- Serving Brownfield and Area Since December 1903


Not Neutral - Not On the Fence - A Paper With An Opinion and a Purpose

|  |  | тHI |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Visitation Program, Prayer Meetings Precede Baptist Revival March 8-15 |  | Nick's Cafe Opens After Remodeling, | BE SURE TO SEE THE <br> NEW '53 STUDEBAKER | Red Cross Workers | Dial System Goes Into Pffect Mon. |  |  |
|  |  |  | Kick-Off Campaign For County Funds |  |  |  |
|  |  |  |  | Expansion Program <br>  | After Several Months Of Planning |  |  |
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|  |  |  | Plainview Evangelist |  |  |  |  |
|  |  |  |  | $\begin{aligned} & \text { chairman, announced that an ad- } \\ & \text { ditional } \$ 1,000 \text { will be needed } \\ & \text { within the county over last year's } \end{aligned}$ |  |  |  |
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|  |  | $\begin{aligned} & \text { Brownfield Coffee Shop. } \\ & \text { Following a proposal by Ralph } \\ & \text { Bumpass, state ISL commissioner, } \end{aligned}$ |  |  | Team With Lubbock To Fight Abilene |  |  |
|  |  |  |  |  | (tay |  |  |
| Pistol 'Game' |  |  |  |  |  |  |  |
|  |  |  | $\begin{aligned} & \text { en } \\ & \text { if they guess the day the baby } \\ & \text { st } \\ & \text { if arrive. } \\ & \text { Mrs. Hailey guessed her then } \\ & \text { c) Mnhern } \end{aligned}$ |  |  | Complea entry plass will be ip |  |
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| and |  |  |  | Hereford in the finals. Dumas will play at Austin this |  |  |  |
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|  |  |  | PELD HERE ON MARC 9 |  |  |  |  |
|  |  |  |  |  | $\begin{aligned} & \text { Blessing, } 128 \text {. } \\ & \text { Abilene's list of fighters had } \\ & \text { e not been received earlier this } \end{aligned}$ |  |  |
|  |  |  |  |  |  |  | ent; Mills Roberts, district man-ager, all of Hobbs; and J. $\mathbf{L}$.Kemper, district manager from |
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|  | day night, tried Saturday, whenhe was fined $\$ 25$ and costs, andthen released Sunday, officerssaid. |  |  | dif |  |  |  |
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|  |  |  | $\begin{aligned} & \text { er together for possible employ- } \\ & \text { ment. This Labor Day does not } \\ & \text { involve the Mexican National Pro- } \end{aligned}$ |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  | involve the Mexican National Pro- gram in any way, and only local workers will be available. There |  |  |  |  |

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## Uxtn Countn FEtald

| Entered as second class mail at Brownfield, Texas, under the Act of March 3, 1879. |
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| Stricklin \& Son |
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| cklin Sr., Editor and Pub |
| n Jr., Manager and Co-Publish |
| Thursday at 209 South Sixth Stre |
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| The Trade Area Trade Area |
| in ${ }^{\text {In }}$ Out of Trade Area ------------------------------------- per year |
| Any erroneous reflection upon the standing of any individual, business or corporation will be gladly corrected if brought to the aftention of the publishers. |
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This paper is in entire agree - is the public electric utility sy ment that private enterprise, as
far as possible, enter far as possible, enter any business it is a far cry from the little
as suppliers, manufacturers and. system installed by the Thomas A.
distributors. We firmly believe Edison Co, in a section of New distributors. We firmly. believe
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business is rub $\qquad$


## $1 \% 1 \%$ CAMHOMMOHAG

 The All-New 1953 Thask RexolblereNOW PININ FARINA STYLES THE WORLD'S MOST LUXURIOUS COMPACT CARS!
They're here! The cars that set a whole new
trend in motoring now come to you in brilliantly
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ished on the Nash Rambler .. all the glamour, all the
appointments of the world's costliest cars now yoursYou're invited to come in and see them. Drive Amel?
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If your diet is deficient in Vitamin B this great new formula may help you build
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SPECIIL FORMULA B-COMPLEX CAPSULES
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A Cast Of 15 Beautiful Brownskin Models

TIME: Friday, March 13th At 8 p. m PLACE: Wheatley School Auditoriùm

ADMISSION PRICES
Special Reserved Seats only $\$ 1.00$ General Admission -...-.-.-.-.-50 $\quad 35$
or Resefvation: Telephone The Principal, Wheatley School
NOTE: This program is under the personal direction of
Wheatley Guarantee: "A laugh in every act or your money back."

This advertising space donated by
Primm Drug Sonny's Feed \& Supply Portwood Motor Co.

Read And Use Herald Want Ads

## This NEWSPAPER

 Is Like A House And... ...Every Page A RoomWe try to have every page well furnished, well lighted $\ldots$ the kind of room you like to stay in and look around.

The first page is the front porch, or the front room. In short, its Is the introduction to the rest of the house. Through it you move to the living room, the dining room, the kitchen ... where people spend most of the time.

Sometimes some friend will say, "My item didn't make the front page." What of it? Most likely it was on one of the "living room pages" with the folks. That's a good place to be too.

The ©etry Countu Feerald

The Farm Family At The Mid-Century








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culture, and they are increasing their efforts to acquire an unde
standing of world problems. Home demonstration club
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Ferbary 26. Mrs. B. M. Harris,
Hase Hale County, president of the As
sociation, reppesented its mem
berst bers on the opening program
the Porter Farm in Kaufman Co

SUCCESS. NO ACCIDENT Success is never an accident-it
comes to the fellow who does his
work a little better than it needs
to be done


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Stricklinly Speaking


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Ford for' 53

It's lower-looking wider-looking . . . and Ford's
Grestriark Bodies are the most beautiful in any low-priced car-best built, too! one-piece windshield . . . and those smartly styled
interioss, blended with ouside interiors, blended with outside colors! It's even harder
to believe when you take a Test Drive and feel the to believe when you take a Test Drive and feel th
corafort of Ford's amazing new Wonder Ride.


It will $>$ stay young for years! Yes,' years from today,fyour '53 Ford will command admiring glances. For it's styled ahead-and built for keeps. Your eyes will tell you the quality of
the beautiful Baked Enamel finishes . . finishes that will keep their new-car complexion for years. Your fingertips will tell you that there is seamless construction where many other cars have seams. Bod
hull-tight to seal out weather, dust and noise.

Ford
PORTWOOD MOTOR COMPANY
4th \& Hill
Brownfield, Texas
Dial 4131


## DIAL PHONES FOR BROWNFIELD!

## SWITCH TO DIAL TELEPHONE SYSTEM bEGINS NEW ERA OF PROGRESS

LATE MONDAY NIGHT, while most of the city slept, Brownfield's more than 2,400 telephones were cut over from the old common-battery service to the new fully automatic dial system. The actual switch ook less than five minutes, but it climaxed the work of many months.

THE CONVERSION TO DIAL of Brownfield's tele phone system is a tremendous stride forward. The finest dial equipment available has been put to use In the beautiful new central telephone office. Mounted In rows of ceiling-high racks, this delicately engineered machinery clicks off local telephone calls with stertling speed, practically no chance of error.

DAY OR NIGHT, the dial system offers instantaneous response. The familiar "number please" has become a humming dial tone which signals the caller to begin dialing. As he spins the dial, automatic line-finders seek out the number being called, and within a matter of seconds the called telephone rings - next door, downtown, or many miles away

THE EMPLOYMENT OF DIAL EQUIPMENT makes it possible for hundreds more local calls to be completed during an average day. You will notice that the new dial service is much faster - especially if you make heavy use of your telephone in business, club work or planning entertainment. Each day your
telephone will become more useful to you - will help you accomplish more with less effort.

TODAY'S DIAL TELEPHONE is a pleasure to use. On telephone stand, kitchen counter or bedside table, it is a symbol of security; a ready contact with friends and loved ones whether a mile or a thousand miles distant. On an office desk, it is an instrument of action, adding valuable speed to business.

GENERAL TELEPHONE COMPANY is proud to bring dial telephone service to Brownfield. The dial system which was born Monday night is big in many ways a big step for General Telephone Company - a big step for Brownfield - and able to grow bigger as the city grows.

HERE ARE TWO THINGS TO REMEMBER...

## when seeking a telephone number

All telephone numbers have been changed, effective at the time of the cut-over to dial. The dial directory contains these new listings. You will receive greater satisfaction from the dial system if you consult a directory and make sure of the number before you begin your call. If you have not ye received a dial directory, please notify our local business office and one will be delivered to you immediately.


## when using your new dial telephone

 Lift the receiver to your ear and listen for the dial tone-2 steady humming sound. 2 To call telephone number a steady humming sound. 2 To call telephone number
$4-2699$, for example, first place your finger in the opening where y-2699, for example, first place your finger ine figure 4 and pull the dial around until your finger strikes the stop. 3 Remove your finger and let the dial spin
back freely. Do not force the dial back. $\quad$ Do the same thing with the figures 2, 6,9 and 9. 5 You should then hear the ringing signal if the line is not in use. The ringing signal is a burring sound, repeated at intervals. It will continue until the telephone you are calling is answered or until you hang up.
6 If the number you are calling is busy, you will hear the busy 6 If the number you are calling is busy, you will hear the busy
signal, a buzz-buzz-buzz, which means the line is in use. If you signal, a buzz-buzz-buzz, which means the line is in use. If you hear this signal, hang up and call again later.


GENERAL TELEPMONE COMPAMY OF THE SOUTHWEST

Society, Church $\theta$ Club News

## $\xrightarrow{\text { Mra A. J. Strichlin }}$ Meadow Study Club <br> Meadow Study Club Elects New Officers



TERRY COUNTY HERALD
 Have Luncheon Day




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African Heritage Is New Study Topic For Methodist WSCS



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The churches of Christ salute you. Rom. 16-16
 Tuesday Ladies' Class - 10:00 a.m.
Wed., mid-week Service $8: 00 \mathrm{pm}$.


SUNDAY MORNING SERMON SUNDAY EVENING SERMON

Southside Church of Christ


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|  | For Mrs. A. Bond |  |  |
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dallas fashion center



hursday, March 5, 1953
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$\qquad$

NEVER BEFORE All these Quality Features in a 17-in. Console! NOW ONLY $\$ 309.95$

phico Multiwave radio with Special Service Band AT NO EXTRA COST ! Another triumph from Philco, brings you regular programs plus
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- Mayor Verner of

Meadow Drops In


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12 Local Scouts and Plan To Make Trip To Annal Jarmboree
 protected by our blue ribbon service You are protected by our reputation for
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fine attention we give doctors' prescripfine att
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HIGGINBOTHAM - BARTLETT CO.
L-U-M-B-E-R and building materials of all kinds.
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TRACTOR CONVERSIONS
We change any make Tractor from GASOLINE to BUTANE. We have any type Carburetion you desire





## JONES THEATRES



Tuesday and Wednesday


Thurs., Fri., and Sat.,


Always A Good Show, Sometimes Great!



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| :---: | :---: |
| Fri. \& Sat. | Chapter 8, King of The Congo Moth And Flames, Cartoon |
| Merch 13,12 | Surie \& Mom, Mar |
| THE MAVERRK <br> With Wild Bill Elliot |  |
|  | \%es |
| OPEN AT 6:30 P. M. START SHOWING AT 6:45 P. M | ME8IEAM |

RIO THEATRE Is Now Giving BABY BONDS ...GET YOURS!!!

AUSTIN REPORT


## Chrysler Industrial Engines Available At

M. J. CRAIG MOTOR CO.

Od Brownield City Map Lecated

| Long Time Resident | Lineman Dies Here | BHS Parenis Attend |
| :---: | :---: | :---: |
| Died Last Week | After Being Burned | Monday Pregram | By 70,000 Volts


| AFTER NYYNTORY |
| :--- |
| AND WEEK END |

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