



The



July - August - 1954

*Model Plane Craftsman Today,
Your Pilot Tomorrow . . . Page 8*



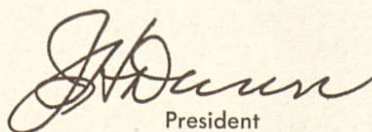
Shamrock observed its 25th birthday on August 9th. On this 25th anniversary, we thank you for making this occasion significant, memorable and possible.

Our most sincere appreciation goes to Shamrock's many customers for their continuous patronage . . . to our stockholders who have expressed their faith in Shamrock as evidenced by their investments throughout the years . . . to Shamrock employees for their loyal contribution of skill and hard work.

The details of Shamrock's 25 years of growth has been recorded in book form by the noted Southwestern historian, J. Evetts Haley. You will receive a complimentary copy sometime in September. We hope you will be interested in reading the story of Shamrock which could only happen in the greatest country in the world.

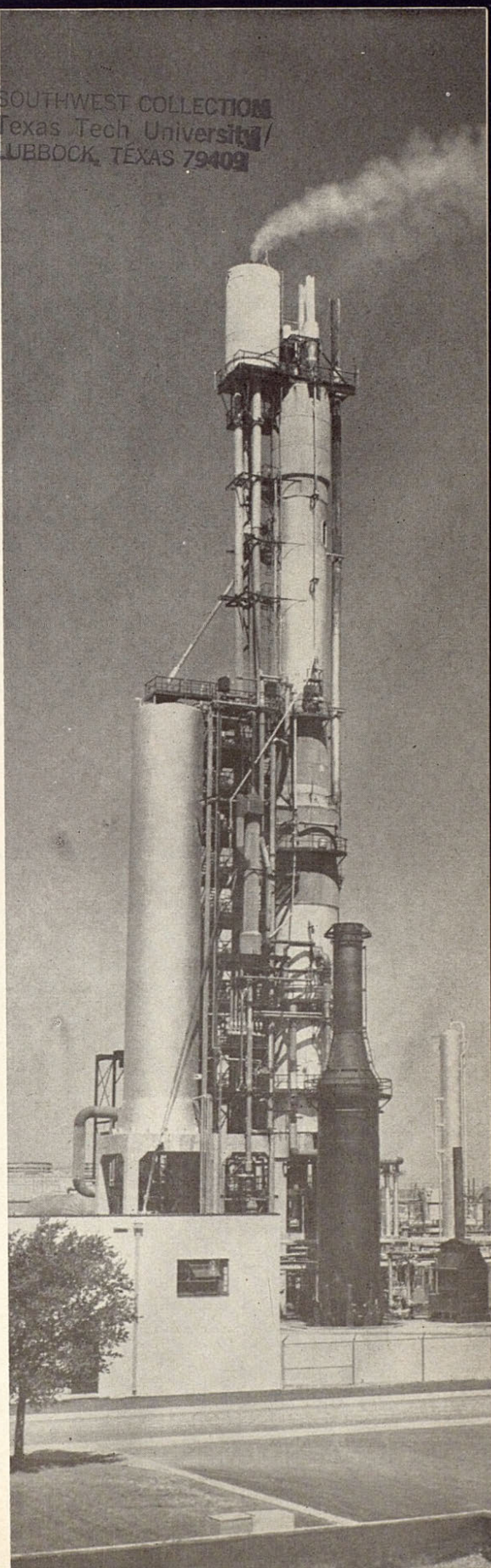
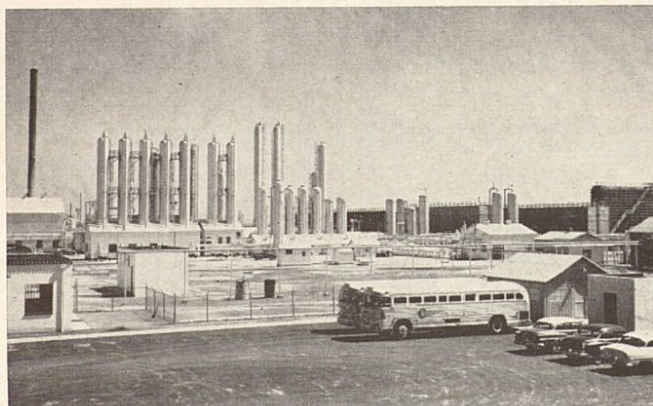
Shamrock will continue to be dedicated to progress in research, development and service with more and better petroleum products for you.

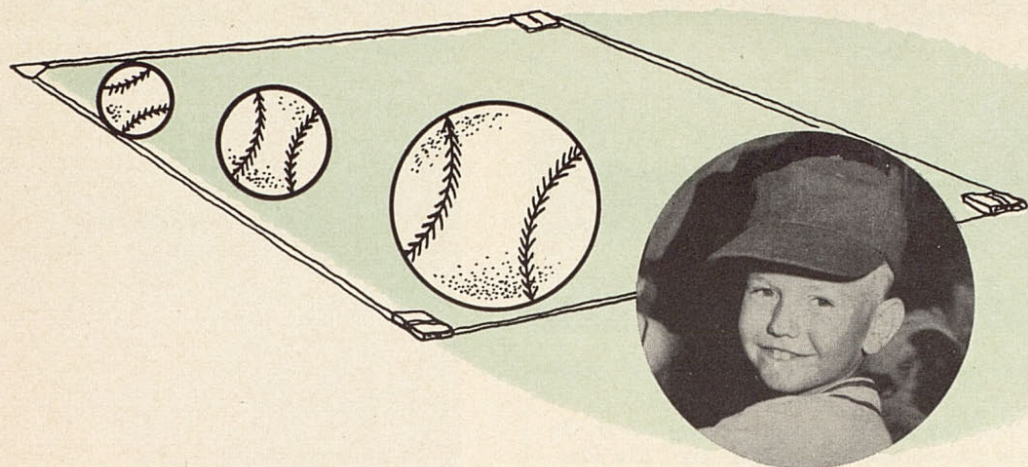
We sincerely hope that our efforts will be rewarded with your support in the future as in the past.


President



A modern Shamrock service station (above) stands as proof of consumer acceptance. (Right) The "Cat Cracker" is a vital and dramatic structure in Shamrock's main refinery which adjoins the McKee Natural Gasoline Plant (below). The Amarillo Terminal (bottom) recently opened, adding to distribution facilities.





*and
this
is . . .*

Little League

WATSON
CKINVIII
SLUGGER

This is the story of Carl Stoltz and his great idea.

It's the story of a man who approaching manhood remembered the values of boyhood . . . and in remembering experienced again its very real and very sharp disappointments.

It's the story of a man who did something about it.

In 1939 in Williamsport, Pa., a group of businessmen gathered to discuss the pet project of one of their town's native sons.

The man's name was Carl E. Stoltz and he

called his project "Little League Baseball." At the time of the meeting, the program was organized only in Williamsport and not even Carl Stoltz dared dream that it might grow to its present proportions.

Today, 15 years after that small group gathering, Little League Baseball, Inc., has been granted a trade-mark registration by the United States Patent Office. From the original three-team league with 36 uniformed players in 1939, its ranks have swelled to include almost 250,000 boys playing in the United States, Canada, Hawaii, Alaska, Puerto Rico, Panama and

Korea.

The community and individual benefits derived from Little League play are too many to enumerate. Many of them, such as physical and mental development, are obvious. The intangibles . . . among them the proper guidance of character traits which pattern a boy's growth to manhood . . . are even more important to League officials.

The guiding principle behind each policy of Little League is the development and the protection of the boys. Each base runner and the batter must wear a protective over-the-cap helmet. The League headquarters in Williamsport test these helmets before approving their use. Regular baseball shoes with metal cleats are forbidden in Little League. Instead the boys are encouraged to use rubber soled canvas shoes or special baseball shoes with molded rubber cleats. Playing fields are trimmed down to match the capabilities of Little League players, thereby reducing the possibility of injury and increasing the scoring opportunities.

With its wide-spread activities, the question of financing League play is a major problem . . . particularly to local league officials. Each of the 4,000 four-team leagues active this year is an entity in itself; each is locally financed and locally supported. Little League itself

is strictly a non-profit organization.

League officials often advise local managers as to the best method of raising funds, but the problem is generally left within the community. Team sponsors within each league contribute the bulk of the operating capital, but enterprising local league officers have held cake sales, canvassed merchants for donations, and even sold memberships to townspeople thirteen years of age and older. According to a booklet issued from Williamsport, it is also permissible to "pass the hat" during a game. There is no charge at the gate for admission to Little League games.

Although a folder has been prepared and is available for publicity purposes, Carl Stoltz and the officials in Williamsport will not condone commercial exploitation of either the League or the players. Any local league which allows commercialization faces the possibility of losing their franchise. This policy of protecting the players even extends to their psychological well-being. For example, the League recommends selling advertising space on the outfield fences, but cautions local officials not to accept ads which might be detrimental to a youth program.

Carl Stoltz's dream has come true . . . and the little boy's need for competition within their physical capabilities has been realized.

At the end of each Little League season the winning teams compete in a series of tournaments which lead to the Little League World Series in Williamsport, Pa. Note the rooftop spectators at this 1952 game.



What famous Americans have said about Little League . . .

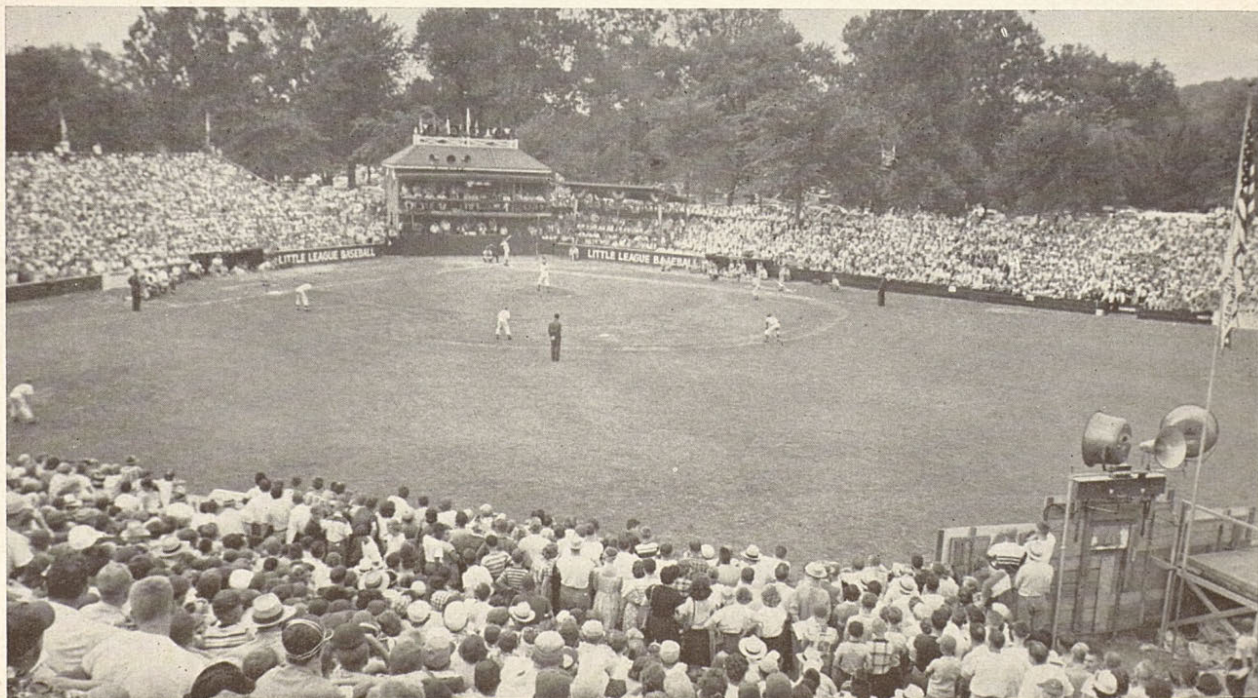
"In itself any activity which brings the family together in a common interest has merit, for the family unit is the basis of our free society. The Little League ranks high in this respect and it deserves the support of citizens throughout the nation. I salute the men and women who are devoting time and energy to this fine program."

*Dr. Milton S. Eisenhower,
President, Pennsylvania State University*

"The young people who today are contributing to the problem of juvenile delinquency for the most part have the urge to do something. Little League Baseball is providing a splendid way for young people to fit themselves for the rigorous competition of life. The positive action taken to afford recreational opportunities for the boys who participate in this program is to be recommended."

*J. Edgar Hoover,
Director, United States Department of Justice*

League officials avoid commercialization and oppose televising of Little League games during the season.



"I must hail the Little League as one definite forward step in our common effort to bring peoples closer together in a spirit of comradeship. Little League is a sort of United Nations in miniature advancing the cause of democracy in greater freedom. Long may it live."

*Carlos P. Romulo,
President, Fourth General Assembly,
The United Nations*



The late Dean of American sportswriters said this about Little League . . .

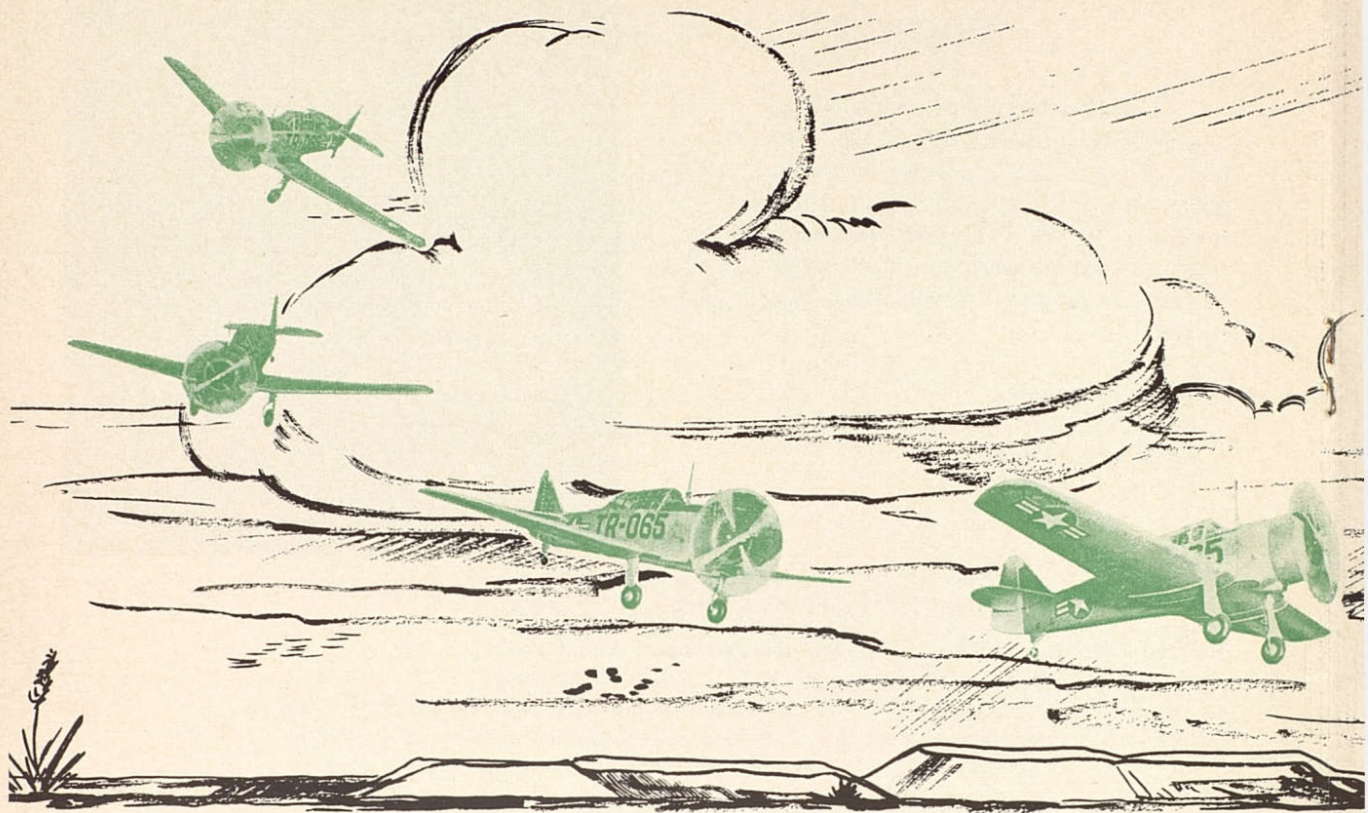
"There is one sport in this country that deserves all the support it can get. This is Little League Baseball. It is worth all the politicians in the country put together. Graft cannot touch it. It is the best assault weapon we can use against juvenile delinquency."

Grantland Rice

"The sponsors of Little League can well be proud of the work they are doing on behalf of young America. The quarter million young Americans who compose the Little League will prove a hitless target for the peddlers of godless ideology. In areas where the Little League is in operation, unlawful acts of juveniles have been considerably reduced or entirely eliminated."

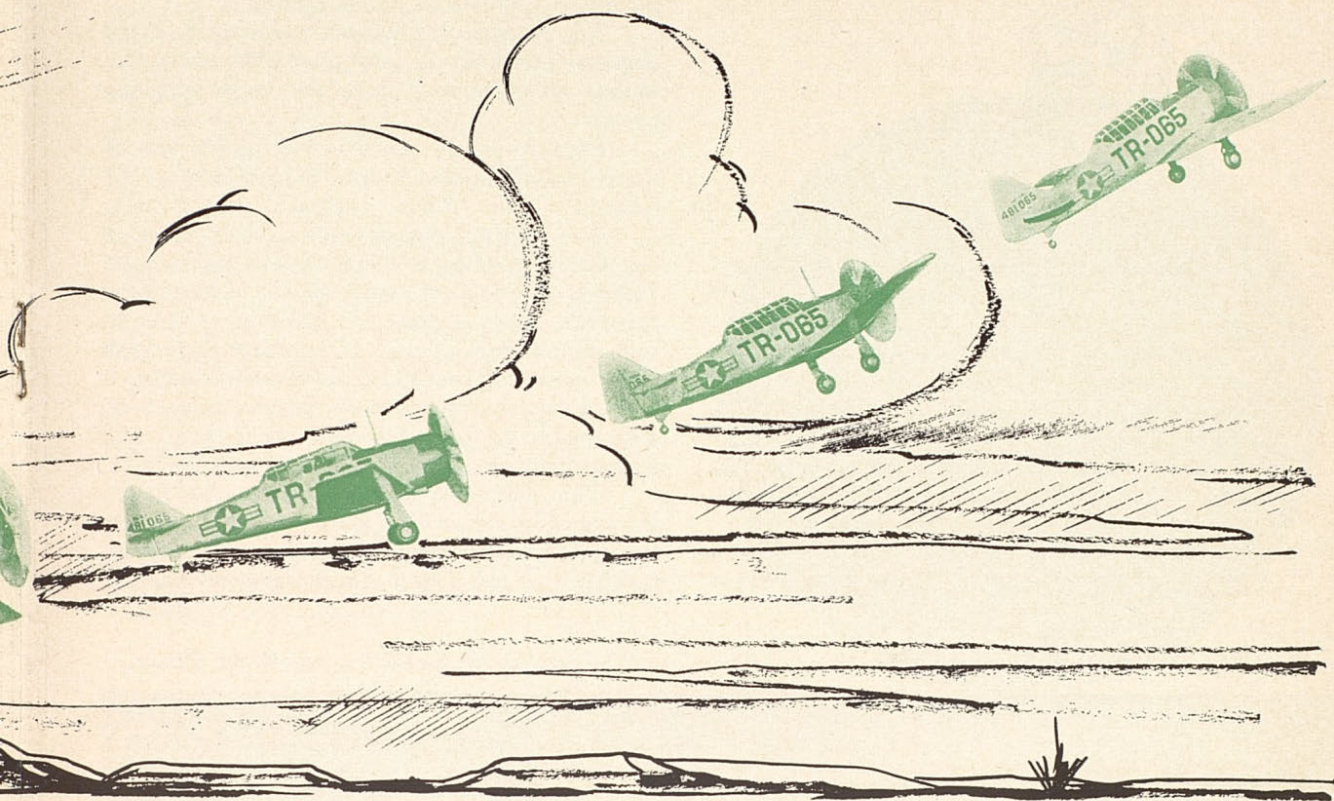
*Herbert Brownell, Jr.,
Attorney General of the United States*





Processing table buzzes with activity as eager entries anxiously await official's nod to "go head."





LOW-FLYING CRAFT AND HIGH-MINDED PILOTS

The monotonous drone of miniature airplanes cutting capers and a swarm of young flying enthusiasts testing new models is a familiar sight around almost any American city during wind-free, summer afternoons.

An estimated 200 million dollars spent last year in the model airplane industry reflects the interest and popularity of this growing sport

among mechanically minded youngsters . . . especially those who are unable to compete favorably in other sports.

Like our present day airplanes flown by the Air Corps, the model airplane business is in a constant trend of change. New models with speeds approaching 170 miles per hour and rpm rates up to 18,000 are rolling off the assembly



lines.

Maneuverability has increased at a dizzying pace that puts some of the military jets to shame.

Interest in the model airplane sport has been stimulated through organizations such as the YMCA, Boy Scouts, churches and other civic organizations.

These organizations promote and sponsor model airplane classes and local contest participation at little or no cost to the boys.

The classes usually begin with the fundamentals of construction and sometimes follow

through to advanced aerodynamics.

The Academy of Model Aeronautics is the supreme authority in setting up rules and regulations on a national basis for model airplane contests.

Contest planes usually fall under one of three classifications . . . "Free Flight", "U-Control", and "Radio Control."

The internal - combustion powered models are rated according to displacement and weight. Though the engines work on the compression principle, they require no ignition system as such for firing. Firing is accomplished with extra heat supplied by a platinum filament.

In recent years young fellows have been subjected to a tremendous amount of advertising in the field of aeronautics and space travel.

This influence has been conducive to the growth of the model airplane business and has spurred the imaginary efforts of the enthusiasts, resulting in amazing technical improvements.

Sleek U-Control, flying-scale Chance Vought F-4U-4 Corsair is admired at the Dallas Naval Air Station.

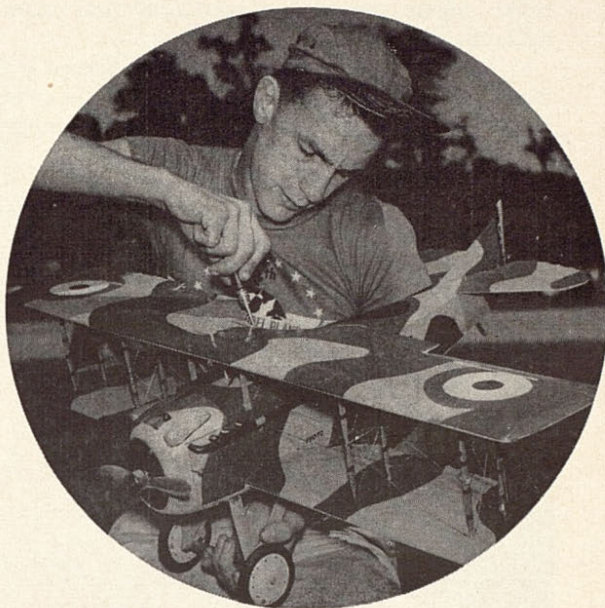


For example, new models equipped with radio have up to 5-channel control and will operate within a range as far as two miles from the control point. Elaborate radio equipment for one airplane may run as high as \$300, and a few enthusiasts have been known to spend as much as \$1000 for all-out remote control equipment.

Beginners in the model airplane sport are encouraged to start with basic glider type planes to master the principles of construction. Then, they move into the rubber-powered model class before graduating into a study of the internal-combustion powered models.

Model airplane instructors advise beginners not to skip the basic training of construction since it is the foundation for successful plane builders.

Learning to interpret drawings, identify parts and their assembly, and painting are all a part of this basic training, much the same as builders of large scale planes.



Spectators and contestants watch judge classify models for respective contests participation.



After becoming familiar with these basic skills, the young flyer goes into the advanced phases of aeronautics, where he learns something about internal combustion and aerodynamics.

Most model airplanes are prefabricated and die-cut for simple construction to serve a mass market and compete with other equally important hobbies.

The planes become more complicated to construct as they become larger and take on added features such as radio control.

National and international model airplane contests are sponsored by the National Exchange clubs in cooperation with the U. S. Navy and the Academy of Model Aeronautics.

Preparations for these events are made to

the last detail. The fellows baby their contest planes like an Indianapolis Speedway driver cares for his car before the big race.

The Navy furnishes an airport and complete equipment including sleeping quarters and meals for the hearty flyers. The national contest will be held in Chicago this year.

As in the case of competing hobbies, the model airplane sport offers an opportunity for the young fellow to develop his capacities of sportsmanship, personality, cooperation and mechanical inclinations.

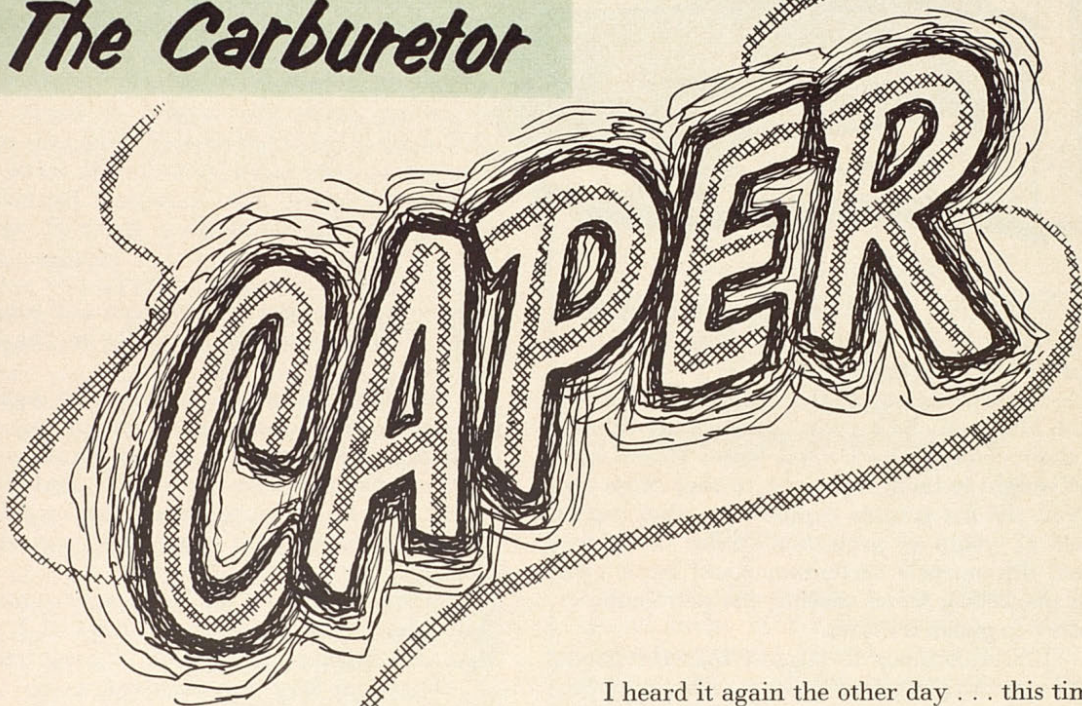
However, this sport is not restricted to young people, nor is it limited to boys . . . many a father and son and brother and sister have become better buddies flying model airplanes together in the vacant lot down the street.



Fueling his model for the PAA-load event is Don Steele, Lubbock, Texas. Victory banquet (lower right) was held for contestants of 19th National Meet at the Dallas Naval Air Station.



The Carburetor



Industrial Monopoly

"Over supplied..."

PATENTS

"reduced demand..."

"200-mile per gallon carburetor"

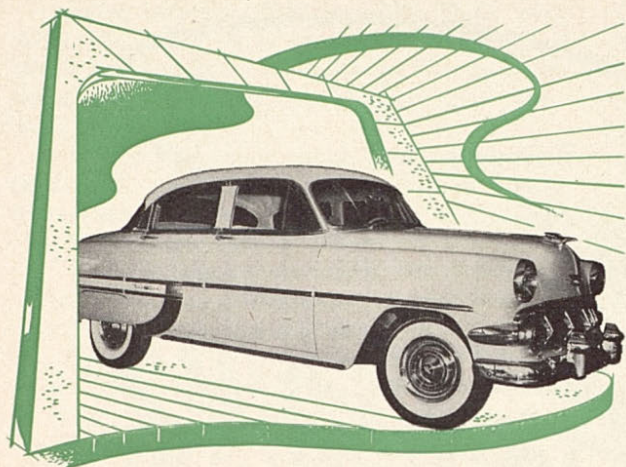
I heard it again the other day . . . this time from my wife.

You know . . . the case of the bearded inventor who after years of toil, usually in a poorly lit shack, perfects a miracle carburetor only to have an oil company representative, etc., etc. Remember?

The mysterious disappearance of that inventor and his carburetor is one of the great American mysteries.

My wife was particularly insistent about this though . . . she had the goods on us. Her afternoon bridge partner "had definite proof that . . . well, she heard it from her bridge partner at an earlier game . . . that the oil companies were holding a 200-mile per gallon carburetor off the market by intimidating a nice old man, imagine that, and . . ."

Well, what about it? There has been a lot of talk about "miracle carburetors" since the 1920's. And after all, a well known news commentator once hinted over a national hookup



that a 200-mile per gallon carburetor had been suppressed by the oil companies. He couldn't do that if it weren't true, could he?

The spreaders of the miracle carburetor myth always make it a point to stress the validity of their claims. The United States Patent laws add weight to their argument, so they often cry, "Wait till the patents expire!" In other words, after 17 years of protection under the patent laws, this miracle carburetor could burst upon the marketing scene causing the petroleum industry to gnash its teeth.

It is ridiculous to suggest that the patent laws may suppress an invention. They only protect against infringement on an invention during a 17-year period. You may buy copies of

patents by mailing a request with a 25-cent fee to the United States Patent Office in Washington, D. C.

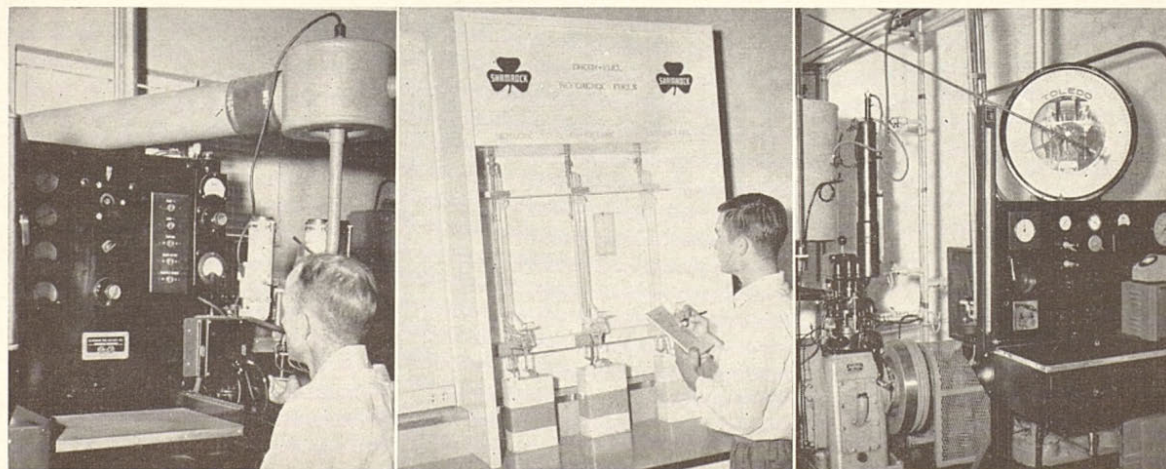
Another fact often overlooked in regard to the patent laws is that the United States government may make use of any invention during wartime. Does it seem reasonable that during World War II, "miracle carburetors" would not have been seized upon to ease the critical fuel shortage?

"Perhaps that's true," my wife countered, "but what would it do to business if I could drive 200 miles on one gallon of gasoline?"

That's an easy one. Business would boom!

If it were possible to operate an automobile that cheaply, most families would have two cars

With sensitive lab equipment at the McKee Plant, continuous check is kept on quality of petroleum products.



... and possibly three. The world market for such transportation would be more than the American automotive and petroleum industries could supply.

It's true that foreign-built cars deliver more miles per gallon than our American models, but who will argue that they are smaller, weigh less and have fewer cylinders?

From an engineering standpoint, our bigger, heavier and more powerful cars *do* operate more economically than their European cousins. Your Super 8 engine will move one ton of weight one mile cheaper than any foreign Pffft 4. In terms of ton-miles, it has been proved that the average American car operates about as cheaply in town as most foreign cars operate on the highway.

No, the automotive and petroleum industries are not afraid of a 200-mile per gallon carburetor. They have been trying for years to improve gasoline mileage for American motorists. As you read this, engineers and technicians using all the facilities of modern science are working to make your car a model of economical transportation.

While steadily improving gasoline mileage is your guarantee from both industries, it will come slowly . . . methodically. That's the way science and progress move. There will be no great surge in engine performance, but as your mileage increases it will be accompanied by better gasolines and motor oils, and improved automobile body and engine design.

Production Problems Delay Mailing Shamrock History

Due to last minute printing problems in publishing the Shamrock history, the mailing date has been postponed to September.

Originally, the history was scheduled to replace this issue of *The Shamrock*.

The additional time used in preparing the history will make it possible to present a more accurate and interesting picture of the company's pioneering personalities . . . those men who have been influential in promoting Shamrock's rise as a major independent petroleum company over the past 25 years.



July - August — 1954

"Dedicated to the Progress of the Great Southwest"

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C. R. BOWEN, Editorial Director
LANCE WISE, Editor
KEN RAINWATER, Associate Editor

Cover Story . . .

The cover illustration is the scene of a special event at the International Model Plane Contests at Detroit. Deck is curved because captive models always fly a circular course.

Credits . . .

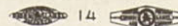
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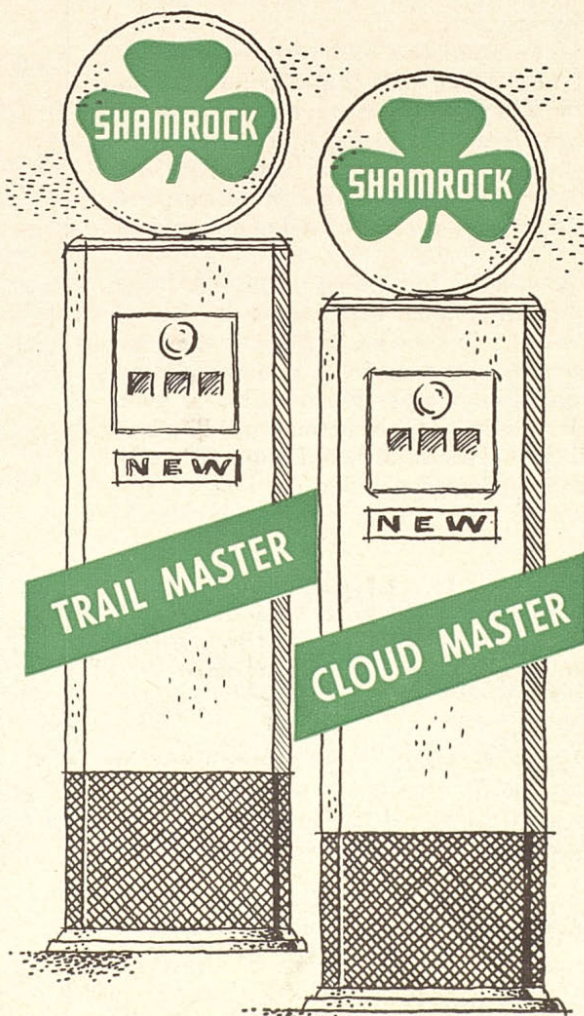


SOUTHWEST COLLECTION
Texas Tech University,
LUBBOCK, TEXAS 79409



... it's the choice that counts

On the highway as on the fairway . . . CHOICE plays a vital role. And that's why Shamrock has introduced not one, but TWO new gasolines . . . so you may CHOOSE a newly blended fuel that fulfills the requirements of your particular car. There's Shamrock Cloud Master . . . the new premium-plus motor fuel for automobiles with high engine compression. And for lower compression engines, there's Shamrock Trail Master . . . the new regular gasoline with premium qualities. Fill up with one of these two new Shamrock gasolines today!



THE SHAMROCK OIL AND GAS CORPORATION

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