Murray Names State Experts On Advertising

Nine advertising executives have been named by Governor Johnston Murray to serve two-year terms each in an advertising advisory council for the Oklahoma planning and resources board.

Those named were J. J. Bernard, manager of radio station KOMA, Oklahoma City; Paul Hoheisel, advertising manager for Oklahoma Gas and Electric Co., Oklahoma City; O. E. Bettis, Bartlesville, advertising manager for Phillips Petroleum Co.; Harold Godschalk, Enid, advertising manager for George E. Failing Supply Co.; Dave Johnston, Nowata, publisher of Nowata Star; Joe McBride, Anadarko, publisher of Anadarko News; William Morgan, Ponca City, advertising manager of Continental Oil Co.; Dale Rogers, Tulsa, advertising manager for Mid-Continent Petroleum Corp.; and John D. Reilly, Tulsa, advertising representative for the Oil and Gas Journal.

Gov. Murray said the purpose of the council is to "help sell Oklahoma both as an industrial and recreational center, by assisting and counseling the planning and resources board and its advertising agency on the more technical aspects of advertising and sales promotion, and to help co-ordinate such efforts between the state and local communities.'

Engineer Opens Firm For Oilfield Tools

Ben Sewell, former Carter Oil company research engineer, will soon open a new firm which will develop and manufacture tools and equipment for the petroleum industry.

The head of the new Sewell Products company is credited with invention and development of the Carter pressure core barrel. A total of 22 U. S. patents have been issued in his name. Sewell also invented the proximity or VT fuse.

Colorful Indian Pageant To Feature Old Traditions

INDIAN WAR DANCE—If you like the sparkling color of Indian dances you'll find no end to it at the American Indian Exposition to be held August 13 through 18, in Anadarko. Visitors will be able to see many scenes like the one shown above.

Indian traditions of the long ago will be revived at the annual American Indian Exposition to be held August 13-18, in Anadarko.

Anadarko is headquarters for the Southern Plains Indian Agency that handles the interests of more than 6,500 Indians.

The exposition will open Monday noon, August 13, with a downtown parade, followed in the afternoon with a grandstand show and a colorful pageant in the evening.

Included in the grandstand show at 2 p.m. will be horse racing, arrow shooting and Indian dancers.

The grandstand show will be held at 2 p.m. each day, followed by pageants and other programs at night. The exposition will close the Saturday of the opening week.

A well-known carnival show, including 18 rides and about 15 shows, will be an attraction of the exposition.

The show, held in a beautiful setting bordered by frontier battlefields and places of historic interest, attracts thousands of out-of-staters each year. Visitors from foreign countries nearly always are present.

Color of the event presents a broad field for photographers. At the show famous Indian Chiefs and warriors perform the true Indian war dances handed down from generation to generation. Many other features native to the Indian will be presented.

Near the exposition site is the Southern Plains Indian Museum which houses Indian relics and an art and craft center where Indian women can be seen at work.

Our Cover

There are not many people in Oklahoma who realize the beauty of the timbered mountains in eastern Oklahoma, the picturesque streams and lakes. The cover picture this month is of Big Cedar Lake, located south of Heavener, LeFlore county, in the scenic Ouachita National Forest.
Big Repair Shop To Be Erected Soon At Tinker

Construction is expected to start soon on a $2,000,000 repair shop at Tinker Field. Scheduled for completion about May 1, 1952, the shop will be used for maintenance of special purpose vehicles and powered ground equipment. That includes trucks, automobiles, airplane tugs, and various kinds of stationary engines.

Spokesmen at Tinker said the project is separate from the $8,000,000 recently allocated by the Airforce for improvements at the air base here. The larger allocation must still be approved by congress.

Colonel Edward Herb, Corps of Engineers, said the contract calls for construction of a 600 foot by 300 foot, one-story building with a steel frame, concrete floor slab, concrete walls and five-ply built-up roof. Interior facilities will include offices, restrooms, locker rooms, cafeteria, and a kitchen on the mezzanine floor. There will be both stairways and elevators.

Also included in the contract will be construction of a 42 foot by 110 foot boiler room of reinforced concrete.

A complete gasoline station will include underground gasoline storage and two pumps. Exterior work calls for installation of water, gas, sewer, and electrical facilities, together with paved streets, service drive, walks and parking areas.

Park Draws Many Visitors

More than 5,000 persons poured into pine-sprinkled Robbers Cave state park to celebrate the Fourth of July. C. A. Shockley, park superintendent, pointed out that visitors were not limited to state residents. Among those from out-of-state were tourists from Colorado, Illinois, Kansas, Arkansas and Texas.

The yearly average non-agricultural employment for Oklahoma for 1950 was 472,916 workers.

Lake Texoma State Park Dedicated; Lodge Planned

END OF THE CRUISE—Just before the dedication of Lake Texoma state park on July 22, the governor, legislative groups and the press were treated to a three-hour boat ride on a new excursion craft, the “Idle Time”, brought to Texoma from Lake of the Ozarks. In the photo above, the voyagers leave the pleasure boat at the University of Oklahoma biological station where they ate lunch.

Significant events happened during July that figure prominently towards the development of the new Lake Texoma state park into a resort area unequaled in this part of the country.

Nearly 1,000 persons gathered to witness the dedication ceremonies on July 22, held not far from the site of a proposed elaborate lodge on a hill north of the Roosevelt bridge.

Included in the proposed $2,000,000 development program, the lodge and cabins would be on the Lake Murray type, but on a larger scale and would be financed by self-liquidating bonds.

Morton Harrison, chairman of the planning and resources board was handed the deed to the tract during the ceremonies by Col. H. D. Weston, Tulsa, of the Army corps of engineers. Harrison said that the new 2,000-acre park gives the state a total of 49,780 acres in state parks. He called the state parks a “great financial asset” to the state of Oklahoma.

Johnston Murray, principal speaker at the dedication, predicted that the tourist business in Oklahoma will be tripled during his administration.

“Oklahoma will soon be one of the great vacation lands in America, and the outstanding spot of all should be this fine Lake Texoma state park,” he said.

(Continued on Page 8)
Firm in Shawnee Gains Attention With Engine Box

Springing up almost unnoticed at Shawnee’s municipal airport No. 1, an infant industry is rapidly growing toward an adult status.

The L. & M. (Loftis and McEver) Manufacturing Co., makers of aircraft engine boxes, is operating in an 80x200 foot building on the airport grounds.

Pete Loftis and Harvey McEver formed a partnership to bid on a government contract at Tinker Air Force base. Both lumbermen, they entered a bid and got the contract.

Now they are in the process of turning out 650 engine boxes. About 250 pieces go into each box. About 400,000 feet of lumber will be used—enough to build about 40 six-room houses.

Thirty men are employed now, with more scheduled to be hired. Some 20 of the men cut out the various parts and the rest assemble them. The boxes are shipped out by truck.

New Stroud Factory To Employ 20 Men

Construction of a new brick and tile plant began in Stroud July 1, Joe Sykora, president of the chamber of commerce announced recently.

The new company has been incorporated as the Stroud Brick and Tile company, with Rex Stone, Walter Creiss and Herman Cheveroux, all of Stroud, as stockholders. Cheveroux will be manager.

The plant, to be located two miles south of Stroud, will make approximately 40,000 bricks per day and will employ from 15 to 20 men.

Three Counties Celebrate Land Run Golden Jubilee

The fiftieth anniversary of the opening of the Kiowa-Comanche Indian reservation country will be celebrated this year at both Lawton and Hobart.

In Lawton, the Golden Jubilee for Comanche county will extend from August 5-11, and will be marked by the usual beard-growing contest and selection of a queen. The nightly historical pageant will be held at Roosevelt stadium. Governor Murray has accepted an invitation to be guest of honor on Tuesday, August 7.

Kiowa county will stage a “Shortgrass Saga” from August 2-6 at Hobart. Pioneers will be honored along with state and county officials. Attorney General Mac. Q. Williamson will be featured speaker on Faith of Our Fathers Day, August 5, when a mass meeting of persons of all religious faiths is scheduled at Bearcat stadium. Another high point of the celebration will be the crowning of the Shortgrass Saga Queen on the opening night of the four-night pageant.

At Anadarko, Caddo county will present a two-day program August 5-6. With most of the show on the sixth, a full day is being lined up. Starting with a parade in the morning and basket luncheon at noon, the day will proceed with the Fort Sill military band in a defense bond drive during the afternoon. That night a pageant will be presented in the Anadarko stadium. A street dance will wind up the affair.

FUTURE FOREST GIANTS—More than four million shortleaf pine seedlings are being grown at the new state nursery located one mile west of Broken Bow. In the above photo, Otis Hall, district forester, points to the seedlings that will be used for reforestation purposes.
Water and Soil
In River Basin
Face Committee

Water and soil problems of the Washita river basin will be the first in Oklahoma to receive the attention of the Arkansas-White-Red River Basins Inter-Agency Committee.

A list of ten river basins in Oklahoma in the order they are to be studied was approved at a meeting in July of representatives of the state and the federal agencies taking part in the river studies. Following the Washita basin, studies will be taken up on the Cimarron, the North Canadian, the Red river below Lake Texoma, the Arkansas river above Keystone, the South Canadian, the Verdigris, the Grand, the Red river above Lake Texoma, and the Arkansas downstream from Keystone.

Problems to be studied include flood control, irrigation, municipal water supplies, soil conservation, navigation, and other related factors.

Industry Influx
Has Wide Effect

Jack Sullivan, industrial chairman of the Ardmore chamber of commerce, in a search for the far-reaching effects of industry has come up with the information that a new industry employing 150 persons produces the following effects on the community in which it is located:

"A plant investment of $100,000, an annual payroll of $200,000, the support of 1,000 people, a dozen retail stores, a 10-room school, sales and service for 200 cars, new income of $60,000 per year for railroads, a taxable valuation of a million dollars, markets for $300,000 worth of farm products annually, opportunity for a dozen professional men, annual trade expenditures of a million dollars."

In Oklahoma the mineral industries employ 9.1 percent of the non-agricultural workers.

New Plant Manufactures
Steel-Concrete Vaults

One of the newest and most unusual industrial ventures in the state is the Southwestern Vault Co., of Oklahoma City, manufacturer of burial vaults.

Founded by four Oklahoma City men, the business is set up on a corporation basis with each holding an equal amount of shares. Louis Thele is president and Arthur "Bud" Kelsoe is executive vice-president in charge of sales. Eugene Rohrbach is the company's secretary and John Howl is treasurer.

At present, all four are doing the actual work of turning out the huge concrete vaults. Thele, Howl and Rohrbach all have mechanical backgrounds, while Kelsoe has the sales experience.

The process begins when steel reinforcing rods, shaped to the size of the vault, are placed inside steel molds. The concrete is then poured into the mold and around the steel rods. The walls of the vault average three inches in thickness. After a curing period, a plastic asphalt base is applied to the outside. Just before the vault is to be used, it is covered with a metallic base bronze paint to add to the appearance. The finished product weighs nearly 2200 pounds.

In conjunction with the vaults, Thele has perfected an unusual lowering device to place the vault in the ground. Unlike the old tripod type, his is a steel frame through which the vault passes as it is lowered by four cables.

Graham Appointed
Water Study Aide

N. R. Graham, Tulsa, has been named by Governor Johnston Murray to represent Oklahoma on the Arkansas-White-Red River Basins Inter-Agency Committee.

Graham replaces Clarence Burch, formerly chairman of the Oklahoma Planning and Resources Board. Graham is vice-chairman of the board. Eight states and six federal agencies are represented on the Inter-Agency committee.
# WORK STOPAGES IN 1950, BY STATES

Work Stoppages

Beginning in 1950

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(1) Less than one tenth of one per cent.

SOURCE: MONTHLY LABOR REVIEW—MAY 1, 1951

(United States Department of Labor, Bureau of Labor Statistics)
**Former Texans Start Cannery**

Nestled on the banks of the Illinois river three miles from Tahlequah, Cherokee county's newest industry is doing a thriving business, and sending the fame of the county to all parts of the United States, and Texas, too.

With a trade name that is based on quality, the Thomas Home canning company puts in dainty jars everything from strawberry preserves to sweet pickle relish. And the entire "crop" of canned goods is sold for six months in advance.

Managed by Mr. and Mrs. E. R. Thomas, the home cannery only began operations in Cherokee county when the Thomas' moved there last February. Previously they had been in the canning business in Fort Worth for five years, but the abundant crop of strawberries and other fruit enticed them to move to Tahlequah. They now employ six.

So far, their biggest selling product has been pickles. Garlic sweet pickles, sweet relish and sweet pickle chunks are in largest demand, says Mrs. Thomas. However, they plan to "convert" to strawberry preserves next year—for obvious reasons. "The strawberries here are the most wonderful we've ever seen."

Though they have been shipping to all parts of the nation, they will soon establish a larger business here in the state, beginning with the larger stores in Tulsa and Muskogee.

**Shawnee Firm Signs Production Contract**

The Jonco Aircraft Corp. of Shawnee has signed a $100,000 aircraft parts contract, it was announced by Merle H. Palmer, vice-president and general manager.

The agreement, made with the Texas Engineering and Manufacturing Company of Dallas, calls for the Oklahoma firm to build jigs and fixtures for a late-model top priority aircraft.

**Indian Powwow Draws Tourists On World Basis**

Visitors from 21 foreign countries and 35 different states flocked into Pawnee on July 7, the final night of the sixth annual Pawnee Indian Homecoming.

Starting just after World War II in memory of Pawnee warriors who did not return from battle, the annual powwow has grown so popular that on the closing night of this year's affair, nearly 10,000 people tried to jam themselves into the arena to see the free show.

The Homecoming was just that, too! The Pawnees and 29 other tribes put 242 costumed dancers on the field to participate in the fierce competition of the dance contests. The four-day program included just about everything to make the out-of-town visitor happy. There were hand games in the afternoon, a gigantic parade, and the colorful Indian dances in the arena at night under the floodlights.

Camera enthusiasts had their hands full trying to capture some of the scenes on film.

No admission fee was charged and the only revenue was from the sale of printed programs. The Oklahoma planning and resources board, recognizing the Homecoming as a genuine Oklahoma product, succeeded in getting the affair a $1,000 appropriation to help defray expenses.

One of the four days of the Homecoming was set aside as Tulsa Day, and a featured guest was Governor Johnston Murray, accompanied by Mrs. Murray. Both Governor Murray and Morton Harrison, chairman of the planning and resources board, were presented Indian war bonnets by Tom Morgan, Patriarch of the Pawnees.

The Indians themselves are not paid for their performances. The dances are a personal matter to them, a living tribute to their sons, husbands and fathers who did not return from battle.

**Seamprufe Adds Annex to Plant**

McAlester is back in the focus of the state's industrial eye with the recent dedication of a new annex to the Seamprufe company's lingerie plant.

"It makes the McAlester plant not a branch anymore but our principal operation," said Harold Caplin, Seamprufe production director and son of the founder of the nationally famous line of ladies slips and lingerie. The company operates three other factories other than the Oklahoma installation.

Among the distinguished guests present for the occasion was Governor Johnston Murray. Keynoting the event, Governor Murray expressed Oklahoma's feelings towards Seamprufe. "It has again proved that we have the best combination in the world for industrial development," said the governor, an outstanding exponent of the state's industrial potentialities. "Eastern capital and western labor—where we have people with the ability to get along."

The modern brick extension to the original building erected in 1947 provides a total of 65,000 square feet of floor space. The addition will allow an expansion of the payroll to more than 900 persons. This will be more than a one-third increase in personnel, according to Don Miller, plant manager.

**Pryor Plant to Buy State Waste Paper**

The National Gypsum Company, plant near Pryor will spend $7,000 to $8,000 per day for waste paper, and will have a payroll of $5,000 per week when it is in operation, says Paul J. Dumas, resident manager.

The plant will offer a market for all the waste paper collected in Northeastern Oklahoma, he said, and probably will have to bring in additional paper from over a wide area.
Goodrich Plant Enlarges Area; Adds Workers

A major expansion program to increase production by 20 percent was announced recently by the B. F. Goodrich tire and tube plant at Miami, Oklahoma.

Though Walter Head, plant manager, declined to say how many employees would be added, responsible sources set the increase at nearly 300. The plant now employs 1,250 persons.

Begun in 1944, the plant was by 1946 one of the world's largest of its kind. The new program is the third expansion since 1946.

When the current project is completed, Head said the plant will have an annual payroll of more than $5,250,000. It will use 43,000,000 kilowatt hours of electricity and 550,000,000 cubic feet of natural gas.

The new construction will add 110,000 square feet of floor space, bringing the plant total to 1 million square feet. Head said 60,000 of the additional square feet would be manufacturing space, the remainder going to storage space.

The completed plant will turn out 500,000 pounds of finished goods daily.

State on Upswing As Industry Shifts

The Defense Production Administration recently reported a shift of industry to Oklahoma, along with several other south and west central states.

The report pointed out that industry is moving from the coasts and over-populated areas.

AND THERE THEY GO—Motor boat races, a beauty pageant, a water ski exhibition and many unusual water contests sparked the first annual Cherokee National Sports Show held July 8 at Sequoyah state park near Wagoner. Shown above is a portion of the large crowd as they pushed to the shore of the Fort Gibson reservoir to watch the boat races.

TEXOMA STATE PARK
(Continued from Page 3)

Governor Murray said the lodge will have 75 air-conditioned sleeping rooms with a dining room big enough to handle more than 1,000 persons. There will be 100 modern cabins of the luxury type built around the lodge. There will be another 100 cabins to be rented for a more moderate price and 75 cabins in the low-price range for those who like to rough it.

An architect has been appointed to work out details of the park buildings and area. Plans call for a large concrete swimming pool surrounded by a sandy beach. In addition, the space in the park can furnish room for a golf course, tennis courts, a skating rink, and a small landing strip for private airplanes. Boat docks will be provided for all types of craft.

The governor continued, “We take a back seat to nobody when it comes to natural out-door recreational facilities—suitable spots for fishing, hunting, camping and swimming. Further,” he said, “I’m convinced that the tourist business can become about the biggest and most profitable business in Oklahoma.”

Processing of Fish Is Possibility Here

Oklahoma may have its first fish processing plant soon according to Bob Aldrich, assistant director of the state fish and game department.

Aldrich said a state firm is interested in setting up a plant at Lake Texoma.

The new fish and game code allows shipment of rough fish out of the state for the first time. Backers of the code predicted it would mean a million dollar fishing industry for Oklahoma.