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The
SHAMROCK

OCTOBER—1950





"Dedicated to the Progress of the Great Southwest"

C. R. BOWEN, Editor

MARVIN GWINN, Associate Editor

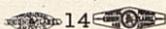
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THE COVER

Albert M. Lane, President of Western Solvents, Inc., Longmont, Colo., is pictured on the cover holding a safflower plant. Safflower, grown in the Old World



for centuries, is new to this country. Its seed is used to make industrial oils. Western Solvents, organized primarily by Longmont business men, was the first commercial plant in this country designed to process safflower seeds.

SHAMROCK DEALERS In Borger and Vicinity

McNULTY OIL COMPANY
Stinnett Highway — Wade McNulty
KIMBALL'S ONE STOP SERVICE
819 West Lee — A. R. Kimball
RICHARDSON'S SHAMROCK SERVICE
300 N. Main — L. H. Richardson
McNULTY OIL COMPANY STATION
1200-A Haggard — S. N. McNulty
SHAMROCK SERVICE STATION
Buna Vista — William W. Griffin

NEW DEALERS

JACK'S AUTO SERVICE
Pete Klamm and Jack Cross
Route 2, Box 373-B — Pueblo, Colorado
WESTERN GAS & OIL CO.
Leonard Jenkins — Lamar, Colorado
CLYDE'S SHAMROCK SERVICE
Clyde Harrison—Hwys. 87 & 287, Longmont, Colo.
SHAMROCK SERVICE
Jerry Seitz — 4215 E. Menaul, Albuquerque N. M.
MASTER SERVICE
Jack Carrocco — 800 W. Grand, Clovis, N. M.
TONY SANCHEZ SERVICE
Tony Sanchez — Hwy. 58, Pennington, N. M.
McLARTY SERVICE
J. H. McLarty — 34th & Ave. H, Lubbock, Texas
ROBERTS SERVICE
C. E. Roberts — 247 Ave. H, Lubbock, Texas
LUTHER ROGERS SERVICE
Luther Rogers—1405 S. Columbia, Plainview, Texas
STARK'S SERVICE
A. J. Stark — 100 East 7th, Plainview, Texas
WILEY SERVICE STATION
R. N. Wiley — Sunray, Texas

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Looking down Longmont's broad main thoroughfare.

Longmont, Colorado

—Doing a Top-Notch Job of Promoting Its Agriculture and Industry

Longmont, Colorado, a progressive small city nestled at the foot of some of the high peaks of the Rockies, is the marketing center of a well-developed and prospering farming region.

Located on Highway 87, 34 miles north of Denver, Longmont is named after nearby Longs Peak which rises majestically to a height of 14,255 feet. Its location adjacent to some of Colorado's most awe-inspiring scenery and in the heart of northern Colorado's rich agricultural section makes it a pleasant vacation headquarters and provides its permanent residents with profitable economic activities the year round.

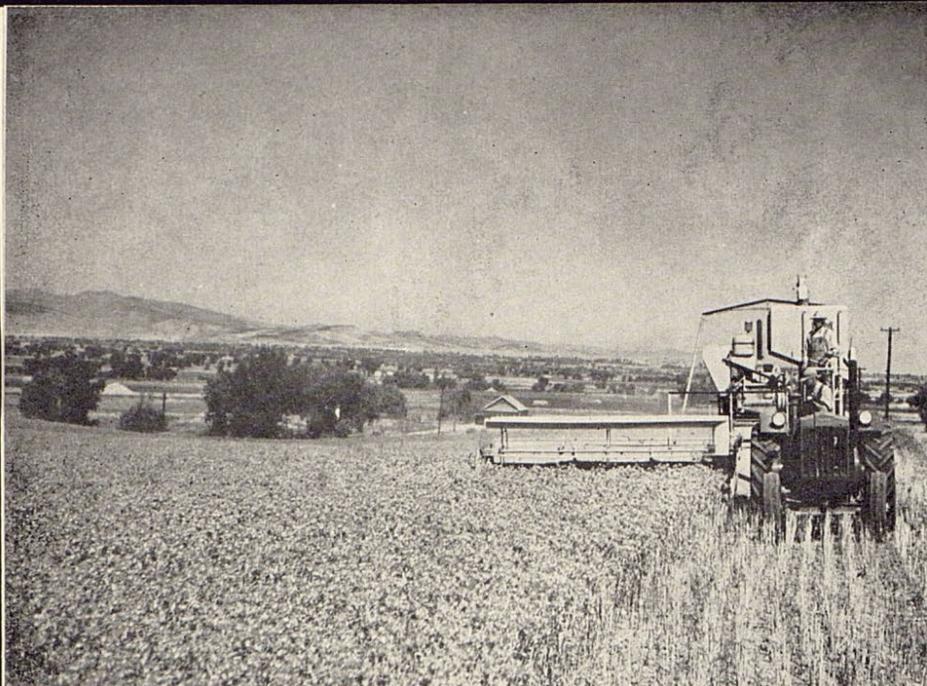
Longmont's more than 10,000 residents live in one of the most pleasant cities in northern Colorado. It is a city of shady streets, spacious parks, and splendid recreational facilities. Its high cool climate is marked by clear blue skies and golden sunshine.

In addition to its pleasant atmosphere, Longmont is also the center of thriving trade and

rapidly growing industrial activity. Its stores and shops provide residents of the city and surrounding trade area with merchandise comparable in price, selection and quality to that found in larger metropolitan centers.

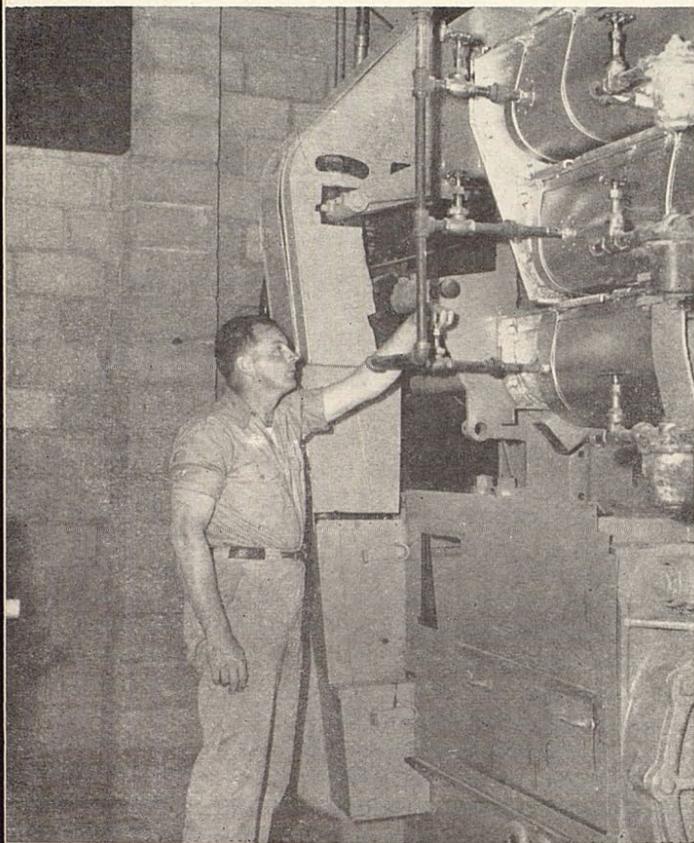
Because agriculture is the principal activity of the community, Longmont is recognized as a farmers' town, drawing trade from a wide area of rich farm land. Boulder County, in which Longmont is one of the leading trade centers comprises 488,860 acres of land. The western part of this area, while it contains some of Colorado's most beautiful mountain scenery, is comparatively unimportant from an agricultural standpoint. Other areas of the county, however, contain approximately 84,000 acres of irrigated farm land and 23,000 acres of non-irrigated land under cultivation.

The soil of the area around Longmont is a sandy loam and is well-adapted to a variety of crops. Chief among these are sugar beets, alfalfa, wheat, barley, oats, rye, corn and other



Harvested with the conventional combine, safflower is more drouth-resistant than most small grains, but thrives best where soil moisture is good and humidity low.

Below—View of specially designed machinery of Western Solvents, Inc., first commercial plant in the United States built to process safflower seeds.



row crops, vegetable crops and fruits. With approximately 75 per cent of the farm land in the vicinity of Longmont under irrigation, crop failures are rare. Increased agricultural production will be made possible after the Colorado-Big Thompson reclamation project is completed. This project, now under construction, is designed to bring water from the western slope of the Rockies through a tunnel under the mountains. Not only will this project supply water, it will also generate more than 900 million kilowatt hours of electrical energy yearly.

The principal cash crop in the Longmont area is sugar beets. More than 5,000 workers are employed annually in preparing the local beet crop and getting it to the factory for processing. This area has been one of the first to utilize advanced mechanization in sugar beet production from an improved planter all the way to the mechanical harvesting machines.

Livestock raising and feeding constitutes another industry which contributes an important part to the over-all prosperity of the community. Feed to care for the fattening of large numbers of livestock is grown locally. These locally produced feeds include alfalfa, grain, beet pulp, and corn. Cattle, sheep and hogs are all included in the extensive livestock raising and feeding program of the area.

The production of poultry is also becoming an important activity in the agriculture of the Longmont community. Turkeys do exceptionally well in this high altitude. Poultry raising is enabling many owners of small tracts to make

Each year, tons of pumpkins and other garden-type crops such as peas, beets, and lima beans are brought to Longmont to be processed in local canning plants.



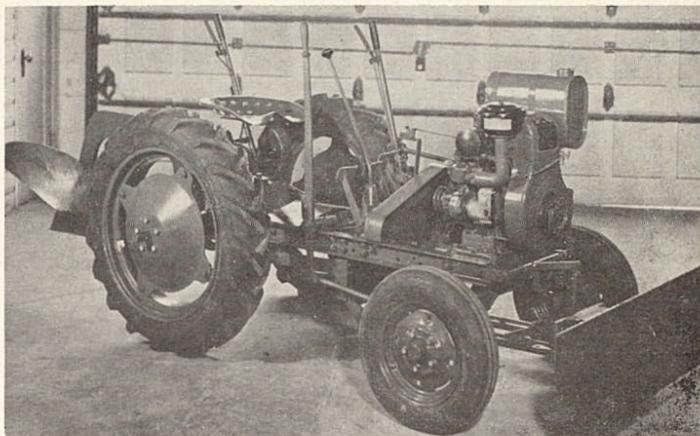
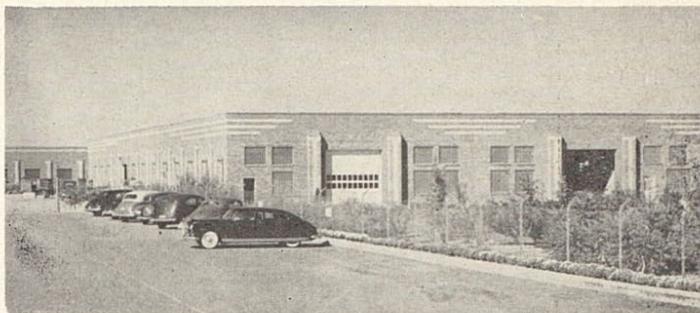
a good living and a good profit with proper handling.

Not only is agriculture the principal activity of the region, it is also the key to the growing industrial activities of Longmont. One of the largest of the Great Western Sugar Company's factories is located in Longmont. Farmers in this factory district normally receive more than two million dollars for their beet crop. Another important industrial installation devoted to the processing of agricultural production is the Kuner-Empson canning plant. Local crops which are prepared for market in this plant include peas, pumpkins, red beets, lima beans and other garden-type crops. Still other industries which are closely related to farm production are a number of mill and elevator companies who pay out hundreds of thousands of dollars annually for locally grown grain and hay.

One of the newest industries in Longmont is the Gibson Manufacturing Corporation. This firm manufactures farm tractors and other implements and is rapidly expanding its operations. Although the versatile small tractor manufactured by the Gibson company was originally designed to meet the needs of farm operators in the local area, its many advantages have made it popular throughout a much wider market. Gibson tractors are now shipped to many parts of the world, including a number of foreign countries.

Another new development in Longmont and vicinity has drawn the attention of leading economists and agricultural experts all over the nation. This development is the introduction of

A new industry in Longmont is the manufacturing of small plows and other machinery by the Gibson Manufacturing Co. whose plant is pictured below.



The Gibson plow, above, a versatile farm hand, has proved popular with farmers all over the United States and in many foreign countries.



Recreation plays an important part in Longmont's community life. A municipal golf course is one of finest nine-hole courses in the state.

Roosevelt Park — below — is the scene of much of Longmont's organized recreation program. The park facilities include a large grandstand, auditorium and 4-H club building.



the safflower industry to the community. Safflower is an oil-bearing plant which has been grown in parts of Europe, Asia and Africa for thousands of years. Safflower seeds have been found in the tombs of ancient Egyptian rulers who lived some five thousand years ago.

Until fairly recently, oil from the safflower seed was used by more or less primitive peoples principally for making dyes, for water-proofing leather, and as a food supplement. Although a more extensive commercial value for this oil has been recognized for many years, the production of safflower as a crop hasn't been popular with farmers in this country and in western Europe until very recently. The chief reason for this has been that safflower seeds of older varieties do not yield very high percentages of oil. But in recent years, agricultural chemists, principally in the United States have developed new varieties of the plant with high enough yields of oil to make its cultivation in this country profitable and practical. Credit for much of the research in developing the new varieties of the plant and in perfecting methods for processing the seed belongs to the Chemurgy Department of the University of Nebraska.

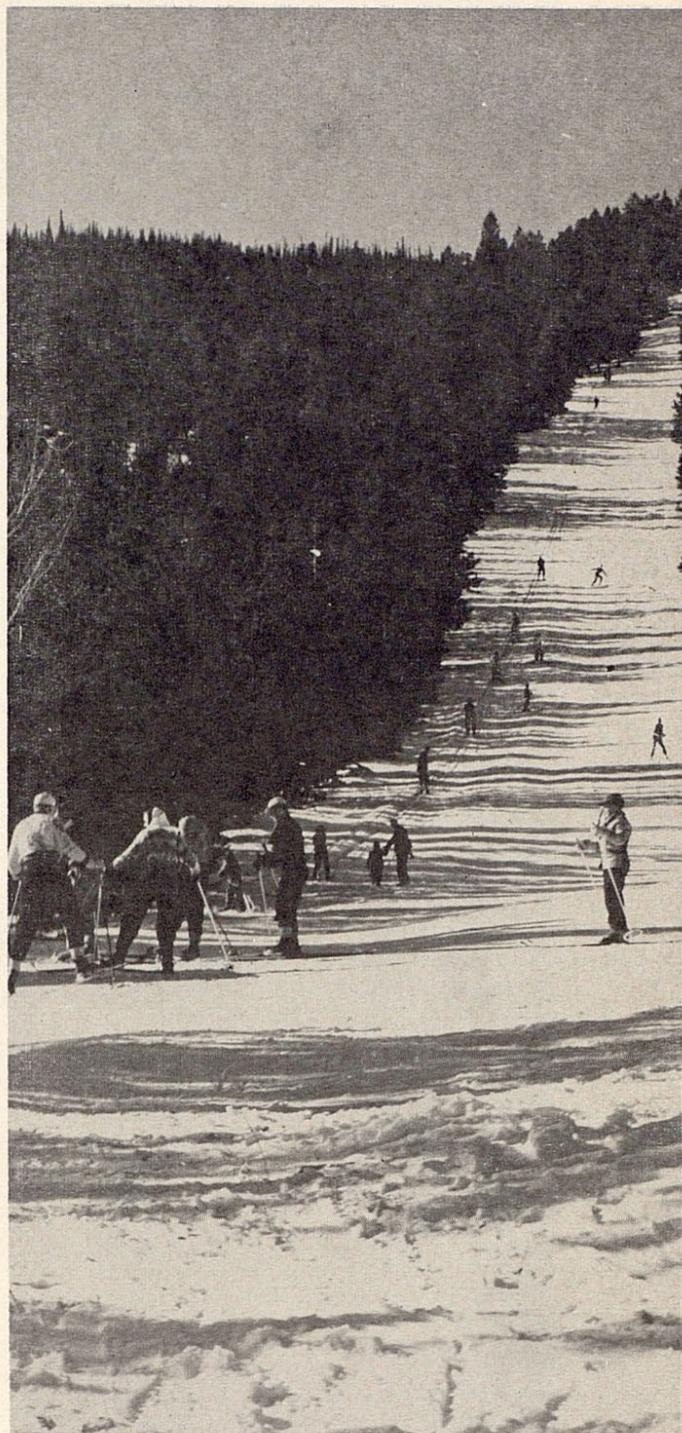
Because Safflower is particularly suited to the high, semi-arid climates of the high plains of the West, various farmers and agricultural leaders of Longmont and surrounding area were among the first persons in this country to become interested in its production. These far-sighted leaders began several years ago to explore the possibility of producing the crop in the Longmont area. Primarily through their efforts, the first commercial processing plant in this country, Western Solvents, Inc., was constructed in Longmont two years ago. This plant is now processing the seed produced from about 20,000 acres of safflower grown in the vicinity of Longmont and this acreage is increasing each year.

The chief product of Western Solvents is oil which is used primarily as a base for paints. For this purpose safflower oil is comparable in most respects to linseed oil. In one respect, the safflower oil is superior to linseed oil. White paints using the product of the safflower seed as a base do not seem to have the yellowing characteristics of linseed oil base paints.

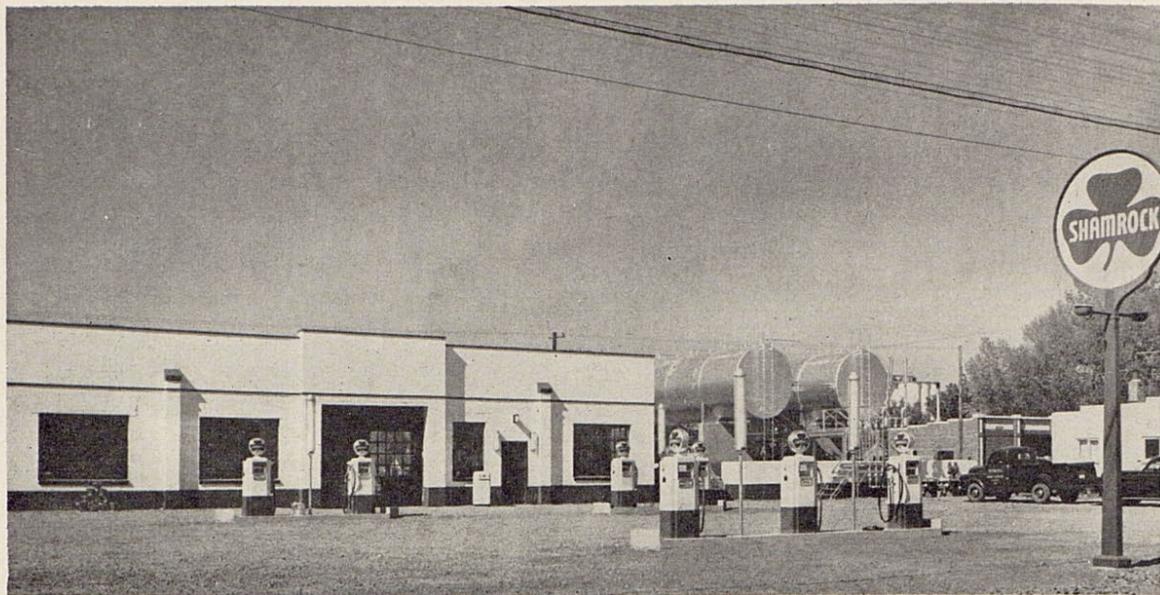
In addition to its use in the paint industry, safflower oil is meeting many other commercial and industrial needs. It is used in the manufacture of dyes and in the enamelling of earthenware. It is also an edible oil and new uses are being found for it constantly.

While oil is the principal product of the saff-

(Continued on Page 9)



High up in the Colorado Rockies and within easy driving distance from Longmont are many natural playgrounds such as this breath-taking ski run.



Shamrock's new bulk plant and service station in Longmont, Colorado.

SHAMROCK OPENS A NEW STATION IN LONGMONT

October 20-21 were "Shamrock Days" in Longmont, Colorado. During these two days, open house was held at "Clyde's Shamrock Service," Shamrock's new wholesale and retail station in Longmont. Visitors were invited to register for valuable gifts to be given away at the close of the festivities.

During the two days of the open house, hundreds of visitors, more than 2,000 of whom registered, came by to see the new super-service station. Flowers were given to the first one thousand ladies to visit the new station during the opening ceremonies. There were also free balloons for the kiddies and free coffee for everyone.

Climaxing the opening ceremonies, a program was broadcast from the new Shamrock station over Radio Station KLMO, Longmont, from 4:30 until 5:00 p. m. Saturday, October 21. A family-size Gibson electric refrigerator and a registered Cocker Spaniel puppy, "Mr. Shamrock," were presented to prize-winning registrants. Mrs. May Hickman of Longmont won the refrigerator, and R. V. Lea, also of Longmont, was winner of "Mr. Shamrock."

Otto Vliet, Longmont Mayor; Lewis Weis-

berg, President of the Longmont Chamber of Commerce; and Richard E. Vasicek, President of the Junior Chamber of Commerce, appeared on the half-hour radio show and extended a welcome to Clyde Harrison, Shamrock consignee, who will operate the new station. Music on the program was provided by the Shriners' quartette.

Harrison, as operator of the new Shamrock installation, is not a newcomer to Longmont. Prior to his association with Shamrock, he was employed as Pharmacist for the Lutes Drug in Longmont. A native of Colorado, Harrison was born at Lafayette, graduated from Lafayette High School and attended the University of Colorado. He and Mrs. Harrison and their four children have made their home in Longmont for the past four years.

Active in a number of local civic organizations, Harrison is a member of the Board of Directors of the Longmont Red Cross, a member of the executive committee of the American Legion, and a member of the Board of Control of the Exchange Club.

Clyde's Shamrock Service will provide wholesale and retail distribution of Shamrock products in the Longmont area. Services and products which will be available include washing and lubrication, tires and accessories, and all Shamrock products—gasolines, motor oil, industrial oils and greases, diesel fuel, and distillate.

The station also has facilities for bulk distribution to farmers and ranchers in the area.

LONGMONT—Continued

flower seed, Western Solvents also prepare meal used in livestock feeding from the residue which remains after the oil has been pressed from the seeds. This seed has a high protein content and is used extensively by livestock feeders in the local area.

The production of safflower has proved advantageous to farmers of both dry and irrigated land because of its adaptability to the soil and climate of the great plains and to the established farming practices of the area. Safflower can be produced successfully under semi-drouth conditions, yet it also does well on irrigated land. It can be drilled solid like wheat and other small grains or planted in rows and cultivated, depending upon local soil and weed conditions. Once planted it requires little attention and can be harvested with the same equipment used in harvesting wheat and other small grains. Its cash yield per acre is comparable to that of wheat. Safflower requires a growing season of 120 days. It is planted in April or early May and is harvested in September. Although it is drouth-resistant, best yields result when there is plenty of soil moisture combined with dry atmospheric conditions.

Because of its expanding industry and the progressive agricultural activities in the vicinity, Longmont has a stable and healthy economy. And because of its desirable location at the foot of the Colorado Rockies, it has a pleasant year-round climate. The small city is conveniently located on a main highway. It is within easy driving distance of many of Colorado's scenic wonders — Rocky Mountain National Park, Long's Peak, and many others. All of these advantages combine to make Longmont an excellent place to work, to build a home, or just to visit.

Pictured below — Cars clustered about "Clyde's Shamrock Service" for opening day festivities.



Clyde Harrison, right, presents "Mr. Shamrock," registered Cocker puppy, to R. V. Lea, Longmont.

Winner of family-size, Gibson electric refrigerator was Mrs. May Hickman, left, of Longmont.



Borger, Texas, Displays Industrial Strength In Giant Exposition

Last month, the youthful city of Borger, Texas, displayed its strength in a week-long celebration timed to coincide with Oil Progress Week, October 16-21.

Less than a quarter of a century old, Borger staged a colorful and spectacular exposition designed to display the progress it has achieved during its brief history. The unusual celebration attracted thousands of visitors from all over the Southwest including Texas Governor Allan Shivers and Texas Secretary of State John Ben Shepperd, both of whom participated in the program.

Twenty-five years ago, the site of the city of Borger was still part of the rolling prairie that stretched for miles in all directions, virtually uninhabited except for scattered herds of cattle, jack rabbits and coyotes. Today, Borger is a busy industrial city of modern homes, progressive businesses, paved streets, well-kept parks, schools, churches, and all the other attributes of a healthy small city.

The purpose of the exposition was well-expressed by its theme—"Know Your Own Strength." In keeping with this theme, the Borger Chamber of Commerce, which provided the leadership for the project, brought together hundreds of unique and interesting exhibits illustrating the industrial strength of the community. This same theme was carried out in the parade which began the celebration and was continued throughout all of the wide variety of activities during the week.

Among the many special events illustrating the progress Borger has made were the formal opening of the new \$900,000 Borger Hotel, the dedication of the Hutchinson County Airport, and the official dedication of a new \$75,000 American Legion Clubhouse at Borger.

Borger began its big week with a Kick-Off



John Ben Shepperd, Texas Secretary of State, crowns Betty Jean Frith, "Miss Oil Progress."

Breakfast at the new Borger Hotel on Monday morning, October 16. John Ben Shepperd, Texas Secretary of State and guest of honor at this event, crowned Miss Betty Jean Frith "Miss Oil Progress." The breakfast was presided over by Weldon Jolly, Chairman of the Chamber of Commerce Celebration Committee.

Following the Kick-Off Breakfast, an estimated 65,000 persons watched the longest and grandest parade in Borger's history. Each of the more than 45 decorated floats in this colorful spectacle was symbolic of some phase of Borger's progress. Also participating in this parade were 14 marching bands, complete with high-stepping drum majors and twirlers, colorful costumes, and stirring music. One of the featured bands taking part in the parade was the famed Hardin-Simmons Cowboy Band. Dressed in colorful western regalia, this top-notch band has been widely acclaimed for its unusual showmanship as well as its fine music.

In addition to the Hardin-Simmons Cowboys, school bands from Pampa; Spearman; Perryton; Stinnett; Phillips; Phillips elementary school; Guymon, Oklahoma; Panhandle; Amarillo; Borger High and Borger Junior High; Dumas; and Shamrock also participated in the parade. Later in the day, twirlers from the high school bands put on a special exhibition of their baton-tossing talents in a contest held along the mid-way at 10th and Main Streets.

At noon of the first day industrial leaders

from all over the Panhandle area were guests of honor at a luncheon in the Borger Hotel. The visiting business men and industrialists heard a talk by Texas Railroad Commissioner, General Ernest O. Thompson. General Thompson addressed the group on the subject, "Oil for War and Peace." The subject was particularly timely as most of the business men present were engaged either in the oil and gas industry or in some closely related industry. These men were vitally concerned with the role the petroleum industry may be called upon to play in preparations for the nation's defense. For more than a half hour, the General held the close attention of this group with a detailed comparison of Russia's possible oil production with that of our own country.

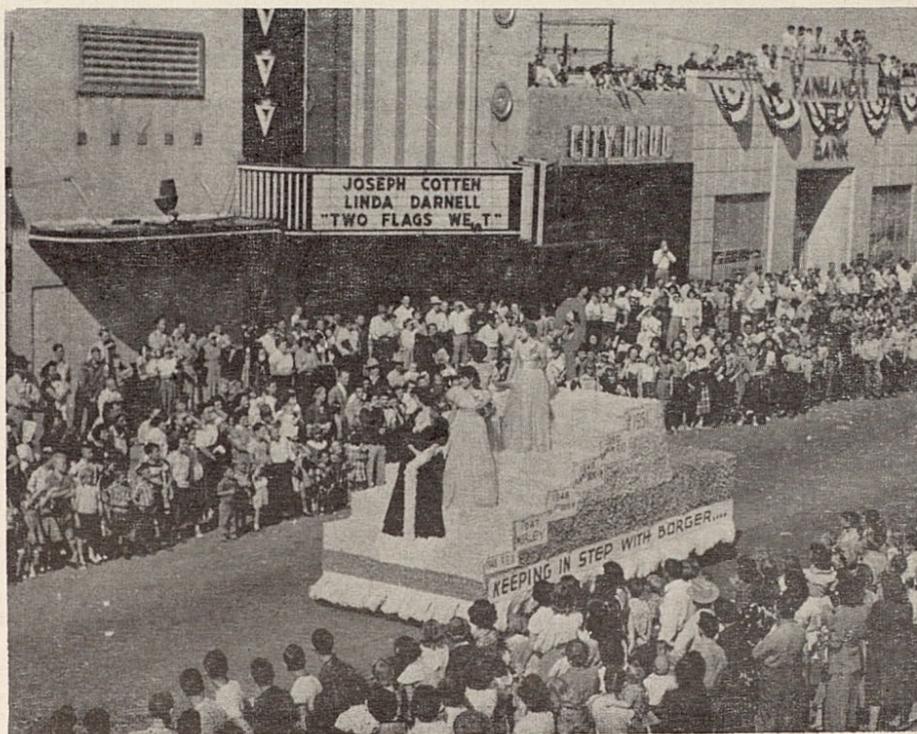
Because of the importance of the oil industry to Borger and vicinity, the progress of the petroleum industry was emphasized during the entire week-long celebration which was also timed to coincide with national "Oil Progress Week." One day of the exposition was devoted primarily to pointing out the extent and importance of Borger's petroleum and related industries. Tours were conducted to many of the community's industrial installations. A luncheon was given in the Hotel Borger honoring old-timers in Borger's oil industry. And hundreds of

exhibits in the Industrial exposition illustrated various phases of the petroleum business.

At the luncheon honoring Borger's oil old-timers, seven of these petroleum industry veterans who watched Borger grow from a booming shanty town into a modern industrial city were presented with wrist watches by the Chamber of Commerce. Hudson Davis, Chamber of Commerce President, made the presentations.

The progress of Borger during the past quarter century is particularly evident in the growth of the petroleum industry. Borger and its oil industry began almost simultaneously when two big oil producers were brought in on the same day in March of 1926. Within six weeks, more than 50,000 persons had swarmed into the area, creating one of the most spectacular oil booms in recent history. But in the succeeding years, Borger's initial boom has settled into steady, orderly industrial progress. Refineries and gasoline plants have been constructed; a modern plant for the manufacture of synthetic rubber is now in operation; and a number of carbon black plants have been built in recent years, making Borger the carbon black center of the world. These and many other examples of Borger's industrial strength were dramatically pointed out during the "Know Your Own

Approximately 65,000 spectators lined the sidewalks and hung from the roof-tops to watch the beautifully decorated floats and smart-stepping bands parade down Borger's Main Street.





A featured attraction during Borger's "Know Your Own Strength" Week was the dedication of the modern, new air terminal pictured above.

Strength" program.

Still another illustration of what Borger and its citizens have done toward the improvement of the community was the formal opening of the new Borger Hotel. This ceremony, held the second day of the celebration, climaxed several years of hard work and planning on the part of a number of Borger's citizens. At the ceremony, Governor Shivers cut the tape formally opening this latest monument to the city's civic pride.

The new Borger Hotel is a striking seven-story structure of brick and steel. The ground floor includes a beautifully decorated lobby, air-conditioned coffee shop designed to seat 80 persons, main kitchen completely equipped in stainless steel, and four commercial spaces for rent.

The second floor is divided into 15 offices, three private dining rooms, an auxiliary kitchen, banquet room and lounges. The air-conditioned banquet room will seat 300 persons.

It is acoustically treated and has no columns. A special elevator operates between the auxiliary kitchen on this floor and the main kitchen on the ground floor.

The top five floors are devoted exclusively to the hotel's 90 modern guest rooms.

Probably the most unique feature about the new hotel has nothing to do with its modern design, its advanced construction, or any of its excellent facilities. Actually, the most remarkable phase of the entire hotel project was the planning and organization which transformed it from a dream into a reality.

Much of the credit for the project belongs to the Chamber of Commerce. This organization began laying plans for the modern hotel while C. R. "Jake" Stahl was Chamber of Commerce President. Another man who was one of the driving forces in the plans for the new hotel was Joe Cooley, Manager of the Chamber of Commerce. To raise the necessary funds to build the

hotel, a corporation was formed and a campaign started in September 1948 to sell stock in the corporation. One year later, in September 1949, a contract was let to begin construction on the building. The total cost of the hotel including equipment was \$867,529.

Officers in the Borger Hotel Corporation are O. B. Hunt, President; Norman Motley, Vice President; and Joe Cooley, Secretary-Treasurer. There are about 536 holders of the hotel corporation's common stock. Most of these shareholders are residents of Borger and vicinity interested in promoting the construction of the up-to-date hotel.

On Wednesday, the third day of the exposition, the new Hutchinson County Airport was dedicated. Completion of this half-million dollar airport represents still another milestone in the upward path of progress of the Borger community.

Ceremonies at the airport began at 9:00 a. m. with a breakfast. More than 300 persons—flying from as far as 500 miles away—came to Borger in 148 airplanes to attend the breakfast. The breakfast was presided over by Hudson Davis, President of the Chamber of Commerce. Guests included City, County, and Chamber of Commerce officials; C.A.A. officials; and representatives of several commercial airlines.

The new airport was dedicated to the citizens of Hutchinson County in formal ceremonies later in the afternoon. As part of the formal dedication, the airport was turned over to County Judge Norman Coffey by the District Engineer of the Civil Aeronautics Administration, J. D. Church. In his short address, the C.A.A. engineer said that the airport, built to C.A.A. specifications, will serve every flying need of Borger and the County.

Other events at the airport during the day included an exhibition of stunt flying, a model airplane contest, crop-dusting exhibitions, and a band concert by Borger High band.

Other events planned by Borger citizens to entertain the thousands of visitors to the exposition included an automobile show, an appliance show, square dance contests, and a fashion festival.

Besides the music and entertainment provided by the high school and college bands from all over the Panhandle, several groups of professional musicians and entertainers were on hand during the week of festivities. Among these were Rip Ramsey and his western band, providing entertainment at the Industrial exposition; Joe Hefner and his band, furnishing the music for the Square Dance Jamboree; Louis Prima and his orchestra, music makers at the formal dance

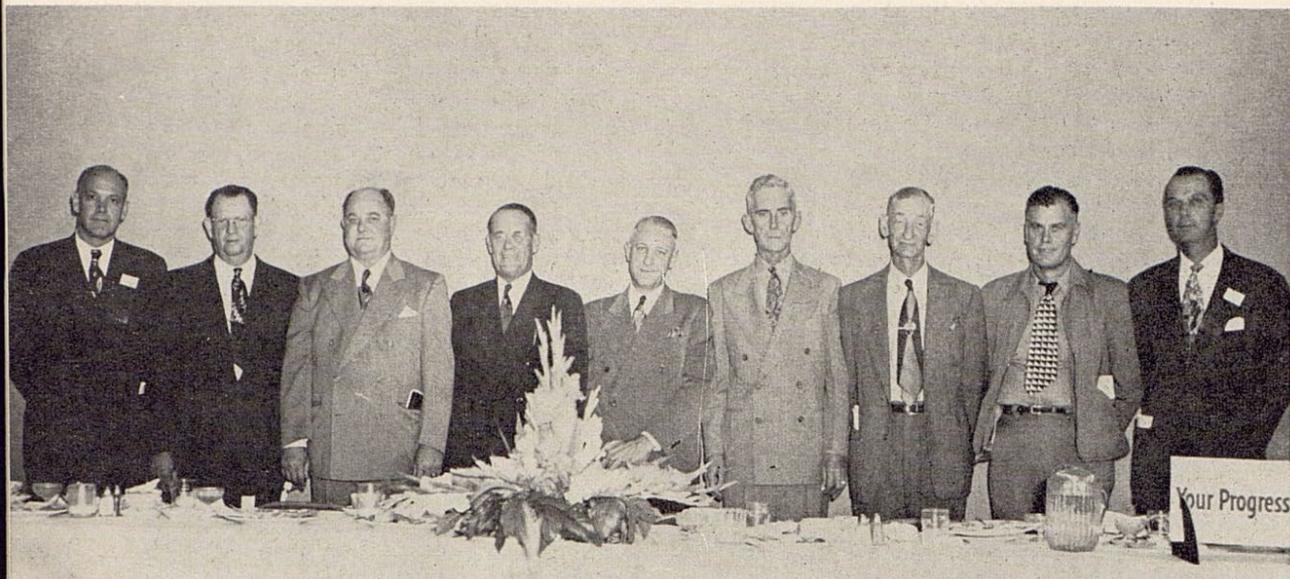
sponsored by Beta Sigma Phi sorority; Bernie Howell and his orchestra; and Leon McAuliffe and his western Band.

An event which proved popular with the ladies at the Borger celebration was the three-day cooking school conducted at the high school auditorium by Home Economic experts Dorothy Harbin and Patricia Stearns. Throughout the week, ladies visiting the celebration from out of town were made to feel at home by the members of the women's clubs of Borger. Members of these clubs saw to it that women visitors received courteous attention and were provided with transportation to various homes in the city which were open to visitors.

Because of the efforts of the many public-spirited citizens and civic organizations in the community, Borger's first "Know Your Own Strength" celebration was an outstanding success. The exposition, initiated and carried out by the citizens of Borger, was a splendid example of well-directed civic pride.

Betty Jean Frith, "Miss Oil Progress"; Governor Allan Shivers; O. B. Hunt, hotel president, in front of Hotel Borger after formal opening.





During the Borger celebration, the Chamber of Commerce paid tribute to seven veteran workers in Borger's industry as representatives of all the men who went to work in Borger when the city was young and stuck it out. Left to right, above: Weldon Jolly, Borger Chamber of Commerce; E. B. Geyer; A. L. Tarver; L. D. Williams; Charles Gunther; Jim Richmond; R. E. Andrews; H. M. Leedy; and Hudson Davis, President of the Chamber of Commerce.



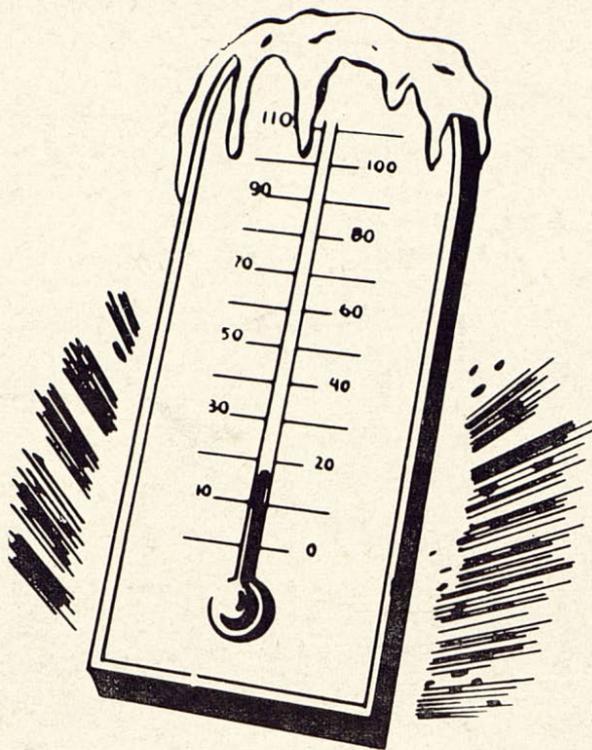
Beta Sigma Phi, business women's sorority, sponsored a formal dance during "Know Your Own Strength" Week. Louis Prima and his orchestra provided the music. The group at left are: Keely Smith, vocalist; Judy Hicks, Beta Sigma Phi committee chairman; Louis Prima; "Pobie" Goodman, Beta Sigma Phi President.



Western music and dancing were popular at the Borger celebration. Above, Rip Ramsey and his Band, one of several groups of musicians providing entertainment during the week of festivities. Right, the Foot and Fiddle Square Dance Club of Frank Phillips College step out during a square dance contest.



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