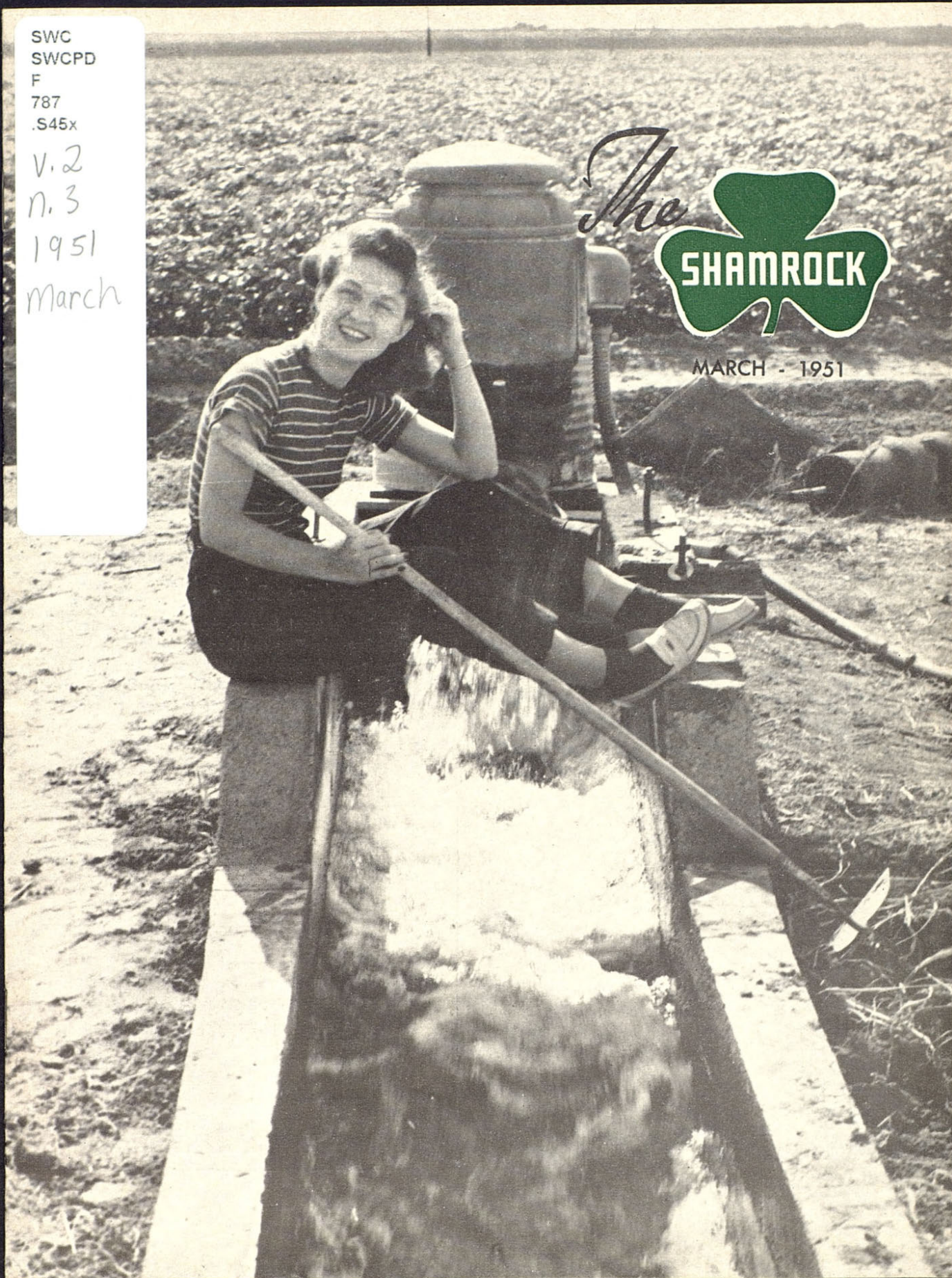


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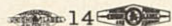
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## In This Issue...

### Plainview, Texas 3

County seat of Hale County, Plainview is the center of a prosperous agricultural area. This prosperity has been achieved through the utilization of abundant underground water resources, lying at comparatively shallow depths beneath most of the farms in the county.

### Wayland of the World 11

Under the leadership of Dr. J. W. Marshall, Wayland College at Plainview has embarked upon a program designed to promote world peace through the development of an international outlook. Aim of the school in this respect is to make "Wayland of the Plains, Wayland of the World."

### Flapjacks and Foot Races 13

Started as a local Jaycee-sponsored promotion, the annual Pancake Day at Liberal, Kansas, has become a widely publicized festival with international implications. Main feature of the novel affair is a Pancake Race, winner of which competes for the international championship with the winner of a similar race held simultaneously in Olney, England.

#### THE COVER

The attractive farmerettes in the picture below are Miss Dorothy McVickers (also pictured on front cover) and Miss Emma Folley, both of Plainview. The young ladies were photographed beside one of the 2,000 shallow-water irrigation wells in Hale County. Plainview is the approximate geographical center of the vast High Plains Shallow-Water Irrigation District. Average depth to water in this district is approximately 65 feet. Pumping depth averages about 90 feet.





## *Irrigation Center*

# PLAINVIEW

*South Plains Area*

*Of Texas Panhandle*



*This aerial view shows huge stacks of cotton seed (foreground) awaiting processing at Western Cotton Oil plant in Plainview.*

Plainview, Texas, located in the heart of the broad plains of the Texas Panhandle, is the center of a vast, shallow water irrigation development that has turned much of the dusty prairie into a well watered garden. A city of slightly more than 14,000, Plainview is the county seat of Hale County and lies 75 miles south of Amarillo and 29 miles northwest of Fort Worth.

With much of the traditional drought hazard removed from their farming operations through extensive irrigation activities, farmers in the area around Plainview have developed a diversified agricultural program that is the backbone of the community's economy. Although the principal crops in the region are cotton, wheat, and grain sorghum, Hale County also produces substantial crops of other small grains, alfalfa, popcorn, sugar beets and various kinds of garden-type crops. The county is also an important livestock producing area.

Water has played an important part in the development of Plainview and Hale County for more than a half century. Created by the Texas Legislature in 1876 from the gigantic Bexar County, Hale County was first settled by ranchers, who were particularly appreciative of the fact that water for their herds could be obtained much more easily than in other parts of the semi-arid Southwest.

As early as 1885, the site of the present

city of Plainview was a favorite watering place for pioneer cattlemen driving their herds up the historic Mackenzie Trail. At that time, trail bosses watered their thirsty cattle and horses at Running Water Creek. In 1887, however, the townsite of Plainview was staked off. One of the first acts of those early city fathers was to appropriate \$20 to dig a well and put up a windmill on the courthouse square. That well still produces cold, clear water but is no longer used to cool the trail-parched throats of nomadic herds of Longhorns and Mustangs.

*Broadway Street, Plainview, looking north*



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*Trucks lined up at Bowling Gin Company, Hale Center, during cotton picking season.*

*The use of such mechanical units as this, right, has replaced traditional methods of picking cotton by hand, below, on many Hale County farms.*





The first residents of Plainview and surrounding vicinity lived in dugouts. Lumber was scarce and expensive on those treeless plains before railroads were extended into the area. It was several years after the founding of the county that the first substantial dwellings were constructed in the Mennonite community in the Snyder district.

The first railroad in Plainview, the Panhandle & Santa Fe, came through in 1907. The Fort Worth & Denver arrived in 1928. Today, the transportation services provided by the railroads are augmented by truck, bus and airlines.

For the first quarter century of Plainview's history, ranching was practically the community's only industry. Then, in 1910, the first irrigation well was put in west of town. From that time on, ranching was gradually but surely supplanted in Hale County by diversified farming activities. Today, 92 per cent of the total acreage in Hale County is under cultivation.

In addition to an abundant supply of irrigation water, an advantageous geographical location is also an asset to the community. Situated in the overlapping area of the High Plains and South Plains regions of the Texas Panhandle, Hale County farmers can plant crops normal to either section. The length of the growing season permits maturity of a wide range of spring and fall crops and from four to six alfalfa cuttings per season.

Plainview boasts a healthy and growing industrial development, complimenting the highly diversified agricultural activities of the surrounding area. Food and feed processing, utilizing local farm products to a great extent, make up the bulk of industrial activities in the city. Industries of this type include meat packing plants, a flour mill, poultry packing plant, alfalfa dehydrating plants, popcorn packaging plant, and vegetable canning plant. Other industries include an irrigation pump manufacturing concern, a number of cotton gins, a cotton oil plant, tank manufacturing plant, and an industrial cooling tower fabricator. These and other enterprises give the city an industrial payroll in excess of \$200,000.

Although unrelated to the community's agricultural activities, Hale County's oil production contributes its share to the region's overall economy. Four oil fields in the county have been developed since World War II and

now have a total of more than 170 producing wells. Nearly 90 per cent of Hale County has been under oil and gas lease for many years. Renewals from this leased acreage has yielded about \$500,000 annually for the past 10 years. Total royalty income for the county from the producing wells amounted to more than \$21,000,000 in 1949.

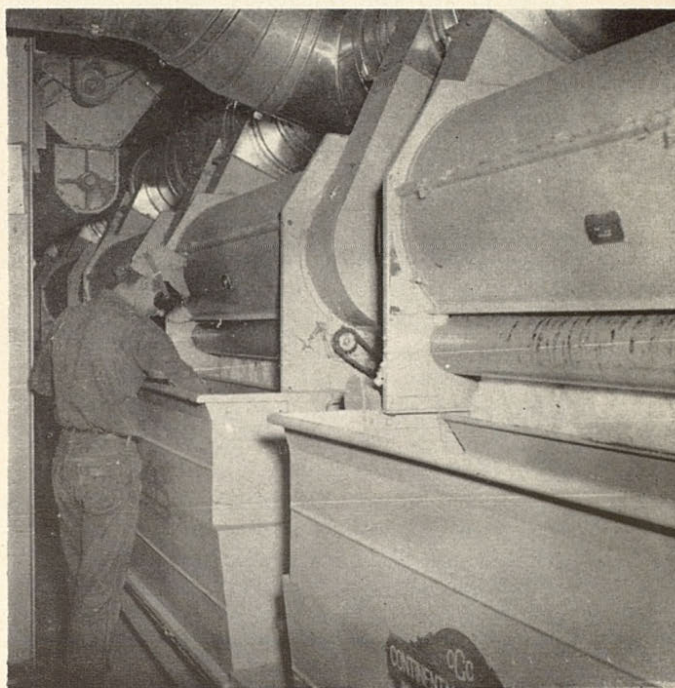
The economy of Plainview and surrounding Hale County is based essentially on agriculture and agricultural processing. With a total area in the county of 626,560 acres, approximately 575,000 acres are under cultivation, 300,000 acres of which are irrigated.

During the 1949-50 season, acreage under cultivation was divided among the following crops: Grain Sorghums, 225,000 acres; wheat, 160,000 acres; cotton, 80,000 acres; corn, 14,000 acres; alfalfa, 5,000 acres; pasture grasses, 4,000 acres, and vegetables, 500 acres.

Grazing land comprises about 95,000 acres of the total farm area and contributes to the livestock production of the county.

The existence of an abundant supply of underground water at comparatively shallow depths is one of the most valuable of Hale Coun-

*Interior of a modern cotton gin in Hale County*







*Irrigation of pasture grasses and substantial production of feed crops has encouraged livestock programs in Hale County*

ty's resources. This water, pumped from depths of 65 to 110 feet, provides irrigation water for a large part of the farm crops grown in the county. Altogether, there are a total of nearly 2,000 irrigation wells in Hale County. These wells are ordinarily drilled 150 to 300 feet deep and are 14 to 26 inches in diameter. Yields vary from 200 to 2,000 gallons per minute. The average output, however, is about 700 gallons per minute. Each well irrigates an average of approximately 100 acres, varying according to type of crop being irrigated, nature of the terrain, and capacity of the well. Although the first irrigation well in Hale County was drilled in 1910—and still produces at a rate of 1,000 gallons per minute—the major part of the irrigation development in the county has taken place since 1942.

Power to operate the irrigation pumps is produced by gasoline, natural gas, butane, electricity, and diesel fuel. The cost of putting in a well and pump (an average of about \$5,000) is offset by the comparatively low operating costs. The average per-acre cost, including depreciation, is \$1.00 per watering.

*Raymond Lee Johns, farm magazine editor, in Hale County field of red-topped Sumac*







*A. L. Robinson and C. A. Robinson examine irrigated field of King Ranch  
Yellow Bluestem grass on C. A. Robinson farm*

During the first phases of the South Plains irrigation development, most farmers concentrated on adapting the irrigation water to existing types of crops—wheat, cotton and grain sorghums. These crops are still the backbone of Hale County agricultural production. In recent years, however, the production of alfalfa, irrigated pasture grasses, popcorn, and a variety of garden crops has become increasingly important. Of the garden-type crops, the production of black-eyed peas has become a thriving enterprise and has resulted in the installation in Plainview of a modern canning plant. The canning plant, Plains Foods, Inc., also processes several varieties of beans and other vegetables.

Cotton, grown principally on irrigated farms in the southern part of the county, has long been one of the leading crops of the region. For the past three years, Hale County cotton production has averaged 80,254 bales per year. To process this cotton crop, there are 15 cotton gins (four in Plainview) and a cotton oil plant in the County.

Wheat ranks along with cotton as one of

Hale County's principal crops and is grown extensively in the northern parts of the county. A large part of both the wheat and cotton grown in the area is produced on irrigated farms. Much of the locally produced wheat is milled in Plainview by the Harvest Queen Mill and Elevator Company. To store the wheat prior to processing or shipment to other areas, there are seven grain elevators with a combined capacity of nearly 2½ million bushels.

Stimulated by substantial production of grain sorghums, alfalfa, and other feed crops, the development of extensive livestock feeding activities has added greatly to the stability of the farm economy. In addition to sheep, hogs, and beef cattle, many farmers also include dairy cattle in their regular livestock programs.

Although vast herds of Texas Longhorns no longer roam the plains of Hale County, income from livestock activities is at its peak. Livestock programs today, however, require much less acreage per animal than the ranching activities of the community's pioneers. The beef and dairy cattle, hogs, sheep and poultry raised on modern Hale County farms generally consist of scientifically bred stock fattened on



locally produced feeds. The income from the sale of poultry alone amounts to hundreds of thousands of dollars annually. Prime turkeys from the Plainview market command top prices in northern and eastern markets.

Each year, during the second week in April, the Panhandle-Plains Dairy show is sponsored by Plainview merchants and attracts dairy farmers from a wide area throughout Texas, Oklahoma and New Mexico. The Plainview show is the third largest in the nation. This year will be its 24th year, making it the nation's oldest. Most dairymen who have exhibited in national shows consider the standards of the Panhandle-Plains show comparable to any in the nation. Each year, 80 to 100 exhibitors, showing an average of approximately 500 cattle, enter the Plainview dairy event.

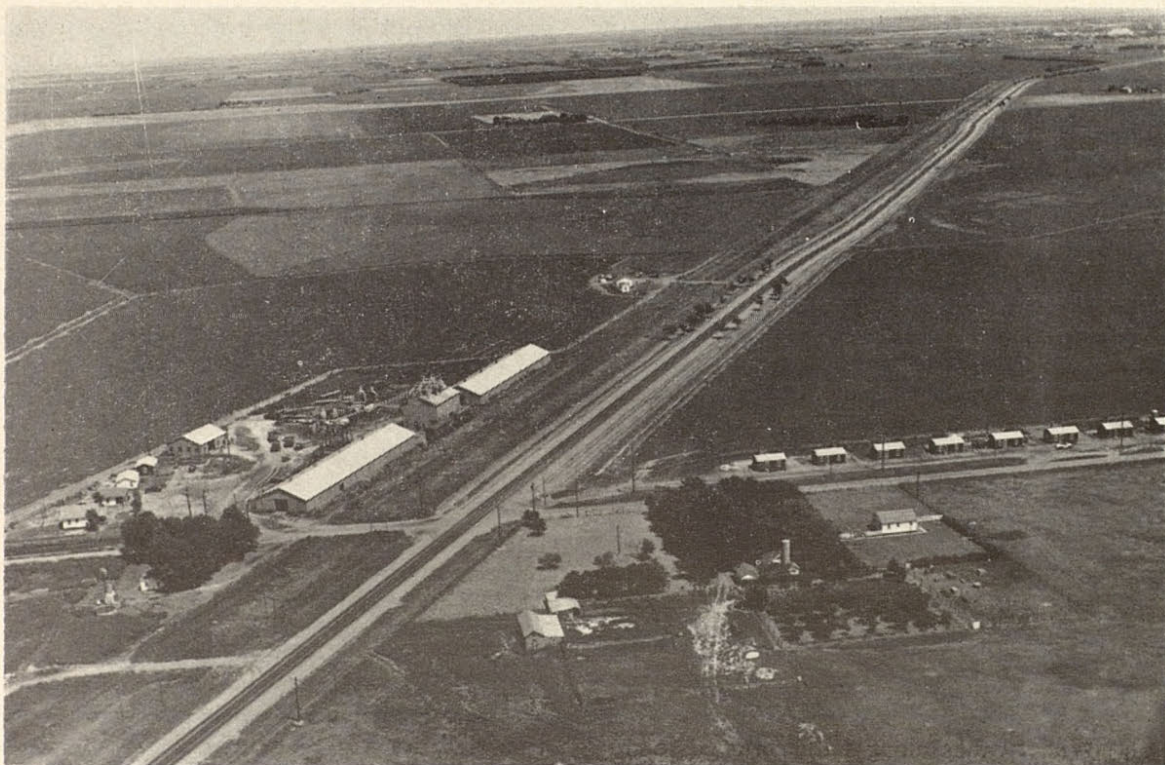
An interesting sidelight to the agricultural development of the area is the growing interest in the production of popcorn. Many farmers have found this crop highly adaptable to the fertile, South Plains soil, and, aided by irrigation, they have been producing profitable yields

of high grade popcorn. Most of the locally grown popcorn is processed and packaged by the Glenn A. Beard Popcorn Company of Plainview. Glenn Beard, owner of the company, also raises large quantities of popcorn on his own irrigated farm and has been instrumental in the development of the crop in Hale County. Beard has a test plot in Hale County where he is cooperating with the Texas Research Foundation in carrying on an experimental project with 219 different varieties of popcorn.

Because of the diversity of agricultural activities in the Plainview vicinity, the community has achieved a prosperous, stable, year-round economy. Farm income in 1949 totaled \$26,991,000.

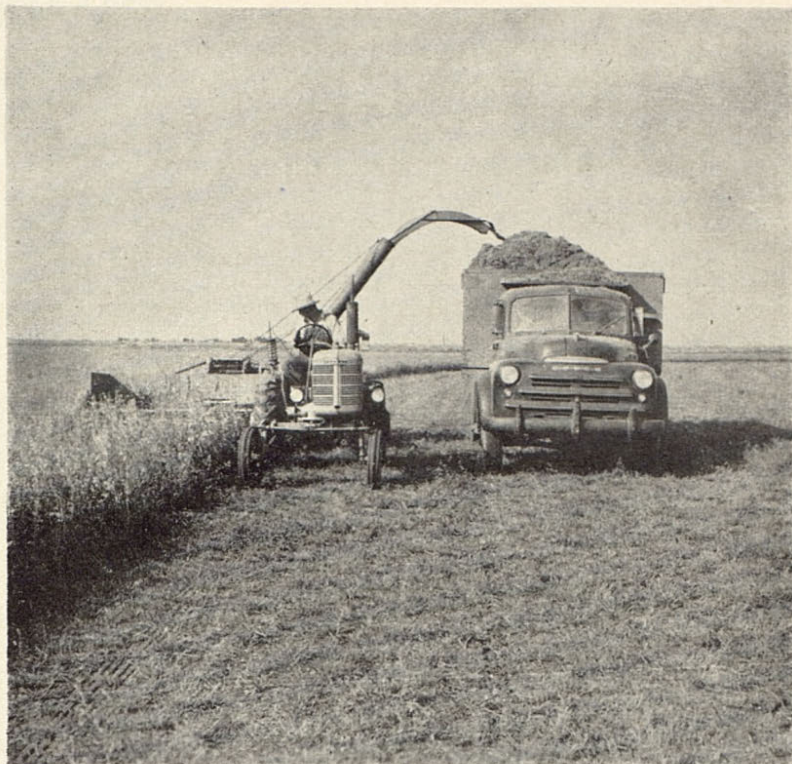
In order to maintain the high productivity of their farms, Hale County farmers have participated in organized soil conservation activities for a number of years. About half of the 1,750 farm operators in the county belong to the Hale County Conservation District. Working with the Soil Conservation Service, these farmers have made great strides in leveling and

*Carter Alfalfa Milling Company near Plainview*





*Harvesting green alfalfa on the E. M. Carter farm near Plainview. The crop will be processed in modern dehydrating plant pictured on the opposite page.*



*Production of irrigated crops of sugar beets, peas, beans, and other garden-type vegetables is gaining popularity among Hale County farmers.*





preparing their irrigable land in such a way as to utilize the water in the best possible manner. Probably the most important long-range project of the Conservation District and other agricultural leaders, however, is the preservation and improvement of soil fertility.

Methods used to increase soil productivity include crop rotation, grass production, and the use of chemical fertilizers. Although chemical fertilizers have produced almost miraculous results when used on badly worn-out soil, Hale County farmers have found that the practice of rotating legume crops with wheat, cotton, and grain sorghums is very effective under normal conditions. Hubam clover is frequently sowed on wheat in the Spring. After the wheat is harvested this clover continues to grow, providing cover for the land. The clover can then be either plowed under to build up the soil or harvested for seed.

With the assurance of a stable economy, based principally on highly diversified agriculture, the citizens of Plainview and Hale County have had the time and means to develop many progressive civic and cultural enterprises. An example of this interest in civic activities is the sense of pride citizens of the area feel toward Wayland College. Although a comparatively small institution of higher learning, this little Baptist college has been a constructive force in the Southwest for many years. During the past four years, the school has been spiritedly carrying out a program to make its high ideals felt throughout the world. Designating their school as "Wayland World College," students and faculty members, under the leadership of Dr. J. W. Marshall, President, have embarked upon a program to promote world peace through the development of an international outlook.

Plainview citizens are also proud of their many other cultural and civic achievements. There are more than 20 well-supported churches representing more than 10 denominations in the city. Civic Clubs, including Lions, Rotary, Kiwanis, Optimist, and Jaycees, are well represented and exert a constructive influence on the life of the community. The city boasts two city parks totaling 62 acres and a municipal country club providing a variety of recreational facilities. These and many other attributes have made Plainview the progressive, healthy community it is.

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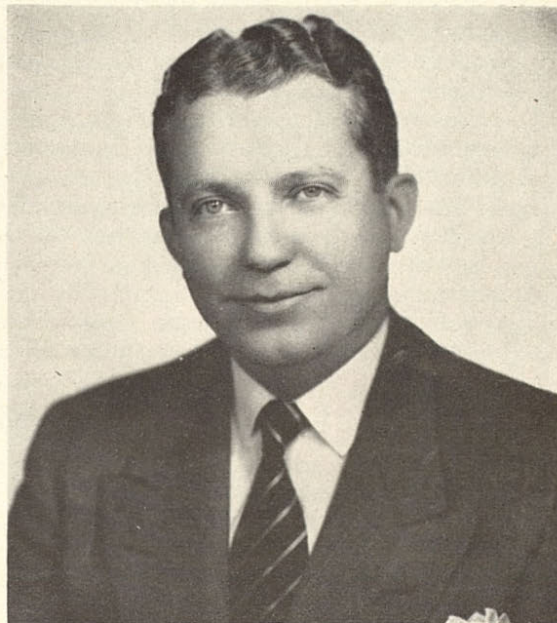
*Administration Building, Wayland College, Plainview*

## *Wayland of the World*

*Dr. J. W. Marshall*

The beginnings of Wayland College go back further than any other institution of higher learning in West Texas. It was founded by the Staked Plains Baptist Association in 1908, an event made possible by a donation of \$10,000 by Dr. and Mrs. J. H. Wayland of Plainview, where the college bearing their name is located. Later they materially increased their gift.

Dr. Wayland had come to Plainview to settle permanently in 1891, and early saw the need for an institution of higher learning in the region. Not only did he help get the college started, but he served it in many ways for many years.





In 1919 the State Baptist Executive Board assumed maintenance of the college. Dr. Wayland served on the board of directors for many years. While Wayland has been a special project of the Baptists since its foundation, its student body includes members of many other denominations.

Until recently Wayland functioned as a junior college, enjoying a successful career in that class.

On June 10, 1947, on the recommendation of the incoming president, Dr. J. W. Marshall, and the Board of Trustees, Wayland was approved as a four-year college by a unanimous vote of the Executive Board of the Baptist General Convention of Texas.

This expansion was actual and also symbolic, marking a turn in Wayland College's outlook, operations and even physical plant. A science building was erected, and the Col. C. C. Slaughter Memorial Center, a dining hall, moved toward completion. In addition, Wayland began to put into action a program based on Dr. Marshall's ideas, designed to promote world peace through the development of an international outlook.

Breath-taking in its scope, especially for a college the size of Wayland, the program is going steadily forward. Already students of several foreign countries are now studying at Wayland. Tours of Wayland students have gone to Europe, Alaska, Hawaii and Mexico. In the latter country, Wayland has established its Summer Language School in connection with the University of Guadalajara.

While Wayland has tried to make its program world-encircling in its scope, it has also sought to serve the citizens of its own area, the High Plains of West Texas. A growing number of students have been attracted to this college from distant parts, but the great majority come from Plainview and counties near it. The agriculture department, for example, experiments with improved methods of farming in an effort

to help farmers in the shallow water irrigation belt. A program of rural evangelism encourages ministers to help country churches.

Since becoming a senior college nearly four years ago, Wayland has had about 500 students each year and operates on a budget of about a half a million dollars. Trustees are going ahead with plans for a girls' dormitory, expected to cost about \$500,000 and to house 178 girls. The boys already are provided for in a dormitory, McDonald Hall, which has been in use for only four years.

The aim of all those connected with the college is "to make Wayland of the Plains Wayland of the World."



➡  
*One of the 60 new students who helped set attendance records for Wayland is pretty Pat Tate, former Dimmitt High School basketball star. Pat is expected to team up with All-American Cleo Brooks to give Wayland's Flying Queens new cage honors.*



*Mrs. Emagene Bruce, right, won the Liberal, Kansas, Pancake race with a time of 1 min., 14 sec., but lost the international championship to Mrs. Isobel Dix of Olney, England, who ran the Olney course in 1 min., 12 2/5 sec.*



## *Flap-Jacks and Foot Races*

Liberal, Kansas, Women Challenge English Housewives in Traditional Pancake Race

When the Liberal, Kansas, Jaycees found out in 1949 that their year-old Pancake Day celebration was nothing new to the Little English village of Olney, and challenged English housewives to an International Pancake Race, they didn't know it, but they were letting themselves in for what has developed into a year-around project, just to prepare for one day, and one of the biggest publicity ventures ever pulled off by the Jaycees or any other civic group.

With two years of the International Pancake Day behind them, the 100-plus Jaycees in the Liberal Club can boast of a project which has swept the press throughout the world with stories and pictures, and has been featured in radio, television and newsreel in this country.

But the highly original Jaycees in this Southwest Kansas town don't have time to boast, because they're too busy planning more successful Pancake Days with more unusual features.

Pancake racing in England is a custom more than 500 years old. It is always held on Shrove Tuesday, the day before Lent begins. In the beginning, Pancakes were fried on this day to use up accumulated fats before Lent with its period of self-denial started. On this day each year, people flocked to the church to be "Shriven" of their sins.

Legend has it that in Olney, one day while a housewife was busy preparing pancakes in the kitchen, the church bells rang, calling all the people to the church for the Shrove Tuesday ceremonies.

Rather than let her pancakes burn, she picked them up, skillet and all, and raced through the streets in her apron to church.

That was the first pancake racer.

Liberal held its first Pancake Day in 1949 quite by accident on Shrove Tuesday.

The first Pancake Day in Liberal did not feature a Pancake Race. Jaycees took over a





*Liberal Jaycees cooking pancakes for the crowd*

local cafe, and served all the pancakes and coffee customers could consume for two bits each.

Then Rodney Leete, local Jaycee President at that time, and now State Vice-President, saw a picture in Time magazine of women running down the streets of Olney, flipping pancakes.

He sent a letter to the Vicar of the Olney Church, since the accompanying article with the picture indicated that the race had a religious background. He received a reply on the details of the race.

By Trans-Atlantic telephone call, the English were challenged and the race was on.

Since the English had a 500-year head start, Olney rules, transmitted by the Vicar, the Rev. R. W. Collins, were adopted for the Liberal race.

In two years of Pancake Races, Liberal gals have been beaten both times; in 1950, by eight seconds, and on Feb. 6th this year, by two and a fraction seconds.

The double beating has set the stage for a third Pancake classic, and Jaycees are already setting in motion plans which will give Liberal another great publicity venture yet next year.

From its first year as just a pancake eating event, the celebration this year, under the inspired direction of Pancake Day Chairman Dean Riney and five efficient committees, included a full day of activities including not only the featured race, but a Five-State amateur contest with a trip to New York as first prize, a Five-State beauty contest with a \$150.00 wardrobe as first prize, a parade, a dance played by Tex Beneke and his orchestra, a window-display contest, and a home-operated carnival.

Liberal business men and other civic clubs have handed bouquets to the Jaycees for putting Liberal on the map in a big way, stimulating business by focusing attention of the five-state trade area on Liberal, and using proceeds of past Pancake Day activities to carry out worthwhile community betterment projects.

*Mrs. Bruce talks by Trans-Atlantic telephone to Mrs. Dix, international winner of Olney, England. Others are Lloyd Lambert (seated), Liberal Mayor; Paul Shanahan, Kansas Secretary of State, and Dean Riney (right), Pancake Day chairman.*



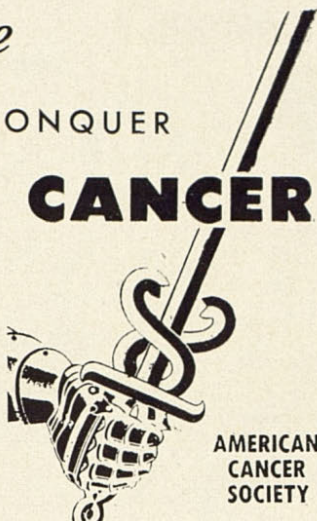


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