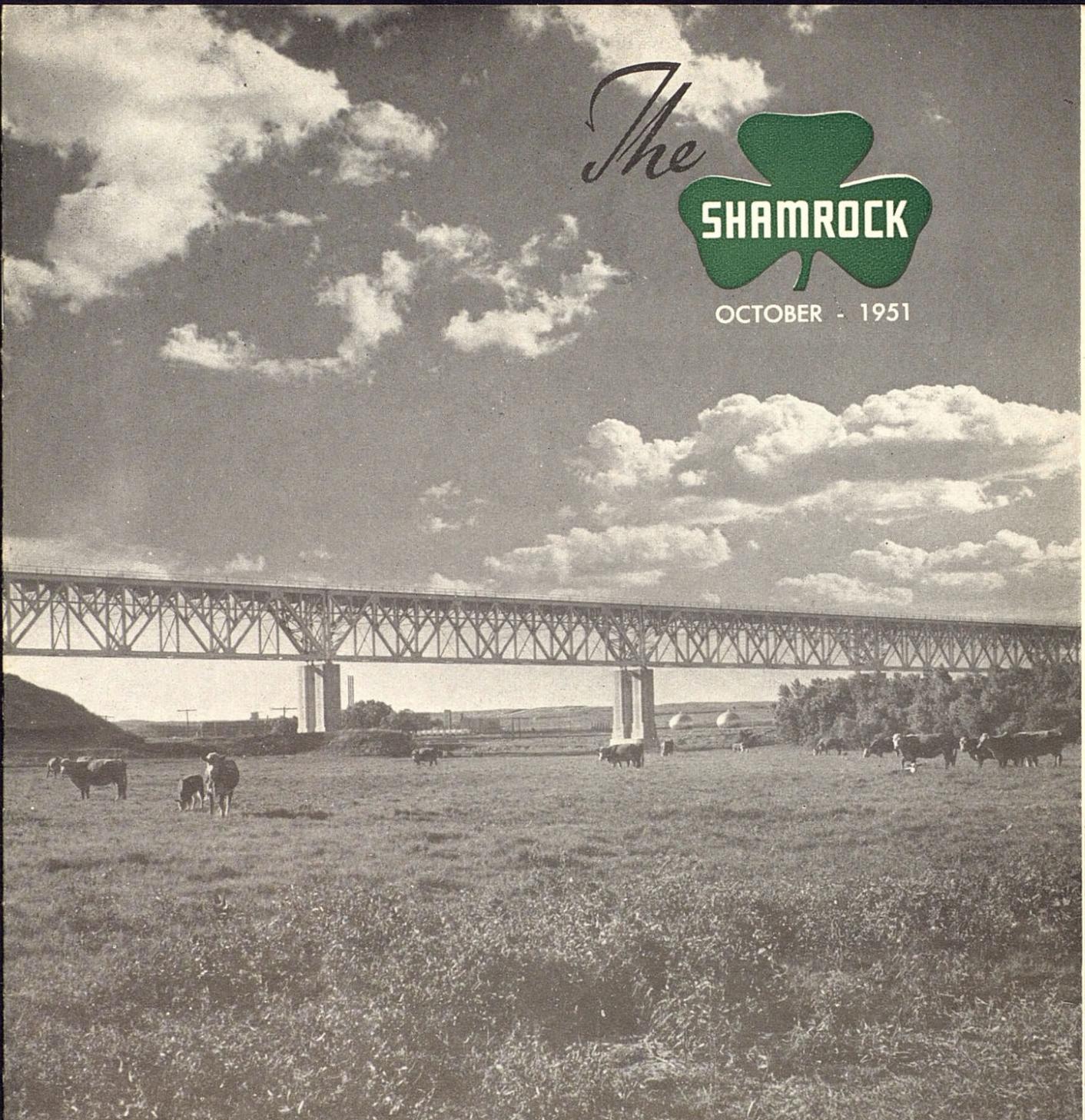


The



OCTOBER - 1951



LIBERAL, KANSAS

*Progressive Southwest Trade Center*

Story on Page Two



Aerial view of Liberal, Kansas, and adjoining airfield

# Liberal, Kansas

*Early-day cattle town  
grows into thriving  
commercial center*

Liberal, Kansas, began shipping large quantities of beef to eastern markets a little more than 60 years ago. Still supplying meat for American dinner tables today, the growing community also provides wheat for bread to go with the meat and natural gas for fuel to cook the meal.

County seat of Seward County in the extreme southwestern corner of Kansas, Liberal is situated in the heart of the nation's prosperous wheat belt. It is also the center of an important livestock producing region and lies adjacent to the big Hugoton gas field.

The only other town in Seward County is Kismet. Though not as large as Liberal, this community serves as an important trading cen-

ter for a large farming region as well as for numerous industrial enterprises situated nearby. One of the largest of the many gas compressor stations in the area is located within a few miles of Kismet. Much of the oil development currently underway in Seward County is also but a short drive from the Kismet city limits.

The town of Liberal got its start back in 1888 when the Rock Island Railroad extended its line into that area. A water well, located a few miles south of the present city provided cattlemen from south and west of the railroad terminal with a convenient watering place for their herds. Stock yards were constructed near the present site of the town, and Liberal was soon doing a booming business shipping ranged cattle to eastern markets. Cattle were driven to Liberal from ranches throughout West Texas, western Kansas and Oklahoma, and even from as far away as eastern New Mexico.

Although the area around Liberal and Kismet still produces thousands of pounds of beef each year, wheat and other farm crops have long since surpassed cattle production in relative importance to the area's economy. Ten per cent of all the wheat raised in the United States is produced within a 100-mile radius of Liberal. Other farm crops such as grain sorghums also contribute an important part to the area's agricultural production as local farmers develop an increasingly greater diversification of farming.

While agriculture and livestock production have been primarily responsible for much of Liberal's development, the city has also shown considerable industrial expansion, particularly

in more recent years. The first gas well in the now famous Hugoton gas field was drilled four miles west of Liberal in 1922. At that time the well was plugged because of lack of available markets for the gas. In 1929, however, it was re-opened and used in supplying gas to the city. In the meantime, development of the nearby Hugoton Field had begun. Today, a number of gas wells are producing in the vicinity of Liberal and several pipe line transmission companies have constructed compressor station in the area to boost the gas on its way to cities, towns and industrial areas in many parts of the nation. Altogether, there are about 1,900 wells in the Hugoton Field.

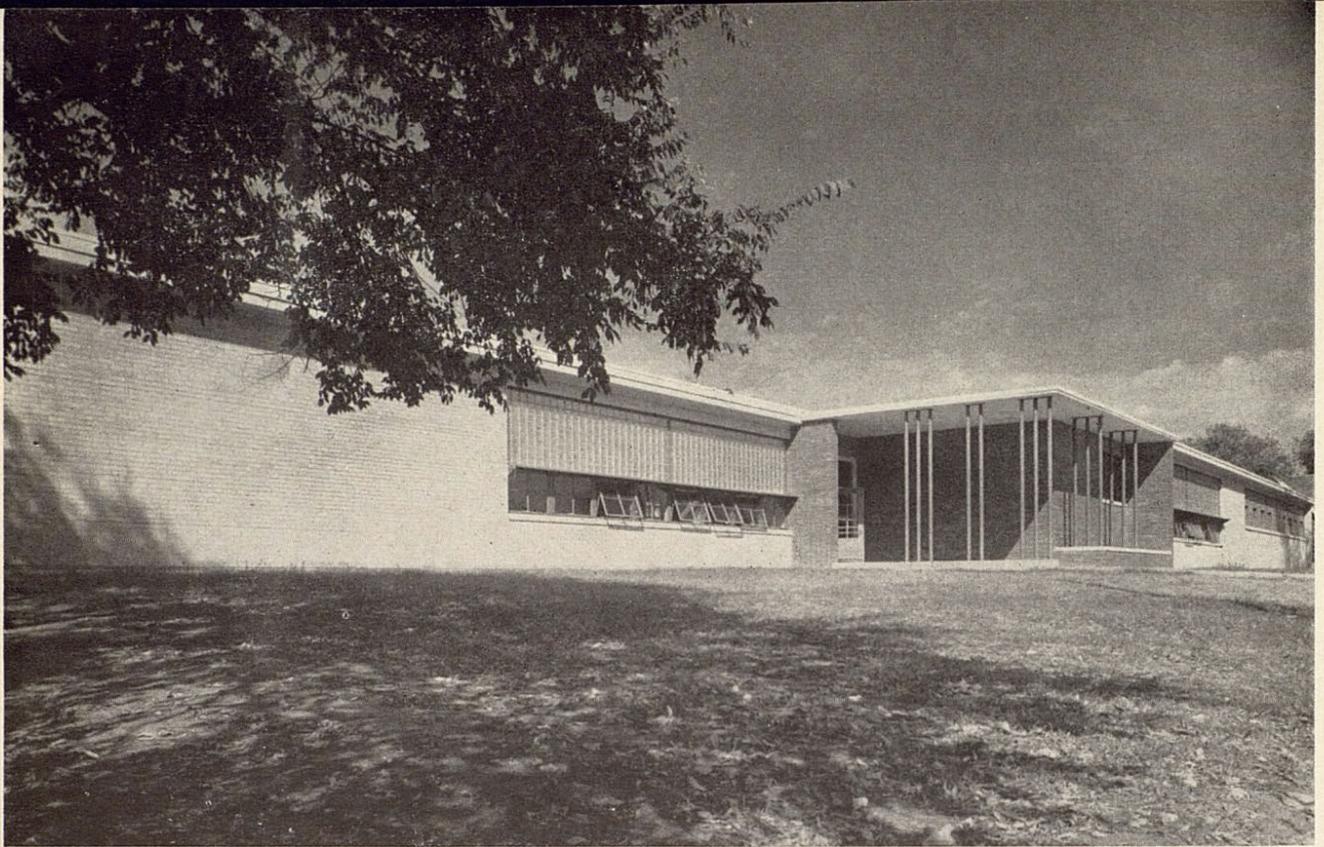
The Liberal area has been the scene of recent oil development. A number of companies have drilled exploratory wells in the vicinity, resulting in eight producing wells so far. These wells are located a few miles east of Liberal.

The census of 1900, twelve years after Liberal was founded, revealed a population for the little city of 402. Most of these people depended for their livelihood on the cattle trade. Cattlemen from the ranches to the south and west drove their herds into Liberal where they could be shipped to eastern markets by rail. After disposing of their livestock, many of these ranchers then stocked up on groceries and other supplies for the coming year.

In the years just preceding World War I, Liberal's importance as a trade center for a large part of the Southwest grew rapidly. During that era, the first brick business buildings were constructed in the growing little community. Most of the city's streets were paved as materials became available following the

Long lines of wheat-laden trucks, waiting to unload at Liberal elevators, are common sights on Liberal streets during harvest.





New vocational agriculture and industrial arts building is part of Liberal's modern school system.

Field of irrigated row crop near Liberal



first World War, and a number of other civic improvements were completed about the same time.

Except for a few dark years during the disastrous 'thirties, when black clouds of dust settled over the entire drouth-stricken Southwest, Liberal has continued to grow and prosper.

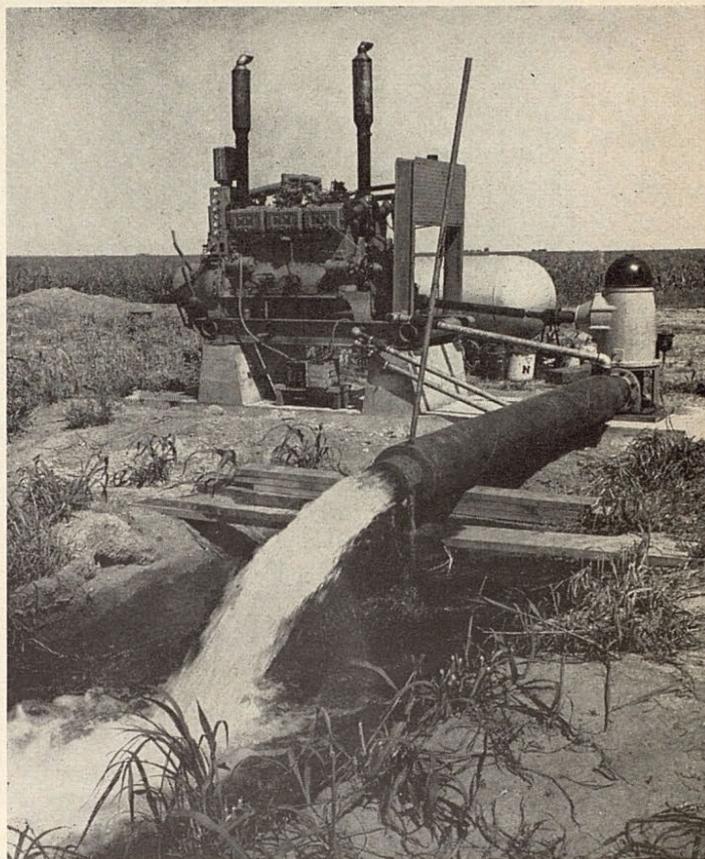
Farming activities began shortly after World War I. Farmers found the soil and climate in the area well-suited to the production of wheat. Thousands of acres of the rolling prairie went under the plow during the next few years. These newly developed farms were soon producing record crops of wheat, continuing to do so until the prolonged drouth of the 'thirties stifled both business and agriculture throughout the Southwest for several years.

Most of the residents of Liberal and Kismet and the farmers and ranchers of the surrounding area managed to stick out the lean depression years. By 1940, they were beginning to dust themselves off and get ready for a comeback. The record they made during the next ten or twelve years is one they may well be proud of.

In 1940 the population of Liberal was 4,010. By 1950 it had grown to 7,134. Those figures, however, are only a bare indication of the progress made by the community during that time and in the two years since the 1950 census.

Probably the most important, long-range contribution to Liberal's progress in the past few years has been that made by farmers in the area. Western Kansas farmers, like their neighbors in other parts of the Southwest, are determined to prevent another disaster like that of the "dust bowl" days of the 'thirties. To assure the overall success of their farming operations, they have developed greater diversification of crops; they have learned to use better tools and machinery in farming their land; they have put into practice on a large scale such soil conservation measures as terracing and grass re-seeding; and, wherever practicable, they have learned to utilize underground water supplies for irrigation purposes. Today, most farmers believe that unless blowing conditions should become much worse than during the worst dust bowl years, they will be able to prevent serious damage to their fields.

Keeping pace with the agricultural development of the surrounding territory, the city of Liberal has also shown substantial progress

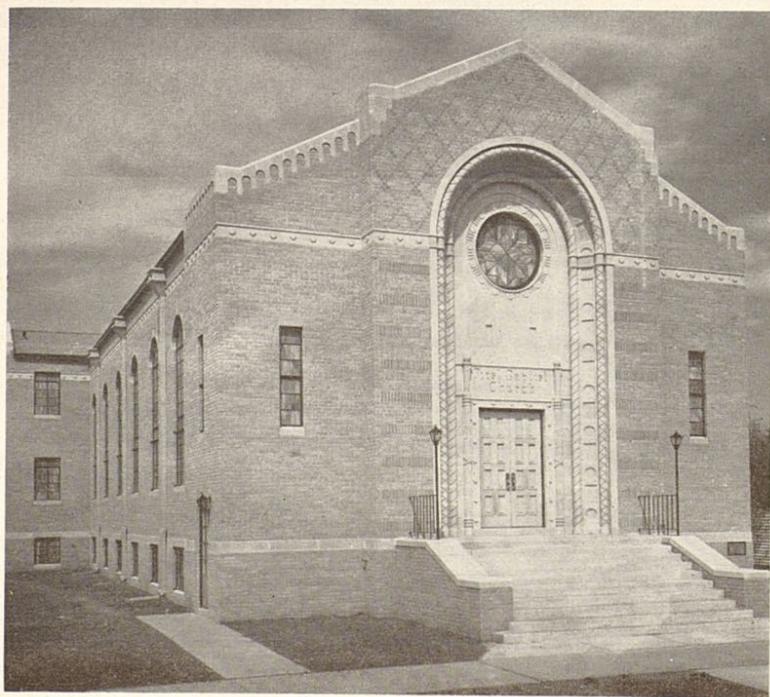


To supplement natural water supplies, many Seward County farmers have installed irrigation systems.

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#### ACKNOWLEDGMENTS

*The cover picture as well as the photographs on pages 2, 3, 4, 5, 7, 9, and the lower photo on page 6 are reproduced through the courtesy of Kennedy Studios, Liberal, Kansas. The upper photographs on pages 6 and 9 are by Joe Cannon, Liberal. The Editor is also grateful to the following persons for their aid in providing information used in the Liberal article: John Cranor and the Liberal Chamber of Commerce; Ray Millman, Southwest Daily Times, Liberal; Ralph Miller, Miller Oil and Gas, Liberal; and A. W. McCollom, McCollom Grain Company, Kismet, Kansas.*



The two attractive buildings pictured here are among several new churches now under construction or scheduled to be constructed soon in Liberal. The city's current building boom includes many new residences, business buildings, and public and civic structures.

in the past 10 years. Paving has been completed on about 95 per cent of the city's traffic ways; water and sewage facilities have been enlarged to accommodate a city roughly three times the present size of the city; telephone service has been expanded and modernized; and a large number of residential dwellings, business structures, and other buildings have been constructed.

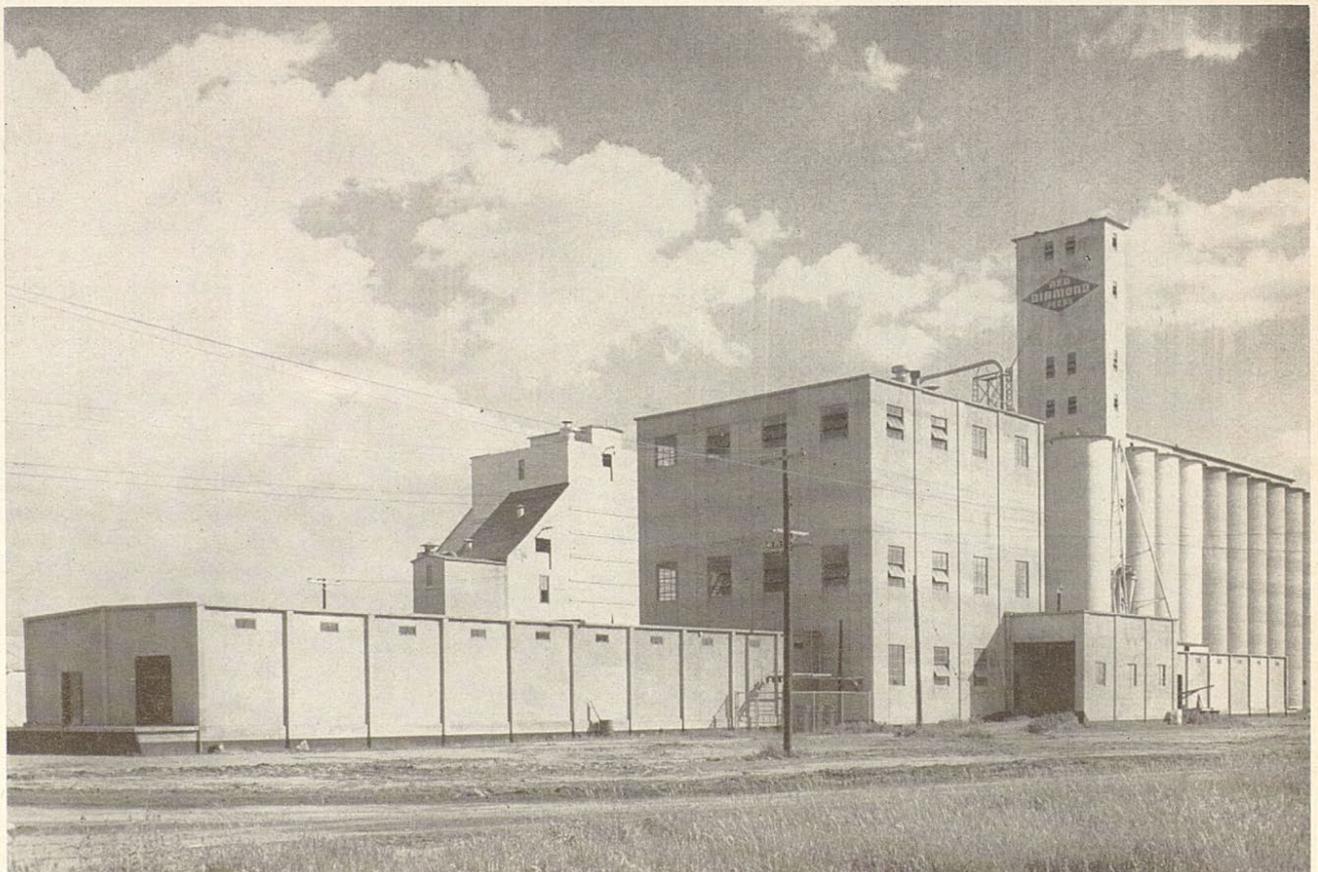
Liberal's business activity has also grown steadily. This business expansion is evident not only from the establishment of a number of new industries, but also from the large number of older businesses and industries sporting new buildings, new store fronts, and modernized equipment and facilities. At least half the business buildings in the city have undergone some modernization in the past five years. In addition to the newer industrial plants, Liberal has long been the location of several farm pro-

duce processing and marketing plants including a flour mill and a number of grain elevators.

A steadily growing tourist trade is still another factor contributing to Liberal's business activity. Three main highways lead into the city, making it a convenient overnight stop for many cross-country travelers.

The dusty little cattle town that once marked the end of the Rock Island Railroad has come a long way in the ensuing 60-odd years. The prosperity of the first settlers of Liberal depended almost solely on the prosperity of the surrounding cattle ranches. By contrast, the community today bases its economy on a large number of activities. These include stable and progressive agricultural production, livestock feeding enterprises, farm produce processing plants, grain terminals, a brisk tourist trade, and a steadily growing oil and gas development.

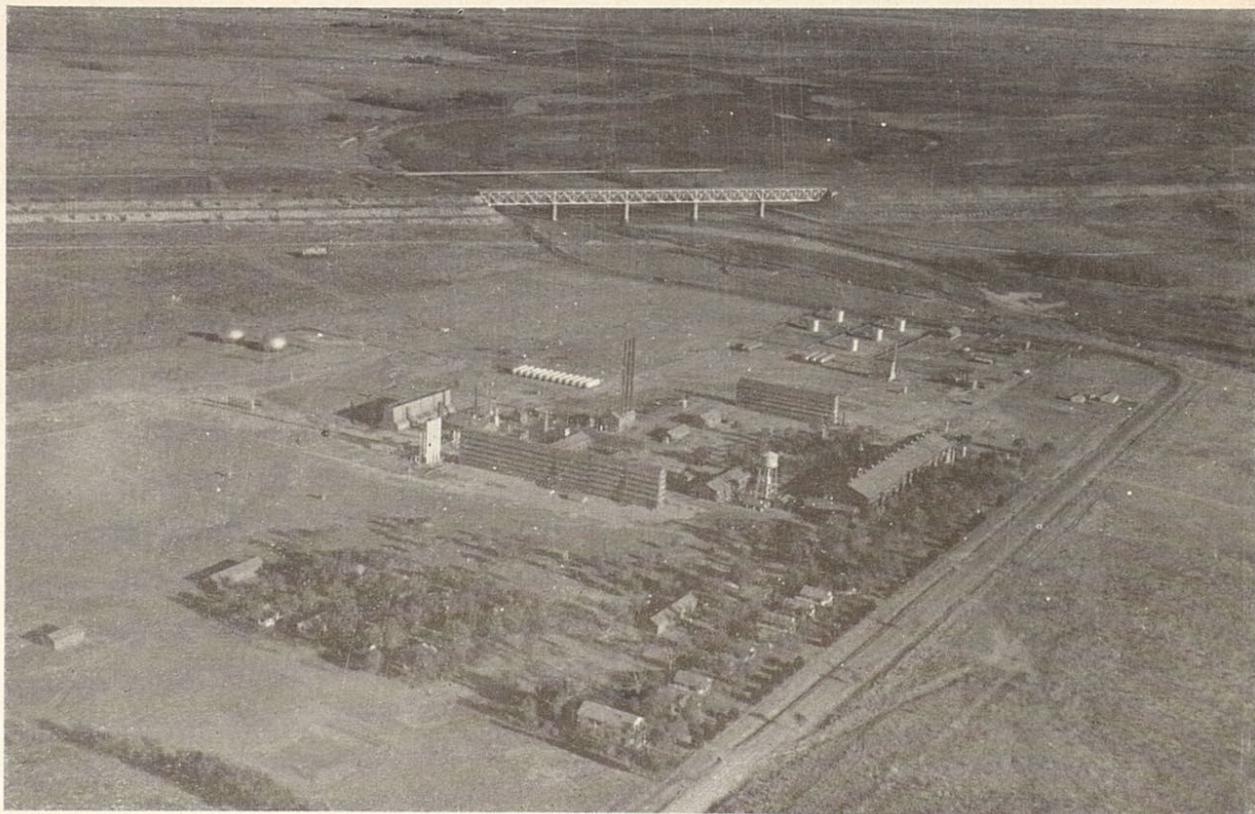
This commercial feed mill processes locally produced farm crops.

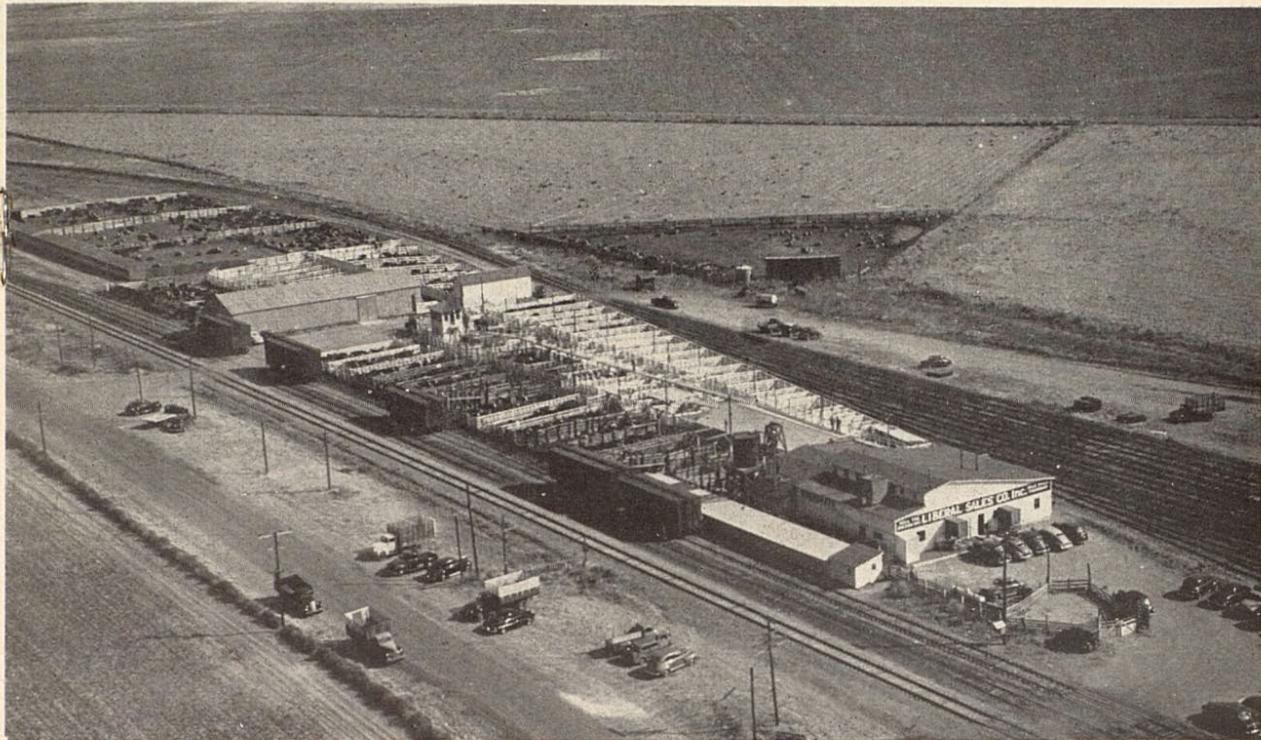


## *Seward County, Kansas...*

Panorama of Progress shows steady development of agriculture . . . livestock production . . . commerce and industry for this thriving Southwest community

Seward County industrial activity includes a number of natural gas processing plants. Pictured below are the natural gasoline plant and booster station of the Panhandle Eastern Pipe Line Company and the blending and distribution plant of the Shamrock Oil and Gas Corporation.





Livestock business is Liberal's oldest industry and is still a thriving enterprise. Cattle from all parts of the Southwest go through the sale ring of Liberal's livestock sales yard.

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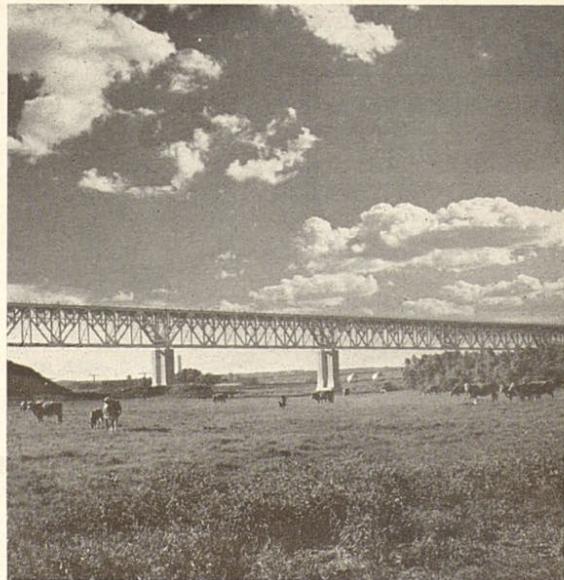
## *This Month's Cover*

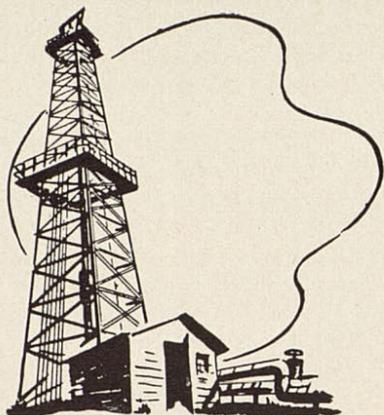


The scene on the cover, as well as the other two photographs on these pages, depicts the oldest and newest elements in Liberal's progress. Beef cattle, such as those pictured in the foreground of the cover picture, played an important part in Liberal's early history. The town got its start as a cattle shipping center shortly after the Rock Island Railroad extended its line to the present site of Liberal. From then until now, livestock production has been an important segment of the community's economy.

More recently, Liberal's industry has included oil and natural gas production. Natural gas processing facilities of the Panhandle Eastern Pipe Line Company and of the Shamrock Oil and Gas Corporation can be seen in the background of the cover photo.

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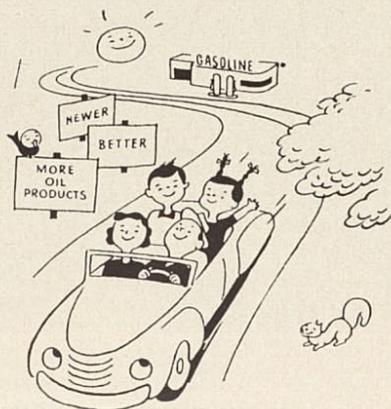
## Petroleum and Progress . . .

*. . . go hand-  
in-hand*

Every day of the year, the American people use about seven million barrels of oil—an average of more than two gallons a day for every person in the country. In the rest of the world, the average person uses about one-half pint of oil a day.

The oil we use every day represents a major contribution toward our modern standard of living as well as toward our ability to defend ourselves against aggression. Petroleum gives us more than half our national energy and nearly all the lubrication we need to keep our country running smoothly. If it were not for oil, our armed forces could not move. Americans use huge quantities of oil each day to operate automobiles, trucks, tractors, ships, aircraft, and many other devices which have become a part of our modern way of living. Petroleum products are used both for fuel and for lubrication in many of our industrial plants. An ever-increasing use for petroleum is in the manufacture of other products such as rubber, insecticides, chemical fertilizers, and industrial chemicals.

To find the oil and natural gas Americans use each day, to produce and process that oil and gas, and then to get it to consumers, the petroleum industry employs about two million men and women. These men and wo-



men work in thousands of competitive, privately managed companies. Their work is comprised of more than 2,000 different kinds of jobs. And all of these men and women know how important oil and gas is to America right now.

The tools used by the oil industry in providing America with finished petroleum products include drilling rigs and research laboratories . . . processing plants and service stations. Since World War II, the American petroleum industry has substantially increased the value of these tools by plowing back more than 10 billion dollars into new plants and other facilities. The industry has also hunted out vast new underground oil and gas supplies, raising the known reserves to the highest point in history.

Probably the most significant achievement of the petroleum industry has been the part it has played in shrinking the globe. Oil powered transportation has made it possible



to travel in a few hours distances that once required days or even months by means of the primitive transportation of a few generations ago. In America, where thousands of oil companies compete for more and more customers, the use of oil-powered vehicles has become practically universal. Today, more than 48 million automobiles, trucks, and buses travel American roads and highways. Railroads and airlines also use large quantities of petroleum in transporting Americans and American products from one place to another.

Not only does the oil industry provide fuel and lubrication for these millions of motor vehicles, it also puts forth every effort to increase their operating efficiency. Recent studies indicate that the price of gasoline used by today's motorist is slightly less than the price of gasoline 25 years ago, despite the fact that prices of most other commodities have risen sharply during the same period. Experiments have also demonstrated that two gallons of today's gasoline is equivalent in performance to three gallons of gasoline such as that produced 25 years ago.

Although petroleum's most familiar contribution to modern living is its role in providing power for transportation, the oil industry is playing an increasingly important part in providing fuel and raw materials for America's factories. In the early days of this nation's industrial development, industrial centers were limited to those areas where power in the form of coal or water power was readily available. Now, however, factories and industrial plants utilizing efficient, easily transported oil or natural gas for power are located all over America. In the West and Southwest, particularly, the use of oil and gas has played an important part in the development of industry.

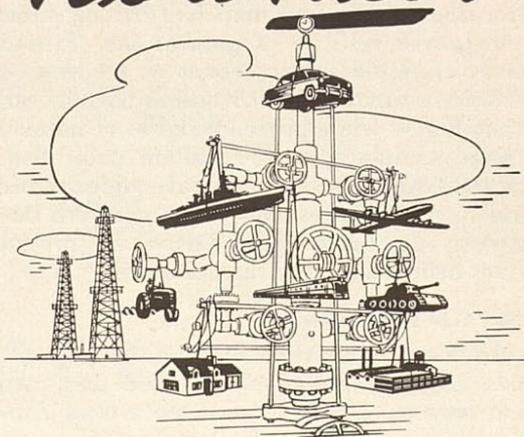
Probably no other group in America has made better use of petroleum than have American farmers. More than half the power provided by petroleum in this country is used on farms. The American farmer uses oil or gas to operate trucks, tractors, harvesting machines, and irrigation pumps. He may use petroleum—in the form of liquefied petroleum gas—to cook his meals, to heat his home, and to perform many other useful tasks about the farm. Farmers also use petroleum in the form of insecticides and fertilizers to aid them in their farming operations.

Of vital importance to all Americans today is the part petroleum plays in national defense. Jet fighters, huge four-engined bombers, tanks, trucks and many other military devices call for large quantities of petroleum products. During World War II, more than 1,600,000 barrels of oil a day were needed by the armed forces of this country alone. A big bomber needed a gallon of high octane gasoline for every mile it flew. For 1,000 heavy bombers to raid Berlin on one moonless night it required 1,500,000 gallons of gasoline. An American armored division on the prowl consumed 75,000 gallons a day and a motorized infantry division needed 18,000 gallons.

Today, although our armed services need more and better fuels than ever before, the petroleum industry is better prepared than ever to keep them supplied.

The oil industry works around the clock, 365 days a year, to provide the American people with the petroleum products they use. This job includes finding the underground supplies of

## *It's a Fact!*

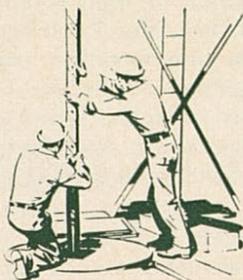


In peace or war, from power lawnmowers to bombers, the oil industry is serving the American people in thousands of ways. Noted for its progressiveness, it is preparing right now for the increasing demands of the future. One indication of the tremendous job ahead is a government prediction that per capita consumption will average 18 barrels by 1960 — an increase of almost three barrels over 1950.

petroleum, drilling and operating the wells, processing the crude oil and natural gas from the wells, transporting and distributing finished products to the consumers.

### Exploring for Oil and Gas

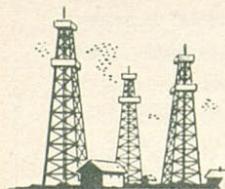
Although science has done much toward providing oil men with clues to aid them in the search for oil and gas, only the probing drill bit will positively prove or disprove the existence of oil or gas at a particular location. In the never-ending search for additional petroleum reserves, the oil industry each year drills thousands of exploratory wells. Of these wildcat wells, only one in nine turns out to be a producer. And this ratio doesn't reveal the actual odds, because that one well out of nine is more likely than not to discover only a small and often unprofitable field.



Despite the risk involved in this search for oil, the petroleum industry during 1950 succeeded in adding more than a billion barrels to America's known proved reserves of liquid hydrocarbons and more than five trillion cubic feet to proved reserves of natural gas. Proved reserves of liquid hydrocarbons at the end of 1950 were estimated at 29.5 billion barrels—an all time high—while proved reserves of natural gas were estimated at 185 trillion cubic feet. Since 1933 American oil men have added to the nation's petroleum reserves every year but one war year. In the 18-year period the proved reserves have been more than doubled.

### Oil and Gas Production

Production of crude oil and natural gas liquids last year amounted to more than two billion barrels. That's a third more than America used in the peak year of World War II. Production of hydrocarbon liquids in 1950 exceeded that of the previous year, falling short of the record 1948 production by only a small margin. Production of natural gas during 1950 was the largest in history. Gross natural gas production last year was in the neighborhood



of nine trillion cubic feet compared to seven and one-half trillion cubic feet in 1949.

Petroleum production has progressed a long way since completion of the world's first commercial oil well at Titusville, Pennsylvania, in 1859. This well was only 69 feet deep and produced but a few barrels a day. Last year, about 42,000 wells were drilled in the United States. A typical well took 76 men to drill and cost \$77,845. Its depth was 5,480 feet.

### Petroleum Processing

In the very earliest days of the petroleum industry, kerosene was practically the only product refined from crude oil. Natural gas produced with the oil was customarily flared to the atmosphere. Part of the waste resulting from early refining methods was due to the lack of markets for such products as gasoline, liquefied petroleum gases, natural gas and other products. Other waste resulted from the inefficient processing methods themselves.



Today, largely as a result of intense competition among thousands of oil companies operating in the United States, the industry has developed markets for practically every part of the crude oil and natural gas it produces. Even the smelly hydrogen sulfide gas—once considered a waste by-product of natural gas—is now being processed by a number of companies for its sulphur content.

Competition among oil and gas companies also serves as a constant stimulus toward the development of more efficient processing techniques. Modern petroleum processors have learned to re-arrange the molecular structure of many petroleum products, making it possible actually to convert such a product as gas oil into another altogether different product such as high octane aviation fuel.

Aided by modern science, petroleum refining today has become a highly complex, efficient operation designed to give consumers the maximum benefit of the nation's crude oil and natural gas production.

### Research and Scientific Progress

The petroleum industry is now spending about 100 million dollars a year on research for new products and for the development of new

*Your*



*Dealers*

*In Liberal and Vicinity*

## **LIBERAL**

MILLER OIL & GAS NO. 1  
500 South Kansas                      Ralph Miller

MILLER OIL & GAS NO. 2  
16 West First                      L. V. Winter

ED'S SERVICE STATION  
Highways 83 & 270                      E. A. Bailey

## **KISMET**

McCOLLOM GRAIN COMPANY  
A. W. McCollom

Ask These Dealers About Shamrock

GASOLINES    ●    MOTOR OILS    ●    GREASES

and improved methods of production, processing, and distribution. About 15,000 persons are engaged in this research work. Largely because of this scientific research, Americans now benefit from about 1,200 useful products manufactured either directly or indirectly from petroleum products.



One of the most significant achievements of petroleum research has been the development of commercial production of petrochemicals. Last year almost half of all the organic chemicals produced in the United States used raw materials derived from oil or natural gas. Before 1940, petrochemicals accounted for less than five per cent of the organic chemicals produced in this country.

Petroleum research plays an important part in all phases of the oil and gas industry. Each year science uncovers new knowledge relating to exploration techniques, production and refining methods, as well as transportation and marketing problems. Because of these scientific achievements, Americans today are able to derive greater benefits from their petroleum resources than was possible a few years ago.

#### **Transportation and Distribution**

The job of transporting and distributing the nation's supplies of oil and gas is a tremendous undertaking involving the employment of about 22,000 persons and a net investment of approximately \$1,750,000,000.

The petroleum industry's transportation problems begin the moment oil or gas leaves the wells. Crude oil and natural gas must be transported from wells to refineries and processing plants which are often hundreds of miles away. The job of getting the crude oil and natural gas to processing plants is usually accomplished by means of pipe lines, although other facilities are sometimes used. After processing, petroleum products are transported by tankers, barges, tank cars, and pipe lines to distribution centers throughout the nation.



The job of transporting oil and oil products from wells to processing plants to consumers requires the use of about 500 tankers, 2,400 barges, 100,000 tank cars, 147,000 trucks, and 153,000 miles of pipe lines.

The transportation of natural gas is an industry all its own. Pipe line transportation companies have criss-crossed the nation with trans-continental pipe lines carrying this clean, efficient fuel to customers in every part of the nation.

Distribution of oil products is the work primarily of the thousands of oil jobbers and service station operators throughout the nation. Almost all of these oil jobbers and retailers are local business men who own or lease their own stations and bulk plants. In America today there are about 15,000 petroleum product jobbers and about 200,000 retail service stations. They serve Americans with some 35 billion gallons of gasoline a year wherever it may be needed. In addition to the gasoline they sell, American service stations also supply their customers with many other products including tires, batteries, and lubricants.



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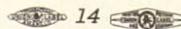
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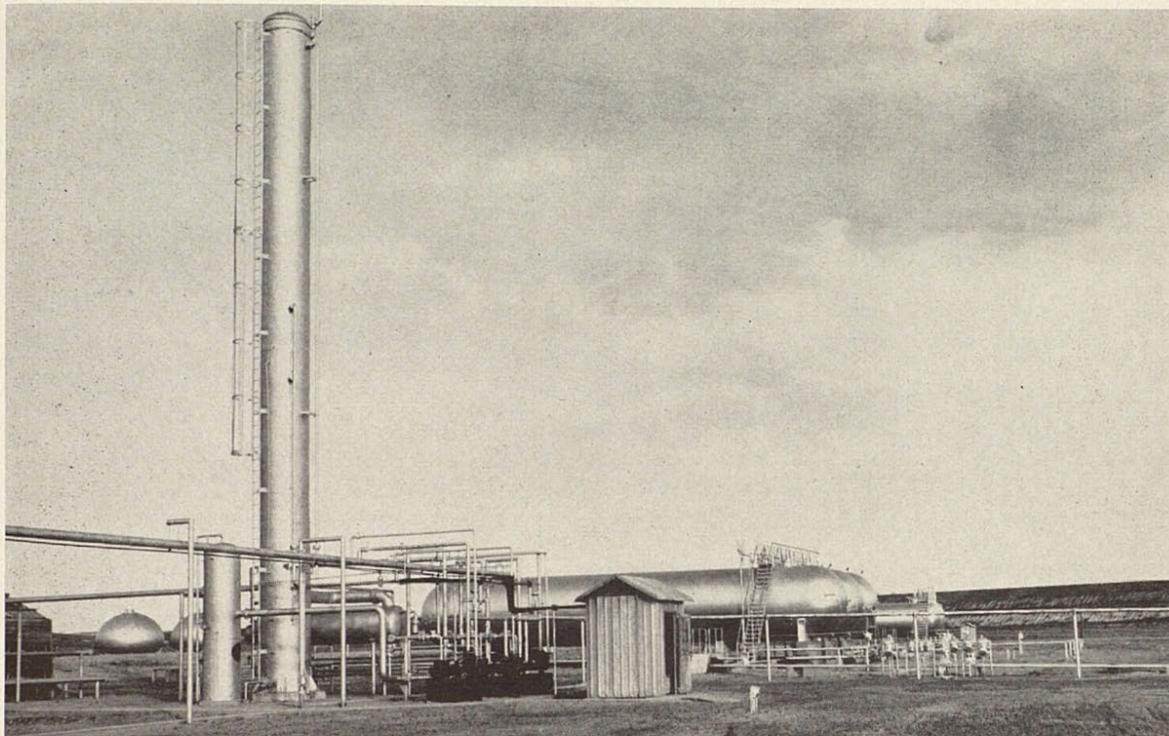


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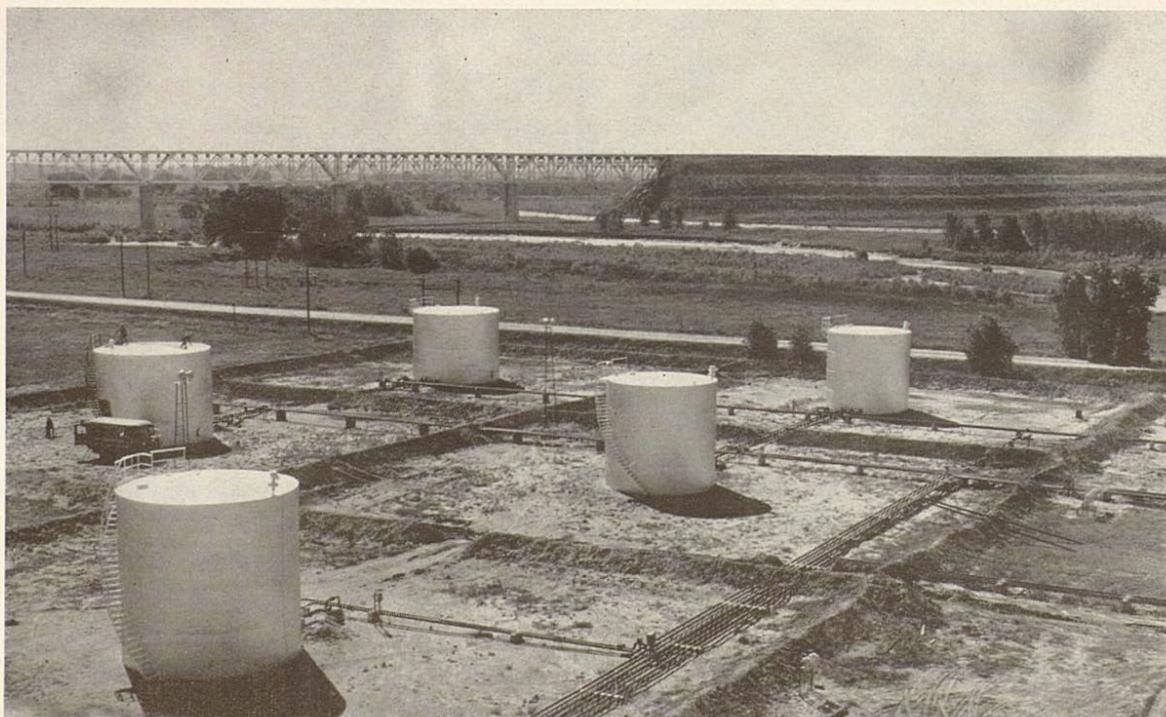
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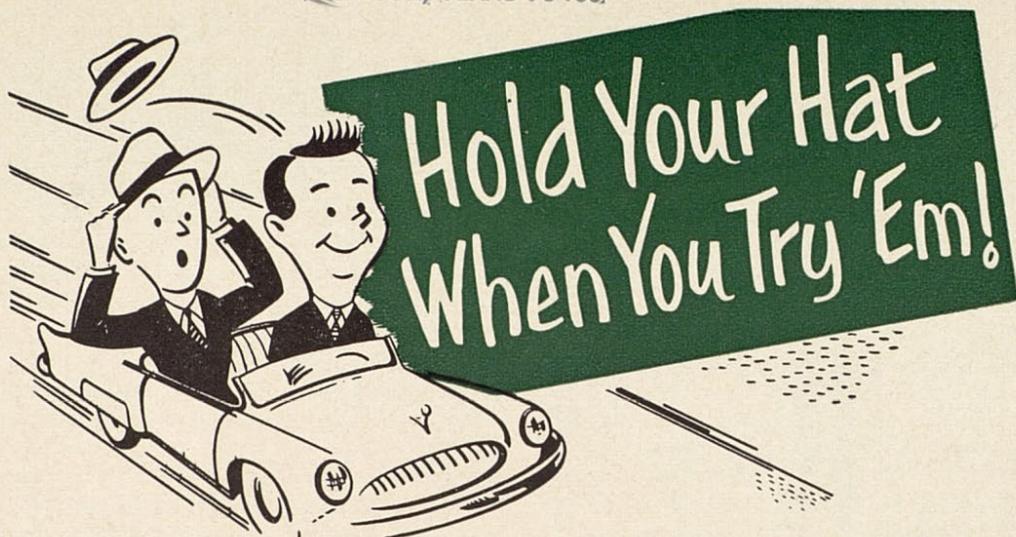


Butane extraction tower, left, and LP-Gas storage tanks at Shamrock's Liberal Plant.

Part of Shamrock's storage facilities at the Liberal blending and distribution plant.



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