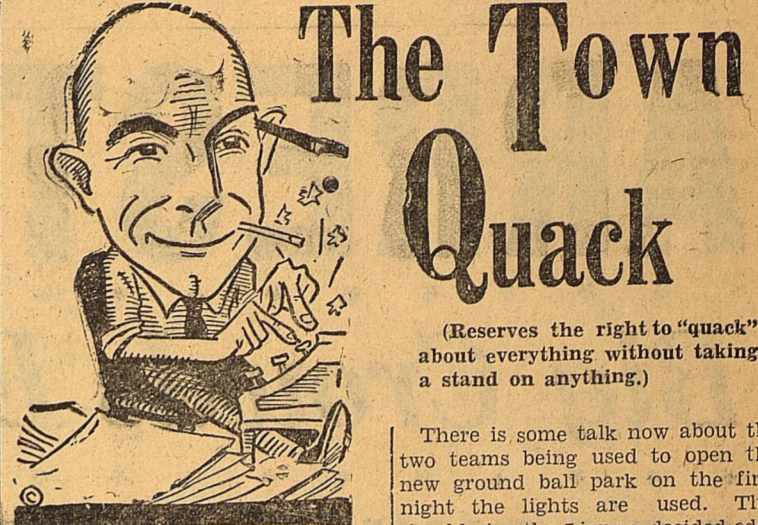
Table with weekly menu items and prices. Includes sections for SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, and SATURDAY. Items include breakfast, dinner, and various soups, meats, and vegetables.

STICKERS section with a grid of dots and instructions: "What is the least possible number of straight moves that will carry through the 64 dots, starting at the cross and returning there?"

Daily Washington Letter By Rodney Dutcher

Pittsburgh Professor Lists Regulation of Campaign Expenses in All States, and Briefer Periods Between Primaries and Elections Among Ways to Cure Political Evils

WASHINGTON.— Regulation of campaign expenses in states where it is lacking, compression of primaries and elections into much briefer periods, shorter ballot and a system under which party politicians would be elected instead of self-appointed



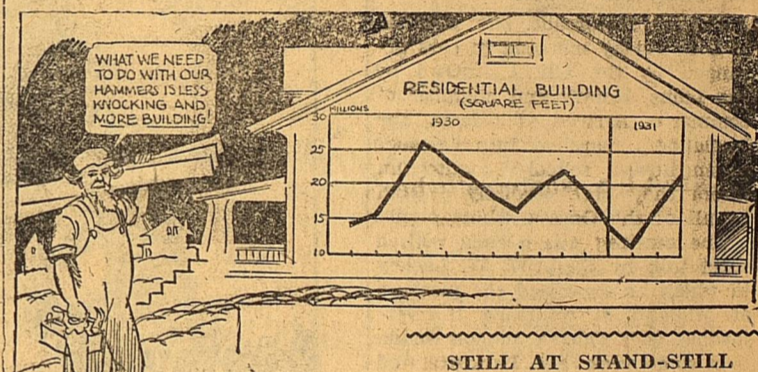
(Reserves the right to "quack" about everything without taking a stand on anything.)

There is some talk now about the two teams being used to open the new ground ball park on the first night the lights are used. This should give the Lions a decided edge because, from what I can gather, they are in the habit of staying up later at night. There are Chas. Yonge, Doc Klapproth, Frank Stubbeman and some of those young fellows who don't think a thing of being out as late at 9.

Dr. Ryan created a sensation when he was found missing when it was his time to bat. Fred Wemple moved up a notch and took a turn at bat, immediately making the third out, and Doc Ryan was still missing when the Rotarians took the field. By the time Tom Murphy went in as substitute, here came Doc running in from some hidden place and his brief absence was never satisfactorily explained.

Harry McClintic seemed to be near the place where most of the Rotary hits were placed, namely left field, and he caught several of them. Chas. McClintic, playing in the role of brother against brother, stopped one ball after it had gone through Chester Sheperd at short stop and Fred Wemple in deep second or short.

GAIN IN CONSTRUCTION OF HOMES IS A HOPEFUL SIGN



WASHINGTON.—The dirigible mail and passenger service across the Atlantic, talked about during the past session of congress, has little hopes of being put into operation until December. At present officials interested in the proposed route are waiting for favorable action from the legislative body before going ahead with further plans.

One of the most hopeful signs in the present business outlook is to be found in the record of building construction. Total contracts awarded in March had a value of \$370,000,000 compared with \$235,000,000 in February. The increase over February was about 10 per cent more than the usual seasonal gain over that period.

Even more important than this showing, however, is the record of residential building. Based on floor space, the total volume of residential building was greater than during the same period of 1930. The value of contracts was slightly smaller than last year, reflecting the sharp decline in costs of building.

Economists and business observers have been saying that an expansion in the volume of home building would be one of the first signs of recovery from the prolonged business depression. The record of March seems to have brought this indication and the showing for succeeding months will be watched with unusual interest.

For the first quarter of 1931 figures compiled by the F. W. Dodge Corp. covering 37 states, showed a total valuation of 24 per cent below that of the first quarter of 1930 and the smallest for the past six years. During the first quarter the decline for residential contracts was only four per cent. Public works construction was 16 per cent smaller while non-residential building was 41 per cent lower.

Advertisement for DR. PIERCE'S GOLDEN MEDICAL DISCOVERY, featuring an illustration of a man and text describing its benefits for various ailments.

WOMEN EARN SCHOOL MONEY

MILWAUKEE, (UP).— Nearly one-fourth of the 400 woman students at Marquette University are earning part, or all, of their school expenses by outside work. Mrs. Margaret Harrington, dean of the women declared after a survey. The most popular form of oc-ed employment is clerking in department stores, 5 and 10-cent shops, and women's apparel shops.

Advertisement for COLDS COST MONEY, featuring an illustration of a man and text promoting Fortify Yourself Against Colds, Grippe.

ITS REPUTATION WELL DESERVED

Black-Draught Equal To The Expectations of a Bristol Man Who Tried It. "I had heard of it so much, I thought there must be some good in it,"—a reference to Theford's Black-Draught by Mr. W. J. Rogers, a well-known Bristol man, residing in that city at 1308 Penn Avenue. Mr. Rogers said he had been using Black-Draught fifteen years, when needed, and considered it "a splendid remedy."

# Midland Hi News

### THE MALADY OF ER

Have you ever met anyone afflicted with the Malady of "Er"? Possibly it was not called the Malady of Er, but may have been masquerading under the name of Unpreparedness or Bashfulness. But after all, what's in a name? I'm sure you have met victims of this deplorable malady, no matter by what name it was called.

High school students seem very susceptible to it. On days of oral compositions its victims are most numerous. I have known some students who have been completely overcome by a violent attack. Only yesterday I observed a very severe case. A teacher, expecting to hear an interesting talk, called on one of her students to recite. The student walked boldly to the front of the room and took his stand before the class. Then the preliminary symptoms began to appear: his cheeks became flushed, his lips formed an uncertain smile, and his eyes roved from one part of the room to another. He took a deep breath and shifted his weight to his left foot, then back to the right. At last, slowly and painfully, a word formed on his lips. Now the dreaded malady appeared. In this fashion the student began: "My er talk er today er is er er er on the er subject of er er" (a long pause). Then the cruel unsympathizing teacher said, "You may return to your seat. You will report for two afternoon sessions." (It is too bad

that teachers are so unsympathetic, but this was a very severe case. The malady is contagious, too, and isolation of victims in afternoon sessions is necessary for the protection of the other members of the class.)

I have heard that the Malady of Er can be cured by a mixture of Preparedness, Self-confidence, and Animation. If you should like to know how this mixture is made and administered, just call at the office of Doctors Ambition, Conscience, and Work, and I'm sure they will gladly give you the prescription.

### MURPHY ADDRESSES

"Knowledge and Wisdom" was the subject used by Rev. Thomas D. Murphy when he addressed the student body Monday morning during the chapel period. Mr. Murphy gave the Hebrew conception of wisdom, which is "skill in living." Knowledge does not mean wisdom. This was illustrated with a quotation from the Bible: "With all thy getting; get understanding."

Rev. Murphy called especial attention to Proverbs: "Doth not wisdom cry? And understanding put forth her voice?" And Proverbs 8:35-36: "For whoso findeth me findeth life, and shall obtain favor of the Lord. But he that sinneth against me wrongeth his own soul. All they that hate me love death. The fear of the Lord is the beginning of wisdom."

### NEWS FROM THE KENNEL

"Whew! Am I tired? I've been staying in for Miss Rippy." "Why, so have I, but the room was so full I couldn't even see you!"

We didn't know our home economic girls were as talented in singing as in sewing. Their style, beauty, and composure would have been a credit to any college. Wonder what Dorris Harrison would have looked like in Roberta Dunagan's dress. Didn't Lucille and Nancy make cute French maids? They say Mr. Cotner blushed when Nancy made eyes at him. That's all right, Mr. Cotner, it's a compliment to be able to blush.

Frank is certainly going to be popular on the Lubbock trip. He is taking five girls in his car and going to see another. Aw, give the other boys a chance.

Putting the senior play off until next Tuesday makes us more determined than ever to see it. It is going to have to be some play to be better than "High Flyers," but we believe in the ability of our seniors to put over anything they undertake.

Levi Driver missed the chance of a lifetime when he remained silent in chapel when Mr. Lackey offered him his choice of one of three good looking girls who were smiling at him in chapel. What was the matter, Levi? Couldn't you make up your mind?

Janie seems to be undecided, too. She doesn't know which to make her ideal, Conrad Bonner or Joe T. Underwood.

All our boys seem to be wishing they could truthfully sing "We're in the Navy Now" since one of our sailors has returned for a visit. Doesn't Olen's sailor suit become him? It is rumored that he has grown three inches taller since he left us. Ham, you had better stay away from the sea.

Wonder what that queer noise we heard, on the third floor after school last Tuesday was? Could it have been Ed and Mr. Barry singing the new song?

You boys had better adopt Mr. Barry's plan of carrying a little red wagon filled with cloths. You never know when Mr. Lackey is going to tell you you are invited to sing at the Lions club, and of course you need a coat.

Mr. Cotner must be going to run for congressman soon. He has been practicing telling jokes on all his classes, and he said that all the lacked being able to run for congressman was to be able to tell a good joke. Should we say, "We hope he wins?"

Virginia and Lottie seem to enjoy playing in sand piles. Why were Lottie, Rosie, Virginia and Pauline, so thrilled when Mr. Lackey said we would go to Rankin and Odessa?

Margaret's pretty black eye is certainly becoming.

One of the visitors at the program Tuesday said Virginia would make some rich man a dignified wife.

### A NEW NOVEL

Something must be the matter with Mr. Cotner's tongue. His words seem to mix up so; he certainly isn't tongue tied, for the pronounces his s's and c's. Nevertheless, he told some students to turn in Hawthorne's novel "The House of Seven Stables." Is there really such a book? If you find it, I'll apologize to him.

### WE'RE IN THE NAVY NOW!

Olen Fryar, star football player and athlete who joined the navy, is home on leave. Olen visited school Tuesday. He looks might good to us. He has a good tan, looks taller, and heavier. The navy must agree with him. Hershel Arnett, also in the navy, did not return. Olen leaves Monday to join his ship.

### OPERETTA GIVEN

H. E. club members gave an operetta at the literary society meeting Tuesday afternoon. The setting was in a fashionable shop. The dresses modeled were made or designed by the student modeling them. The lovely dresses show the progress of the clothing department.

### CENTENARY PLANS ANNOUNCE

TIFFIN, O. (UP).—Plans for parish and diocesan observances marking the centenary of St. Mary's Catholic church here were announced recently by the Rev. James Higgenbotham rector. The parish observances are scheduled for May 17. They will include a solemn high mass and homecoming.

### High School Debate Teams Qualify

AUSTIN.—Boys' debate teams qualified for the State Meet of the Texas Interscholastic league, having won their respective county and district meets, have been reported by district directors to the University of Texas league office, as follows:

Geary Read Kinard and Eugene Clements of Memphis, Bill Middleton and Gorth Oler of Greenville, Lindley Beckworth and Conrad Morgan of Gilmer, Jenkins Garrett and Beverly Howell of North Side High School at Fort Worth, Billy Everheart and Homer Carroll Jr. of Kernes, F. C. Rickett and Ira D. Jones of Bruceville-Eddy School at Eddy, James McGraw and Willie Matthews of South Park High School at Beaumont, Stanley Sutton and Bill Erwin of San Angelo, Truett Slaughter and Herman Talbert of Robstown, Charles Pugsley and Paul Cooke of San Benito.

Girls' teams reported qualified are as follows:

Maggie Meason and Jo Roark of Crowell, Christine Griffis and Zoe Barrow of Quinlan, Helen Holmes

and Montez Houston of Winfield, Jessamine Henry and Jewel Hitt of the Masonic Home High School at Fort Worth, Janice Wallace and Gail Sperry of Hubbard, Alice Mae McDonald and Kathryn Pollok of Temple, Lucille Garrett and Dorothy Marshall of South Park High School at Beaumont, Johnnie Smart and Eula Corbell of Eden, Mary Dell Wilson and Merle Freedman of Kenedy, Lillian Bell and Helen Everheard of Pharr-San Juan-Alamo High School at Pharr.

Four district meets are to be held this week end, and with these meets qualification for the state meet ends. Each of the twenty-six districts of the state qualifies a boys' and a girls' team for the state debate tournament held in Austin May 7-9 as a part of the state meet of the league.

### New Tasks for Texas Rangers

AUSTIN. (UP).—Texas picture ranges still have work to do, even if the murderous Apache, the cattle rustler, the horse thief and other bad men are things of the distant past; if murderers no longer

run from the sheriff and mobs of lynchers seldom form.

There will still be an abundance of work for all the rangers, even if the force is given the 100 per cent increase of 30 members proposed by the present legislature. Its new duties, however, will be unlike any so far performed by the organization in its nearly a century of colorful history.

Senators voting for the bill which makes felonies of narcotic offenses indicate that enforcement of the new law will be left largely to rangers. Special rangers already have done some work in east Texas oil fields and elsewhere, with federal agents, in apprehending dope peddlers.

With possession, transportation and sale of narcotics promoted from the misdemeanor to the felony class under the new state law, the offenses will be worthy of continued ranger attention.

Rangers, too, may become fingerprint experts, while not stopping prize fights, helping local officers in liquor raids, rounding up an occasional cattle rustler, or trailing narcotics smugglers.

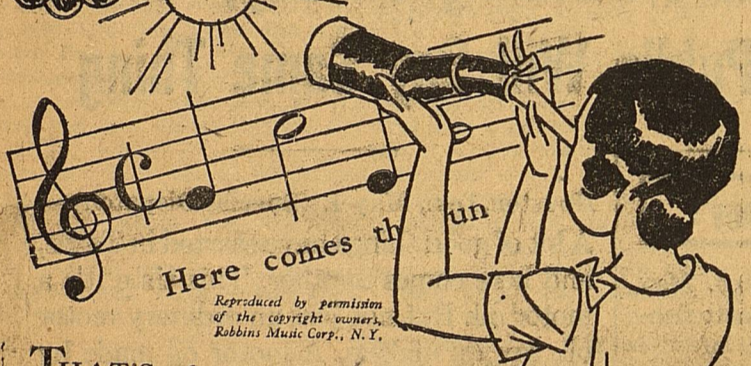
Sen. Carl Hardin of Stephenville

has a bill before the senate now to establish a state central fingerprint identification bureau in the adjutant general's office in Austin. Rangers work directly under that official. The bureau would be used in connection with the many police fingerprint bureaus in the state.

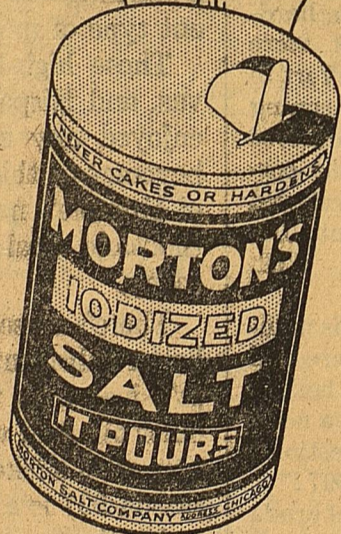
"We live in the saddle," and the sky is our roof," will still be their motto, whatever their duties. And the rising generation of Texans can be counted on to look upon Capt. Frank Hamer, Capt. Tom Hickman, and Gen. Bill Sterling with all the awe their fathers had for Capt. Bill McDonald—and that their grandfathers had for Maj. John B. Jones, the original ranger commander; Capt. D. W. Roberts, who fought the Comanches; Capt. N. O. Reynolds, who outwitted the Sam Bass gang; Ranger Dick Ware, who killed Sam Bass, and all the other glamorous figures of the rangers' past.

**LUNCHES — FOUNTAIN SERVICE**  
Prescriptions a specialty.  
Drugs & Drug Sundries.  
Phone 45—We Deliver.  
**RED CROSS PHARMACY**

"Here comes the sun!"



THAT'S what you'll be singing once you change to Morton's Iodized Salt. For this unusual salt makes the rainiest days sunshiny by pouring just as freely as it does when the weather is fine! What's more, it positively protects youngsters from simple goiter... that widespread cause of loss of appetite, lack of vigor and backwardness at school. Try it soon; it costs no more!

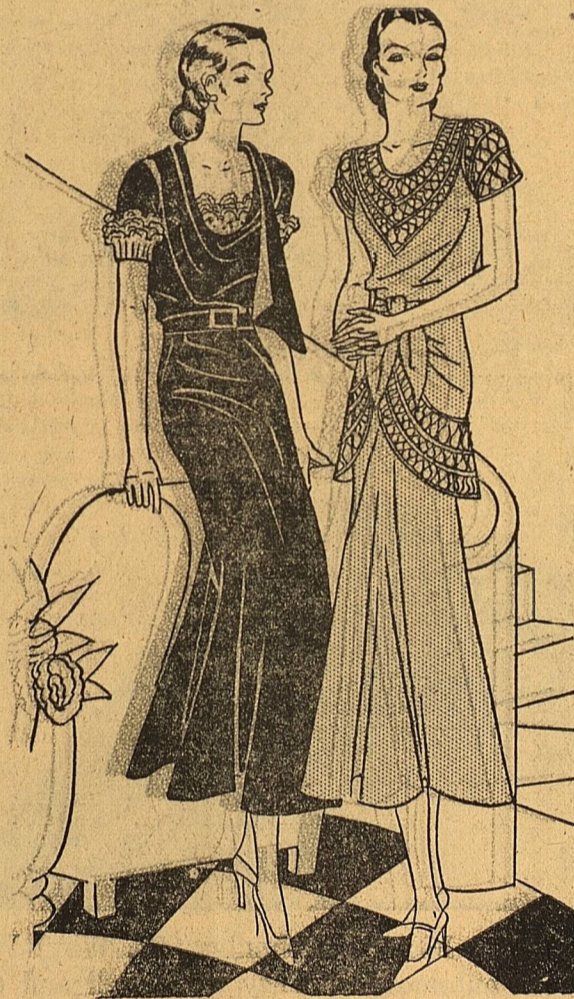


**NOW 10c**  
PLAIN, OR IODIZED TO PREVENT GOITER

WHEN IT RAINS IT POURS

# Ready-to-Wear Sale

## Saturday, May 2 and all next week



**142 Dresses**

in a remarkable Clean-out Sale at the lowest prices ever offered at this time of year.

**53 DRESSES—REGULAR \$18.50**

**NOW \$12.00**

**48 DRESSES—REGULAR \$29.50**

**NOW \$19.00**

**18 DRESSES—REGULAR \$39.50**

**NOW \$24.00**

**14 DRESSES—REGULAR \$49.50**

**NOW \$29.00**

**9 DRESSES—REGULAR \$59.50**

**NOW \$39.00**

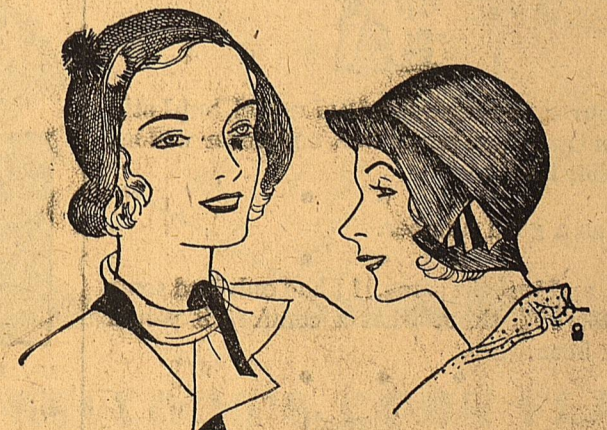
Every Dress in this sale is of wonderful material and style—and ideal for wear all the summer.

## 50 Spring Hats

Every Early Hat Left in Our Stock Marked in Two Lots:

Regular \$5.00 to \$7.50 Hats, **\$3.00**  
Now  
Regular \$10.00 to \$12.50 Hats, **\$5.00**  
Now

All Colors in the Assortment  
Blacks—Navys—Greens and Naturals.



# EVERYBODY'S

MIDLAND

TEXAS

## Special Announcement

FOR SATURDAY, MAY 2  
OPENING OF

## Granger Floral Co.

119 SO. MAIN ST.—NEXT DOOR TO PIGGLY WIGGLY  
MIDLAND

Ben R. Hallock, Local Manager

ASPARAGUS SPRENGERI  
BEGONIA  
BULES  
CALADIUMS (Elephant Ears)  
HARDY PINKS  
CHRYSANTHEMUMS (Asst. Colors)

GERANIUMS  
GLADIOLI  
HYDRANGERS  
LANTANAS  
DEW PLANTS  
PETUNIAS

pink, purple, lavender, blue, variegated,  
SALVIA  
SNAPDRAGONS  
VERBENAS  
ARTILLERY FLOWERS  
JEW  
COLEUS

### GET ACQUAINTED SPECIAL

To the first 100 adults visiting us on the opening day, we will give one

FERN FREE

Mother's Day  
Sunday, May 10th

Come in early and look the stock over and place your order so as to avoid disappointment later.

COMPLETE STOCK OF  
CUT FLOWERS and POTTED PLANTS

WEATHER

Never mind about the weather. Read the good news down below.

Humble Announcer

EXTRA

Vol. 1. No. 1.

TEXAS, FRIDAY, MAY 1, 1931

ONE PAGE—FREE

HUMBL Y

It's funny how many of us will work like dogs all day, questioning salesmen's propositions, only to pick up any old gas or oil on the way home from the office. The whole world is like that about some things.

You'd look pretty sharp at your baby's doctor, and think twice about the medicines you bought. You'd cool off in a hurry if anyone tried to sell milk at your house, unless you knew who was putting it out—and how.

Even the best of engines is a mighty sensitive apparatus unless it's treated kindly. There are plenty of places where your motor will get the proper kind of attention. And, if you want a good number, look around for 997. There's a company behind this new oil that makes its products toe right up to the claims made about 'em. That's fair enough, isn't it?



Here's a yarn come all the way from El Paso. It's pretty "far south," too, but that's not our fault. Two Fords were standing at a Texas filling station, getting their 997. The Ford from North Carolina said to the Ford from South Carolina: "Well, here's how." "And how," says the Ford from South Carolina.

This is the first time we ever knew that the Ford from South Carolina ever did have anything to say for himself, or about anything.



However, he never had found 997 in South Carolina—or in North Carolina, for that matter.

These gentlemen who write on my right have to stick pretty tight to the awful facts of life. On the other hand, i. e., the left hand, as you look at this old sheet, I am allowed to cut loose and expose my views. So, if you get tired of the dry fodder they feed, you keep these carefully chosen remarks in mind.



Back in 1917 we (that's me) had the pleasure of making frequent trips by automobile from McAllen to Sam Fordyce to Rio Grande City to Roma to Salineno and points west. This was in the summer. Unlike the sailing ship, everything was oke just so long as we had the wind coming at us. But with a tail wind our buggy built up a fine fever in its insides. We (I) had to stop and "blow" her on the level as well as on the hills. We had to put new water in every few miles, and there wasn't any water.



Of course, the car was a 1917 model, but I still claim that there never was, and never will be, another like it.

It was a good number.

Still, and just the same, if I had only had some of this 997, think what a comfort it would have been.

(signed)

Joe Humble

Taxi Driver says "Bueno"

It was a Houston taxi driver. And because he's a good driver and keeps his cab spick and span, he does a 12-hour-a-day business. He got some 997 Motor Oil a little in advance of the public, because Humble officials wanted to see what an experienced driver would say about the way 997 stands up under hard use. And he rubbed between his fingers some clear-looking oil from his crankcase gauge and said only one word—"Bueno."

997 HITS TEXAS TODAY

New-type, Humble-developed Motor Oil Will Sweep Lone Star State



Miss Texas 1931 model is going to be all for Motor Oil Number 997. Why? Well, the ladies these days are motor-wise about automobiles. They drive well and care for their cars equally well. They know values, too, and no motor-oil shopper alive can find better value than Humble's 997.

"ACTUAL DIFFERENCE," says Automotive Engineer

Engineer H. H. Meier Tells How He Tested 997.



Mr. H. H. Meier—the man who had charge of the development of 997.

"Laboratory tests tell us a lot," said Mr. Meier. "We couldn't get along without them. But, in the last analysis, practical performance tests in the crankcase of a car is the only final way to prove a motor oil. So I drained my crankcase free of old oil, and filled up with the prescribed amount of 997—6 quarts, in my case. "Of course, I knew from our dynamometer tests in the laboratory that this new Humble Oil should give splendid results.

"But the amazing thing to me was that I, as a critical engineer, got the surprise of my life when I used the new 997. I had expected an appreciable difference in the operation of the motor—more power—more smoothness. But nothing like what I felt. I could hardly believe I was driving my own car.

"All in all, I think we have created, here at Humble, one of the most remarkable Motor Oils ever made. I'm so sure everybody's going to buy it that I'm sure I could make a fortune as a Humble dealer instead of just being a humble engineer."

ALL TEXAS PRODUCT Developed Locally by Local Men

Produced by Texas wells, manufactured at a Texas refinery, and handled throughout by Texans is the record of 997. Sometimes we may overdo this business of local pride, but when we have something good, and that thing 100% Texan, why not admit it, ask Humble (Oil Company officials. We're proud of it, not ashamed of it, and it's good for a man to feel a worthy pride in his accomplishments, Humble employees and dealers were told at a special meeting last week.

When most men are sitting up nights, figuring out ways and means to meet the day's competition, it is a great satisfaction to know that you have developed a product which will bring more business to Texas.

We think the public will get a kick out of 997's all-Texas record, too. Particularly when they've tried this new oilier oil and found it does more but costs no more.

MOTOR COP SAYS: "O. K."

Our inquiring reporter has a lot of nerve and it took all he had to tackle Officer P—O'F—. It seems that the two gentlemen had met before in some sort of deal over a ticket on the side of the State Road.

However, this time the reporter was on foot. "Hello!" said O'F—, "—you back?" "Back is right," said the reporter, "I want to

Humble Oil Company Claims "997 Motor Oil" a Radical Lubrication Advance

1,000 Humble Dealers Handling Oil Say, "It's a Good Number"—Public Will Say Same Thing

Do You Believe in Numerology?



Humble Announcer reporter who got exclusive story on 997.

Humble Refinery, May 1—A story so astonishing came out of the Humble Refinery here today that even hard-boiled reporters were amazed. In an effort to discover the meaning 'back of the mysterious number 997, your correspondent interviewed the Development Department of the Humble Company. Well, here is the story.

There are plenty of numbers, but this number is the biggest scoop I ever covered. I might tell you folks right now that I do believe in numbers. I am not technical, being a news hound, and naturally was full of questions. My first question was: "How come 997?"

It seems that there's a certain part of crude oil that is particularly adapted to make a tough viscous oil that heat and pressure has little effect upon. No one before was able to get at this heartcut without retaining light parts that make you use more oil in your motor. 997 attains a new high in boiling points, 997° Fahrenheit, guaranteeing a protection heretofore unattainable against heat and loss.

Then these technical birds went on to tell me that many motor oils are made up of the heavy carbon-forming part of the crude. This carbon deposits on the pistons and valves, and plays havoc with the motor. But 997 is 99.7% carbon-free, a most astounding fact.

Next, I went out into the refinery, the realm of the molecule jugglers. Say, folks, I wish you could have been with me. First they took me to a gigantic vacuum flash coil, (whatever that may be). This monster of science seemed to be swimming in flames of white hot intensity, and I almost heard it rumbling, "It's a good number" above the roar of fire and hissing steam. When I saw the terrific heat, plus a vacuum that could turn you or me inside out, I knew that these boys had actually hand-picked those tough viscous molecules that go to make up 997. Believe me, that 997 Oil must be as tough as forged steel. I'd just like to extend a challenge to any engine under the sun to break this baby down. I wish you could have seen them make 997, then you'd believe in numbers, too.

Houston, Tex., May 1. (Special Dispatch)—A lot of good things have started in Texas, and here comes another. This time it's a motor oil. But not just an ordinary motor oil, say its makers. A motor oil made by a startling new process, an entirely different type of motor oil.

Those high-hat Rolls Royces, Minervas, and Hispanos over in Europe never enjoyed any such cooling, pep-packing beverage as this 997. For that's the name of Humble's new motor oil, on sale by a thousand dealers throughout the state today.

There's no secret about why this oil is a better lubricant, the Humble people say. It's just that they have turned out an oilier oil. And when you use an oilier oil you get a slicker running car. That's one reason 997 is a "good number."

Another reason is that 997 really stands for something as a number. In an exclusive interview with the Humble Announcer, published to the left, our reporter tells why.

Gas Station Operators Optimistic About "997"

Claim New Motor Oil Beats Field

Over one thousand gas station managers all over Texas are unanimous in their enthusiasm over 997, Humble's new motor oil. As one man put it, "I became a Humble dealer because I knew they would never let me down on a product. Now they come along with a lubricant that beats the field coming and going." Who wouldn't be well pleased by that?

So 1,000 Texans are due for better business, starting today, and who'll say that that isn't good news about a good number?

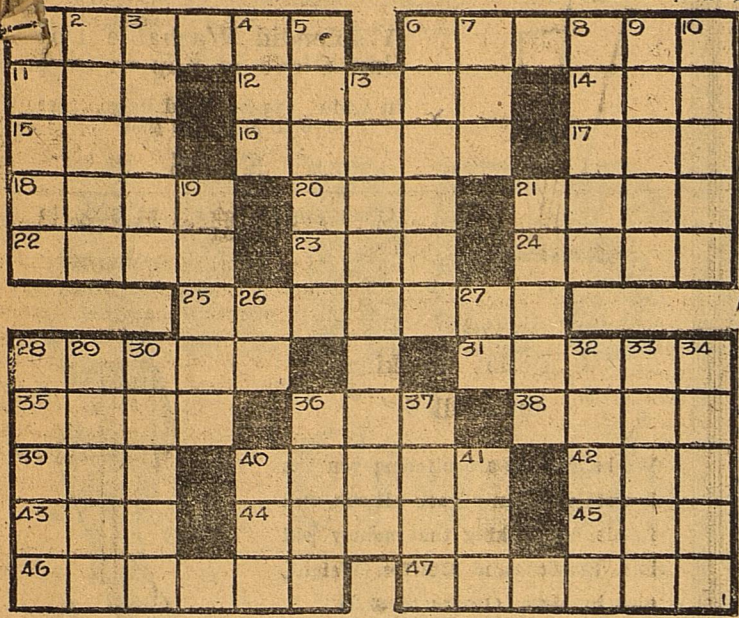
ADVERTISEMENT

FREE You know those little 997 animals you've been seeing in the papers. Well now you can get the whole bunch of them corralled in one swell little book. It's free. Just fill out and send in this coupon with your name and address. The children will love it. Send it to "997" Humble Building, Houston, Texas.





Long Central Word



**HORIZONTAL**  
 1 To crosscut.  
 6 Fish caught in Columbia River.  
 11 Nominal value.  
 12 Wise men.  
 14 Monkey.  
 15 Self.  
 16 Employed.  
 17 Shelter.  
 18 Not so much.  
 20 Desert.  
 21 Poet.  
 22 Oak.  
 23 First woman.  
 24 Nestling.  
 25 Nestled.  
 28 Female.  
 31 Walks lamely.  
 35 Not closed.  
 36 Feline animal.  
 38 Fustic tree.  
 39 Noise.  
 40 Vocal composition.

**VERTICAL**  
 1 Type of wheat.  
 2 Impetuous.  
 3 Notched.  
 4 Tree having tough wood.  
 5 One who attends a table.  
 6 Appeared.  
 7 Donkey-like animal.  
 8 Largest island group in the Pacific and Indian Oceans.  
 9 Music drama.  
 10 Requires.  
 13 To obey the law of gravitation.  
 19 Auto body.  
 21 To becloud.  
 26 Half an end.  
 27 Delivered.  
 28 Wednesday is named after.

**YESTERDAY'S ANSWER**  
 19 To think.  
 20 Repairs.  
 32 Feeble-minded person.  
 33 Dried plum.  
 34 Surfeits.  
 38 Heart of apple.  
 37 To take care of.  
 40 Prefix meaning ill.  
 41 Viscid fluid.

BOOTS AND HER BUDDIES

That's Willie!

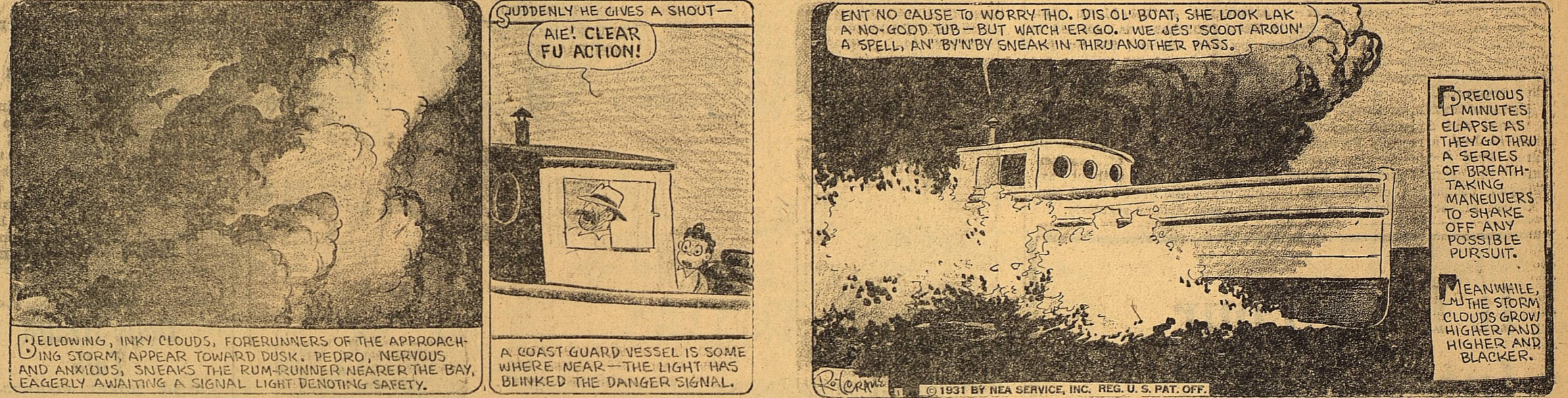
By Martin



WASH TUBBS

Making a Run for It!

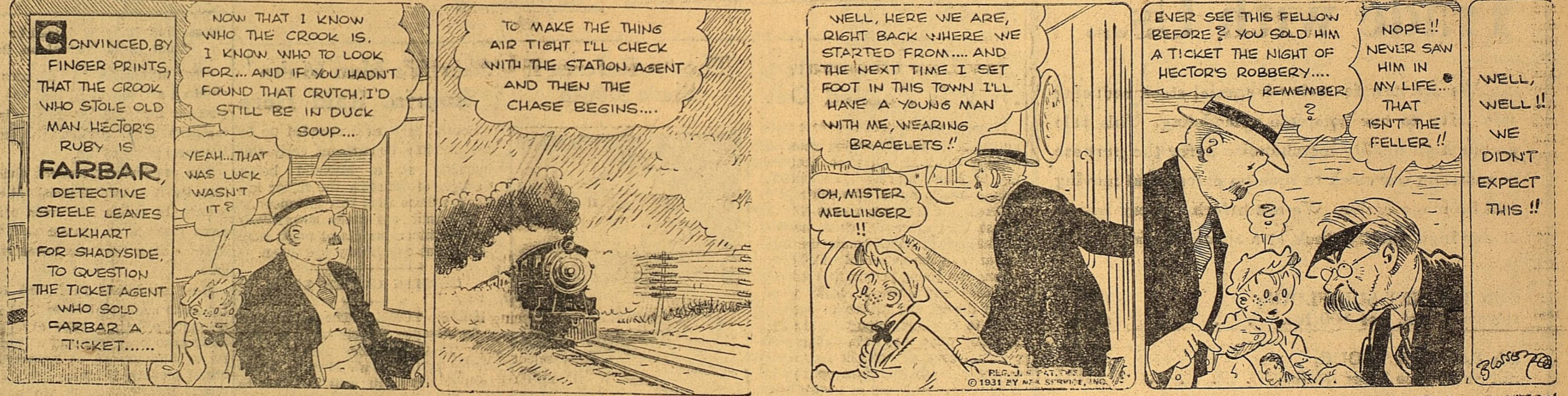
By Crane



FRECKLES AND HIS FRIENDS

A Surprise!

By Blosser



SALESMAN SAM

It's Strange, Indeed!

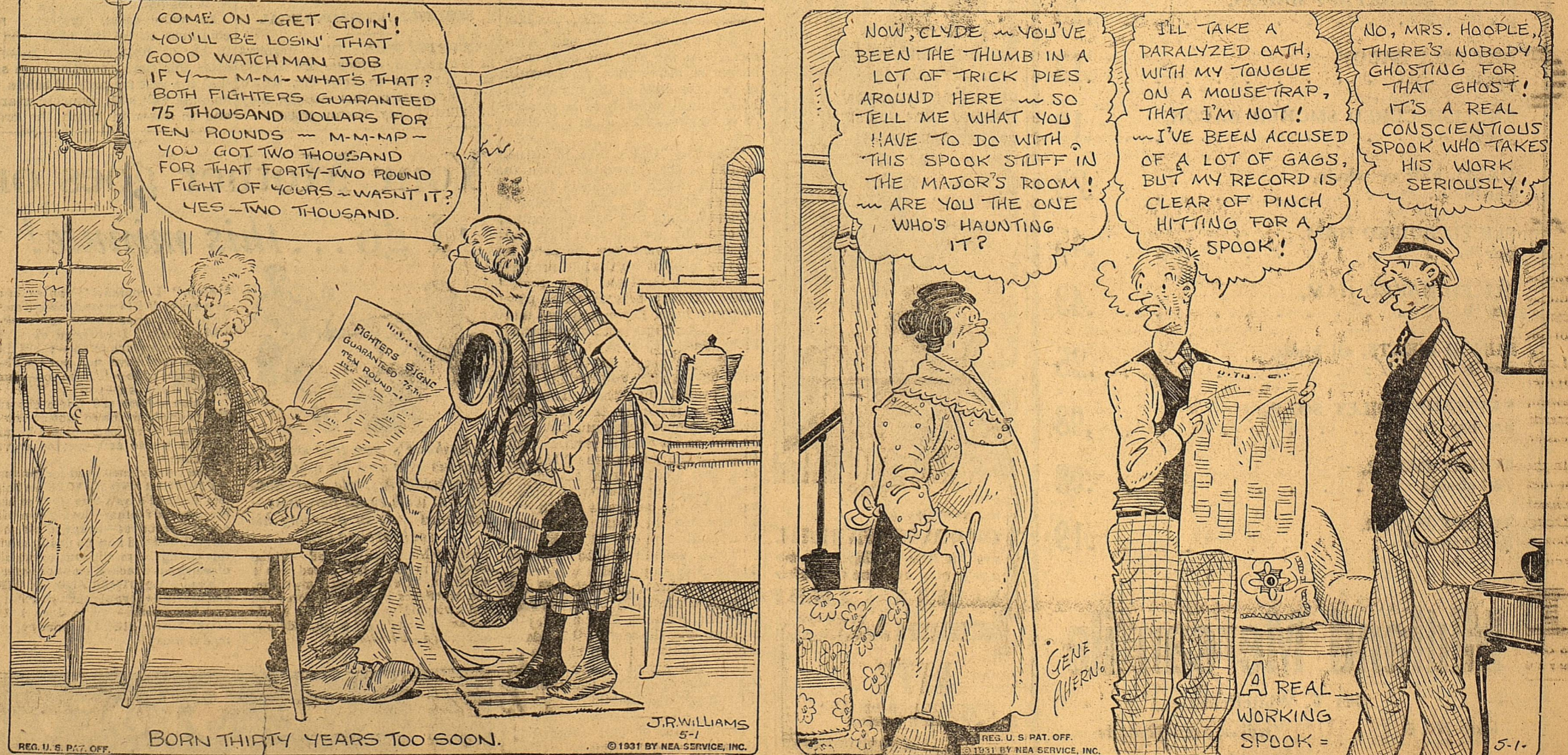
By Small



OUT OUR WAY

By Williams OUR BOARDING HOUSE

By Ahern



Want Ads

CLASSIFIED ADVERTISING RATES AND INFORMATION

Cash must accompany all orders for classified ads with a specified number of days for each to be inserted.

PROPER classification of advertisements will be done in the office of The Reporter-Telegram.

RATES: 2c a word a day. 4c a word two days. 8c a word three days.

1. Lost and Found

Keys, black leather case, metal disc with "Kirby" one side, "Arizona" on other. Lost Thursday between Dorsey boot shop and Midland National. Advise Reporter-Telegram.

FOUND: German police pup, has black spot between eyes. Phone Reporter-Telegram.

2. For Sale or Trade

FEW selected hand cleaned maize seed. J. M. Prothro. Phone 9013F3.

ONE two-row planter. R. D. Hamlin, 4 miles west on highway.

Possession of sandy farm, 95 acres, listed, tools, cows, chickens. Will consider car. James Hayes, Box 501, Odessa.

FLOWERS Plants for Yard Transplanting, Pot Plants, Cut Flowers, Decorations. MRS. L. C. WATERMAN Phone 802 or 803 721 W. Kansas St.

3. Apartments

TWO or three room apartment in duplex, utilities furnished. 409a West Texas.

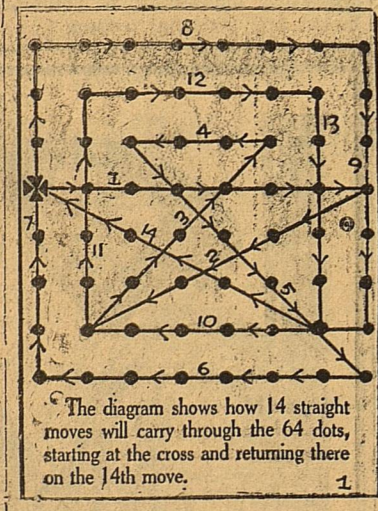
Get a cool quiet apartment or bedroom for summer; utilities furnished. 121 North Big Spring.

15 Miscellaneous

WANTED: Clean wool rags, Mrs. S. H. Basham. Phone 360.

AGED MAN WALKED 9,000 MILES SHELDON, Mo. (UP)—J. W. Harbert, 82 years old, figures he had walked 9,000 miles delivering newspapers here in nine years.

Stickler Solution



MIDLAND LODGE No. 623 A. F. & A. M. Stated communications 2nd and 4th Thursday night in each month. All members and visiting Masons invited. Harry Tolbert, W. M. Claude Crane, Secy.

SOUTHLAND GREYHOUND LINES, INC. DAILY SCHEDULES

East Bound 1:50 A. M. 10:45 A. M. 2:00 P. M. 6:30 P. M. West Bound 4:45 A. M. 9:55 A. M. 1:00 P. M. The schedule to Ft. Worth and East—1:50 A. M. The schedule to El Paso and West—4:45 A. M. Special services anywhere at any time. Round trip tickets to any point on our lines for 1-3 times the regular one way fare. 180 day return limit.

"Woman Hungry" Adds More Glory to Lila Lee's Talkie Career; Excellent Supporting Cast; Done in Technicolor

Dramatic, romantic and magnificent in color, especially in the sequences which are taken against the vast panoramas of the high Sierras, is "Woman Hungry," which opened today at the Ritz theatre. The picture which was photographed, under the direction of Clarence Badger, for First National, as an all-Technicolor drama, is the finest of this type of work yet seen.

Ranks With N. Y.-- (Continued from Page 1)

Between these two fast-growing cities of this great western empire. "Again we extend to you our congratulations for the wonderful attendance that you had, and the victory that you won."

BRUSHING UP SPORTS

By Laufer Floral Concern

Opens House Here

Opening of a new floral house in Midland is announced in this issue, the Granger Floral company of Abilene having established a branch at 119 South Main, adjoining the Piggy-Wigly grocery store.

A LIBRARY NEED

Won't someone give the county library a set of "Harvard Classics?" These important volumes, known variously as Dr. Elliott's Five-Foot shelf of books or the Fifteen-Minutes a day set, are owned by several families in Midland, and there is a possibility that some who are donating volumes to the library might be glad to donate a set of the classics.

"SIGN" OF THE TIMES

CALCUTTA—Even in the interior of dense India the airplane has made its way. A sure sign of this is a novel air milepost erected near the airport of Karachi. It probably is the only one in existence that shows distances of over 1000 miles, and points the way to London, Bagdad, Bombay, Quetta and Delhi. It shows London to be 4095 miles away.

Daily Health Talk

By DR. MORRIS FISHBEN Editor, Journal of the American Medical Association, and of Hygiea, the Health Magazine

Breast-Fed Baby Is Healthier Than Child Nursed on Bottle

Most authorities in diseases of children are convinced that the best possible food for the infant is its mother's milk, particularly during the early years of life.

The problems of modern civilization, the increased responsibilities of women in public life, have caused more resentment against this task of the mother than was formerly the case.

Most specialists in infant feeding have come to believe that it is possible to feed a baby artificially and to produce just about as healthful a child as can be produced by breast feeding. It seems likely from recent investigation of the subject that under the best possible conditions this is true, at least for the period after the first three months.

Thus two California physicians compared the rates of growth of breast fed babies with those artificially fed, and found that the artificially fed infants had greater rate of gain after the first three months of life than did the breast fed infants. It should be pointed out that all of the conditions favorable to artificial feeding were available, including the provision of a reliable pure milk, an even climate, regular medical supervision, and the routine giving of cod liver oil, orange juice and green vegetables.

The babies were also given regular exposures of fresh air and sunbaths, which are certainly helpful in aiding infant growth.

Even with the demonstrated evidence, the California doctors felt that in the vast majority of cases breast milk is the best food for infants during the first three months of life, provided the supply is satisfactory and the infant gains weight as it should.

In many cases, mother's milk continues to be the ideal food up to six or nine months. However, after this time, conditions are such that the vast majority of babies will do quite well with complete weaning and in cases in which the breast



SIR BARTON FINISHED HIS 2-YEAR-OLD CAMPAIGN A MAIDEN AS A 3-YEAR-OLD HE COPPED THE DERBY ... PREAKNESS, WITHERS AND BELMONT ...

CARL REYNOLDS HIT SAFELY 8 TIMES OUT OF 9 IN 2 GAMES THAT WERE THROWN OUT BECAUSE RAIN STOPPED THEM. "1930" IT COST HIM 10 POINTS IN HIS BATTING "AVERAGE" ...

FRANCIS QUIMET WON THE NATIONAL OPEN AT 18 — THE YOUNGEST GOLFER EVER TO "WIN THAT EVENT" ... 1913

May Day Observance Duty Is Pointed Out

Midland should join the state and nation in going everything possible to abet Child Health week, according to Miss Martha Bredemeier, county health nurse, who said: "President Hoover's recent White House conference on child health emphasized as never before the importance to the nation of well-being among the young people. The investigations and surveys that were made during the course of a year prior to the final reports indicated in many ways that both public and personal concern must be increased by the average American youngster to receive in terms of health and healthful conditions what it justly has a right to expect. The May Day Health week celebrations, which for a number of years have been both a national and state feature, and which will this year again be widely observed throughout our state, especially stress this matter.



Priscilla Higginbotham, above, Chicago society girl member of a pioneer family, is the only woman student in Northwestern University's school of crime detection. She believes she'll make a good detective. Well, if she catches a crook—why naturally he'd reform. Who wouldn't?

"May Day Health week in Texas, thanks to the cooperation given to the state health department and allied agencies by the Federated Women's Clubs and Parent-Teacher Associations, has always been an outstanding event. But the point is that to make it worthwhile personally, parents must see that their young progeny become active participants in it. Direct physical and health advantages can not otherwise be obtained.

They'll Reform if She's Sleuth

"All little people in this great state have a right to start life with the physical handicaps removed. In many instances the establishment of proper living and diet habits will be all that is required. But whatever the cause of the difficulty, May Day Health week extends to everyone the opportunity of checking up on the children's health and of removing the causes which lead to devaluation and ill health.

"Texas children will be benefited by the May Day Health week celebration in direct proportion to the interest displayed by those controlling their destinies. That much, and no more. For the sake of the kiddies and the nation's future citizens no parent can afford to pass up the state's annual effort in behalf of the little people. Celebrate!" Small three-wheeled automobiles are being used by squads of London police to speed through dense traffic.

Sheriff's Men Make Surprise Raid Here

Several men were rounded up by the sheriff's department early this morning at a Midland home. Charges of violating the liquor law likely will be filed this afternoon. The raid was made surprisingly fast. Eighteen barrels of mash were seized, but no whiskey was taken.

GERMAN GLIDER TOUR

NEW YORK.—The American Glider league expects to leave here July 23 for a glider tour of Germany, taking in all 48 days. Members of the league will be taken to Dresden to witness the international glider contest on August 2. Lessons and instructions in the operation of foreign gliders will be given members.

AIRPORT PASTURE

FORT COLLINS, Colo.—Airplanes will have to be content with landing in a pasture here now that the city has decided it cannot maintain the airport. The landing field, converted from an old pasture, is to revert back to its past state because of the lack of money. There is a hangar on the field, which is marked and fenced.

AUTO DEATH TOLL UP

CHICAGO. (UP)—The automobile death toll in Chicago during the first three months of 1931 was 23.9 per cent greater than in the first quarter of 1930. Police reports showed that 233 persons were killed in the first quarter of this year compared with 188 deaths in the same period last year.

ELK KILLING MADE LEGAL

QUEETS, Wash. (UP)—Farmers in this section no longer are relying on scarecrows to keep elk, which are numerous in this vicinity, may be killed if they destroy crops.

Your Mother goes or I go... this minute!



"Stop," I roared. "You're cruel as a snake." Flo moved toward me—voluptuous arms circled my neck—"Ma's sick," I struggled on, "No friends—no place to go—she'd die! Before you drive her out!" Flo's lips sought mine—"I'll see you—dame you—I'll see you—y..."

Which woman did Eddie choose? His poor old widowed mother whom he loved, worshipped—or his beautiful wife whose embraces he craved like dope? You simply must read for yourself MY MOTHER AND MY WIFE—a helpless husband's own true story of how his wife and mother—loving him with equal fierceness—dragged his soul through hell and how he finally solved this terrible domestic tangle, the lik of which has wrecked a million homes.

It Is to Your Interest to Trade with Us...

We are now featuring a special stock reducing sale prior to our complete remodeling. This sale on our high quality merchandise is for the purpose of reducing our stock to such an extent that moving will be made easier. We are offering every article of our high quality stock at a special price.

- SUN BONNET SUE FLOUR, the very best, per 100 lbs. . . . . 2.85
LA PALOMA FLOUR, not guaranteed, per 48 lbs. . . . . 1.05
LA PALOMA FLOUR, not guaranteed, per 24 lbs. . . . . .60
COMPOUND, per 45 lbs. . . . . 4.95
COMPOUND, per 8 lbs. . . . . .95
COMPOUND, per 4 lbs. . . . . .50
CRISCO, per 6 lbs. . . . . 1.25
SNOWDRIFT, per 6 lbs. . . . . 1.07
PINTO BEANS, No. 1 beans, per 25 lbs. . . . . 1.00
PINTO BEANS, per 100 lbs. . . . . 3.95
SLICED BREAKFAST BACON, per lb. . . . . .25
DRY SALT BACON, per lb. . . . . .13
ENGLISH CURED SMOKED BACON, per lb. . . . . .19
HAMS, half or whole, per lb. . . . . .23
SLICED BOILED HAM, per lb. . . . . .45
SLICED BAKED HAM, per lb. . . . . .49
LUNCH MEATS, all kinds, per lb. . . . . .25
SAYMANS TOILET SOAP, per bar . . . . . .08
TOILET PAPER, 750 sheets . . . . . .08
TOILET PAPER, 2,000 sheets . . . . . .19

Midland Mercantile Ben F. Whitefield Phone No. 6 Orders over \$2 delivered.

Advertisement for Addison Wadley Co. featuring various items like washable do-skin gloves, dollar stockings, and beautiful lingerie. Prices range from \$1.00 to \$6.85.

Advertisement for Hiett's Improving, featuring a testimonial from C. C. Hiett of the De Luxe Laundry.

Advertisement for the movie 'Woman Hungry' at the Ritz theatre, featuring Lila Lee, Sidney Blackmer, Fred Kohler, and Raymond Hatton.