

NORMAL BUYING



brings:

NORMAL TIMES

An Arkansas newspaper has announced that it will print no more news in its columns in which the terms "hard times" or "depression" are mentioned. Coming on the heels of a year that has been characterized by a hysteria of inaction . . . of looking under the beds for a bogey-man that didn't exist . . . followed by an equally abnormal hysteria that urged an orgy of wild spending as a cure . . . this pronouncement is like a breath of spring.

If your normal buying requirements call for the purchase of three suits a year . . . just plan to buy three suits . . . no more, no less . . . this year.



If your normal buying schedule would plan the purchase of three dresses for spring and summer wear . . . why merely buy those three dresses this year.



If, normally, you expend ten dollars each week on foodstuffs . . . just resume a healthful, normal living schedule by spending that weekly amount now.



If your normal entertainment program calls for three nights at the movies each week . . . merely fall back into a comfortable way of living by visiting your favorite picture house three times each week.



If, in normal times your holiday schedule calls for three trips to the country each year . . . plan now to take those three trips this year.



If, ordinarily, you employ three stenographers or clerks in your office . . . do so this year. With business on the upturn, there'll be plenty of work for them to do.



It means that the public at large . . . as well as the press . . . is beginning to realize that nothing is so frightfully wrong with the country after all. It means that public morale is coming up out of the cellar for air; that a jumpy mental condition which doctors describe as neurotic is giving way to a state of mind that causes folks to look sheepishly at each other and say "Let's go to work."

Shown that the economic structure of the nation will not come crashing down like a house of cards, the buying public is beginning to resume its matter-of-fact, sane, normal ways of living. And as the householder, the family head and the man in the street begin to buy the things they want and need, those loose threads of trade that have hung idle for a time again start to weave themselves into a fabric of prosperity. For, after all is said and done, hysterical efforts to cure an abnormal condition usually result only in more hysteria. Normal thinking, normal living, normal buying really DO the job. And the job is already well begun. So let's keep it up.

PROMPT PAYMENT OF BILLS WILL BRING
 NORMAL TIMES. DEPRESSION IS NO EXCUSE
 FOR NOT PAYING THEM. DON'T SALVE YOUR
 CONSCIENCE BY HOWLING "HARD TIMES."
 TUESDAY IS THE 10th. PAY ON THAT DATE.

PAMPA BUSINESS MEN'S CREDIT ASSOCIATION

This Advertisement Sponsored and Paid for By Progressive Business and Professional Firms of Pampa.

FOR GINGER'S SAKE

Begin Here Today To keep life from growing too dull in Red Thruah, Iowa, GINGER ELLA TOLLIVER organized a Junior Country Club. It was to be exclusive—no parents, no babies, just the "younger set."...

that lies ahead of us when we lose him. But she had many things on her mind—Bard's portraits, in particular, as she was torn between the desire to promote his professional success and to keep him away from the better-looking girls of the community.

MOM'N POP



OUT OUR WAY



TEXAS HISTORY MOVIES



By Patton and Rosenfield



for me to move in town—out of the way. "Don't!" Ginger laid a restraining hand upon his arm. "The more the merrier. Always room for one more. Safety in numbers. The burned child dreads the fire. All that sort of thing, Phil," she said suddenly, "let's ask Eddy Jackson to come to help live things up—I'm so—'red." But she laughed strangely. (To Be Continued)

MOTHER NATURE'S CURIO SHOP



Table of radio station frequencies and call letters. Columns include station names (e.g., WEAF, WABC, WJZ), frequencies (e.g., 480, 485), and other details like 'Variety Hour' or 'Catholic Hour'.

Daily Cross-word Puzzle

ACROSS

1. Salad
2. Florida state
3. California
4. Food
5. Fruit
6. Dramatic representation
7. Obstruction
8. Fruit
9. Roman god of the underworld
10. City in Iowa
11. Foot of a mountain
12. Vegetable
13. Fruit
14. Fruit
15. Fruit
16. Fruit
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DOWN

1. Mouth of a river
2. Fruit
3. Second from an established church
4. Fermented
5. Fruit
6. Fruit
7. Fruit
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Sunshine And Shadow by Julian Glengorff

ROLLO ROLLINGSTONE by U. K. Patent Office

Minute Measuring by Bruce Barr

BIG MOMENTS IN LITTLE LIVES by Oscar Hitt

COLONEL GILFEATHER by Dick Dorgan

COMFORTABLE AND FAT

OSWALD PUMP IMPROVES ON THE ROLLER TOWEL

HOMER HOOPEE by Fred Locher

The Decision

by Fred Locher

MODEST MAIDENS

SCORCHY SMITH by John C. Terry

A Changed Heart

by John C. Terry

ONE-ACT PLAY EVENT IS SLATED FOR MARCH

CANYON, Feb. 7. (Special)—W. E. Lockhart, general director of Interscholastic League activities in District No. 1, has announced that seven schools have registered for entry in the one-act play contest of the district which will be held in Canyon March 27-28.

Popular Couple Moves to Borger

Mr. and Mrs. P. A. Potter and son, Paul Brown, left Saturday to make their home in Borger, where Mr. Potter will be in the insurance business.

Division Six Will Meet On Tuesday

Division 6 of the Missionary council, First Christian church, will Tuesday evening at 7:30 o'clock in the home of Mrs. J. L. Lester, 604 Grace street, Miss Jewel Montague will lead the program.

Bustles Reflect 'Elegant '80s'

PARIS, Feb. 7. (Special)—Some of the most modern Parisiennes are appearing at the opera these evenings in bustle-backed gowns reminiscent of the "elegant eighties."

MENU for the FAMILY

By Mrs. Alexander George AN AFTERNOON PARTY Fruit Salad and Salad Dressing Cheese Biscuit Coconut Cookies Hot Chocolate Fruit Balls

Cheese Biscuit (Delicious with salads) 3 cups pastry flour 5 teaspoons baking powder 1 teaspoon salt 5 tablespoons butter 1-2 cup cheese, cut fine 11-3 cups milk

Salad Dressing 2 eggs or 4 egg yolks 3 tablespoons flour 1-2 teaspoon salt 1-4 teaspoon pepper 1-3 teaspoon dry mustard 1-3 cup water 2-3 cup vinegar

Fruit Balls 1 cup chopped raisins 1 cup chopped dates 1 cup chopped figs 1 cup nuts 1 cup coconut

Fruit Salad 1 cup diced grapefruit 1 cup diced oranges 1 cup diced pineapple 2-3 cup diced celery

Hot Chocolate, Serving 6 2 squares chocolate, cut fine 1-3 cup sugar 1 cup water 1-8 teaspoon salt 5 cups milk 1-2 teaspoon vanilla 1-3 teaspoon cinnamon

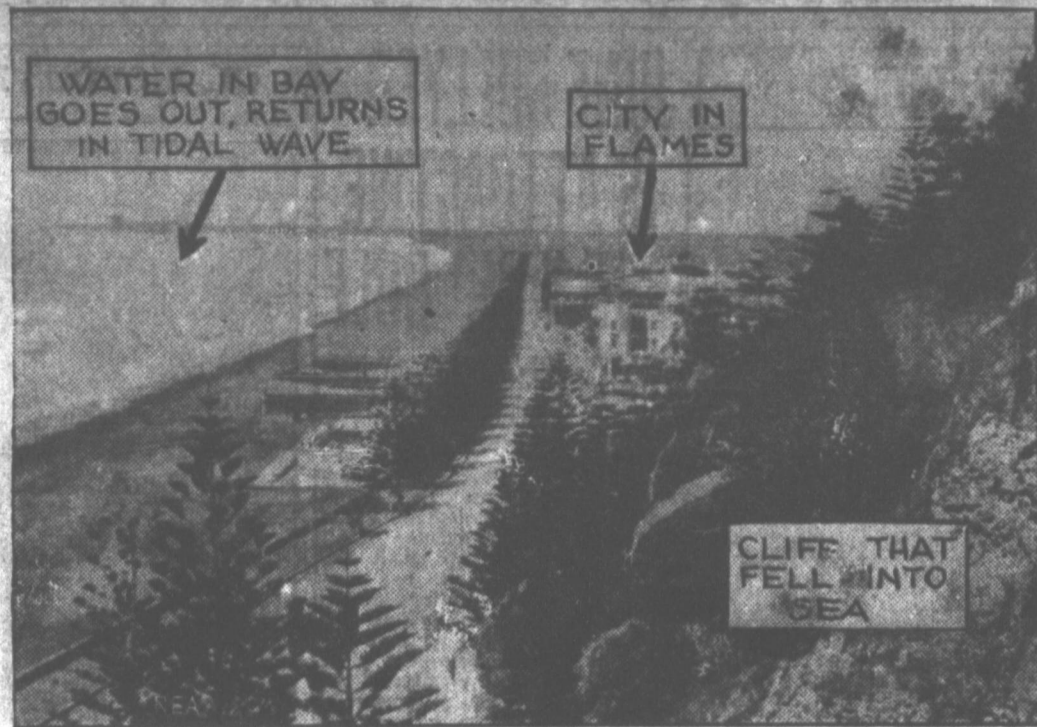
At Last I've Found My Eating Place..

You will like the informal atmosphere of our cafe... at breakfast, lunch or supper... THE EMPIRE CAFE

WHERE QUAKE, TIDAL WAVE AND FIRE KILLED MANY



The waterfront of the town of Napier, in New Zealand, where earthquake, fire and tidal wave combined to kill numbers of persons in one of the most unusual disasters in recent history.



WATER IN BAY GOES OUT, RETURNS IN TIDAL WAVE. CITY IN FLAMES. CLIFF THAT FELL INTO SEA.

CHARM CHATS

by Nancy Earle Noted Authority and Writer on Health, Charm and Beauty.

Did you ever come home at the end of a busy day, worn and weary and fagged, and clamber into a tub of warm open water and rest and rest and rest?

And then turn on the cold faucet and gradually feel the tingly invigoration of the cool and the cold? Is there anything more refreshing, more restful, more relaxing and paradoxically invigorating than a bath?

Any kind of bath. The splashy tub. The shampoo. The brushing of the teeth. The eye bath. The eyes respond with just the same delight to their "daily plunge" as the rest of the body.

The eye bath is good hygiene too. It should not be considered a corrective for extreme disorders of the eye, such as faulty vision or severe distress.

But it must be a certain kind of eye bath. If you are seeking primarily to improve the appearance of the eyes, remember first of all that the brightest brightness comes from within.

Every day isn't too often to use this type of eye bath. Or even twice a day if the eyes are subjected to heavy duty during the day, and if you want them to look especially lovely for the after dinner time.

FOR SALE Model A Ford Roadster. Motor in good running condition. Price \$35.00 Cash. 1931 License paid. PAMPA MOTOR CO. 111 North Ballard

A NEW LAUNDRY SERVICE THAT WILL REDUCE EXPENSES! All Press Laundry Service. All clothes ironed on press. No buttons sewed on. Nothing Starched. Nothing Repaired. No Hand Finishing.

YOUR LAUNDRY AND DRY CLEANING 675 - Phone - 730

At Last I've Found My Eating Place.. You will like the informal atmosphere of our cafe... THE EMPIRE CAFE

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Talks To Parents

A DIFFERENCE OF MANNER By Alice Judson Peale

Without preface mother seizes him and leads him off in the direction of his room.

There she peels off his clothes with the greatest possible speed. Taking him into the bathroom, she vigorously scrubs him and brushes his teeth.

This done, she pops him into bed, firmly tucks his blankets around him and the job is done.

With some children this method apparently may have no bad results, but most children actively resent being hustled about and manipulated as if they were either dumb animals or inanimate objects.

Suppose, instead of thus unmercifully putting John to bed, his mother warns him ahead of time that he must soon go, thus giving him a chance to wind up his play.

Suppose that when the interval has passed, she gives him her hand in a manner which suggests that this is a cooperative enterprise, that going to bed is quite as much

CUT FLOWERS POTTED JONQUILS AND HYACINTHS FUNERAL DESIGNS EMILY'S Father No. 4 Phone 963

Voss Cleaners PAMPA'S OLDEST CLEANING PLANT Phone 660

FURNITURE SERVICE We specialize in Furniture Upholstering, Repairing, Refinishing and Decorating. Modern Equipment Plus 10 Years Experience. Call 188 All work Guaranteed—Free Delivery Chas E. Davis, Owner PAMPA UPHOLSTERY CO. 409 South Russell Phone 188

OSGOOD MONUMENT CO. 24 YEARS IN AMARILLO 209 Taylor St. Phone 2-9614 Amarillo, Texas

FIRST METHODIST CHURCH Sunday, February 8th 1931 "Our Marching Orders" Our evening program of worship will begin promptly at 7:30 o'clock.

A Special program has been arranged for the hour, and if you want to know what a Scout means to the Community be present. The Boy Scouts of America; Troops 15 and 80, of our church will have charge of the services this evening.

a matter of his own wish as hers. She lets him take off his clothing. She lets him run and fetch his own nightclothes, giving him time to put them on and fasten them up in his own laborious, childish way.

She lets him wash himself, brush his own teeth, and when he gets into bed, she tucks him in not as if she were in a hurry to get rid of him, but as if it gave her pleasure thus to make him safe and cozy for the night.

The difference in the two proceedings is not perhaps only one of manner, but the child feels it keenly and responds accordingly.

Now as business blazes a new trail to prosperity

we are pleased to serve as scouts and counsellors

... in clearing the path from doubts and dangers

... and providing co-operation in ways and means

... as safe conduct to a new El Dorado of Normalcy.

PAMPA NATIONAL BANK

Pampa Has Marvelous Growth in Recent Years

THE following statistics just released by the Board of City Development and Chamber of Commerce speak in no uncertain words of the rapid growth of Pampa since 1924. What Pampa needs now to become a real city is the establishment of large industrial concerns with a permanent payroll.

Table with multiple columns showing statistics for Building Permits, Postal Receipts, Bank Deposits, School Enrollment, Assessed Valuation, Gas Connections, Telephone Connections, Electric Connections, and Water Mains.

WATER MAINS 1931 40 Miles Source of Supply—Wells; Present capacity, 2,300,000 daily. A new well to be drilled.

SANITARY SEWERS 1931 38 Miles

UTILITY RATES Electric—First 50 K. W. H. 11c net Next 50 K. W. H. 8c net Excess 4c net Minimum Bill, \$1.50 per month.

AGRICULTURE Principle crops within fifteen miles radius—wheat, grain, sorghums, oats and barley. Estimated average production:—Wheat 2,000,000 bushels Oats 400,000 bushels Barley 600,000 bushels Grain Sorghums 275,000 bushels

INDUSTRIES 25 Casinghead Gasoline Plants, 10 Carbon Black Plants, 4 Refineries, 1 Metal Fabricating Plant, 1 Creamery, including pasteurization, butter, ice cream and milk mfg. Another pasteurization plant. Planing mills, machine shops, mattress factories, candy manufacturing, tank builders, five grain elevators, one flour mill.

INSURANCE KEY RATE For 1931 33c

Pampa Hoo-Hoo

