successor to Resourceful Oklahoma

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OUR COVERS
FRONT—Beautiful Wister Lake State Park near Poteau in Eastern Oklahoma. COLOR PHOTO BY KAZIMIR PETRAUSKAS.
BACK—Library on the Oklahoma A&M College Campus at Stillwater. A&M is one of the world's best-known agricultural colleges. COLOR PHOTO BY EDITH HOGAN.

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(LITHOGRAPHED IN OKLAHOMA U.S.A.)

*An old drawing of Jesse Chisholm, whose early day Longhorn drives from Texas to Kansas through Oklahoma immortalized his name in southwest history. Story about the old Chisholm Trail appears on page 6 of this issue. The drawing by an unknown artist is used through courtesy of Oklahoma Historical Society.
“Chimney Rock thrusts its bulk into the sky three stories high...”

COLOR PHOTO BY KAZIMIR PETRAUSKAS
LET'S JOIN THIS HAPPY ADVENTURER ON A TOUR IN NORTHWESTERN OKLAHOMA'S FASCINATING LAND...

the magic corridor

The Natural Bridge, near Woodward, Oklahoma.

By Henry Ward

A 280-mile stretch of surprises... that's the Magic Corridor, as I call it. In most places, less than ten miles wide, the surprises along this strip are just that because they don't belong there. At least, in the popular mental picture of this region, they don't belong because the scenic attractions along the Magic Corridor range from colorful buttes and mesas to unusual rock formations to a tremendous salt plain, and even a cave which is the only one of its kind in the world!

Most of it is situated in Northwestern Oklahoma with the final lap in Northeastern New Mexico. Generally, a route through this area is thought of as an endless stretch of treeless wheatland and sparsely settled plains or, in other words, miles and miles of nothing but miles and miles. If this is your impression of this region, then share my thrill of seeing the unusual where you least expect it and travel the Magic Corridor.

Running east and west, the route offers the traveler a panorama of diversified scenic attractions without undue additional mileage, and breaks up an otherwise monotonous 500-mile run found on other wheatbelt-high plains routes.

Geographically, the Magic Corridor has its beginning near Pond Creek, Oklahoma, at the junctions of US highways 81, 60 and 64. Near here, the traveler crosses the famed Chisholm Trail, appropriately marked with a granite boulder on the outskirts of Pond Creek.

From the junction, the route leads west on US 64 through Nash and Jet, where an improved gravel road leads from the latter to the Great Salt Plains dam and...
reservoir, built by the U.S. Army Corps of Engineers. West on US 64 a few miles and a dirt road, duly marked, leads north to the Great Salt Plains observation platform from which sweeping views eastward across the Salt Plains may be had. Many geologists explain the existence of the Salt Plains as the residue from an evaporated prehistoric sea. While here, note the way the salt crystals “climb” a twig or other protruding object and crust it in a lacy tapestry of unique designs. The area has been set aside as a federal wild-fowl refuge.

A road leads due west from the observation platform to the city of Cherokee, thence south on US 64 to Oklahoma SH 8. Continue south on SH 8 through Cleo Springs, which centers a fabulous watermelon region, to junction briefly with US 60. Here you cross the wide and famed Cimarron River, turn west on SH 15 to the Glass Mountains.

Cedar Canyon

The 25-mile road through the Glass Mountains traverses a wild and desolate region of forbidding but colorful buttes and badlands. The tallest are 300-foot domes and spires of red sandstones, banded with blue-grey and capped with white layers of gypsum. Through the process of erosion, others have been reduced to only a few feet in height. An everchanging pattern of color and mood prevails, particularly when long shadows snake across the land in the early morning or late afternoon sun. Created from the sedimentation of an ancient sea, the face of the land is constantly undergoing further transformation as the rugged and usually dry arroyos testify to the power of waters that cascade through this area in periods of wetness. The Glass Mountains get their name from the countless fragments of selenite crystals that litter the slopes of the buttes and reflect the sunlight.

At the junction of US 281, turn north through more eroded formations to again drop into the Cimarron River Valley. Re-crossing the river, you quickly come to the sprawling sand dunes that line the north bank and stretch away on either side of the road. The unexpected advent of the dunes is just another example of the surprises that await the casual traveler along the Magic Corridor. The slopes of the dunes are ridged with windwaves and sparse, but defiant, clumps of yucca and other vegetation wage an endless battle for survival with the ever shifting sand.

Passing through Waynoka, you pick up SH 14 and head north to rejoin US 64, thence west, running through the fabulous red sandstone hills with inspiring views of deep red canyons tinted with the grey-green of sagebrush and the deeper greens of juniper and cedar. At Camp Houston, turn south on SH 50 and go through Freedom, where a stone marker pays tribute to the Cimarron Cow-
The Terrace and Gardens at Philbrook

COLOR PHOTO BY BOB MCCORMACK

TULSA'S

Philbrook Art Center

Mecca of Thousands of Pilgrims to the World's Art Shrines
A short distance from Tulsa’s downtown 20th century hubbub that’s topped by a modernistic group of skyscrapers, stands a 16th century Italian villa, where paintings and sculpture work by some of the world’s outstanding artists are housed.

Once the palatial residence of fabulous oilman Waite Phillips and his family, it is now known as Philbrook Art Center. This has been its designation since 1938, when the Phillips’ gave it to the Southwestern Art association to be operated as a museum of fine arts.

Since its opening in 1939, thousands of visitors from every state in the Union and most foreign countries have entered through its handsome bronze doors to find inside a fascinating collection of some of the world’s finest art treasures.

The magnificent structure dominates a 23-acre area and a formal garden developed according to Italian Renaissance style, with the diagonal walk and ramp patterned after the sloping ramp at Villa Lante, north of Rome.

The center, comprised of exquisitely appointed period rooms, houses art sculpture work that covers many countries and many centuries.

These collections and installations, on view the year around, include the Samuel H. Kress collection of Italian Renaissance paintings and sculpture; Roberta Campbell Lawson Indian costume collection; Clark Field American Indian basket and pottery collection; the University of Tulsa archaeological exhibition of objects excavated in the Spiro Mound in eastern Oklahoma, dating back to perhaps the 14th century; T. J. Darby collection of pottery and other archaeological items from the Southwest, and other Indian works, such as murals, weapons, beadwork and the like.

An important collection is the 18th and 19th century paintings by American, English and European artists known as the Laura A. Clubb collection. It contains works by Sir Joshua Reynolds, Sir Peter Lely, Thomas Moran, Thomas Gainsborough, Benjamin West, Sir Thomas Lawrence, and others.

Probably the most complete collection of American Indian baskets and pottery in the United States, according to experts, is that presented to Philbrook in 1942 by Clark Field, a Tulsa businessman. It contains baskets and pottery made by nearly all American Indian tribes, most of them now collectors’ items and museum pieces.

Several years ago The Standard Oil Company of New Jersey presented to Philbrook a fine collection of oil paintings and water colors by well-known American painters, depicting all facets of the oil industry. Selections from this collection will be on view during the current summer months.

Artists whose work will be represented are Frederic Taubes, Thomas Hart Benton, Adolph Dehn, Peter Hurd, Ernest Fiene, Bettina Steinke Blair, and others.

Philbrook also owns an outstanding collection of works by Oklahoma artists. Many of them prize winners in the annual competition and exhibition of works by Oklahoma artists sponsored by Philbrook each April.

Other art in the museum include “The Bronco Buster” by Frederick Remington, and works by Oklahoma sculptors Bernard Frazier, Lawrence Tenney Stevens and Joseph R. Taylor.

During May and June each year at Philbrook the feature exhibition is paintings by contemporary American Indian artists who have entered the annual exhibition and competition sponsored by Philbrook. Prize winners and purchases from these exhibitions furnish the bulk of the famous collection of contemporary Indian paintings owned by Philbrook, some of which always hang in the gallery’s Indian department.

Ace Blue Eagle, W. Richard West, Pablito Velarde, Alan House, Woodrow Crumbo, Archie Blackowl and dozens of other well-known Indian artists are represented.

Tulsa artists’ gallery in Philbrook attracts many young art enthusiasts throughout the year.

"Virgin With the Christ Child," attributed to Giovanni Minelli and dated 1525, is a prize sculpture piece in the Samuel H. Kress Collection of Italian Renaissance art in Philbrook.
U. S. HIGHWAY FOLLOWS OLD CHISHOLM TRAIL

—and pioneer Sooner reminisces on a ranch on the famed route over which he helped drive thousands of Longhorns.

By W. A. "Mac" McGalliard
Columnist, Daily Ardmoreite

Deep in Southern Oklahoma, in the famed Red River country, lives a rancher whose lifetime spans the entire period from the days of wild Indians and trail drivers to the comfortable and prosperous cattle ranch of 1956. He is Henry "Big Tree" Price, now 74 years old.

His home is a completely modern and gracious two-story mansion where he and Mrs. Price entertain their children and grandchildren, relatives and friends. Outside, a leathery old cowboy, who has been riding the Price ranges for 45 years, follows a herd of 400 fat Herefords over 8,000 acres of rolling grassland.

Henry Price is a product of the old Chisholm Trail and is living out his life on land where, in the beginning,
millions of Texas Longhorns passed on their way to railheads in Kansas.

The Oklahoma section of US 81, today a route familiar to many tourists, generally follows the path of the Chisholm Trail from the ranch lands of Texas on the south to the plains of Kansas on the north.

The Longhorns began streaming across Indian Territory, establishing the Chisholm Trail, at the end of the Civil War in 1865. This migration to market continued until about 1889 when the railroads reached Southern Oklahoma and North Texas, and the open ranges fell to fencing and the farmers’ plow.

History in the Red River Valley near the Price ranch, however, began more than two centuries ago. The ranch is located at Addington, a few miles north of Red River in Jefferson county. A granite spire located on a high point within sight of US 81 marks the site of the Trail and stands as a monument to the trail drivers and early day cowboys.

Approximately 25 miles southeast of the ranch, long before recorded history, the Plains Indians used a ford on Red River that was free of quicksand in their seasonal migrations north and south. More than two centuries ago, French missionaries and traders, when Oklahoma was a part of French territory, established a fort and trading post at the ford.

In 1758, Spaniards attacked and captured the fort and to this day, the site is known as Spanish Fort.

In 1886, a man named Price came up the Chisholm Trail from Texas with his wife and children. Realizing that the trail driving days were drawing to a close, he was looking for a place to settle and establish a ranch. Henry “Big Tree” Price was his son, then six years old.

The family lived first in an earthen dugout near the site of the family mansion of today. Henry’s earliest memories were of wild Kiowa and Comanche Indians and of the great herds of Texas Longhorns streaming past the family dugout. Soon the Price family moved into a pioneer log home. The tall growing Bluestem grass that made the Indian Territory country popular with Texas trail drivers grew and fattened the Price cattle and the family prospered.

Southern Oklahoma, at that time, was a part of Pickens County, a sub-division of the Chickasaw Indian Nation. Pickens County was organized in 1868 and existed until Indian Territory became the state of Oklahoma in 1907.

Today, the few remaining old time cowboys and cattlemen are organized into the Pickens County Cowpunchers association. Every spring the members hold an annual meeting and barbeque on the Price ranch near Monument Hill. This spring, in May, the old cowpunchers had as their guests, officials and members of the Oklahoma Historical Society. The Society made a tour, retracing the Chisholm Trail from the Red River crossing northward to Caldwell, Kansas, last of the railhead shipping points for the Longhorns.

Henry Price today describes the transitions of ranching from the days of the Chisholm Trail Longhorns to the registered Herefords of 1956 as, “easy to take. The changes came so gradually they almost passed unnoticed.”

The improvements through the years included greater knowledge on the use and preservation of the nutritious native grasses, as well as improvement in the breeding and beef producing ability of the cattle.

When the old timers get together these days, they love to talk of the Longhorns and trail driving, of the wild Indians and pioneer life of yesterday, but they are also proud of Oklahoma’s ranching today. The far-ranging, lean and hardy Longhorn was a forerunner of the fat, beefy Hereford of 1956.

Before the Longhorn was the buffalo. All of them, from way back in the past up to 1956, subsisted on the rolling, open grasslands.

Travelers along US 81 today can see the same beautiful grasslands and fat Herefords, farms and ranches, towns and villages. And behind and beyond them all is the shadow of the Indian and his buffalo, the trail driver and his Longhorn.

They all went into the making of Oklahoma today.

Two miles west of Okarche and US 81, near the Kingfisher-Canadian county line, are the visible ruts (left) showing remnants of the Old Chisholm Trail used by stages and wagons. Right is a hollowed depression of several hundred feet in width, supposedly worn down by the hooves of millions of Longhorns in their drive northward. This is approximately a mile southeast of Dover, in Kingfisher county.
EXPERT SAYS STATE'S TAX PROGRAM IS FAVORABLE

By GENE CAMPBELL
Business Writer, Daily Oklahoman

Do Oklahoma's taxes on industry compare favorably with those of other states? Can a corporation operate as profitably in Oklahoma as in other states?

Every executive who inspects Oklahoma as a possible site for a plant location wants the answers to these questions. In a nutshell, he wants to know if his firm can operate more profitably in Oklahoma than elsewhere.

To the general public, the answers seem elusive. Opinions differ from one person to the next. Ask one fellow and get a definite "no." Ask another and get a confident "yes."

But exactly what is the truth? Can Oklahoma compete for industry under its present tax structure, or is industry here overburdened? Is the Sooner state in a good bargaining position for industry, or is it being bypassed because of high tariffs on corporations?

Several extensive studies made on the subject indicate a decided "YES" — Oklahoma can and is competing favorably.

One of the most thorough and detailed of the studies was issued recently by Oscar Monrad, vice-president of the First National Bank & Trust Company of Oklahoma City.

He came up with facts, figures and comparisons that disprove statements of extremely high taxes in Oklahoma.

Comparing taxes is a tricky business. What might appear to be attractive on the surface could prove a burden in actual operation. Conversely, the apparently burdensome tax can turn out to be relatively minor when its complete ramifications are revealed.

Such a tax is Oklahoma's 4 percent levy on the income of business corporations. Monrad delved into the intricacies of the law and came up with a financially enticing situation for industry.

On the surface, the law calls for a flat 4 percent levy. But Monrad showed how the levy actually amounts to .9 percent.

Playing the greatest role in making Oklahoma attractive tax-wise, the state income tax law allows deduction of federal income tax before figuring the state tax, and vice versa.

With the federal tax running a whopping 52 percent, the state tax is reduced to 1.88 percent on total earnings. Subtracting state tax in figuring federal tax, the industrialist slices the actual tax on his net taxable profits to a mere .9 of one percent.

Allowance of federal tax deduction in Oklahoma makes any eastern industrialist stop and think twice.

The highly industrialized eastern states not only disallow deduction of federal income tax, but most of the major states carry a higher levy than Oklahoma.

For instance take New York with 5.5 percent and no federal tax deduction. No deduction is allowed in Massachusetts with 6.765 percent or Pennsylvania with 5 percent. California has a 4 percent tax like Oklahoma, but allows no federal tax deduction.

In all, 19 states have higher income tax rates than Oklahoma and four have the same rate.

That list includes such states as Arkansas, Mississippi, North Carolina, North Dakota, Oregon, Vermont, Maryland, Rhode Island, South Carolina, Virgina and Wisconsin.

Seven states have lower income tax rates, but two of these (Connecticut and Tennessee at 3.75 percent) do not allow the all important deduction, making their effective rate nearly double that of Oklahoma.

A further investigation shows that states levying no income tax (such as Texas, Michigan, Illinois, Ohio) or imposing lower rates (such as Iowa, Kansas and Missouri) are levying substantially heavier ad valorem taxes than Oklahoma. Furthermore, Oklahoma is one of the few states to reduce corporation income taxes since World War II.

In 1947, the state gave a helping hand to industry by slashing corporation income tax by one-third from 6 to 4 percent. At the same time plant workers benefited by a nearly 40 percent cut in individual income taxes.

Bent on encouraging industry to settle here, the legislature has amended the 2 percent sales and use tax to make the state more attractive for industrial expansion.

Oklahoma does not expect a new industry to pay a 2 percent capital tax on the machinery and equipment with which citizens of the state are provided the means of livelihood.

Surrounding states that make no such exception include Colorado, Kansas, New Mexico, Arkansas, Louisiana and Mississippi. Further exempt from sales and use tax is all property purchased by a manufacturer for consumption in the manufacturing process.

The broad exemption encompasses not only fuel and electric energy, but also all other materials and supplies used up in the process whether or not they become a recognized part of the finished product.

Industries are not so lucky in Colorado and Kansas, where only fuel and power are exempt, or in New Mexico, Arkansas, Louisiana and Mississippi, where no exception is made.

A third attractive item in the Oklahoma tax structure is the limitation of the "capital stock tax" to capital actually used in Oklahoma.

Continued on Page 22

Robber's Cave State Park, one of Eastern Oklahoma's many refreshing and scenic recreational areas.

COLOR PHOTO BY A. Y. OWEN
Highway Separations Enhance State’s ROAD SAFETY

These ultra-modern highway features are rapidly becoming the rule rather than the exception in modern Oklahoma.

A Typical Scene of Northbound Traffic on U.S. 77, Norman to Oklahoma City

PHOTO BY PAUL E. LEFEBVRE

With a well set look to meet needs far into the future, Oklahoma is mushrooming with highway-highway separation structures that safely divide traffic at intersections.  

Not until the latter part of 1951 did the state have a highway-highway separation structure.  

Since that time the state highway commission has turned on the steam in building these ultra modern facilities until now it has 24 in use and is building 21 more.  

The 24 cost $1,729,195. They are 3,484 feet in combined length.  

The structures taking shape cost $1,565,867 and are 3,377 feet in length.  

Naturally the state finds pride with its $3,295,000 investment in less than six years in these life saving facilities.

The first structure went in on the 4-lane US 77 job leading into Norman, home of the University of Oklahoma. It was a vest pocket job only 110 feet long compared to the grand pappy of them all, the 331 foot separation assuming majestic form on the new US 69 route of McAlester’s sprawling multi-million urban project.

One of the most imposing structures found anywhere in the southwest is the triple decker on US 62, 277 and 281 two miles north of Lawton.  

The upper deck is 236 feet in length and its railing stands approximately 40 feet above the street level.  

D. I. McCullough, state highway department bridge engineer, forecasts that in a year the state will have 100 separations in use.—Carl Held
The number of highway-highway separations that Oklahoma is adding to its modern highway system is rapidly increasing. This massive structure, near Lawton, separates US highways 62 and 277, and SH 7.

PHOTO BY CHARLES D. MCMAHAN
All-around recreation, for young and old alike, is available in Southwestern Oklahoma's modern and fascinating vacation area.

Quartz Mountain

New deluxe 46-room lodge, plus modern cabins, swimming pool and picnic areas make playing here a full treat.
The second of an imposing array of new, ultra-modern resort lodges being built by Oklahoma’s Planning and Resources board in several of its state parks has just been dedicated at Quartz Mountain State Park. It is a 46-room, airconditioned masterpiece designed by Wright & Selby, Oklahoma City architects, and built by Lippert Brothers Construction Co., at a cost of $700,000-plus.

Located on beautiful Lake Altus-Lugert, against a backdrop of solid granite mountains in the Altus-Mangum-Hobart-Granite vicinity, the lodge is operated by Southwest Resorts, Inc., headed by W. R. Williams and Richard W. Moore, both of Altus. The bedroom wing contains 46 rooms in two stories, half of the rooms overlook the lake, and half face the scenic mountains. It contains a spacious dining room, spacious grille with complete fountain facilities, plus an outdoor dining and dancing terrace.

A fan shaped swimming pool, complete with modern dressing rooms and concession facilities, is still another feature, along with 10 modern cabins, youth camps, picnic area, and the like.

Each lodge room is attractively furnished and contains all weather conditioning with individual temperature controls.

Prices range from $6.50 for a single room with double bed in the lodge to $16.50 for the deluxe suites. Twin studio suites may be had for $14.50 a couple, plus $2 for each additional person. Free swimming and radio are included in these prices.

Cabin rates range from $7.60 for two persons. Cooking facilities, utensils, dishes, linens and electric refrigeration are furnished with the cabins which are duplexes.

The first of the state’s new luxury lodges was opened recently at Roman Nose State Park.
POTEAU Advent of a new food processing industry, the reopening of the Bokoshe-Panama mining area plus a quiet boom in real estate, has Poteau eying sharp gains in this growth.

TURLEY A new ultra-modern $250,000 shopping center now is under construction here.

McALESTER Mrs. Jewel Elsing founded the Elsing Manufacturing Co. in 1947 with one sewing machine. Today this women's apparel factory is cashing in at a plus-$55,000-a-year rate.

MADILL Civic growth continues at a rapid rate here. A youth center, complete with skating rink and swimming pool; a new highway department building; a new armory, a new grocery store and several other construction projects are setting the pace.

HUGO Carthage Wood Processors Inc., is to locate in Hugo. With the need of 200,000 board feet of cottonwood, gum, sycamore, hackberry, birch, maple, willow, soft elm and similar woods, it will open a new timber market for southeast Oklahoma.

SENTINEL Contracts have been let for the construction of a new $102,170 gym, community and lunch rooms here.

MOUNTAIN VIEW Construction of a new $35,000 cotton storage warehouse is underway in Mountain View.

ALTUS Largest addition to the Altus school system in the past few years is the recently completed $205,000 physical education building.

TULSA Westinghouse, General Electric, and Leo Maxwell Co., will construct huge distribution facilities here. ... Early 1957 is the expected opening time for the $426,800 zoo building now under construction at Mohawk Park.

SHATTUCK Citizens are proud of their newly completed City Hall.

HOOKER Several new businesses have opened their doors here. Considerable construction on new homes is also being made.

NOWATA A new $50,000 swimming pool here is expected to be completed June 1. Funds for the project were raised by the entire community under the leadership of two civic clubs.

LAWTON Gordon Cartons, Inc., Branch Factory, Lawton’s first major basic raw material industry, will start operation soon with 100 employees.

WETUMKA Dedication ceremonies were held recently for Wetumka high school’s new athletic field.

BIXBY Newest business firm, Casey’s Department Store, held its grand opening in March. This new store is completely air-conditioned.

SALLISAW With installation of a giant pressuring cylinder at the Oklahoma Cressoting Company plant here, an expansion and consolidation project by the company nears completion.

GROVE Production has begun at Grove’s Patterson Manufacturing Co. plant, employing 46 persons.

CALENDAR OF EVENTS
May - June, through July 15

May 3-5 Pioneer Celebration & Rodeo, Guymon
May 7 Cherokee Male & Female Seminary Reunion, Tahlequah
May 9-12 Tri-State Musical Festival, Enid
May 10-12 National Science Fair, Okla. City
May 15-19 Southwest Horse Exposition, Oklahoma City
May 19 Strawberry Festival, Stillwell
May 22-26 Tulsa Charity Horse Show, Tulsa
May 26-29 Pokkeleu Golf Tournament, Wewoka
May 27 Boot Races, McAlester
May 30 to July 17 Boot Races, Wewoka
June 4-6 Rainbow Assembly, Guthrie
June 8-10 Hereford Heaven Stampede & Rodeo, Sulphur
June 14-16 Pioneer Powwow, Okmulgee
June 14-16 Rodeo, Miami
June 15-16 Pauls Valley Rodeo, Pauls Valley
June 18-21 Rodeo, Pryor
June 22-23 22nd Annual Osage County Cattlemen’s Assn. & Ranch Tour, Pawhuska
June 24 3rd Annual Ben Johnson Memorial Steer Roping, Pawhuska
June 26 50th Anniversary Celebration & Homecoming, Pawhuska
June 29 to July 1 Cushing Soc. & Fox Indian Powwow, Cushing
July 3-5 Rodeo, Drumright
July 4 Celebration, Alva, Frederick, Pawhuska and Pauls Valley
July 4 Indian Stomp Dance at Devil’s Promenade, Miami
July 4-5 American Legion Horse Races, Woodward
July 5-8 Rodeo, Purcell
July 6-8 Hinton Rodeo, Hinton
July 6-9 Will Rogers Roundup Rodeo, Claremore
July 10-13 Pawnee Indian Homecoming Celebration, Pawnee
July 12-14 Old Greer County Cowboy’s Ass’n Reunion & Rodeo, Mangum

PAGE FOURTEEN
The State of Oklahoma is continuing to show a steady and substantial increase in the general economy. Industrial employment has been a powerful factor in sustaining this steady increase. This is evident in the great increase in non-farm employment during 1955 as compared to 1953 and 1954. Non-farm employment at the end of December, 1955 was over 570,000 as compared to a little over 550,000 at the end of December, 1954. Retail trade shows a very substantial growth over 1954 and 1953. At the beginning of 1955 retail sales were well above that of 1954. After a slight decline in February, sales increased steadily during March, April, May and June, and finished out the year well above 1954 and 1953 sales. Construction is the only major industry that finished 1955 with a decline over 1954. After reaching an all time high in April, construction declined below that of 1954 and showed erratic increases and decreases during the rest of the year. Manufacturing and minerals production showed a steady increase during 1955 with only seasonal declines. General business conditions in the state during the past four months have not increased as rapidly as in 1955. However, that is in keeping with the national economy as a whole.

These charts prepared by W. E. Butler, Research Director, Oklahoma State Department of Commerce & Industry.
OKLAHOMA MADE RUGS ARE COVERING FLOORS across the nation

Hummel Maid, Inc., turns one woman's hobby into a prosperous enterprise.

By WALTER M. HARRISON

"Never underestimate the power of a woman."

That ancient adage has been given an Oklahoma twist that could mean much to Oklahoma's drive for industrial expansion in the next decade.

Hummel Maid, Inc., Oklahoma's all-woman industry, within two years has established commercial success and developed an assured market nationally.

Designers and producers of quality hand-braided all-wool rugs are now located in a new modern business home in Oklahoma City. The novelty of the set-up, the attractiveness of the home-factory, has lured tourists from a score of states since the formal opening in February.

Hummel Maid rugs have been sold in 43 states as well as in Alaska, Hawaii, Puerto Rico and Saudi Arabia.

This success is the outgrowth of one woman's hobby started some years ago. Lu Hummel, the company's president, made her first rug when she was in college. She later became a college professor—but continued rug-making as a hobby.

Two years ago an eastern business man came to Oklahoma City with the intent of buying Lu Hummel's rug business, moving it out of the state and making it into a machine product. Some of Lu Hummel's friends couldn't bear the idea of her beautiful handmade rugs becoming a machine-made product—so they got busy and organized their own corporation, raised the necessary capital, and kept this growing industry in Oklahoma. They rented a temporary office space and a small house in which to store their wool. Soon they began to need room for expansion. As the site of their future home they chose a tract of land 12 miles northeast of downtown Oklahoma City on the new Urban Expressway. This fine modern expressway carries traffic over two of the nation's major US highways—66 and 77—as well as traffic entering or leaving the Turner Turnpike.

A dream come true for Lu Hummel is the unique Home of Hummel Maid. It is of Early American architecture, constructed of used brick with redwood trim and shakes roof. From the front entrance hall you step into the "Family Room" with its pine-paneled walls and early American furnishings—and, of course, a Hummel Maid hand-braided rug enhances the random-width plank floor. In this homelike atmosphere customers and casual visitors are invited to have a cup of coffee as they sit in front of a wood-burning fire (in season, of course). Two playful kittens—"Mr. Swatches" and "Mrs. Braids"—snoozing comfortably in front of the fire, or frolicking about the room, leave the impression with the visitor that here is a comfortable and enjoyable place to relax.

As the visitor enters the "wool" room, he is greeted by a riot of color. Around three sides of this room are barrels tilted at a slight angle holding strips of the colorful 100 percent wool which is used in the production of the rugs. More than a hundred different shades of wool are displayed here. This is also the "teaching" room where many Oklahoma women learn to make their own rugs. Several dozen rugs of various sizes are displayed here—rugs in which the colors are delicately blended to suit the fancy of almost any home owner, regardless of what his color preferences might be.

In most cases the company sells direct to the customer, although more than 100 interior decorators over the country have used Hummel Maid rugs. A large United States map hanging on a wall of the outer office is pinpointed with colored pins showing where Hummel Maid rugs have been sold. From this map it can easily be seen that these fine Oklahoma-made rugs are as well known on the Pacific and Atlantic coasts as they are in Oklahoma City and throughout the Midwest.

The rugs are produced by women working in their own homes. About 30 women in and around Oklahoma City are now engaged in producing Hummel Maid rugs.

Another product of Hummel Maid is handmade chair mats and lamp mats. One type of mat is made in the same manner as the braided rugs, while another kind is made of small scraps of the colorful wool.

In addition to the numerous Oklahoma women who are learning to make their own rugs, many women all over the United States are learning the Hummel Maid method of rug-making by correspondence. A correspondence course was started about a year ago, and has been very successful.

The principal stockholders of the corporation in addition to Mrs. Hummel are a group of Oklahoma City businesswomen who constitute the company's board of directors.

**COLOR PHOTO BY A. Y. OWEN**

Women from several Oklahoma communities go to the Hummel Maid plant to learn how to hand weave their own rugs the Hummel way. PHOTO BY A. Y. OWEN

Interior of the attractive "living room" in the Hummel Maid plant, showing one of the famous Hummel rugs, plus pretty Michelle Lefebvre, 6, and "Mr. Swatches" and "Mrs. Braids," the Hummel kittens.
oklahoma-bred chinchilla takes

WORLD’S CHAMPIONSHIP

IT TOOK MRS. LLOYD B. DRAKE, PIONEER BANKER’S DAUGHTER, ONLY TWO YEARS TO CRASH "BIG TIME" IN THE INDUSTRY.

More than 400 years ago, high up in South America’s Andes mountains, there lived a little animal that furnished the Chincha Indians the soft fur used for making their night sleeping robes.

Many years later, an American mining engineer working in Chile, captured (with the aid of some Indian trappers) 11 of the tiny furred rodents that rapidly were becoming extinct and eventually brought them to the United States in the early '20's.

In recent years the demand for chinchillas, and their expensive pelts, has gained impetus but production has been slow. Experts believe that because these gems of the fur industry cannot be produced along mass production lines, the choice chinchillas of the future may well come from thousands of small producers.

Consequently, chinchilla raising has spread to all parts of the country—including Oklahoma, where cynics did not think the small animal would thrive because of climatic conditions.

Among those with high hopes of success for the chinchilla industry in the Sooner State is Mrs. Lloyd B. Drake of Oklahoma City, wife of a faculty member at Southeastern State College, Durant.

Two years ago, Mrs. Drake purchased three pairs of chinchillas and went into business "as a hobby". And, although she now has a "chinchilla farm" on the second floor of her home in Oklahoma City with a herd of 50, she still considers it as a hobby.

She has discarded the original animals purchased and now devotes her time to the producing of top quality breeding stock.

That Mrs. Drake is on the right track is self-evident. Her accomplishments in state and national competition attests to this fact.
Last February, Mrs. Drake's entry in the Oklahoma chinchilla show, sponsored by the Chinchilla Association of America, captured top honors.

Then, in March, she and her Oklahoma winner boarded a plane and flew to Flint, Michigan, where it whipped everything in sight at the sixth annual International Live Chinchilla Show of Champions!

Mrs. Drake's world's champion chinchilla is a radiant beauty of rare blue fur only one year old. She calls the lively little creature "J.P.", for her father, James Phillips Gibson, pioneer Oklahoma financier, and founder of the First State Bank at Elmore City, recipient of the first bank charter after statehood.

"J.P." brought back from Michigan a plane load of ribbons and trophies to add to his all-Oklahoma collection. Included are trophies for the world's champion chinchilla, world champion color class, world's champion male, and the rosetta for the world's champion class.

This collection includes the H. M. Burrus traveling trophy which "J.P." must win three consecutive times before he can claim it permanently.

The champion's dam is line-bred Z-20, owned by Mrs. Drake. Its sire is Dechant S-42 Texture, champion sire owned by Clement Dechant of Manhattan Beach, California.

What are Mrs. Drake's future plans?

Her objective is to produce only quality chinchillas, and—although she continues to find chinchilla breeding a "fascinating hobby,"—she "hopes to see it grow into a phenomenal industry in Oklahoma." —Joh McWilliams
Experts in the field of industrial development and expansion say that “If you want to know how a state is progressing look at the demand for electricity.”

They say that when industrial, commercial and home use of electric energy is on the upward trend, you'll find a reflection of new businesses, new jobs, and increased economy of that state.

If this is a reasonable argument, then it must be said that in the past ten years Oklahoma's economic progress has been terrific. This is based on a study of reports of expansion made to Oklahoma Today by the state's two major private electric power developers—Oklahoma Gas & Electric Co., and Public Service Company of Oklahoma.

The OG&E, for example, in 1955 completed its “greatest year of building.” It was a multi-million dollar program. During the current year the construction expenditure budget calls for more than $23,000,000 more.

Public Service Company of Oklahoma estimates that by the end of 1956 it will nearly triple its expenditures of 1946 when they stood at $58,800,000. The '56 estimated expenditure is $171,000,000.

Statistics on business trends show why these major electric power producers must keep their targets high. Here are a few of these trends:

Average per capita income in Oklahoma increased 30 percent from 1950 to 1954, as compared to the national average of 19 percent.

More than 500 new manufacturing plants have been established in the state since 1950, and total monthly average employment in Oklahoma rose from 810,000 in 1950 to 891,000 in 1954. Construction in 1955 rose by 40 percent over the previous year.

Naturally, this has meant large increases in the number of electricity customers and in the amount of electric energy they used on the farm, in the home, and in commerce.

How great the expansion of Oklahoma's two major power companies has been during the past 10 years is shown in these comparative figures:

In 1946, Public Service Company of Oklahoma, serving some 240 communities in Oklahoma, had installed in its electric power generating stations approximately 155,600 kilowatts of electric power. In 1956 it will be able to command 597,400 kilowatts of electric energy in its expanded electric generating system.

The Oklahoma Gas & Electric Co. is now capable of producing 551,400 kilowatts, or three times its capability of 10 short years ago. This utility firm services 246 cities and towns in Oklahoma and western Arkansas.

OG&E's largest plant is Mustang station, 10 miles west of Oklahoma, a giant producing 222,000 kilowatts. Soon it will start up a new generator at Riverbank station, Muskogee, generating 170,000 kilowatts. It will be the largest generator in Oklahoma, and one of the largest in the Southwest.

Since electric power must be delivered as well as generated, there has been a corresponding increase in electric transmission line mileage.

Public Service Company of Oklahoma has more than doubled its expenditure to transmit electric energy. OG&E last year placed in operation its first 161,000-volt transmission line over a distance of 138 miles, from Horseshoe Lake station at Harrah to a point 24 miles east of Muskogee.

These two giants of electric power in Oklahoma point with considerable pride to their accomplishments, and they are particularly boastful of the fact that during World War II—with all its many so-called “shortages”—they were never caught unable to furnish whatever power was needed.

Their determination in 1956 to move ahead with an unprecedented expansion program has resulted in what may be seen now in the form of new power plants, hundreds of miles of transmission lines, and an abundance of reserve energy—enough to meet the accelerated demands of existing industry; plenty to offer to new industries seeking new localities for their plants and products.

Modern electric power transmission lines like these have been strung over many miles during the past decade by Public Service Company of Oklahoma.

OG&E's 222,000-kilowatt Mustang Station, 10 miles west of Oklahoma City, is the company's largest plant.

COLOR PHOTO BY A. Y. OWEN
the magic corridor

Retrace your route to SH 50 and turn left to the short cutoff that leads to Alabaster Caverns State Park situated in picturesque Cedar Canyon. Alabaster Caverns, the only known gypsum cave in the world, has no stalagmites or stalactites like its limestone cavern cousins, but the beauty of its translucent gypsum and selenite crystalizations are interesting. The cave retains a flavor of adventure in that walks and access routes through it are rather primitive though adequate. A constant temperature of about 55 degrees prevails year round and is a pleasant retreat from summer heat. The cave is electrically illuminated to enhance the natural features. Thousands of bats inhabit the deeper recesses of the cave and frequently flutter past screeching their resentment at human invasion of their domicile. At dusk during the summer they swarm out on their nightly foray for insects, returning at dawn.

While at the caverns, a pleasant hike across Cedar Canyon to the Natural Bridge rewards one with sweeping vistas down the Canyon towards the Cimarron.

Two routes are available to Guymon from Alabaster Caverns, each similar in mileage and attraction. One by returning to Camp Houston and west on US 64 or continuing south on SH 50 to SH 15, thence west on US 270-SH 5 past Boiling Springs State Park with its quaint rock gardens and on to historic Fort Supply and the Fort Supply dam. Thence westward on either of the two routes to Guymon through rolling wheat and rangeland.

Geographically and historically you are now in the second phase of the Magic Corridor. The first traversed the Cherokee Strip region, opened to white settlement by the Government in 1893. The second phase finds you in Oklahoma’s Beaver, Texas and Cimarron counties... “No Man’s Land”... created when the Louisiana Purchase separated this region from what was to become the Cherokee Strip; overlooked when the Compromise of 1850 separated it from the Territory of New Mexico and the State of Texas; ignored in 1854 when the Kansas Territory boundary was settled; and again in 1861 when the Colorado Territory was formed. Finally, in 1890, the Organic Act made this strip of land, 168 miles long and 34 miles wide, a part of Oklahoma Territory and ended its career as a sanctuary for the wanted and hunted outlaws of the day. Now, on May 2, Pioneer Day is celebrated in Guymon in recognition of the Organic Act. In addition to free barbecued buffalo meat, rodeos and parades are the order of the day.

US 64, the modern-day route through this region, reflects acres of wheatland, unrelenting and seemingly endless. Upon reaching Boise City, you leave US 64, and go due west round Courthouse Square and head into the open country.

A few miles west of Boise City a distinct line marks the western boundary of the wheatland as rolling acres of yucca-covered rangeland take over. This route, while unnumbered, is well signed, and some 15 miles from Boise City a sign points the way north to Kenton. Rounding this corner, you reach the end of pavement, but the dirt road that continues on is well graded and gravelled. A mile or so north the scenery again undergoes an abrupt change as you rattle over a cattle guard where an ancient and battered sign warns of “Open Range” ahead. The land is covered chiefly with grass and clumps of yucca. No sign of civilization exists but for the road and an isolated row of power lines. A marker on the left states you are crossing the historic Santa Fe Trail.

Topping a rise, a breath-taking and far-reaching vista of jagged buttes, grassy ridges, deep gorges and in the distance, the dark outline of Black Mesa greet the eye. This is truly a land forgotten by time. It remains today, just as it was when the covered wagons of the Santa Fe Trail and the fun-loving cowboys of a later era moved with destiny across its huge stage.

Reaching a fork in the road, bear to the left and you arrive at the famed Dinosaur Quarry, from which more than 3,600 bones weighing over 18 tons have been excavated. The most complete dinosaur collection in the United States was removed from this location, an outcropping of the Morrison Shale of the Jurassic period, probably 150 million years old.

(North of this area lies Hallock Park, centering a sandstone bluff on which a quarter-mile of Indian carvings have been discovered.)

A short distance from Dinosaur Quarry, and to the left of the road about 300 feet, a city of rocks appear. Closer investigation of these handsome, eroded brown and golden sandstone rocks is heartily recommended.

Just before reaching Kenton, a road leads north around the point of Black Mesa, a lava mass that sets partly in Oklahoma, New Mexico and Colorado. After crossing the first cement-filled “dip” a two-lane track leads into a field and visible through the cottonwood trees to your left is the Devil’s Tombstone.

Returning to the junction, you glide into Kenton where gasoline and limited refreshments are available. Here you may bear witness to Kenton’s earlier claim as the “Cowboy Capital” and a thriving metropolis.

A mile beyond Kenton you cross the weathered bridge over Carrizoza Creek and enter the third stage of the Magic Corridor route which lies in New Mexico, thus ending the Oklahoma portion of the Corridor.

TAX SYSTEM

Regardless of the extent of holdings in other states a company pays tax only on capital used in Oklahoma. And no matter how much capital is used here, the tax cannot exceed $20,000.

Oklahoma levies no ad valorem tax, leaving all taxation up to the counties, cities and school districts and placing strict limitations thereon.

Assessment values are kept low, and a studied comparison shows ad valorem taxes in a typical Oklahoma City decidedly lower than in similar towns in Texas, Kansas and Arkansas.

The state levies no tax on intangibles. Corporation franchise tax is relatively low. The cost is low and the procedure simple for incorporation under Oklahoma laws.

Therefore, the interested industrialist need only study the figures to find the truth—that “business is better off in Oklahoma.”
What They're Saying About OKLAHOMA TODAY.

Our sincere thanks to the thousand-and-one Oklahomans, in and out of our state, who have expressed their appreciation of our new publication, Oklahoma Today. The state press, educators and rank-and-file readers who are proud of their state have thus indicated their personal interest in the cultural and industrial advancement of Oklahoma. As it was at the time that Oklahoma Today was launched, our continued pledge is to work tirelessly toward constant improvement of this magazine. And, by the way, we continue to extend our invitation to writers and photographers (color and black and white) to submit their material for consideration and possible publication. Unused (and used) manuscripts and photos will be returned to the sender upon request.—The Editor

"On the newsstands today is a new publication. It is not only new but it is high quality. It is not only high quality with a wealth of excellent color photographs, but it is all about Oklahoma. What more could any Oklahoman wish to send as a gift to a good friend, a former resident, or—just to send as a defense of why he or she lives in Oklahoma, if anyone may know what this means?

"By all means get a copy of Oklahoma Today at your favorite newsstand . . . look it over, then call up your dealer and order several more for mailing purposes . . .

Things like this, along with the musical, Oklahoma! the Big Red football team, Cowboy Hall of Fame; the Semi-Centennial Exposition in 1957, etc., etc., will go far in dispelling the last traces of Okicism that yet remain in the minds of backward peoples of other states who haven't permitted a new idea to seep in since Steinbeck's oft-lamented book.

The governor and all his aids in the publication of our new magazine are to be congratulated many times for giving us something else for which to be proud, Oklahoma Today.

—Shawnee News-Star
Shawnee

Bouquet from Oregon!

"I have just had the opportunity to look over your last issue of Oklahoma Today. It is without question one of, if not the finest, state publication coming to my attention. Oklahoma can well be proud of this publication and we hope that it will inspire other states to follow your lead."

—V. A. McNeil
Portland (Oregon)
Chamber of Commerce

And from Missouri—

". . . we want to offer you our congratulations on the refreshing quality of Oklahoma Today. It is an exceptionally well edited and beautiful magazine."

—Mike Swift
News Bureau,
Rodeo Information Commission, Inc.
Kansas City, Mo.

"I am enclosing my check for one year's subscription to Oklahoma Today. I received my first copy of this wonderful magazine today and it gave me a real thrill. I wouldn't want to miss this magazine at ten times the price you are charging for it. It certainly gives us Oklahomans an opportunity to look in the mirror and see ourselves. So often, we are so near the trees we cannot see the forest and we spend too much time praising the virtues of other states and completely overlook the many outstanding virtues we have here in Oklahoma that in the majority of cases far exceed anything that our sister states have to offer. You have my sincere best wishes for a tremendous success in this undertaking."

—B. D. Eddie
President and General Manager
Superior Feed Mills
Oklahoma City

"I happened to see the magazine (Oklahoma Today) . . . at a motel in Oklahoma City recently. It is beautiful, catchy and good reading and I am thrilled with it."

—(Mrs.) Raymond Nance
Kansas City, Kansas

"Congratulations! You and your staff have a hit on your hands! Wonderful, wonderful, wonderful — Oklahoma Today."

—Perry E. White
Grandfield Publishing Co.
Grandfield

"With full support of citizens along with the state departments, Oklahoma Today can and will become the finest and most beneficial state magazine in the country."

—Daily Ardmorite
Ardmore

"I just today, I sent for a second subscription to Oklahoma Today for my sister. I decided tonight to send for it for my sister-in-law and her husband for their wedding anniversary. I'm sorry to say, I didn't see the first issue, but . . . Oh, how proud I was of that second issue . . ."

—Mrs. Ralph W. Gill
Alva
The Red Barn,” located on a farm near Binger.
COLOR PHOTO
BY EDITH HOGAN

When someone questions me concerning what I esteem most about Oklahoma, I sense a stronger beating of the pulse and something seems to rise up to enhance my inner worth, for this is my home.

I am sure that the pride I feel stems from our early beginnings and the almost miraculous way the State of Oklahoma has lurched forward in less than five decades.

It is beyond the dreams of the '89ers—those rugged, determined people who set the stage for our Oklahoma of today. Some were, but many were never, brought into the limelight of earthly glory.

Yet, out of the dust of their land openings and the accompanying hardships, came Oklahoma's great heritage—a people who cherished this sacred bit of earth and stayed to build, on a barren prairie, a capital city of 243,500 people and some two thousand other communities, ranging from hamlets to cities of the first class.

These were builders with a distinctive spirit of youth because they carried in their veins the pounding pulse of youth. They have always been able to see a vista of years ahead in which they would be able to overcome all obstacles that blocked the path of progress. And now, as never before, they are taking stock of their resources and reckoning up the growth of population and industry.

A hurried glimpse of past achievements will attest to the great vision of our Oklahoma boosters who have reached out to give us million-dollar cathedrals, fine schools, great industries, turnpikes, art exhibits, symphony orchestras and a National Cowboy Hall of Fame.

No one can see our rolling prairie's Hereford Heaven; Texoma, one of the world's largest man-made lakes; Tulsa, the oil capital of the nation, or the state's domeless capital setting majestically in the midst of drilling and pumping oil wells, without a sense of pride and inspiration.

I cherish this place where man is measured by his true worth and where industrial and cultural opportunities are as continual as the flow of goodwill and cooperation among the people who work together here.

Personally, I would say, "Stranger, don't come to Oklahoma expecting to stay a while and then move on. Once you see our towers pointing heavenward, visit one of our many friendly churches, or fine neighborhood trade centers and drive our brilliantly illuminated boulevards or ribboned turnpikes, you won't go away. You'll be bound to this state forever."

"For, Oklahoma is a clean and beautiful place in a land of unmatched sunsets, a homey and friendly place where gracious souls seem to hug you to their hearts."

Mrs. Noel says she was so young when her parents chose to make a Sooner out of her that this is the only home she's really known. A native of Tennessee, she is a graduate of the University of Oklahoma, and has had many of her poems and articles published in national magazines. She's a member of the Oklahoma State Writers, Poetry Society of Oklahoma and National League of American Pen Women.