"thou shalt not tempt the Lord thy God"
WELCOME TO A SOONER SPRING

Miss Spring, we Sooners welcome you. . . . But somewhat shyly, though . . . You're tricky in the things you do . . . As we have learned to know . . . It's just because you cannot wait . . . To beautify our land . . . You want our trees to fascinate . . . And so you take command . . . You prance out in your dress of green . . . With flowers in your hair . . . You rush to make the state serene . . . With scented, balmy air . . . And then Old Winter growls at you . . . "My Babe, you're premature . . . I still have dirt work to do . . .” To tarnish your allure . . . And so you push you aside . . . Then, sure enough, it comes out well . . . With winter in defeat . . . Then you bring out the asphodel . . . And garden things to eat . . . You glorify the rolling hills . . . You fill the thirsty streams . . . And free us from wintry chills . . . And buds burst at the seams . . . So, Spring, step on our welcome mat . . . We'll open wide the door . . . You've found a friendly habitat . . . Just as you have before.

By Emery Winn
4016 Northwest 11th St.,
Oklahoma City, Okla.

*OKLAHOMA TODAY adds to Emery Winn's delightful welcome to a Sooner Spring its own special greetings to the State's official bird, the Scissor-tailed Flycatcher (Muscivora Forficata) which returns annually to Oklahoma in April.

OUR COVERS

Color photography on this issue of OKLAHOMA TODAY'S front, back and inside covers is by A. Y. Owen, Oklahoma City, one of Oklahoma's best-known photographers. The front cover, a scene depicting the "Temptation of Our Lord" as enacted in the Easter Services in the Wichita Mountains in Southern Oklahoma. The inside back is a herd of Herefords on a ranch near Oklahoma City; the back cover is a colorful sunset in the Platt National Park near Sulphur and Davis.

COLOR PHOTOS ON PAGES 10 AND 11 BY KAZIMIR PETRAUSKAS

OPPOSITE PAGE—Spring in Eastern Oklahoma's scenic and legendary Cookson Hills, showing the beautiful dogwood tree in bloom.
That's right. At Grand Lake ingenious resort operators make this possible—in sub-zero or plus-100 weather!

Inventive Oklahomans on Grand Lake of the Cherokees have the fishing resort fraternity carrying coals to Newcastle. Down from lake-studded Minnesota, and other points north, where fishing has long been big business, interested observers are studying the latest device created by the Grand Lake folk to make fishing a truly year around sport. In recent months it also has proved a winter income booster.

The invention is so simple that everyone now wonders why he didn’t think of it. It is the heated and air-conditioned fishing dock. It originated in the Honey Creek area of Grand Lake, has proved so popular there that more than 50 docks now are operated on other sections of the lake and the idea is spreading not only to other Oklahoma waters but to other states as well.

It definitely is another first for Grand Lake — first of Oklahoma’s big water impoundments and is characteristic of the thought and ingenuity that has made the lake the most intensively developed in the state.

Recognized as “the best crappie hole in the world,” Grand Lake now is patronized by fishermen every day in the year. When the weather is inclement they sit in theater chairs in thermostatically controlled comfort and catch the big ones which bite better in the winter months than they do in milder weather. In the summer these same fishing docks provide air conditioning.

Already refinements of the year around dock idea are being developed. One man is experimenting with a private cabin in which you can fish from your bed if you wish. Another is building near Disney a “fishing motel” in which private rooms are being built in series.

A large part of the preeminence of Grand Lake as a resort area is due to the co-operative attitude of the directorate and manager of the state’s Grand River Dam authority who encourage recreational development in every possible way.

Safety on the lake has been a primary consideration of the Authority, which registers boats after safety inspections without charge. Constant patrol of the lake is made by personnel employed by the Authority. Deaths have been very few on the lake which is 65 miles in length and which has a shoreline of 1,300 miles.

Most recent check by the Authority shows a registration of 523 rental boats, 3,630 private boats, 92 commercial docks and 173 private docks.

Situated in the lovely Ozarks of Northeast Oklahoma the giant lake backs up in numerous inlets and bays and provides scenic beauty of a high order. Its proximity to large population centers makes it especially attractive to persons in the tri-state area of Missouri, Kansas and Oklahoma, although cars from all over the nation can be found any day.

Guides at the Pensacola dam, the longest multiple arch dam in the world, counted 250,000 visitors to the dam last year, and Authority officials estimate 2,000,000 visitors enjoyed resort facilities at the lake last year. This estimate is considered conservative.

The lake shoreline above the 750 foot elevation is privately owned. This means that a person who builds a lakeside resort or residence builds on land which he can own in fee. This has resulted in interesting a great deal of capital in the area.

More than 100 resorts are in operation in the lake area. The facilities are extremely varied, ranging from simple sleeping bunks to swank lodges. Prices run the same way, from the most

Grand Lake's Pensacola Dam is world's largest multiple-arch dam.
modest to the very high. The general development, however, has been made with the family of average income in mind.

For those who desire to enjoy the fishing and scenic beauty of the area at low cost there are abundant facilities. The Grand River Dam Authority has provided several improved areas with outdoor tables and cooking accommodations and the Oklahoma Planning and Resources Board has three recreational areas, which may be used without cost. Many of the resort developments provide “roughing it” facilities for from 50 cents to $1 a car per night.

There is no charge for use of the waters of the lake, but you must have a state fishing license, and if you fish from the bank at one of the privately owned resorts you will probably be asked a fee of from 50 cents to $1 a day.

Whatever your desire in the matter of facilities, there is no other spot in Oklahoma which offers a greater variety in a more beautiful setting.
On Easter morning in 1926 a small band of worshippers gathered in the foothills of southwest Oklahoma's enchanting Wichita Mountains to observe the Feast of the Risen Christ.

There were some 100 persons in this group, and at sunrise a few of them presented a short version of the inspiring story of the life of Christ; a dramatic story upon which is based the faith of all Christianity.

It is said that the Wichita Mountains closely resemble the hills of Judea where the first Passion was suffered nearly two thousand years ago, and this was the main reason why the founder of pageant selected them as the site.

It was A. M. Wallock, minister of Lawton's First Congregational Church, who founded the colorful, dramatic event and who guided its development and growth until his death in 1948.

By 1935, the Rev. Wallock's reverent project had outgrown its crude setting. By then the cast alone had grown from the original handful to more than 1,000 men, women and children. Furthermore, the attending crowds had grown into the thousands.

In 1936, with help of the federal government, the present site at the foot of Mount Roosevelt in the Wichita Mountains Wildlife Refuge was chosen and Holy City was erected of native granite.

The Easter Services have grown proportionately. Instead of the short services of the formative years of the pageant, a three-hour portrayal depicting highlight episodes in the life of Christ—from His Birth to His Resurrection now is offered.

The crowds start gathering on nearby hills early on Easter Eve and continue to assemble throughout the night. By the time the program is underway at 2 a.m., the visitor finds from 30,000 to 100,000 persons of all ages on the scene. Numerous groups congregate around small wood fires lighted by those wanting to ward off the chill night air that prevails in the Wichitas at this time of year.

Through the years Holy City has become a tourist mecca and more than 300,000 people of all faiths from throughout the United States and from many foreign lands visit it annually every day of the year.

Since the founder's death, Holy City has been operated on a strictly non-profit basis by an association headed by a non-denominational 12-man board of directors.

An outstanding attraction is Holy City's Chapel, a place used throughout the year for worship by groups of various denominations and it has been the scene of many weddings.

The interior of the chapel is artistically decorated with the work of a local artist, Miss Irene Malcolm, who has spent many years painting murals on the walls and ceiling depicting Biblical characters and scenes.

Miss Malcolm's most recent work is a ceramic tile entrance way to the chapel composed of nearly 4,000 separate pieces of...

“Amen, amen, I say to you, one of you will betray me”
On separate tile squares the artist also has reproduced the famous prayer for Peace and Humility written by St. Francis of Assisi which has been proposed for the walls of the United Nations building:

"Lord, make me an instrument of Your Peace!
Where there is hatred, let me sow love;
Where there is injury, pardon;
Where there is doubt, faith;
Where there is despair, hope;
Where there is sadness, joy.
O Divine Master, grant that I may not so much seek
To be consoled, as to console;
To be understood, as to understand;
To be loved, as to love!
For —
It is in giving, that we receive;
It is in pardoning, that we are pardoned;
It is in dying, that we are born to eternal life."

Good highways make it easy for the motorist to reach the Holy City of the Wichitas from all directions. SH 49 traverses the wildlife refuge and the Easter Pageant area from US 277, north; US 62 and US 281, west, and from US 62, south via Cache. The shrine is located only 22 miles west of Medicine Park, a recreational resort area.

Ironically, this magnificent monument to the Prince of Peace is in a setting that throughout the year must echo the roar of war cannons. For only a few miles southwest of Holy City lies the nation's great artillery field, Ft. Sill.

COMING EVENTS AT THE HOLY CITY—

Sunday, May 20, 1956 6:30 to 8:30 A.M.
Breakfast and Service of Installation for new members and officers of the Board of Directors. In the Chapel.

Saturday, June 9, 1956 9:00 to 10:30 P.M.
Dramatization of "Joseph and His Brothers", from the story as told in Genesis. On the Hillside.

Saturday, July 7, 1956 9:00 to 10:30 P.M.

Saturday, September 8, 1956 All Day
"Picture Day", when photographs of scenes from Holy City presentations will be made. Amateur photographers welcome.

Sunday, December 16, 1956 5:30 to 6:30 P.M.
Christmas program. In the Chapel.

Sunday, April 21, 1957 2:00 to 5:00 A.M.
The 32nd Annual Wichita Mountains Easter Service, with the theme "Faith of Our Fathers." The Easter Service will be the first of many state observances in 1957 in honor of the 50th anniversary of Oklahoma statehood.

"I ascend to my Father and your Father, to my God and your God"
improvement and educational, scientific, charitable and cultural enterprises than they spend on themselves.

There is usually little publicity on these things, for the millionaires give in secret.

The total number of givers, and the total amount of money given is not all known. Oil production, beginning its boom in Oklahoma early in this century and still growing, has made many rich men. Some are fabulously rich; others gain only a few hundred thousand dollars. However, almost all of them, at one time or another, have given generously to make of Oklahoma a greater state.

The story of one of Oklahoma's philanthropic oil millionaires came out during the past year. C. B. Goddard, Ardmore, made a gift of $1,400,000 to the new Southern Memorial Hospital in Ardmore.

The gift began in 1951 and it was not until 1955 that it was made known, and then only on insistence of the Board of Trustees of the hospital. It was revealed Goddard had been responsible for start of the $1,600,000 project. His part of the project is about typical of the way the millionaires work for community betterment.

Goddard is one of Oklahoma's oil pioneers, and one of the most successful. The full extent of his riches is not known, but conservative estimates place it at $15 to $20 millions.

He began his career in oil as an oilfield roughneck and driller. In 1911, he helped organize and became a charter stockholder in the Humble Oil and Refining Company at Humble, Texas. In 1912, he moved to Ardmore at time of discovery of the famous Healdton Field to head the Humble operations in Oklahoma. The company grew to become the second largest oil corporation in the world, second only to Standard Oil of New Jersey.

He retired from Humble in 1929, and although he was financially able to live anywhere in the world, he chose to make his home in Oklahoma. Only 48 when he retired, he set up a royalty and investment office in Ardmore and built up a 10,000-acre ranch and game preserve in the Arbuckle Mountains near Ardmore.

In 1951, a group of leaders in Ardmore had been trying for several years to build a much needed modern hospital for Southern Oklahoma. They were hesitant to launch a drive for funds since upward of $1 million would be needed for the project. They doubted it could be done.

One day Goddard called Ward Merrick, chairman of the hospital group, and Leon Daube, another leader, to his office, urged an immediate start on the drive for funds, and pledged to match every dollar contributed by the public.

With this assurance, the drive was launched. During the drive, Goddard secretly contributed a large block of Humble Oil and Refining stock to the project. The response of the public was much above expectations.

In less than two years, a million dollars in cash and pledges were contributed and the hospital was assured. Construction was started, early in 1955 the first patients were admitted.

With the opening of the hospital, the trustees revealed that although Goddard's original pledge to match contributions of the public had not been needed, he had more than lived up to his promise by contributing $1,400,000 for future development and expansion of the hospital.
His contribution was in the form of Humble Oil and Refining Co., and Standard Oil of New Jersey stocks which provide current income, plus the almost million and a half dollars value.

Response of the people to announcement of the huge gift was enthusiastic. More than 300 friends and people of the Ardmore country crowded into Lake Murray Lodge to honor Goddard at an "Appreciation Dinner."

Tears came to Goddard's eyes as old friends and just good ordinary people paid tribute to his generosity.

Roy Johnson, Ardmore oil pioneer, said, "Many of us are generous with our sympathy for the unfortunate. Very few are generous with the pocketbook as you (Goddard) have been. You have given to the poor all the time, and this great gift to the hospital is overwhelming."

Jake L. Hamon, Ardmore and Dallas oil man, then president of Mid-Continent Oil and Gas Association, said: "We are truly thankful for your big contribution to the new hospital, and for you as one of the great leaders in the oil industry."

District Judge John C. Caldwell invoked "All blessings for C. B. Goddard and all who bear his name."

Ardmore oilman Merrick related the story of Goddard's original pledge that resulted in start and success of the project, saying, "We would not have had the nerve to attempt the job without C. B. Goddard's pledge of support. We knew his promise meant he would never let us down."

In response to the tributes, Goddard related briefly his early struggles in the oil business and the difficulties of the Humble Company in the beginning. He told how, through the years, he borrowed from banks all the way to New York to purchase Humble stock.

He said, "The company did better than I expected, although my purchases of stock when I could not afford it shows the faith I had in it. I feel like I owe lots to my community and I'm happy to be able to help the hospital."

At end of the dinner, the crowd rose in spontaneous ovation to the oil millionaire who gave for all the people as many another has done in the building of Oklahoma as it is today.
When Tulsa-born Jim Shoulders, Oklahoma's No. One Cowboy, was 15 he climbed aboard his first rodeo bronc and shouted "Let'er go!" He's been bouncing around on bucking horses, Brahma bulls and steers ever since.

Shoulders, now 27 and looking toward retirement "when I'm 30," rode his first rodeo mount on a glorious, hot Fourth of July at Dewey, and he credits his brother Marvin—also a rodeo cowboy of prominence—with giving him the "urge."

Modest Jim Shoulders won't talk very much about his exploits on the circuit, but the record speaks for him—with exclamation marks!!!

Starting his rodeo career in 1943, Shoulders was at the top of the heap six years later, when he was named All Around Cowboy of the World for 1949. In 1950 he was the champion bareback rider, placed second for all-around honors.

The following year he took the bull riding title, and again placed second for all-around laurels. In 1952 he didn't do so well, and in 1953 bad luck caught up with him when he broke his collarbone early in the year, knocking him out of the running.

In 1954 Jim came back strong, became the world's best bull rider and runner-up to the world's all-around championship. Last year found Shoulders in the No. Two slot for all-around, and in the top spot as a bull rider.

Although he's making the circuit again in 1956, and probably will be seen in some of the major rodeo events in Oklahoma, Jim's eyeing that fine ranch he owns near Henryetta, where he now resides with wife Sharron, daughter Sharlyn Ellen, 7, and son Marvin Paul, 4.

When Jim Shoulders gives up his boots and spurs for a pair of houseslippers and his pipe, he'll have many a story to tell his youngsters about his rodeo exploits from Madison Square Garden in New York to the Cow Palace in San Francisco, and many other leading events of this sort throughout the nation.

And, who knows, Shoulders' children and grandchildren likely will see the day when their world-famous, bronc-busting ancestor will be elected to Oklahoma's National Cowboy Hall of Fame. Thus he would join other Oklahomans who have written sterling histories into the annals of the rodeo business in America through the years.
THE ENCHANTING WICHITAS!

Southwest Oklahoma’s Wichita Mountains, once a favorite area of the Plains Indians, are an enchanting chain of beautiful pink granite peaks that gleam beneath azure skies. In the grasslands below roam the animals of the Wichita Wildlife Refuge—buffalo, deer, antelope, Texas longhorns, and many other species maintained there by the U. S. Fish and Wildlife Service. This section also is well spotted with clear-water lakes that offer good fishing.
Skilled hands of old Indians have helped the white man recreate a most unique period in the history of the Plains Indian of Oklahoma.

**By Leon Hatfield**

"The ground on which you sit is my ground; the water of which you have drunk was my water, and the meat you have eaten was mine; and you are welcome and have been many times."

—From 1843 speech by Ki-chi-ka-roqua, Wichita Chief

In a very special way Tonkawa Hill at Anadarko is truly Indian ground. Here the red man made it his not only by leaving his moccasin tracks but by soaking the sod with his blood.

Today as thousands of tourists wend their way through the collection of seven Indian villages that comprise Indian City, U.S.A., the ghostly eyes of long dead warriors watch them from the woody cover of the beautiful heights. For here sounded the whistle of arrows and the crack of the tomahawk as the Tonkawas went to near oblivion beneath a swarm of Delaware, Shawnee and Caddo braves in 1862.

Could those braves return to the trails they knew so well they might be surprised to see the Apache, Caddo, Wichita, Pawnee, Comanche, Kiowa and other tribes so trustingly and peacefully near one another. But unless they looked from the hills toward bustling Anadarko they would feel right at home. They would feel at home because on this history rich ground they would find Indian dwellings as they knew them. They would see men, women and children in familiar dress going about their household chores in well remembered ways, working at the tasks and arts that were the everyday business of Indian life. Here the red man made it his not only by leaving his moccasin tracks but by soaking the sod with his blood.

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of the tribes in the days these warriors lived.

Here is something unique in America. From detailed studies by anthropologists and the skilled hands and memories of old Indians have been recreated authentic Indian villages of seven tribes. The project, originated by Anadarko business men, is serving two worthy purposes. It has created a great interest among the Indians in preserving their rituals and traditions, and it has provided an easy answer to the tourist who demands when he comes to Oklahoma: "Where can I find some real Indians?"

For in these villages live real Indians in the old time way. Everything is authentic to the smallest detail.

When Indian City opened for business July 2 last year it was expected to close in the late summer. But it proved so popular an attraction, both to whites and Indians, that it has been open every day since.

Construction continues. This winter a ceremonial lodge was added to the Wichita Village and villages representing additional tribes are planned for the future.

A real factor in the success of the enterprise is the unhurried care with which the trained Indian guides explain every feature of the various structures in the village to their guests.

And there are many surprises for the white man. He will learn, for instance, that he did not invent air-conditioning. He will learn that the Turkish bath was known to the Indian long before the land was invaded by the white man.

He will learn why the Apache wickiups were the frail-looking structures they were, and why they resemble in shape an Eskimo igloo. He will learn what materials went into them and how they were shaped to use.

He will be taken step by step through the building of a Caddo wattle-and-daub house. He will learn what the Wichitas had in their grass houses and how you keep from getting wet when it rains if you live in a grass house.

To go into too much detail would be to spoil the delights of the surprises a trip through Indian City will hold for you. Just let us say that you will learn more about Indians in one afternoon there than you have learned all your life. And you will see the things you learn.

Anadarko, with 10,000 Indians living in the immediate area and itself headquarters for the Southern Plains Indian Agency, is an ideal location for such a development as Indian City. The community is more than usually Indian conscious.

It is the home of the American Indian Exposition held in August each year, a magnet which draws visitors from all over the nation and Indians from throughout the southwest. Usually there are about 3,500 Indians encamped near the Exposition grounds, and Indian arts and crafts from the pueblo country as well as those native to the plains tribes are demonstrated throughout the week of the spectacular show.

As Indian City continues to grow in importance as a tourist and educational center, it will be joined by another attraction now in the making at Anadarko, the Indian Hall of Fame.
This is the ultra-modernistic Price Tower, recently completed at Bartlesville by the H. C. Price Pipeline Co. Designed by noted architect Frank Lloyd Wright, it is 19 stories high and houses the finest of offices and apartments.
From 1940 to 1955 the economy of Oklahoma has shown a steady growth. Although the national economy has also shown a substantial growth during this period, the individual initiative of the people and organizations devoted to industrial development of the state has been the big reason for this steady increase in new income, new employment and new wages paid.

Individual income in the State of Oklahoma increased in the period 1940 to 1955 299%. For the United States during the same period the increase was only 197%. Manufacturing employment increased 86% and construction increased 210%. There was a steady increase in sales tax collections from $10 million in 1940 to $44 million in 1955. The greatest growth in the economy is reflected in the increase in wages paid 1940 to 1955. Wages in manufacturing increased 443%. Wages paid in wholesale and retail trade increased 318%.

These charts prepared by W. E. Butler, Research Director, Oklahoma State Department of Commerce & Industry.
PONCA CITY—A hobby turned into big business for two Ponca City brothers, E. P. and Ray Gonterman, in their "little pony" business.

WAURUKA—Failure in the turkey business started Waurika's Kay Scott in the big business of raising parakeets. Scott ships hundreds of birds weekly.

BENTONVILLE—Small industry is big business for the Russell Suter woodworking plant here. One company, alone, has a standing order for 3,000 to 4,000 trestles a year, and large orders for molding, furniture and picket fences.

BRISTOW—The Bristow Memorial Hospital Foundation spent $40,000 for additional equipment and to landscape the institution during its first year of operation, 1955.

MUSKOGEE—Construction is underway on a quarter-million dollar courthouse improvement project . . . Publication of the Muskogee Morning News by Mark Wakefield recently added to the "milestones of progress" here.

BLACKWELL—Construction soon will start on a new $210,000 elementary school, plus two $50,000 additions to two other schools. Numerous business establishments, recreational facilities and utility plants are modernizing.

OKMULgee—Fred Brandon, owner of a $140,000 motel being constructed here, states the 20-unit structure will be ready for occupancy sometime in April.

CUSHING—Construction has started on a $750,000 expansion at the Cushing refinery of the Midland Co-operatives, Inc.

NOWATA—Plans for a low water dam, have been approved by Nowata city commissioners. Work on the dam probably will begin early this summer.

KINGFisher—R. E. Welmer has made a hobby pay off by making exact-replica model covered wagons.

NEWKIRK—Hearts are won by paralytic Ed Webber, the spunky operator of a one-man leather goods factory here. Several years of leather work has brought him well satisfied customers from several states and locally.

PRYOR—Construction work on a $20,000,000 nitro-guanidine plant, the only plant of its type in the western hemisphere, is slated for an early start here.

CLINTON—Picnic coolers are manufactured by Royal-Mieco, Inc., in Clinton. Established in January, 1954, this company increased its sales 70 percent in 1955 over the previous year.

WEWOKA—Modern Appliance Co., of Wewoka recently announced a large business expansion program.

TONKAWA—Construction on a new wing of the Industrial Arts building at Northern Oklahoma Junior College is underway.

CLAREMORE—Gateway Luggage Co., one of the nation's largest producers of popular priced luggage, recently announced the current expansion of its lines thereby increasing employment. Last year's payroll, exclusive of executives and salesmen, was $275,000.

DURANT—The multi-million dollar industry of chinchilla raising is being boosted in this area by the Durant Chin-chilla Ranch.

STILLWATER—Curtain Time, Inc., expanding this year, manufactures quality drapes on an assembly line production. Head of this unique and infant industry is a young Stillwater grandmother, Mrs. Wilbur Fiscus.

MIAMI—Goodrich Rubber Co. plant at Miami announces plans for a $4 million expansion.

GUTHRIE—Okahoma's first capitol city is preparing for its biggest and best '9ers Day Celebration and Rodeo in April.

ENID—Construction has been completed on the $300,000 Enid Memorial Hospital. Among many modern features of the hospital are oxygen-piped rooms equipped with television sets.

ALTUS—Largest aircraft hangar in Oklahoma, costing $1,843,697, is nearing completion. The huge building is 520 feet by 250 feet and has a floor space of 106,500 square feet.

DUNCAN—Halliburton Oil Well Cementing Co. announced plans to expand office and technical center building thus increasing employment and operational facilities.

BARTLESVILLE—The Federal Bank's report on gains recently showed that Bartlesville was the "hottest spot" in the Tenth Federal Reserve District during the month of January.

LAWTON—Booming construction industry here surpassed 1954 by a million dollars, reaching the $10 million mark.

TULSA—Commercial, industrial and public works contracts in the metropolitan area reached $95,256,000 during the first 11 months of 1955 . . . Tulsa climbed into the No. 4 spot, displacing for the first time Denver, Colorado, says report on increased business gains in the Tenth Federal Reserve District.

OKLAHOMA CITY—Oklahomans particularly young ones aspiring to be scientists, will have a rare opportunity to see what's being done with the atom and its peacetime use, when the Atomic Energy Commission's dramatic "Atoms for Peace" exhibit is shown in OC's state fairgrounds in April in conjunction with Southwest American Exposition.

NOTE TO WRITERS & PHOTOGRAPHERS—Oklahomans who like to write non-fiction stories about Oklahoma and photographers who believe they can "catch" a dramatic picture—scenic or otherwise—telling the Oklahoma Story, are invited to submit material to OKLAHOMA TODAY for a "look-see" by the Editor. Address: Oklahoma Today, P. O. Box 3331, State Capital Station, Oklahoma City 5.
FRIENDLY OKLAHOMA POLISHES GOLDEN WELCOME MAT FOR '57

Soonerland will be ready to exhibit her progress during first fifty years.

Young, proud and virile Oklahoma already is taking personal invitations to thousands of her neighbors in the Midwest and Southwest to come and help her celebrate her Golden Anniversary of Statehood.

And, while an emissary is spreading the word about this Jubilee event, Oklahoma cities, towns and hamlets, are preparing to tell the world what their particular contribution has been to the state's growth through its first glittering golden half-century.

A vivacious young woman, attired in golden tunic and accessories, is our drumming up business for the Semi-Centennial Celebration that starts next spring. She is Teddy Dukeminier, a celebrated Sooner tennis player with an ever-ready smile and overwhelming enthusiasm.

Miss Dukeminier is spreading the Golden Jubilee "gospel" at travel and sporting goods shows in Kansas City, Mo., Chicago, Dallas and Wichita.

Lou Allard, Drumright, is heading up the Semi-Centennial Commission set up by the state legislature with the enthusiastic support of Gov. Raymond Gary.

According to Allard, Oklahoma's Golden Jubilee celebration will include a year of commemorative events pointing up pageantry, ceremonials, parades, music and drama, art exhibits, and all types of entertainment, and "We're expecting many thousands will come to visit us.

"The main object, of course, is to emphasize significant historical events reflecting development of Oklahoma from statehood in 1907 to the present day," says Allard.

"It will be the composite story, as written by Oklahoma communities, of the evolution that's taken place from an era of Indian tepees to the present-day's magnificent towers," he adds.

The part that men of daring vision have played in the building of a great state will be portrayed.

Meanwhile Semi-Centennial Commission headquarters in the State Capitol in Oklahoma City, acting as the coordinating agency assisting all communities seeking guidance in setting up their respective programs for '57, is ready to help and develop ideas that will make the "run of 1957" a fitting climax to Oklahoma's first fifty years of progress.

At the same time another Oklahoma state agency is visiting the same travel and sports shows with an exhibit that points up Oklahoma's scenic beauty, magnificent lakes, and her ultra-modern resort lodges now nearing completion in several of the 14 state parks, all under direction of the Oklahoma Planning & Resources board.

CALENDAR OF EVENTS
March & April
March 10-12: Wewoka Spring Stock Show, Wewoka
March 13-16: Junior Livestock Show, Frederick
March 14-16: County Spring Livestock & Dairy Show, Lawton
March 17: 11th Annual Oklahoma Square Dance Assn., Oklahoma City
March 18: Oil Jubilee, Wewoka
March 19-21: Scottish Rite Reunion, Guthrie
March 21-22: Sears Swine Show, Tulsa
March 22-25: Southern Oklahoma Land Judging Contest, Ardmore
March 26-29: Junior Livestock Show & Sale, Oklahoma City
March 30-31: Oklahoma 4-H & FFA, Stillwater
April 1: Monday Easter Service, Guthrie
April 2: 4-H & FFA, Stillwater
1st week April: Miller Bros. Circus, Hugo, Open Season
April 5: Kansas-Oklahoma Short Horn Breeder's Assn. Show, Buffalo
April 12-15: Home Show, Tulsa
April 13-15: Rod & Gun Sports Show, Henryetta
Mid-April: Eastern Oklahoma Dogwood Tour, Tahlequah-Sallisaw
April 16-19: Gas & Electric Appliance Show, Bartlesville
April 19-20: Northwest District All-Breed Dairy Show, Watonga
April 21-23: "50ers Celebration, Guthrie
April 22-24: Cowboy Memorial Benefit Rodeo, Oklahoma City
April 22-29: Oklahoma Song Fest (featuring Will Rogers, Jr. and Governor Raymond Gary), Oklahoma City
April 23-25: Southwest American Exposition, Oklahoma City
April 22-27: "Atoms for Peace" Exhibit, Oklahoma City
April 26-27: Thoroughbred Horse Racing, Oklahoma City
April 26-29: Dave Garaway's TODAY SHOW (NBC), Oklahoma City

"Golden Girl" Teddy Dukeminier is promoting Semi-Centennial Celebration in neighboring states.
THE PRIDES OF HENRYETTA
ITS HIGHSCHOOL BAND AND ITS INDUSTRY

After hectic days of "reconstruction" following coal mining era, Henryetta's citizens learned how to live, laugh and prosper — together.

BY J. LELAND GOURLEY  Editor, Henryetta Daily Free-Lance

The blood of industry courses through the veins of Henryetta, pumping the breath of life into this alert, busy, little city of 8,000 right square in the middle of the eastern half of Oklahoma. It is a living example to prove: Industry works in Oklahoma!

If there are any skeptics left after Oklahoma's past few years of emphasis on industrialization, they need take only one quick look at this beautiful "city in the valleys" to learn it pays to have a payroll.

Most pronounced example that the influences are greater than merely economic is the outstanding Henryetta highschool state championship band which captivated the hearts of the West Coast as Oklahoma's official representative in this year's Rose Bowl parade.

Henryetans take pride in their smart stepping highschool musicians who have brought fame and honor to their town, the same as they take pride in being the home of the largest glass plant west of the Mississippi river, and the home of the plant that produces more than three-fourths of the free world's supply of precious, vital germanium.

Germanium? You never heard of it? It is an off-white, powdery metal so rare that up until after World War II, the Eagle-Picher company (whose zinc, cadmium and germanium plant is in Henryetta) was the sole producer on this side of the Iron...
Curtain. That, right here in Oklahoma!

A tiny grain of germanium the size of a pencil point serves as the "nucleus" or "nerve center" for transistor "tubes" that will revolutionize radio and television receivers, making them more compact and virtually last forever. Germanium is the key to the future of the booming electronics industry.

One example of its use as a defense material is in proximity fuses on ammunition. The germanium transistor makes it possible for the shell to explode without hitting the target—if it just comes within a prescribed distance of it. It was used widely in artillery and anti-aircraft ammunition near the end of World War II.

And on the same side of town with Eagle-Picher's sprawling plant employing 750 persons is the growing Pittsburg Plate Glass company plant, employing 900, with an annual payroll of more than $3 millions.

An example of how one industry attracts another is the Ellis Glazing company plant in Henryetta. This window plant was located in Henryetta to be near the source of its principal raw material—glass.

The human side of achievement in this industrial community—once only a coal mining town—is dramatic and electrifying.

Take the Henryetta band, for instance. It has been acclaimed best in the state six times under the ten-year direction of W. A. (Tony) Anderson.

Last New Year's day this band hit its peak during the Rose Bowl festivities on the West Coast, where the musical Henryettans were official representatives of Oklahoma.

The Band stopped 'em cold in Disneyland; Long Beach's mayor had "Miss Long Beach" present them the key to the city, and in the Tournament of Roses parade itself, police had to hold back the surging crowd that pressed into the street urging the Henryettans to play "more!"

These were Henryetta youngsters, good-will ambassadors every one. They were the sons and daughters of plant management and factory workers, store owners and farmers, doctors and miners. They were the product of Oklahoma.

The folks of Henryetta never doubted for a moment that they could raise the money to send their finest product to the California exhibition. They launched vigorously into a fund raising campaign that netted almost $20,000. Of that amount Oklahoma's Governor Gary raised $4,500 to pay transportation costs. But the bulk of the money, well over $10,000, was raised mostly in Henryetta; some coming from other Oklahoma communities.

Three years ago, the community got together in a drive to raise $30,000 to pave a road from town to the glass plant. Labor, management, and the community worked side by side in the project originated by the chamber of commerce. One CIO union gave $2,500 to the project.

A civic leader remarked "in what other town in America are the people of all walks of life on such friendly terms that the CIO would give $2,500 to any chamber of commerce project or vice versa?"

It is true Henryetta suffered industrial growing pains in the past and it had its share of strife and bitterness in the management-union conflict.

But now, Henryettans have learned to live and work together, and together they are making industry click.
The cement in your sidewalk is finer than the powder your favorite gal wears on her face—believe it or not!

Above is a view of the giant stacks of Ada's Ideal Portland Cement plant, seen between two huge rotary kilns that are 10 feet in diameter and 250 feet long; under that photo is a panoramic view of the plant's quarry at Lawrence, six miles south of Ada; below are S. A. Grotencort, regional manager, and David O. Howe, plant chief.

To Mr. Average Man cement is something that goes into the construction of a broad, smooth-riding highway, a giant bridge, the foundation of a house or into the building of a gigantic dam.

And, of course, these are some of the multiple purposes cement is put to, through the magic of man's imagination and engineering genius.

But it is doubtful that this same average man ever gives much thought to the many operations through which a chunk of limestone, shale or oyster shell must go from the time it leaves a quarry until it is finer than the delicate powder that Mrs. Average Woman puts on her face.

At least that is the consensus opinion of such men as 37-year-old David O. Howe, manager of the Ideal Cement Co., plant at Ada. Howe says that few are the cement buyers who ever ask to be taken through this huge Oklahoma industrial plant, whether they purchase cement by the bag or by the carload. But the story of cement making is a dramatic one, and the
history of the industry’s expansion in Oklahoma is mighty impressive.

There are two large cement-making plants in Oklahoma: Ideal’s Portland plant at Ada, and the Dewey Portland plant at Dewey. The story of growth that’s been written by the Ada operation since it placed its first two kilns with the daily capacity of 1,000 barrels daily in use in 1907, is one that gladdens the spirit of the Oklahoman of today who continues his efforts to attract new industry to his state. For it is a story of almost continuous expansion.

Today’s $13,000,000 Ideal plant at Ada is working around the clock, seven days a week, producing 7,000 barrels of cement a day — or an annual output of more than 2,500,000 barrels. It is one of 15 Ideal plants operated in many sections of the nation.

Current demands are staggering, according to official figures, and only recently officials of the company have revealed plans for expanding the Ada operation so its output will be more than doubled.

By early 1957 plant facilities will be erected at a cost of $12,000,000 enabling the Ada establishment to produce 9,000 more barrels of cement daily, and thus increase the 24-hour production figure to 16,000 barrels, or close to 5,000,000 barrels annually. “This should enable us to keep ahead of demands for cement,” says Charles Noyes, sales manager in Oklahoma.

One can readily see what an industry of these proportions means to the economy of Ada, a city of 20,000. The present annual Ideal payroll in Ada is $2,500,000. No official estimates have been disclosed as to what the plant expansion will do to hike the present personnel figure of 325, but it is expected to be “substantial.”

One thing the regional production manager for Ideal, S. A. Greetencourt, will tell you: “We’ll be one of the nation’s four largest cement plants and the greatest in the Ideal system.” The other three are in Buffington, Indiana, Permanente, California, and Alpena, Michigan. Incidentally, M. O. Matthews, a native of Ada, is executive vice-president of the Ideal system. Cris Dobbins of Denver is president.

There are many things for which the Ada plant is proud, but perhaps the top ones are:

ONE—Its employee-management relations, with the plant boasting its workers have never gone out on strike.

TWO—A large number of its employees have been with the company more than 20 years, with several father-son and multiple-brother teams on its payroll.

THREE—Its outstanding safety record, as of last February 1, had seen 840, 24-hour days go by without a time-loss accident. The present safety program was put in effect at the beginning of 1954.

“‘We place safety ahead of everything else—and never have we approached it as a measure to save money[,]” is the way Howe explains the plan. He says that “Safety at Ideal is not merely a slogan, but something designed primarily to protect lives.”

This program has won for the plant numerous trophies, including a huge, 20-ton “trophy” cast of pure concrete which stands prominently near the entrance to the plant area.

Reasons for the tremendous increase in demands for cement are obvious: expanded government building of huge airfields, construction of millions of new homes and business establishments, plus the many new uses that ingenious man is finding for cement, and, of course, accelerated highway and bridge construction throughout the nation.

Reports further indicate that a new cement plant is to be built in Locust Grove in northeastern Oklahoma, thus making this the third operation of its kind in Oklahoma.

By the way, one of the first things one learns when he goes through a guided tour of a cement plant is that the word “portland” as applied to the industry has nothing to do with Portland, Maine, or Portland, Oregon. The fact is that the name was given by an English stone-mason, Joseph Aspdin (the guy who invented hydraulic cement back in 1824), “because he thought it looked like a natural stone quarried on the Isle of Portland.”

Furthermore, the activities of the Portland Cement Association, of which most of the major cement manufacturers are members, limits its efforts to scientific research, the development of new products and the like.—John McWilliams

Below is the Portland Cement plant at Dewey, not a part of the Ideal system, but vital to the industry in Oklahoma.
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—Watonga Republican

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