




Principles To Apply In Cotton Irrigation


come you would give up if this
money was invested in the next most prof
business.
Before Before buying, you should
estimate the breakeven point in the profitability of owning the
machine opposed to hiring the work custom done. When esti-
mating the breakeven point, be mating the breakeven point, be
sure to consider more than just your own acreage on which
you'll be using the you'll be using the machine.
Consider the possibility of do-
ing some cusstom ing some custom work your-
self. self.
Some advantages to hiring
work custom done are: reduces work custom done are: reduces
amount of capital invested in
machinery, can produce crops machinery, can produce crops
that require equipment that a
farmer cannot economically farmer cannot economically
own, risk of timeliness may be
reduced by hiring more than one reduced by hiring more than one
machine, custom operators may be more expert operators and do
better work and frees farm operator to do other work,
Disadvantages of custom hiring are: may not be available
when needed, carry noxious when needed, carry noxious
weeds and grass from farm to
farm, small acreage unatrac farm, small acreage unatrmac-
tive to custom operators rice the to custom operators since and not all custom operators and not all custom operators
do good, conscientious work
Taking the time good, conscientious work
Taking the time to evaluate
both possibilitities, buying Taking the time to evaluate
both possibilities, buying the
machinery or hiring the work machinery or hiring the work
done, can pay off with a more done, can pay off with a more
economical set-up on your

Red Sez


Doctor can't gamble with balky car...


As one of our dealers puts it: "When the doctor's in a hurry, he is in a hurry . . . and I make it my busines
Maybe your business isn't as urgent as your doctor's. But you, too, will appreciate the smooth dependable performance that results from using Phillips 66 Service and Phillips 66 Products. A powerful Phillips 66 Trop-Artic* Battery for sure starting. Reliable Phillips 66 Super Action Tread Tires that end sudden roadside flats. Flite-Fuel and Trop-Artic Motor Oil for easy starting, even on cold days
Let us keep your car in the pink of condition. Drive in at any station displaying the Phillips 66 Shield.

## HELTON OIL CO.

Texico - Farwell

TEXICO - FARWELL AREA CHURCH CALENDAR

Lae I Is Go Into The Itouse Of The Lord.

COME TO CHURCH
Use This Calendar To Guide Your Worship Practices

| Assembly of God Morning Worship-1 1 a.m.m. Evenng Worshlip-7: ts p .m. |  |
| :---: | :---: |
|  |  |
| St. Johns Lutheran Church Sunday School-9:30 a. m. Morning Worship-10:j0 a, m, |  |
|  <br>  Eventru Worsmip- 0 p. m . | United Pentecostal <br> B. L. Barnes-pastor Sunday School-10 a, m <br> Morning Worship -11 a, m , Evening Worship-7:30 p. m , |
|  |  |
|  |  |
|  |  |
| SHUMAN <br> HASELOFF <br> INSURANC: | STATE INE GRAN AND STATE LINE CHENCAL |
| SHERLEY-ANDERSONPITMAN INC. | STATE LINE <br> TilIBUNE |
| CAPITOL FOOD | FARWELL MOTOR CO. |
| $\begin{gathered} \text { ROSE DRUG } \\ \text { AND CITT } \\ \text { SHOP } \end{gathered}$ | FARWELL EQUPMENT COMPANY |
| PIGGLY <br> WIGCLY | WORLEY GRAIN CO. |
| FARWELI HARDWARE | $\begin{aligned} & \text { TEXACO } \\ & \text { IIC. } \end{aligned}$ |

This Church Calendar Is Brought To You With The Above Merchants Compliment

## OL Celebration Attracts 125

Ballgames, a basket supper
Elected as directors of the
and a fireworks display ihigh-
community center organization
lighted the annual July th cele-
were Troy Christian, J. J. Har-
bration at Oklahoma Lane Com-
lan and Mrs. Symcor, Direc-
munity Center Monday. tors whose terms expired were

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OFFICEAS
$\underset{\text { President }}{\text { CLYDE RAML }}$
LYNN L. MARTIN
Exec. Vice President
REX HUDSON Rice President Vice President - Secretar CHARLES RUTLEDGE
Vice President NEIL McBRIDE
Ass'. Vice Prosident
BLL. BOONE
Ass't. V.P. (Branch Manager)
FAYE FARROW
Ass'. Secretary
HAEL. B. TRAUGHBER
Ass't. Sec. (Branch)
ATT TORNE YS
SMITH. SMITH and THARP

## DIRECTORS

N. W. BALLEW

MNN
REESE ROY KEETER
SCOTT MGGEHEE C. CEISLEYO

CARL RODOLPH
FIRST FEDERAL SAVINGS


CURRENT DIVIDEND $41 / 2 \%$ PAYABLE QUARTERLY


PROGRESSIVE BUSINESS \& CIVIC-MINDED PEOPLE OF CLOVIS AND VICINITY
This department has been worked up largely as a reflection of public opinion. No person has
written of themselves or their business. All articlees have been compiled by a representative of Riley Brewer

## R



##  <br> Leslie And Faye Stilwell

 Lesiive and Faye striwell ofhe Lesilit candy Company, are


## Scott McGehee



Mrs. H. C.
Gettys

## JoeR. Shoemate



## Fred W

 Johnston

## The Women＇s＇Page

NEW－－－FALL TRANSITIONALS ARRIVING DAILY！
＊Mr．Jack＊Jean Lang
＊Marcy Lee＊Jack Roberts
＊Manford＊Jeanne Durrell $1 / 2$ Sizes By Slim Maker
THE FASHION SHOP

 a sap．
suras working．
 Hwy． 70.84
－FARDEL－


Oklahoma Lane
Farm Supply

7 plow general purpose tractor with high－torque lugging power． 100．PLUS H．P．

ally－adjustable comfort seat－big，uncluttered
oklahoma lane FARM SUPPLY
 and relatives are invited to attend the wedding and reception，which
trill follow in the fellowship hall．No invitations are being sen High School．They plan to make their home in Canyon where the

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## $\substack{\text { Lethe } \\ \text { sind } \\ \text { sind en }}$

minn wis．ida
＊Donovan－Galvani
＊Herman Marcus

Phone Tharp 225－4386 for a bridal shower honoring of Jerry Chills，bride－elect Pink and white，chosen col－ rs of the honoree，were car－
reed out in decorations and re－ freshments．Martha Coffer reg－ istered guests at a table laic
with a white linen cutworkcloth centered by an arrangement of
daisies and snapdragons in a white ironstone vase．Arrange－ rents of shaded pink roses
were placed about the enter－ ining rooms．
Mrs．Carolyn Davis and Don－
na Rundell presided at the serv－
ing table，which was laid with white linen cutwork table cloth会品品品 ers．Pink napkins engraved with
the names＂Sherry and Jerry＂
in silver complete in silver completed table decor
Pink punch and white cake dec－
orated with pink orated with pink were served，
Crystal table appointments
$\qquad$

| late |
| :---: |
| held |
| held | a picnic at the Fare

Saturday evening．
Sunday the Sunday，the group had a fam－
il y dinner，attended by 75 ， Silver Grill and a picnic meal
was enjoyed by the group in was enj
the John
Williams
ning．

Sunday morning，seven of the
Snider children and a niece and in Memorial Mechurch at Ham－ attendants at the reunion were rizona，Oklahoma，Carolina，

## Nine of the children of

 latecludin
a
Ethel
Haze
Johns

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\begin{aligned}
& \text { Color } \\
& \text { Elm } \\
& \text { Lett }
\end{aligned}
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Returns Home From Hospital


Carolyn Langford Honored


Our Annual Summer Sale Now IN PROGRESS
＇A Special Invitation
To Our Texas Friends＂

COME IN AND SELECT FROM
OUR CHOICEST SUMMER MERCHANDISE．


