

A MARKET ANALYSIS OF STILLWATER, OKLAHOMA

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PREFACE

To aid Stillwater in the race to become an industrial center, and to furnish information for local and distant prospective investors were the two major purposes of this study. General information concerning Stillwater has been compiled from existing source books such as the "United States Census of Population", "Statistical Abstract of the United States", etc.

A third purpose was to discover and organize equally important data from local sources such as the Chamber of Commerce, Southwestern Bell Telephone Co., Payne county records, Business Extension, and other available local sources.

Market data was also gathered from certain sources, such as "Sales Management", which base information on estimates, ratios, and business indices. This data is grouped to make comparisons between certain market information for cities of similar character and population.

The market has been analyzed by comparing the position of the city, the county, and the state, as well as other states, in determining the market's standing in relation to other American markets.

This study is designed to provide local development committees with information which will bring more prosperity to the community, especially in terms of industrial development.

It would have been impossible for me to have completed the study without the co-operation of many persons in Stillwater and the city Chamber of Commerce. I am indebted to all who so generously supplied information concerning their town.

I am also deeply appreciative of the assistance and guidance of Dr. Charles L. Allen, my thesis adviser, who offered many valuable suggestions and helpful criticisms throughout the study.

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CHAPTER I

INTRODUCTION

Certain indexes of population, wealth, industry, and commerce determine the value of a city as a market for business. But it is difficult to evaluate a market because there is a lack of available data on which to judge a city, or to compare it with other towns of a similar size.

This study is concerned with Stillwater, which has a total population of approximately 24,000 people. It is an analysis of the town's potential as a market and a comparison with other towns of approximately the same character and population size. It is an examination of the actual differences between towns only on items of major importance.

Market Surveys of this kind have long been of value to industries and manufacturers, but little has been available about Stillwater. Some attempts have been made to provide the information needed by business men. For example, the Stillwater Chamber of Commerce has produced a Basic Data Book every ten years, but though it contains a great deal of information, it does not provide a comprehensive analysis of the town's opportunities and disadvantages.

A thesis entitled "A Business Occupational Survey of Stillwater", by Jo Morgan was written in 1931. It gave some data on prospective workers and their future plans. It showed that schools should attempt to offer more training in the selling and managerial fields and that an effective school-guidance system would help to place more workers in their chosen vocational fields.

Another thesis, "A Business Occupational Survey of Stillwater", made in 1941, used interviews that were classified according to duties performed by four main occupational groups. These groups included managerial, record-keeping, secretarial and clerical, and selling and store service.

"An Economic Survey of Stillwater", made by William L. Scott in 1931, is concerned with the commercial and social structure of the town. It tried to find the reasons or economic factors why the city should or should not become an industrial center.

This last thesis is closely related to the present study, but differs mainly in that no comparisons are made with towns of similar size. However, it should be realized that this work was completed in 1931, and thus is completely out of date.

Since no studies have been made which give comparable data for a useful market analysis of Stillwater, there is a need for some pioneering in this type of research.

To be most valuable, information must be grouped and analyzed in a manner that makes it readily available to the interested business man or manufacturer. The reports of the United States Census of Population, the United States Census of Agriculture, Sales Management, Oklahoma Geological Surveys, and Oklahoma Employment Security Publications all give this kind of information. Potential business institutions also need to know the town's retail sales, population growth, payrolls, and other significant data regarding people and money.

The purpose of this study is to give general Stillwater data, with its relationship to Payne County, the state of Oklahoma, and the U.S.A. In some instances, because of lack of suitable data, no comparisons were

made with Oklahoma and the U.S.A. Furthermore, this study seeks to make a comparison of essential segments of market data with data of other towns.

By making such comparisons, interested persons may be able to tell whether this is an excellent, good, fair, or poor market. When examined in relation to other towns and in terms of their business opportunities, an investor may say about Stillwater, "This is where I want to locate."

CHAPTER II

HISTORY OF THE COMMUNITY

The present site of Stillwater was included in land ceded to the United States by the Creek Indians in 1866. This was the western half of the Creek Domain which they had controlled for a third of a century. It included lands that were drained by Stillwater Creek and constituted nearly two million acres on which no Indians or freedmen were located. This land was called by several names including "Oklahoma Lands" and "Oklahoma Country".

Stillwater, as it is known today, was located only three miles from the northern boundary of this tract. The northern boundary reached to the Cherokee Outlet and the southern boundary ran south of what is presently known as Oklahoma City.

Between 1871 and 1874 the Oklahoma Lands were surveyed into sections and quarter sections, and as the best lands in Kansas and the Mississippi Valley became occupied, pressure increased on the federal government to open the Oklahoma Lands to homestead settlement.

Early Exploration of Territory

This territory was first explored in 1640-42 by an expedition led by Coronado. The expedition gave Spain a claim to the region, and later La Salle made an expedition into the territory in 1682, giving the French a claim to the land.

The French claim vanished in 1763, but reappeared in 1800. In 1803 the claim passed to the United States with the Louisiana Purchase, and the Spanish claim was not successfully asserted after 1800.¹ Following Coronado, who had been seeking for the seven cities of Cibola, other men followed. There were hunters, trappers, missionaries, and adventurers.

Early Settlement

David L. Payne, a captain during the Civil War, had served in several Kansas regiments. He was elected twice to the state legislature when he became convinced that the lands near the center of the Indian Territory, called Oklahoma Country, were public domain. He resigned his position in 1879 and began to make plans for a settlement in Oklahoma.

On April 13, 1880, twenty-three men rendezvoused at Arkansas City for the journey to Oklahoma Country. To avoid the troops that were patrolling the borders, the group moved by night, and on April 22, 1880, they staked off a townsite six miles square. They designated it as the future capital for the state. This sight was to the southwest of what is presently called Yukon, Oklahoma. On May 15, the troops arrested the men and took them to Ft. Reno, where they were held for two weeks and then released.

Payne led the group into Oklahoma seven times and all seven times was moved off the land. These men became known as "Boomers" and as news about them traveled, agitation increased for the government to open the lands to settlement.

On November 28, 1884, Payne died and William Couch, a member of the group, became the leader of the colony.

¹Berlin B. Chapman, The Founding of Stillwater (Oklahoma City, 1948), p. 1.

One week after Payne's death, W. L. Couch crossed the Kansas line to a spot that is one mile to the southeast of the present site of Stillwater. The group reached Stillwater, sixty-five miles south, on December 12, 1884. Here, they tried to lay claim to the property. They resisted Lieutenant M. W. Day, who had been sent to remove them, but later, on January 26, threatened by bloodshed, Couch and his group moved back to the Kansas line.² This was the last serious raid by the Boomers.³

On March 23, 1889, the United States opened the Oklahoma Lands to homestead settlement. No person who entered before the deadline was to be eligible for ownership, and those who slipped in early were known as "Sooners".

Early Political History

Stillwater was declared a first class city on July 22, 1899, by Governor C. M. Barnes. Even earlier, the town had elected officers to lead their people. These officers included a mayor, a five man council, police judge, city attorney, city clerk and one or more marshals. This was on June 11, 1889.

This administration was: mayor, J. G. Evans; councilmen, J. T. Brady, J. R. Clark, Robert A. Lowry, John J. Shaffer, H. Terrell; city clerk, George J. Madden; treasurer, T. W. Myton; city attorney, John F. Stone; assistant city attorney, Frank J. Wikoff; police judge, W. M. Shriver; city marshall, Thomas Hickson.⁴

The council was granted the power on August 24, 1889, to establish a charter and form ordinances to govern the city. The Charter of the City

²Berlin B. Chapman, p. 2.

³Berlin B. Chapman, p. 2.

⁴Berlin B. Chapman, p. 98.

of Stillwater, Indian Territory, consisted of fourteen articles. One of these provided for the election of city officials, and on August 27, 1889, the town elected the following: mayor, John R. Clark; city clerk, George J. Madden; city treasurer, J. H. Swope; city attorney, Frank J. Wikoff; city council, J. B. Murphy, R. L. Hester, Robert A. Lowry, J. J. Shaffer, Fred Kropp; board of education, Parker Milligan, Charles F. Willis, Nathan Davis.⁵ The charter was adopted on August 29, 1889.

Stillwater and Payne County voters, anxious to make it the county seat, met on August 31, and decided by a 146 to 108 vote to carry out the functions of county government. They remained active in this function until Congressional and Territorial legislation made the town the county seat of Payne County.

The reasons for this early settlement was the honest attempt to make new homes when the government was abandoning the policy of removing indian tribes to Indian Territory.

On May 2, 1890, Congress issued the Territory of Oklahoma a temporary government. Until this time all government in Stillwater had been provisional.

Physical Characteristics of Community and Trade Area

Oklahoma has ten national regions. Stillwater is in the Red Beds region which is the largest of the group and runs through the central part of the state.⁶ Four rivers flow across this region. They are: The North Canadian, the South Canadian, the Washita, and the Cimarron. The Cimarron flows across the county where the land is a rolling plain which

⁵Berlin B. Chapman, p. 100.

⁶John W. Morris, Oklahoma Geography (Oklahoma City, 1952), p. 16.

slopes from west to east. Stillwater Creek empties into the Cimarron and is one of its largest tributaries.

There is a great difference between the Red Beds region and the western parts of the state. The eastern part of the Red Beds has enough rainfall to promote the growth of trees while in the western part, grass covers most of the plains, with trees growing best in the stream valleys.

Natural Geographical Aids and Drawbacks

Geographical aids to the city are Oklahoma State University, Lake Carl Blackwell, and Lake Boomer with the main drawback being the lack of a really efficient transportation system. However, the city is serviced by Central Airlines, AT&SF Railroads and the MK&O Trailway bus line. Also, Stillwater is located only 68 miles from Oklahoma city and 76 miles from Tulsa, the state's two largest cities.

A condition helping the community is the favorable location in respect to development, in that the area in which it is located is the most densely populated in the state. This area includes Oklahoma City, Enid, Ponca City, Chickasha, Ardmore, Norman, and Duncan.

TABLE I
STILLWATER AREA AND POPULATION

Town	Population
Oklahoma City	324,253
Enid	38,859
Ponca City	24,411
Chickasha	14,866
Ardmore	20,184
Norman	33,412
Duncan	20,009

Source: "Stillwater Basic Data Book".

The soils near Stillwater are reasonably fertile and will support agriculture. The land is fairly level and can be plowed with very little difficulty.

The Red Bed region has cotton for its principal crop in the south and wheat in the north where the growing season is too short for cotton. Some corn is grown, but it is mainly fed to livestock. Petroleum is also found in the region. The largest fields are near Garber and Cement which have been producing for many years.⁷

There is an abundance of sandstone ten to twelve miles to the east of Stillwater. Also, there is an abundant supply of shale and clay which can be used to manufacture brick.⁸

As shown in Table II, Stillwater's climate is favorable for agriculture and other business operations. The climate allows a growing season of 213 days with an average of 80 cloudy days and 195 clear days, annually. The remaining 90 days of the year are normally partly cloudy with a low average temperature of 36.9 degrees in January and a high of 81.4 degrees in July.

The average annual rainfall is 32.35 inches, from a low of 1.20 inches in January to a high of 4.60 inches in May. Maximum temperatures of 115 degrees have been reported with the lowest temperature being 18 degrees below zero. Stillwater's latest killing frost came on March 31, while the earliest killing frost is normally about October 30.

⁷ Stillwater Chamber of Commerce, Basic Data Book (Stillwater, Oklahoma, 1950), p. 1-1.

⁸ Ibid.

TABLE II
STILLWATER CLIMATE

Month	Average Temperature Degrees	Average Precipitation Inches
January	36.9	1.20
February	40.0	1.33
March	50.2	1.93
April	59.8	3.09
May	67.9	4.60
June	76.9	4.36
July	81.4	3.17
August	81.3	3.04
September	73.5	3.52
October	61.8	2.76
November	49.2	1.99
December	38.8	1.36

Growing Season

Length of growing season: (Days) 213

Weather Conditions

Average number of cloudy days annually:	80
Average number of clear days annually:	195
Average number of partly cloudy days annually:	90
Average annual temperature (degrees)	59.8
Average annual precipitation (inches)	32.35
Average wind velocity (miles per hour)	11.4

All Time Temperature Records

Maximum of 115 degrees
 Minimum of 18 degrees below zero
 Latest killing frost on record is March 31
 Earliest killing frost on record is October 30

Source: "The Stillwater Basic Data Book" and "Crossman's City Directory".

Stillwater Natural Resources

Payne County, compared with Creek, Lincoln, Logan, Noble, and Pawnee counties ranks mid-way in mineral production. As may be seen in Table V, this is approximately a median among the production of the six counties. Pawnee County has the lowest mineral production value with an estimated \$7,478,807 and Creek County ranks first with \$31,264,363.

Payne County's \$13,844,933 stood as 1.7 percent of Oklahoma and .08 percent of the United States total mineral production in 1958. This production of minerals includes petroleum, natural gas, stone, natural-gas liquids, sand and gravel. Meanwhile, there are 1,410 producing oil wells and 31,733 undeveloped acres that are leased in the county.

TABLE III
NATURAL RESOURCES

County	Value of Mineral Production	Percent Change From 1955	Percent Change From 1957	Percent of Oklahoma	Percent of U. S.
Payne	\$13,844,933	3.4	8.7	1.7	.08
Creek	31,264,363	.1	6.3	4.1	.19
Lincoln	21,328,771	12.1	13.2	2.8	.13
Logan	11,777,168	13.8	5.2	1.5	.07
Noble	9,166,068	3.3	6.3	1.2	.06
Pawnee	7,478,807	9.3	9.3	1.0	.05
TOTAL	\$94,860,110	.1	8.4	12.4	.57

Source: "Minerals Yearbook", Area Reports, Volume III.

TABLE IV
MINERALS PRODUCED IN ORDER OF VALUE, PAYNE COUNTY
AND SURROUNDING COUNTIES, 1958

County	Minerals Produced in Order of Value
Payne	Petroleum, natural gas, stone, natural-gas liquids, sand and gravel
Creek	Petroleum, natural-gas liquids, natural gas, stone, sand and gravel, clays
Lincoln	Petroleum, natural-gas liquids, natural gas, stone, sand and gravel, clays
Logan	Petroleum, natural gas, natural-gas liquids, sand and gravel, stone
Noble	Petroleum, natural gas, natural-gas liquids, stone
Pawnee	Petroleum, sand and gravel, natural-gas liquids, natural gas, stone

Source: The "Minerals Yearbook", Area Reports, Volume III.

TABLE V
DRILLING ACTIVITY IN PAYNE COUNTY, 1958

County	Proved Field Wells				Exploration Wells			Total
	Oil	Gas	Service	Dry	Oil	Gas	Dry	
Payne	68	3	5	36	2	-	3	122

Source: The "Minerals Yearbook", Area Reports, Volume III.

TABLE VI
PRODUCING OIL WELLS IN PAYNE COUNTY, 1959

County	Producing Wells
Payne	1,410

Source: "Stillwater Basic Data Book".

TABLE VII
 UNDEVELOPED ACRES UNDER LEASE BY COMPANIES
 IN PAYNE COUNTY, 1958

County	Acres
Payne	31,733

Source: "Stillwater Basic Data Book".

Developed Resources

Water Supply

Stillwater's water supply comes primarily from Lake Carl Blackwell which is a 3,350 acre lake located ten miles west of Stillwater. The lake is owned by Oklahoma State University and has a 55,000 acre-foot water capacity at spillway level. The water is slightly alkaline.

Sewage Plant

The sewage plant has a normal capacity of 1,504,000 gallons per day, and uses the sedimentation treatment process. There are no special treatment facilities available for industrial wastes, and there is no charge on the city sewer service.

Garbage Disposal

The city's garbage system is very unsatisfactory. It is the land-fill type, and pick-up is compulsory. The rate is \$1.50 per month.

Electric Power

Electric power is furnished rural residents by the Central Rural Electric Cooperative, and is available to industries which might be

located outside the municipal area. Two natural gas lines lead into the city, both from the Oklahoma Natural Gas Company. Combined lead-in lines have a capacity of 20 million cubic feet of gas, daily.

Residents of the city are furnished electricity by the Stillwater Electric Utility, a city owned plant. It has a total installed KVA capacity of 10,000.

TABLE VIII
RESIDENTIAL AND RURAL ELECTRIC RATES

Unit	Charge
Minimum charge 16 KWH	\$ 1.02
First 50 KWH @ .06 per KWH	3.06
Next 50 KWH @ .05 per KWH	2.55
Next 100 KWH @ .04 per KWH	4.08
Next <u>200</u> KWH @ .03 per KWH	<u>6.12</u>
400	\$15.81
Excess 400 KWH @ .02 per KWH, tax is included	
Commercial Electric Rates	
Minimum charge 20 KWH	\$ 1.02
First 100 KWH @ .05 per KWH	5.00
Next 100 KWH @ .04 per KWH	4.00
Next <u>200</u> KWH @ .03 KWH	<u>6.00</u>
400	\$15.00
Excess 400 KWH @ .02 per KWH, tax is included	
Power Electric Rates	
Minimum charge 20 KWH	\$ 1.02
First 100 KWH @ .05 per KWH	5.00
Next 200 KWH @ .04 per KWH	4.00
Next 200 KWH @ .03 per KWH	6.00
Next 4600 KWH @ .02 per KWH	92.00
Next <u>5000</u> KWH @ .015 per KWH	<u>75.00</u>
10,000	\$182.00
Excess 10,000 KWH @ .012 per KWH, tax is included	

Source: "Stillwater Basic Data Book".

Telephone

Southwestern Bell Telephone Company furnishes Stillwater with telephone service. The local exchange is of a dial type.

TABLE IX

RATES

Kind	Rate Per Month
Business	\$9.05
Residential - one party	4.70
Residential - two party	3.50

Source: "Stillwater Basic Data Book".

Telegraph

Stillwater is served by Western Union Telegraph Company. The local office offers messenger service; office opens for receiving messages from 8:00 a.m. to 9:15 p.m.; offers a delivery service from 8:00 a.m. through 6:00 p.m.

CHAPTER III

STILLWATER COMMUNICATIONS

Stillwater has two newspapers and three local radio stations that furnish the town with news. They are as follows:

Stillwater News Press.--This paper is published six times each week, is not published on Saturday, and has a circulation of 7,350 daily and 11,025 on Sunday. It covers city, university, state, and national news. A complete breakdown of circulation coverage is given in the following chapter analyzing the Stillwater News Press.

Daily O'Collegian.--This is the official daily newspaper of Oklahoma State University, published by the students in the office of publications, on the campus. The paper is published four times each week during regular school year, and two times weekly in the summer.

KSPI - AM.--This Stillwater radio station operates on 250 watts of power and broadcasts at 780 kilocycles. Hours of operation include Monday through Sunday, 7:15 a.m. to 5:30 p.m. It is located one mile south of town and is owned and operated by the Stillwater News Press.

KSPI - FM.--This station is located one mile south of Stillwater and is owned and operated by the Stillwater News Press. It operates on a power of 1,000 watts, and broadcasts at 93.9 megacycles. Hours of operation include Monday through Saturday, 6:30 a.m. to 10:15 p.m., and Sundays from 7:15 a.m. to 10:15 p.m.

KOSU - FM.--This is an Oklahoma State University station which operates on 250 watts of power and broadcasts at 91.7 megacycles. Hours of

operation include 11 hours, six days a week; and 13 hours, one day each week. Sign-on time is 11:57 a.m., and sign-off time is 11:00 p.m., six days a week. Saturday sign-on time is 8:57 a.m. and sign-off time is 11:00 p.m. The station operates 12 months of each year, and is located on the third floor of the School of Communications, Oklahoma State University.

KVRO.--This is another Oklahoma State University station that is owned and operated by students. It has a power of five watts and broadcasts at 66.0 megacycles. Hours of operation include nine hours a day, seven days a week, from 3:00 p.m. to 12:00 p.m. The station is licensed to broadcast, only to the campus. A reduced rate of operation is employed during the summer months. This rate allows operation from 3:00 p.m. to 5:00 p.m. each day. Also, this station is located on the third floor of the School of Communications.

Stillwater Mail Service

Stillwater mail is handled by a first class United States Post Office which has fourteen city delivery routes, four rural routes, and three daily delivery routes that deliver to the business section of town.

TABLE X
MAIL VOLUME

Outgoing	
Letter mail	6,983,000
Flats and magazines	669,000
Parcel post	158,600
Small parcels, papers, rolls, etc.	103,600
	7,914,200

TABLE X (Continued)

Incoming	
Letters	8,645,100
Flats and magazines	2,421,800
Parcel post	271,500
Small parcels, etc.	<u>1,271,700</u>
	12,610,100
Post office receipts	
For the year 1961 - Ending 6-30-61 - \$327,000.00	

Source: U. S. Post Office files.

TABLE XI
INCOMING ROUTES

Name of Star Route	Arrival	From
Tulsa and Enid SR	1:20 a.m.	Tulsa
Ponca City and Oklahoma City SR	3:55 a.m.	Oklahoma City
Tulsa and Stillwater SR	7:45 a.m.	Tulsa
Wellington and Stillwater SR	8:15 a.m.	Wellington
Perry and Stillwater SR	8:25 a.m.	Perry and Newt. and Ft.Worth
Glencoe, Oklahoma	9:30 a.m.	Glencoe
Air Mail Messenger	11:30 a.m.	Central Airlines
Air Mail Messenger	1:30 p.m.	Central Airlines
Glencoe, Oklahoma	5:00 p.m.	Glencoe
Perry and Stillwater SR	10:15 p.m.	Perry and Trains
Cushing, Oklahoma	10:51 p.m.	Cushing
Ponca City and Okla. City	11:40 p.m.	Ponca City
Tulsa and Enid	12:35 a.m.	Enid

Source: U. S. Post Office files.

TABLE XII
OUT OF TOWN LETTERS

Time	Route
1:20 a.m.	Star Route to Enid
3:30 a.m.	Star Route to Ponca City
4:00 a.m.	Star Route to Cushing
4:50 a.m.	Star Route to Perry
8:30 a.m.	Mail Messenger to Glencoe
2:20 p.m.	Star Route to Perry
4:20 p.m.	Mail Messenger to Glencoe
6:00 p.m.	Star Route to Tulsa
7:25 p.m.	Star Route to Tulsa (1st Class only)
8:15 p.m.	Star Route to Wellington, Kansas
9:30 p.m.	Star Route to Oklahoma City
10:30 p.m.	Star Route to Tulsa

Source: U. S. Post Office files.

TABLE XIII
AIR MAIL SCHEDULES, JULY 1, 1961

Closing Time	All Flights Leave Stillwater
10:30 a.m.	Flight 81-24 to Tulsa
12:05 a.m.	Flight 81-17 to Oklahoma City
7:15 p.m.*	Wellington Star Route to Wichita

* Mail dispatched at this time makes air flight connections at Wichita the same night for all points.

Source: U. S. Post Office files.

In-City Transportation

Yellow Cab Company

This company provides service inside and outside the city limits. Single rates are 35 cents for inside city limits, depending upon zone. The company operates eight two-way radio-equipped cabs. These cabs cover the entire city, and travel approximately 2,100 miles per month.

Rail Transportation

Stillwater is provided with rail transportation by the Sante Fe Railroad branch line. This line runs from Arkansas City, Kansas, through Stillwater, Oklahoma. It provides one south bound freight train each day at 11:05 a.m.

All freight is hauled out of the city by Sante Fe trucks, and is picked up by the train at various points. There are three truck runs. Truck one runs five days per week, Tuesday through Saturday. It leaves Tulsa at 10:45 p.m. and arrives in Stillwater at 6:30 p.m. Truck two runs only on Saturday, leaving Tulsa at 2:00 a.m. and arriving in Stillwater at 5:00 a.m. Truck three operates Monday through Friday, leaving Kansas City at 10:30 p.m. and arriving in Stillwater at 1:30 p.m., the following day.

Air Transportation

Municipal Airport Facilities

This airport has a Municipal hangar, college hangar, storage hangar, and an air terminal. Its runways include three hard surfaced runways of concrete construction, with a load capacity of 60,000 pounds. Repair

and service facilities, aircraft handling facilities, and facilities for passenger flights are also available.

Central Airline Passenger Schedule

A passenger flight leaves Stillwater for Tulsa at 11:42 a.m. and arrives in Tulsa at 12:11 p.m. This flight connects with flights for St. Louis, Chicago, Detroit, Cincinnati, and Indianapolis. Another flight leaves for Oklahoma City at 1:10 p.m. and arrives in Oklahoma City at 1:38 p.m. This flight connects with flights for Dallas, Ft. Worth, Los Angeles, and San Francisco.

Other Flying Services

Flight Training Program, Air Charter Services and Crop Dusting.

Miscellaneous

The city owns one airport. Also, there is an airport operated by Oklahoma State University under a 25-year lease that was made March 4, 1949.

Bus Transportation

The MK&O bus line runs a main line through Stillwater. The main line includes service from four directions, as well as a charter service.

TABLE XIV
BUS SCHEDULE

Oklahoma City Departure	Stillwater Arrival	Tulsa Departure	Stillwater Arrival
2:08 a.m.	3:10 a.m.	2:08 a.m.	3:10 a.m.
10:00 a.m.	8:50 a.m.	8:00 a.m.	10:40 a.m.

TABLE XIV (Continued)

Oklahoma City Departure	Stillwater Arrival	Tulsa Departure	Stillwater Arrival
1:10 p.m.	10:40 a.m.	10:00 a.m.	2:05 p.m.
4:25 p.m.	2:05 p.m.	1:10 p.m.	4:55 p.m.
7:20 p.m.	8:05 p.m.	7:20 p.m.	11:10 p.m.
Wichita, Kansas and Ponca City Departure	Stillwater Arrival	Enid Departure	Stillwater Arrival
10:40 a.m.	1:10 p.m.	5:05 p.m.	1:10 p.m.
2:05 p.m.	4:25 p.m.		
5:05 p.m.	7:20 p.m.		
Charges	Oklahoma City	Tulsa	
One Way	\$1.90	\$2.02	
Round Trip	3.47	3.65	

Source: "Stillwater Basic Data Book".

Other services of MK&O include transportation of certain light freight from station to station. The minimum charge for package delivery to the station is \$0.88.

Highways

State Highway 40--north and south through Stillwater.

State Highway 51--east and west through Stillwater.

United States Highway 64--east and west, connecting with State Highway 40 twelve miles north of Stillwater.

State Highway 33--east and west, connecting with State Highway 40 ten miles south of Stillwater.

State Highway 18--seventeen miles east of Stillwater.

State Highway 108--north and south, seven miles east of Stillwater.

Interstate Highway 35--five miles west of Stillwater.

Highway 51C--leading into the south side of Lake Carl Blackwell.

Rural Roads

There are approximately 1,200 miles of county roads which are graded by Payne County. Approximately 400 miles of these roads are graveled.

Transfer, Express and Truck Lines

Aero Mayflower Transit Lines

Mistletoe Express Service

Patterson Cartage Co. (Lee Way Motor Freight)

Magic Empire Express

Roy H. Moore Pick Up and Delivery Service

Railway Express Agency

Rhea's Transfer and Storage (King Transfer and Storage)

Triplett (King's Van and Storage)

Real Pitts Transfer and Storage.

CHAPTER IV

CITY GOVERNMENT

Manager-Commissioner Form Government

Three commissioners elected for terms of three years each.

One mayor-commissioner elected for a term of three years.

One finance officer appointed by the city manager, with approval of the commission.

Appointed Officials

Chief of Police	Ralph White
Fire Chief	Max Peery
Recreation Director	Darrell Mott
Superintendent of Light and Water	E. E. McDaniel
Superintendent of Streets	John DeVine
Superintendent of Sanitation	Lloyd Sharpton
Park Director	A. E. Jantz

Fire Department

Personnel

The Stillwater Fire Department maintains fifteen full-time personnel, including fire chief, two assistant chiefs, and six captains. Also, there are forty volunteer student firemen and six part-time personnel.

Equipment

Fire fighting equipment includes one 85-foot aerial ladder truck, two 1000 GPM American La France pumpers, one 600 GPM squad truck, one 750 GPM Segraves pumper, three 500 GPM commercial pumpers, one first aid truck, one chief's car, and one state civil defense truck.

Stillwater Law and Order

Organization

The Stillwater police force is affiliated with the Fraternal Order of Police, a national organization or lodge. The men attend the Northern Oklahoma and Southern Kansas Police Association meets once a month in either Kansas or Oklahoma.

Stillwater Force

Chief of Police	R. L. White
Assistant Chief of Police	Marvin Helf
Captain of Traffic	Hillary Driggs
Patrol and Night Captain	Marlin Dawson Chester Bazzell
Detective Division	Mert Poole and Lee Doyle
Traffic Division	Vernon Langley Jim Hill Charles Stallard Oscar Davis Arthur Daugherty Charles Lane Ray Bennett
Record and Identification Division	Ivo Lile
Petrolmen	Otto Ramsey 24 Patrolmen

Employment Standards to be Met

Employees must be 21 years old and not over 40 years of age. They must also pass a physical examination, but there is no set amount of education required for employment. Tests are given to determine each person's aptitude. Furthermore, there are no height or weight restrictions.

Police Schools

The Stillwater patrolmen attend the Northwestern Traffic School for two weeks. In 1959, the Stillwater force employed six men who attended this school at Ponca City, Oklahoma. An average of at least two men have attended this school, each year, for the past 10 years. Furthermore, a few of the men attend crime schools at Oklahoma University for a week (arson, burglary, etc.).

In addition, three men attended the F.B.I. fingerprint school which lasts ten weeks with all patrolmen attending class one day each week.

Retirement Systems

Stillwater patrolmen may now retire in 20 years. Under such a plan a patrolman receives one half the regular salary that is earned during the last five years of his employment. This system has been in effect since 1948, but is only partially working due to a shortage in funds.

Selection of Men

To be employed, a candidate must submit a written application with a list of three references. This includes his name and length of residence in the community.

Each candidate is given a thorough investigation before being subjected to a physical examination.

TABLE XV
POLICE SALARIES

Rank	Salary Per Month
Patrolman	\$318.00
Sergant	328.00
Lieutenant	338.00
Captain	348.00
Chief	373.00
Assistant Chief	373.00

Source: Stillwater Police Files.

History of Community Crimes

There is very little seasonal change in the rate of crime in Stillwater. However, public drunkenness doubled in Stillwater during the year of 1960, or over a period beginning September, 1959, and ending September, 1960. Also, petty larceny usually increases in Stillwater just before an Oklahoma State University holiday.

Traffic accidents increased from 555 in 1959 to 727 in 1960, and are expected to exceed 800 before the year terminates. The majority of these accidents are of a minor nature.

History and Status of Crimes

Crimes do not vary greatly in number, from year to year. For example, in 1958 there were 58 crimes, and in 1959 there were 62 crimes committed.

Apprehension of Criminals

During 1960, there were 305 incidents and happenings (calls) made by the Stillwater Police. The amount of property taken in burglary-larceny was as follows: Burglary, \$10,218.72; petty larceny, \$3,898.75; and grand larceny, \$6,994.50. Cash recovered amounted to \$500, while miscellaneous items recovered totaled \$2,276.00. There were 12 automobiles reported stolen and 12 were recovered.

TABLE XVI
BURGLARY-BREAKING-ENTERING

Value of Property:	Stolen	Recovered
Currency and Notes, etc.	\$4,332.22	\$30.00
Clothing	208.00	None
Miscellaneous	706.00	None

Source: Stillwater Police Files.

There was a total of 322 offenses of which six were baseless, 20 were cleared by arrest, and 241 were not cleared. All offence losses totaled \$5,406.72 of which \$1,074.50 was larceny.

CHAPTER V

STILLWATER CHURCHES, CLUBS, AND LODGES

Forty-eight churches in Stillwater have a total membership of approximately 12,000.

Sixteen major denominations are represented, with a church property valuation of over \$2,000,000.

Civic Clubs also play a large part in the life of the community, as there are a total of twenty-three clubs for both men and women. Aside from these organizations, the town boasts a total of twenty-five lodges for the enjoyment and use of the town people. See Table IX for specific data.

TABLE XVII
STILLWATER CHURCHES

Name	Pastor	Location	Members
Assembly of God	Lee Mullendore	N. Duck and Hwy. 40	60
First Assembly of God		1024 S. Lewis Street	100
Bethel Missionary Baptist	Elder Riley	317 S. Perkins Road	--
Bible Baptist	Alvin Turner	119 N. Duck Street	2,000
Calvary Missionary Baptist		421 E. 14th Street	50
First Baptist	Richard Peterson	701 S. Duck Street	2,000
Highland Park Free Will Baptist	Homer Young	1402 E. Sixth Street	--
Hillcrest Baptist	Harry Boydston	902 N. Washington	150
Mt. Zion Baptist	J. A. Reed	1112 Knoblock Street	108
South Side Baptist	John Moody	1223 S. Perkins Road	477
University Heights Baptist	Riley Eubank, Jr.	323 S. Knoblock Street	500
Baptist Student Center	James Martin	1015 University Avenue	--
Bible Missionary Church	O. D. Tweedy	1604 S. Perkins Road	--
St. Francis Xavier	Bernard Laflus	601 S. West Street	400
First Christian Church	G. L. Messenger	North Duck & Matthews	900
Christian Church Student Center	Van Spurgeon	318 S. West Street	--
Christian Church, 9th Avenue	Frank Tepe	9th and Duncan Street	31
Christian and Missionary Alliance	J. B. Masters	5th and Berry	51
First Church of Christ Scientist		702 S. Duncan Street	--
Christian Science Organization	Frederick Fisher	Bennett Chapel	80

TABLE XVII (Continued)

Name	Pastor	Location	Members
Church of Christ	Paul Rogers	601 S. Husband	440
Church of God	Riley Phillippi	724 W. 8th Street	30
Church of God in Christ	F. D. Lawson	1124 W. 11th Street	--
Church of Jesus Christ of Latter Day Saints	Bryce Montgomery	602 S. Duck Street	100
Episcopal St. Andrew's	Wayne Metz	214 W. 6th Street	200
Evangelical United Brethern	E. L. Nance	101 S. Duck Street	200
Salem Lutheran Church	A. J. Juis	504 S. Knoblock Street	211
Zion Lutheran Church	Leonard Klitzing	7th and Duck Street	100
First Methodist Church	Irving Smith	512 W. 7th Street	2,000
Highland Park Methodist	Richard Hedger	N. Stallard Street	50
Free Methodist Church	Virgil Riggs		50
St. Paul CME Church	Harold Ashurst	803 W 10th Street	--
Wesley Foundation	Carl Caskey	University Avenue	--
First Nazarene Church	Carl Powers	1101 S. Lowry	150
First Presbyterian Church	James Struthers	525 S. Duncan	935
Seventh Day Adventist	M. L. Axt	222 W. McElroy	56
Stillwater Bible Church	John Jonney	608 W. 9th Street	--
Gospel Center		1808 S. Perkins Road	60

Source: "Stillwater Basic Data Book".

TABLE XVIII
STILLWATER CIVIC CLUBS AND ORGANIZATIONS

Name	President	Address	Members
Altrusa Civic Club	Virginia Bills, Pres.	113 East 8th	37
American Legion Post 129	Gene Colasacco, Cmdr.	11 Elmwood R.	580
American Legion Auxiliary	Mrs. W. W. McCollom, Pres.	302 S. Duncan	186
American Legion Service Officer	E. R. Lancaster	122 N. Duck	--
Chamber of Commerce	Robert Firebaugh, Pres William R. Wright, Mgr.	First Natl. Bk. Bldg. Munic. Bldg.	425
Chamber of Commerce (Junior)	Kendall Grindstaff	116 S. Main	190
Credit Women's Breakfast Club	Mrs. J. W. Johnson	816 S. Main	36
Izaak Walton League of America	Dr. Edgar Leonard	709 1/2 S. Main	--
Kiwanis Club	Leon Elwell	Okla. State University Alumni Association	46
League of Women Voters	Mrs. Roy Gladstone	2006 W. 10th	30
Lions Club	Gerald Bradshaw	109 W. 8th	120
Master Planning and Zoning Board	Phil Wilber	Okla. State University	--
Rotary Club	V. M. Thompson, Jr.	First Natl. Bk. Bldg.	88

TABLE XVIII (Continued)

Name	President	Address	Members
Rotary Anns	Mrs. Vic Thompson	2124 W. 5th	30
Stillwater Women's Club	Mrs. B. K. Shaw	2224 W. 8th	50
Veterans of Foreign Wars	Earl Sharpton, Cmdr.	815 S. Burdick	110
YMCA Board	Dr. C. H. McElroy, Pres. Larry Stevens, Youth Dir.	1703 E. 6th 204 S. Duck	--
Business & Professional Women's Club	Mrs. Lucille Smith	2121 S. Perkins Rd.	104
Veterans of Foreign Wars Aux.	Mrs. Russel Boyer		71
Izaak Walton League (Women's)	Mrs. John Little		62
Jaycee Janes	Mrs. A. T. Woods		40
Toastmasters Club	Bill Cleverdon		30

Source: Stillwater Chamber of Commerce Files.

TABLE IXX

LODGES

Name	President	Meeting Place
Amaranthus Chapter 95	Carrie Vandorf	Community Building
DAR	Mrs. J. P. Sewell	Homes
Demolay	W. Miller	Masonic Temple
Eastern Star Chapter 54	Mrs. Fred Jones	Masonic Temple
Fraternal Order of Police	Oscar Davis	Lodge No. 102
Frontier Lodge No. 84	Marvin Gilkinson	Masonic Temple
Elks Lodge 202	Gene Noonan	202 E. McElroy
Ind. Order of Odd Fellows	Russell Holland	818 Lewis
IOOF Lodge No. 14	Noble Grand	IOOF Hall
IOOF Decampment No. 31	Tex Callahan	IOOF Hall
IOOF Canton Stillwater No. 19	Charles Inman	120 1/2 E. 9th
LAPM No. 19	Ethel Whitson	IOOF Hall
Masonic Lodge	Mose Jones	Community Building
Rainbow	Barbara Sooter	Masonic Temple

TABLE IXX (Continued)

Name	President	Meeting Place
Rebekah Lodge No. 37	Clara Flohr	
Royal Arch No. 14	Paul Swim	Masonic Temple
Royal Neighbors of America	Lee Harmon	Ralph Milam Hotel
St. Johns Commandery No. 8	Aix Harrison	Masonic Temple
Scottish Rite Club	Preston Moore	Skeen's Cafeteria
Stillwater Council No. 50	John Weilmuenster	Masonic Temple
Social Order of Beauceant No. 124	Mrs. C. S. Bassler	Masonic Temple
White Shrine of Jerusalem	Georgia Jacob	Masonic Temple
PEO Chapter BU	Mrs. James Whatley	
PEO Chapter DU	Gertrude McAlister	
PEO Chapter U	Mrs. Kenneth Gallager	

Source: "Crossman's Stillwater City Directory".

CHAPTER VI

STILLWATER AGRICULTURE

Stillwater is located in agriculture areas, but is more noted for being the home of Oklahoma State University, which is the leading Agricultural School in the Southwest. Because of the University, rather than agricultural production, this community is recognized as the Agricultural Center of the state.

The Extension Service for Oklahoma, State offices of the Future Farmers of America, State 4-H Club Offices, State Veterans Agriculture Training Program, State Production and Marketing Administration, and several other agencies are located in the community. The population of the city is approximately 24,000 and of the primary trading area, 60,000. There are almost 2,000,000 people living within 100 miles of the town. These people provide the market for the various farm products.

Payne County recorded 1,748 farms in 1954, as compared with 118,979 farms recorded in Oklahoma during the same year. This figure has declined in the last seven years to 1,483 farms in Payne County and to 94,675 in Oklahoma. The average farm size has increased in Payne County from 204.8 acres, in 1954, to 256.4 acres in 1961. This is contrasted with the state in 1954, with an average of 200.5 acres per farm. This average increased to 378.2 acres in 1960.

As shown in Table XX, the average cost of this land was \$60.55 per acre in 1954, but has risen to \$70.03 per acre in 1960. This is lower

than the state average which showed a \$63.68 per acre value in 1954, and a \$84.21 per acre value in 1960.

TABLE XX

OKLAHOMA AND PAYNE COUNTY FARMS, ACRES AND VALUE, 1954-1960

	Payne County		Oklahoma	
	1954	1960	1954	1960
Farms - number	1,748	1,453	118,979	94,675
Approx. land area - acres	444,288	442,880	44,179,840	44,087,680
Land in farms - acres	357,953	372,494	35,630,045	35,801,878
Proportion in farms - percent	80.8	84.1	80.6	81.2
Av. size of farms - acres	204.8	256.4	200.5	378.2
<u>Value of Land and Buildings</u>				
Av. per-farm dollar	11,393	17,641	18,899	31,032
Av. per-acre dollar	60.55	70.03	63.68	84.21
All farms - number	1,748	1,453	118,979	94,675
All land in farms - area	357,953	442,880	35,630,045	35,801,878
Total crop land harvested - acre	82,607	66,309	10,249,134	8,976,561
White operators - number	1,726	1,441	113,697	91,088
Non-white operators - number	22	12	5,282	3,587
Full owners - number	881	719	58,095	46,180
Part owners - number	459	445	30,706	29,230
Managers of farms - number	5	2	557	413
All tenants - number	403	287	29,621	18,852
Proportion of tenancy - percent	23.1	19.8	24.9	19.9

Source: U. S. Census of Agriculture.

TABLE XXI
 AVERAGE FARM SIZE, AND PER FARM, AND PER ACRE VALUE OF LAND
 AND BUILDINGS, 1954-1960

Year	Per Acre Value of Land & Buildings	Per Farm Value of Land & Buildings	Acres
1945	---	---	158
1950	\$44.88	\$8,895	182
1954	60.55	11,393	205
1960	62.94	8,027	137.6

Source: 1959 Census of Agriculture - Preliminary Reports.

Payne County reported a total of 357,953 acres of land in farms in 1954. This compares with 35,630,045 acres of farm land in Oklahoma the same year. These totals changed to 372,494 acres for the county and 35,801,878 acres for the state in 1960.

A comparison of the rate of growth in size, value of land and buildings, and per acre value of land and buildings may be seen for the years, 1945 to 1960, in Table XXI. Table XXII reveals the rate of increase in home conveniences in farm homes from 1950 to 1960. It also shows that a total of 19,496 cattle and calves were sold alive in Payne County during 1960.

Payne County harvested and sold \$815,343 worth of crops, and a total of \$3,678,376 worth of all farm products combined during 1954. Crops produced in the Payne County area are summarized in Table XXIV. The amount, percent of the state total, and the percent change from the previous year can be readily examined, using the total figures previously discussed.

TABLE XXII

SUMMARY OF AGRICULTURAL CHARACTERISTICS, PAYNE COUNTY
1950, 1954, 1960

	1950	1954	1960
Number of farms with telephone	831	901	1,202
Number of farms with electricity	1,361	1,581	NA
Number of farms with television		761	NA
Number of farms with running water		945	NA
Number of farms with home freezers	165	539	886
Number of farms with grain combines	201	311	446
Number of farms with motor trucks	826	1,032	1,124
Number of farms with tractors	1,076	1,170	1,138
Number of farms with automobiles	1,346	1,169	1,185
Money spent for hired farm labor	374,760	199,474	205,325
Money spent for livestock and poultry feed	994,425	1,424,680	NA
Farm expenditures for gas, oil, etc.	266,235	261,455	1,400
Value of chickens sold	46,938	66,345	27,981
Value of eggs sold	332,559	114,504	18,273
Value of cattle, hogs, sheep, horses or mules sold alive	1,923,459	1,535,656	NA
Number of cattle and/or calves sold alive	14,630	20,506	19,496
Value of cattle sold alive	860,264	528,569	NA
Value of calves sold alive	500,834	676,651	NA
Value of hogs and pigs sold alive	522,737	300,168	NA
Value of sheep and lambs sold alive	29,068	20,983	NA
Value of horses and mules sold alive	10,556	9,285	NA
Acres of corn harvested	17,245	2,238	2,603
Acres of wheat harvested	15,017	18,840	19,336
Acres of oats harvested	13,850	11,531	8,350
Acres of land irrigated	70	7,590	NA

NA Not Available.

Source: U. S. Census of Agriculture.

TABLE XXIII
 PAYNE COUNTY, VALUE OF FARM PRODUCTS SOLD, BY SOURCE,
 1954-1960

	Value of Products Sold 1954
Crops	\$815,343
Field	775,045
Vegetable	10,538
Fruits and nuts	11,073
Other	753,434
Horticultural specialties	40,298
Livestock and products	2,861,268
Dairy products	947,447
Poultry and products	371,683
Other	1,542,136
Forest products	1,765
Total of all products	\$3,678,376

*1959 figures are not yet available in Oklahoma State University Library.

Source: U. S. Census of Agriculture.

TABLE XXIV

CROPS DATA FOR PAYNE COUNTY, ACRES, YIELD AND PRODUCTION, 1959

Crop	Amount	% of State Total	% Change From Previous Year
<u>Corn</u>			
No. of acres planted	3,660	1.245	-12.9
No. of acres harvested	3,500	1.241	-12.5
No. of bushels produced	105,000	1.128	1.0
<u>Cotton</u>			
No. of acres planted	1,780	.270	131.2
No. of acres harvested	1,700	.272	137.8
No. of bales produced	1,080	.283	1.9
<u>Alfalfa</u>			
Prarie or wild	5,100	1.367	- 7.3
Other	7,800	2.216	1.3
	4,800	.936	- 2.0
<u>Oats</u>			
No. of acres planted	13,300	1.378	-11.9
No. of acres harvested	179,400	1.444	-37.3
No. of bushels produced for grain	7,800	1.569	-20.4
<u>Peanuts</u>			
No. of acres grown	500	.397	-15.3
No. of acres harvested	465	.384	-19.1
No. of pounds produced	399,000	.300	-40.2
No. of pounds per acre	860	-	-25.9
<u>Sorghums</u>			
No. of acres planted	7,000	.519	-12.5
No. of bushels produced	72,000	.383	-11.8
No. of bushels per acre	24.0	-	0.0
<u>Wheat</u>			
No. of acres planted	21,300	.423	13.9
No. of acres harvested	18,800	.411	8.7
No. of bushels produced	348,400	.391	-11.1

Source: U. S. Census of Agriculture.

TABLE XXV
LIVESTOCK POPULATION, PAYNE COUNTY, 1959

Livestock	Number
Cattle and calves	39,900
Milk cows	7,400
Sheep and lambs	3,800
Hogs and pigs	8,700
Chickens in farm flocks (Excluding commercial broilers)	104,000

Source: U. S. Census of Agriculture.

Total livestock of 163,800 in 1959 is broken down into individual livestock groups in Table XXV. Payne County produced 39,900 cattle and calves, 7,400 milk cows, 3,800 sheep and lambs, 8,700 hogs and pigs, and 104,000 chickens in farm flocks, excluding commercial broilers, during 1959.

These livestock were marketed in many parts of the United States, but markets are available in and near Stillwater. See Table XXVI for the specific markets.

Organizations that strengthen the farm program in the community, are: the Future Farmers of America, the 4-H Clubs, the Home Demonstration Clubs, Farmers Union, and the Oklahoma Farm Bureau.

TABLE XXVI
AGRICULTURAL MARKETS

Stillwater Markets
One livestock market in Stillwater
One livestock market nine miles south of Stillwater
Three produce houses
Two grain elevators
Two creameries
Two hatcheries

Source: "Stillwater Basic Data Book".

TABLE XXVII
RURAL ORGANIZATIONS

Organization	Membership
Future Farmers of America	150
4-H Club	250
Home Demonstration Club	200
Farmers Union	1,700
Farm Bureau	525

Source: "Stillwater Basic Data Book".

CHAPTER VII

STILLWATER FINANCIAL DATA

Stillwater is in a period of transition from the mayor-commissioner type of government to a manager-commissioner operation. Some of the financial figures for 1961 are in the process of being compiled and others have been recommended but have not been approved by the commission. In this chapter the most recent data available has been used.

TABLE XXVIII

STILLWATER CITY BUDGET (APPROPRIATED 1961-62)

<u>Department</u>	<u>Amount</u>
Managerial	\$23,115.00
City Clerk	44,574.00
City Attorney	6,000.00
Municipal Court	2,813.00
Police Department	124,023.00
Fire Department	91,059.00
Street Department	93,124.20
City Engineer	20,918.00
Health Department	10,420.00
Sanitation Department	119,370.00
Park Department	51,224.00
Electric	347,251.00

TABLE XXVIII (Continued)

Department	Amount
Water	189,650.00
Sewage	49,290.00
General Government	97,571.71
Library	27,014.00
Recreation	20,090.00
Inspection	12,532.00
Planning	7,480.00
City Garage	14,112.00
Total	\$1,351,621.11

Source: City of Stillwater Records.

The new city manager has recommended to the commission that \$347,251.00 be appropriated for electric utility. This is the largest appropriation in the city's budget. Water utility and Sanitation are recommended for the next largest sums. The manager is asking for \$189,650 and \$119,370, respectively. These sums contrast with a very low appropriation of \$2,813 for the municipal court. The total recommendation for the 1961-62 budget is \$1,351,621.11.

Stillwater General Fund Department Budgets for 1960 show that there was \$577,493 available for personal services, \$408,077.86 for maintenance and operation, and \$118,650.50 for capital outlay, making the budget total \$1,104,221.36.

Utility required the largest amount of the total sum available for personal services. Utility, alone, required \$232,120 of the \$408,776.86

TABLE XXIX

CITY OF STILLWATER GENERAL FUND DEPARTMENTAL BUDGETS FOR THE FISCAL YEAR
ENDING JUNE 30, 1960

Department	Personal Service	Maintenance & Operation	Capital Outlay	Total	% of Total
Managerial	\$8,832.00	\$150.00	--	\$ 8,982.00	.8
City Clerk	29,669.00	7,638.11	\$ 3,996.50	41,303.61	3.7
City Attorney	2,100.00	--	--	2,100.00	.2
Municipal Court	1,560.00	618.00	--	2,241.00	.2
Police	84,411.00	9,543.20	7,810.00	101,764.20	9.2
Fire	66,963.00	4,778.00	6,084.00	77,825.00	7.0
City Engineer	9,692.00	8,005.00	--	17,697.00	1.6
Streets	20,460.00	15,535.00	5,900.00	41,895.00	3.8
Board of Health	8,810.00	1,250.00	--	10,060.00	.9
Sanitary	61,950.00	11,341.00	--	73,291.00	6.6
Park	33,805.00	10,975.00	4,145.00	48,925.00	4.4
Utility	191,698.00	232,120.00	84,015.00	507,833.00	46.0
General Government	2,520.00	97,068.55	5,000.00	104,588.55	9.5
Library Board	15,845.00	5,393.00	--	21,238.00	1.9
Recreation	16,032.00	2,950.00	--	18,982.00	1.7
Inspection	10,560.00	650.00	1,700.00	12,586.00	1.1
Totals	\$577,493.00	\$408,077.86	\$118,650.50	\$1,104,221.36	100
% of Totals	52.3	37	10.7	100	

Source: City of Stillwater Records.

for maintenance and operation while capital outlay's largest item was also for utility.

TABLE XXX

CITY OF STILLWATER COMPUTATION OF AVAILABLE FUNDS
FOR GENERAL FUND APPROPRIATIONS, 1961-62

Items	1960-61	1961-62
Estimated Income	\$1,280,497.87	\$1,427,220.73
Surplus	<u>248,490.47</u>	<u>285,302.95*</u>
Total	\$1,528,988.34	\$1,712,523.68
Less: Sinking Fund	<u>364,044.79</u>	<u>367,000.00</u>
Net General Funds Appropriation	<u><u>\$1,164,943.55</u></u>	<u><u>\$1,345,000.00</u></u>

* Includes an estimate of June collection of \$130,000.

Source: City of Stillwater Records.

Table XXX is the computation of available figures for the 1961-62 General Fund Budget. The city manager estimates income to be \$1,427,220.73 with a surplus of \$285,302.95. It reveals that the new General Fund, less surplus and sinking fund is \$1,345,000.00.

Stillwater Fund Balance Sheets show total liabilities and surpluses of \$433,358.65 for the city General Fund. There is \$32,197.54 for the streets and alley cash fund, \$2,139.44 for the hunting and fishing cash fund, and \$314.71 for the street paving and repair fund. Reserves for the general fund are \$37,155.11 and the transfer to the resting fund is \$60,000.

TABLE XXXI
CITY OF STILLWATER FUND BALANCE SHEETS
AS OF JUNE 30, 1959

Assets	General Fund	Street & Alley Cash Fund	Hunting & Fishing Cash Fund	Street Paving & Repair Fund
Cash - Surplus & Liab.	\$433,358.67	\$32,197.54	\$2,139.44	\$314.71
Warrants Outstanding	69,823.09	3,618.91	2,139.44	314.71
Reserves	37,155.11			
Transfer to Resting Fund	60,000.00			
Surplus	266,380.47	28,578.63	2,139.44	314.71
Total Liabilities and Surpluses	\$433,358.67	\$32,197.54	\$2,139.44	\$314.71

Source: City of Stillwater Records.

Stillwater had \$1,222,447.88 total estimated revenue in 1960. Parking meters accounted for \$1,134,565.84 of the total. The second largest revenue was \$19,518.00 for city-town property rental. This contrasts with \$22.73, the lowest, for postal revenue. See Table XXXII for sources of revenue.

Stillwater's total bonded indebtedness for 1959 was \$4,874,080. The Electric utility required \$3,690,000, electric extension required \$171,000, and electric repair required \$181,000 of the total. The smallest amounts of unmatured bonds were \$9,200 for the stadium, and \$9,200 for a water-main extension.

The earliest date of maturity is July 1, 1966, and the latest date of maturity is November 1, 1957. Furthermore, the lowest interest rate is 1.75 per cent, and 3 per cent is the highest interest rate on the bonds.

TABLE XXXII

CITY OF STILLWATER GENERAL FUND, STATEMENT OF ESTIMATED REVENUES
FOR FISCAL YEAR ENDING JUNE 30, 1960

Source of Revenue	Amount	Per Cent of Total
Occupation tax	\$1,474.45	.10
Dog pound fees	147.50	.01
Police fines	10,806.53	.88
Rentals on city-town property	354.54	.03
Miscellaneous water	19,518.10	1.60
Cut-on	203.64	.02
Parking meters	15,947.87	1.30
Light & power utility reserves (Operated within budget)	1,134,565.84	92.81
Library fees & rentals	549.85	.04
Building & plumbing permits	5,470.68	.45
Miscellaneous	4,355.02	.36
Telephone excise	8,832.14	.72
O. S. U. services	5,436.36	.44
Oklahoma natural gas	9,416.90	.77
Interest on meter fund	1,136.36	.09
Oil & gas	624.15	.05
Boomer beach	975.14	.08
Insurance	946.82	.08
Miscellaneous	635.25	.05
Postal revenue	1,028.01	.08
Hospital rental	22.73	--
Total estimated revenues	\$1,222,447.88	100
Source: City of Stillwater Records.		

TABLE XXXIII
CITY OF STILLWATER, BONDED INDEBTEDNESS
AS OF JUNE 30, 1959

Purpose of Bond Issue	Amount Unmatured	Date of Final Maturity	Interest Rate on Unmatured
Electric repair	\$181,000	7-1-66	1.75
Stadium	9,200	7-1-66	1.75
Watermain extension	9,200	7-1-66	1.75
Sewer disposal	95,000	2-1-69	1.75-2.50
Fire station	13,800	7-1-66	1.75
Cash	34,500	7-1-66	1.75
Community building	9,100	7-1-66	1.75
Hospital addition	34,500	7-1-66	1.75
Sewage disposal	14,500	7-1-66	1.75
Sanitary sewer extension	45,800	2-1-69	1.75-2.50
Municipal power plant	87,100	2-1-69	1.75-2.50
Electric extension	171,000	2-1-69	1.75-2.50
Municipal hospital	117,400	2-1-69	1.75-2.50
Watermain extension	23,200	2-1-69	1.75-2.50
Waste	80,000	11-15-66	1.50-1.75
Electric	1,040,000	11-15-74	1.75-3.00
Electric	500,000	11-1-75	2.50-2.75
Electric	2,150,000	11-1-75	2.50-2.75
Municipal auditorium	300,000	12-1-69	2.125-2.750
Total bonded indebtedness \$4,874,080 (as of June 30, 1959)			

Source: City of Stillwater Records.

TABLE XXXIV

PAYNE COUNTY GENERAL FUND, ESTIMATED MISCELLANEOUS REVENUES
FOR FISCAL YEAR ENDING JUNE 30, 1960

Source of Revenue	Amount	Per Cent of Total
County sheriff fee	\$2,325	4.6
County treasurer-intangible tax	25	.1
Board of county commissioners (Rental and lease of county property)	13,000	25.9
Board of county commissioners (Miscellaneous)	1,800	3.6
Justice of the peace-county fees	17,000	33.9
Total miscellaneous revenues	16,000	31.9
Total	\$50,150	100

Source: Payne County Records

Payne County estimated a \$50,150.00 miscellaneous revenue in 1960. Justice of the Peace-county fees furnished \$17,000, or 33 per cent of the total. The County Treasurer-Intangible tax furnished \$25, the smallest amount which represents .1 per cent of the total. For breakdown by source, see Table XXXIV.

Payne County's General Fund Budget for 1960 totaled \$436,306.72 with the largest portion being allotted to the crippled children budget account, and the smallest amount going to the County Surveyor. See Table XXXV for Departmental breakdown.

Payne County's 1959 bonded indebtedness was \$200,000 (Table XXXVI). The interest rate runs from 1.5 per cent to 1.75 per cent with July 1, 1964, being the final date of maturity. These bonds were for Payne County schools.

TABLE XXXV

PAYNE COUNTY GENERAL FUND BUDGET
FOR YEAR ENDING JUNE 30, 1960

Department	Amount	Per Cent of Total
County attorney	\$18,533.00	4.2
County sheriff	32,959.67	7.6
County treasurer	25,314.93	5.8
County commissioner	10,714.60	2.5
Agriculture	12,920.00	3.0
County clerk	20,241.36	4.6
County superintendent	11,396.16	2.6
County assessor	23,441.36	5.4
County surveyor	625.00	0.1
County clerk	15,366.80	3.5
Justice of the peace	1,800.00	0.4
Welfare agency	4,200.00	1.0
County court	12,175.00	2.8
Charity	25,000.00	5.7
General government	18,010.00	4.1
Excise equalization board	2,150.00	.5
Highway budget account	145,070.44	33.2
Crippled children budget account	6,725.60	1.5
County audit budget account	3,362.80	.8
Free fair budget account	14,000.00	3.2
Tuberculosis and public health budget account	18,200.00	4.2
Photographic recording account	1,850.00	.4
County election expense	6,500.00	1.5
Social security county obligation	5,000.00	1.1
Reserve for interest on warrants	750.00	.2
Total General Fund Budget	\$436,306.72	100

Source: Payne County Records.

TABLE XXXVI

PAYNE COUNTY BONDED INDEBTEDNESS
AS OF JUNE 30, 1959

Purpose of Bond Drive	Amount Unmatured	Date of Final Maturity	Interest Rate on Unmatured
School bonds	\$200,000	7-1-64	1.5 to 1.75
Total Bonded Indebtedness as of June 30, 1959 - \$200,000			

Source: Payne County Records.

TABLE XXXVII

CITY OF STILLWATER, PAYNE COUNTY AND STILLWATER SCHOOL
DISTRICT ASSESSED VALUATION

Type	Net
<u>City of Stillwater</u>	
Personal	\$2,228,011
Real estate	11,936,825
Public service, property	1,151,097
	<u>\$15,315,933</u>
<u>Payne County</u>	
Personal	9,720,139
Real estate	2,506,948
Public service	8,653,713
	<u>\$20,880,800</u>
<u>Stillwater School District</u>	
Personal	2,513,076
Real estate	13,405,600
Public service	1,533,423
	<u>\$17,452,099</u>

Source: Payne County Records.

A comparison of assessed valuation in the city, county, and school district shows that Stillwater has a net assessed valuation of \$15,315,933, as compared to the County's \$20,880,800 and the school district's \$17,452,099.

The personal valuation for Stillwater runs \$2,228,011, \$9,720,139 for the county, and \$2,513,076 for the school district. In each valuation, real estate accounted for the largest percentage of the total assessed valuation. Real estate valuation runs \$11,936,825, \$25,069,480, and \$13,405,600 for each group, respectively. Furthermore, public service property is assessed at \$1,151,097, \$8,653,713, and \$1,533,423 for each department, respectively.

TABLE XXXVII

CITY OF STILLWATER, PAYNE COUNTY AND STILLWATER SCHOOL DISTRICT
LEVIES REQUIRED AGAINST 1959 ASSESSED VALUATION

Type	Levy Mills
<u>City of Stillwater</u>	
General fund	None
New sinking fund	9.00
<u>Payne County</u>	
General fund	10.00
New sinking fund	.65
<u>Stillwater School District</u>	
General fund	25.00
Building fund	5.00
New sinking fund	12.00
Countywide special school levey	4.00

Source: Payne County Records.

TABLE XXXIX

STATE COLLECTIONS DISTRIBUTED TO PAYNE COUNTY
FOR STREET AND ALLEY PURPOSES

Source of Funds	During the Fiscal Year		
	1957-58	1958-59	1959-60
Commercial vehicle license	\$43,459	\$46,727	\$51,272
Bus mileage tax	836	778	764
Gasoline tax	34,227	36,312	37,712
Total	\$78,523	\$83,817	\$89,748

Source: Payne County Records.

There were no taxes levied for the Stillwater General Fund in 1959, while nine mills were levied for the new sinking fund. Payne County General Fund had a 10 mill levy, while its new sinking fund had .70 mill.

The school district had a levy of 24.30 mills for its General Fund, five mills for the building fund, and 12 mills for the new sinking fund.

TABLE XL

STILLWATER SALES TAX COLLECTIONS, PERCENTAGE CHANGE AND AS A
PER CENT OF PAYNE COUNTY AND OF OKLAHOMA

Year	Collections	% Change From 1959	% of County Total	% of State Total
1959	\$478,952	30.3	57.4	.9

Source: Oklahoma Tax Commission.

Payne County received \$78,523 from the state in 1957-58, \$83,817 in 1958-59, and \$89,748 in 1959-60. This money is used for street and alley purposes. The state collected the funds from commercial vehicle license fees, bus mileage tax, and gasoline taxes.

Sales tax collections in Stillwater totaled \$478,952 in 1959. This is a 30.3 per cent change from 1959 and is 57.4 per cent of the county total and .9 per cent of the state sales tax collection total.

TABLE XLI
STILLWATER SALES TAX RETURNS

Year	No. of Returns	% Change From 1955	% of County Totals	% of State Totals
1959	\$3,807	4.2	47.9	.9

Source: Oklahoma Tax Commission.

As may be seen in Table XLI, there were 3,807 sales tax returns in 1959, showing an increase of 4.2 per cent over 1955. This figure represents 47.9 per cent of the county totals, and .9 per cent of the state totals.

CHAPTER VIII

POPULATION AND SCHOOL DATA

Stillwater's 1960 population was 23,965 people. This was an 18.4 per cent increase over the 1950 population. It represents 60.2 per cent of the people living in Payne County. Payne County population was 44,231 for 1960, which was 1.02 per cent of the Oklahoma total, and .0134 per cent of the United States total.

The city's population increased from 2,431 in 1900 to 23,965 in 1960. The increase from 1890 to 1900 was 406.5 per cent. The rate of increase each 10 years was: to 1910, 41.7 per cent; to 1920, 36.5 per cent; to 1930, 49.2 per cent; to 1940, 43.9 per cent; to 1950, 100.4 per cent; and to 1960, 18.4 per cent. See Table XLII for Stillwater population percentage of county, state and U. S. A.

TABLE XLII

STILLWATER POPULATION, PERCENTAGE CHANGE, AND AS A PER CENT
OF PAYNE COUNTY, OF OKLAHOMA, OF U. S.

Year	Stillwater Population	% Change From Previous Year	% of Payne County	% of Oklahoma	% of U. S. A.
1900	2,431	406.5	11.6	.308	.0032
1910	3,444	41.7	14.5	.208	.0037
1920	4,701	36.5	15.6	.232	.0044
1930	7,061	49.2	19.1	.295	.0058
1940	10,097	43.9	28.0	.432	.0077
1950	20,238	100.4	43.6	.906	.0134
1960	23,965	18.4	60.2	1.02	.0134

Source: U. S. Census of Population.

TABLE XLIII

GENERAL CHARACTERISTICS OF POPULATION, STILLWATER, OKLAHOMA, 1950

<u>Race, Nativity and Citizenship</u>	1950
<u>Males</u>	
Native white	11,349
Foreign-born white	10,891
Negro	135
Other races	261
<u>Females</u>	
Native white	8,889
Foreign-born white	8,526
Negro	82
Other races	255
<u>Persons 21 Years Old and Older</u>	
Native	12,355
Foreign-born	12,152
Naturalized	203
Alien	97
Citizenship not reported	88
SCHOOL ENROLLMENT	
<u>Five and Six Year Old</u>	
No. enrolled in school	165
Per cent enrolled in school	30.8
No. enrolled in kindergarten	65
<u>Persons 7-13 Years Old</u>	
No. enrolled in school	1,170
No. enrolled in school	1,140
Per cent enrolled in school	97.4
<u>Persons 14 and 15 Years Old</u>	
No. enrolled in school	325
No. enrolled in school	320
Per cent enrolled in school	---
<u>Persons 16 and 17 Years Old</u>	
No. enrolled in school	415
No. enrolled in school	350
Per cent enrolled in school	---

TABLE XLIII (Continued)

<u>Race, Nativity and Citizenship</u>	1950
<u>Persons 18 and 19 Years Old</u>	2,580
No. enrolled in school	2,315
Per cent enrolled in school	89.7
<u>Persons 20 to 24 Years Old</u>	4,915
No. enrolled in school	3,690
Per cent enrolled in school	75.1
<u>Persons 25 to 29 Years Old</u>	
No. enrolled in school	960
Per cent enrolled in school	47.2
YEARS OF SCHOOL COMPLETED	
<u>Male, 25 Years Old or Over</u>	4,190
No school years completed	15
Elementary 1-4 years completed	160
Elementary 5 and 6 years completed	150
Elementary 7 years completed	215
Elementary 8 years completed	490
High school 1-3 years	345
High school 4 years	505
College 1-3 years	1,190
College 4 years or more	1,060
School years not reported	60
Median school years completed	13.5
<u>Female, 25 Years Old or Over</u>	4,160
No school years completed	20
Elementary 1-4 years	145
Elementary 5 and 6 years	145
Elementary 7 years	245
Elementary 8 years	515
High school 1-3 years	460
High school 4 years	750
College 1-3 years	990
College 4 years or more	855
School years not reported	35
Median school years completed	12.7

TABLE XLIII (Continued)

<u>Race, Nativity and Citizenship</u>	1950
MARITAL STATUS AND HOUSEHOLDS	
<u>Male, 14 Years and Over</u>	9,666
Single	5,267
Married	4,114
Widowed or divorced	285
<u>Female, 14 Years and Over</u>	7,258
Single	2,276
Married	3,995
Widowed or divorced	987
<u>Married Couples, Number</u>	3,770
With own household	3,520
Without own household	250
Families and unrelated individuals	10,755
Families	4,205
Household number	6,550
Population in households	4,897
Population per household	3.06
INSTITUTIONAL POPULATION	
--	
<u>Residence in 1949</u>	
Persons 1 year old and over, 1950	19,580
Same house as in 1950	10,450
Different house, same county	4,290
Different county, or abroad	4,575
Residence not reported	265

* 1960 characteristics of population not available.

Source: U. S. Census of Population.

Stillwater residents, in 1950, were comprised of 11,349 males and 8,889 females. Of this total population, 12,355 were 21 years old and older. Also, there were 261 negro men, and 82 negro women. See Table XLIII for data in sub-groups.

Stillwater school enrollment showed 525 children aged five and six who were enrolled in school, 1,140 that were 7-13 years old, 325 that were 14 and 15 years old, 415 that were 16 and 17 years old, and 2,580 that were 18 and 19 years old. There were also 4,915 persons in school that were 20 to 24 years old, and 2,035 that were 25 to 29 years old.

In the 25 year old and over group, there were 4,190 males, and 4,160 females. The median school years completed for this group of men was 13.5 and for the women, 12.7.

Marriage data disclosed that 9,666 Stillwater males 14 years old and over were married in 1950. In comparison, there were 7,258 females married from the same age group. These groups had 285 males widowed or divorced and 987 females widowed or divorced.

The town had 3,770 married couples of which 3,520 owned their own households, while 250 were without households. There were 4,897 people in households which made an average of 3.06 people per unit. Data revealed that 19,580 of the total 20,238 people had been residents of Stillwater for one year and over.

Secondary Schools

Donart High School	Highway 40 North	Total Enrollment: 876
Junior High School	815 South Duck	Total Enrollment: 421

Elementary Schools

Highland Park	3rd and Stallard Street	Total Enrollment:	122
Jefferson	315 South Main Street	Total Enrollment:	485
Washington	619 West 12th Street	Total Enrollment:	136
Westwood	502 S. Kings Highway	Total Enrollment:	239
Will Rogers	1211 N. Washington	Total Enrollment:	152
Lincoln	215 E. 12th Street	Total Enrollment:	451

Stillwater, has one private school, two secondary schools and seven schools for elementary education. There are 1,915 people with college degrees and 5,350 with high school diplomas. The county has 2,900 people with college degrees and 10,335 people with high school diplomas.

Stillwater Private Schools

St. Francis Xavier School 615 S. West Street Total Enrollment: 161

J. B. Loftis, Supt.
 Sister Mary Teresity, Prin. (Grade 1 to 8)
 Sister Felicitas (Grade 1)
 Miss Rogers (Grade 2)
 Miss K. Loftis (Kindergarten)
 Sister Clarissa (Grades 4 and 5)
 Sister Agnesia (Grades 5 and 6)
 Sister Hildegarde (Grades 7 and 8)

Stillwater Public Schools

Board of Education

Robert W. Powell, President
 Dr. George Newell, Vice-President
 J. P. Bryan
 Dr. Marion Smith
 John Weilmuenster
 C. E. Donart, Clerk
 Gilbert Criswell, Treasurer

Administrative Officers

Dr. William D. Carr, Supt.
 Joe Henry King, Asst. Supt.
 Mr. Kenneth Gallagher,
 Business Manager

TABLE XLIV

PAYNE COUNTY POPULATION PERCENTAGE CHANGE AS A PER CENT OF
OKLAHOMA AND OF THE UNITED STATES, 1900-1959

Year	Payne County Population	% Change From Previous Year	% of Oklahoma	% of United States
1900	20,909		2.65	.0275
1910	23,735	13.5	1.43	.0258
1920	30,180	27.2	1.49	.0285
1930	36,905	22.3	1.54	.0301
1940	36,057	-2.3	1.54	.0274
1950	46,430	28.8	2.08	.0308
1960	44,231	-4.9	1.81	.0243

Source: U. S. Census of Population.

Payne County has a total population of 44,231 people, as compared to 23,965 people in Stillwater. The county population shows a decrease of 4.9 per cent for the last ten years. This population represents 1.81 per cent of Oklahoma population, and .0243 per cent of the United States.

There have been only two ten-year periods since 1900 that Payne County has shown a decrease in population. This was 1930 to 1940, representing a 2.3 per cent decrease in population, and the 1950 to 1960 decrease that was mentioned previously.

Stillwater data for 1950 shows that 4,472 people in Stillwater were under 15 years of age. This contrasted with the county which had 11,080 people under 15 years of age. There were 13,096 people between 15 and 44 in Stillwater and 24,603 between 15 and 44 in the county.

Furthermore, the town had 2,534 people between 45 and 64, while the county had 7,351 people in this age group. People over 65 totaled 1,136 in Stillwater, and 3,396 in Payne County.

TABLE XLV
STILLWATER AND PAYNE COUNTY POPULATION
BY AGE CATEGORY, 1940, 1950

Age Category	Population			
	Stillwater		Payne County	
	1940	1950	1940	1950
Under 15 years	2,658	3,472	9,816	11,080
15-44 years	5,700	13,096	17,371	24,603
45-64 years	1,557	2,534	6,375	7,351
65 and over	400	1,136	2,495	3,396
Total Population	10,315	20,238	36,057	46,430

Source: U. S. Census of Population.

CHAPTER IX

RETAIL SALES AND EMPLOYMENT

Stillwater had total retail sales of \$23,684,000 in 1960. The town's food stores had retail sales of \$6,008,000. This was the largest expenditure made by the population for retail goods. \$1,122,000 was spent at drug establishments, the smallest total for a retail sales classification. This compares with the county which had \$41,180,000 total retail sales during the year. The county's greatest retail sales were at automobile establishments, totaling \$8,407,000, and the least sold was at drug establishments, showing an expenditure of \$1,764,000.

Stillwater's retail sales are .0055 per cent of the U. S. A. and Payne County's retail sales were .0187 per cent of the U. S. A.

TABLE XLVI
RETAIL SALES, 1960

Place	Total Retail Sales in \$000	Per Cent of U. S.	Per Hsld. Retail Sales	Buying Power Index
Payne County	\$41,180	.0187	\$3,268	.0202
Stillwater	23,684	.0055		.0124
Oklahoma	2,519,455	1.1461	3,644	1.1411

TABLE XLVI (Continued)

Place	Index of Sales Activity	Food	Quality Index	Eat and Drink Places \$000
Payne County	88	\$11,339	88	\$2,500
Stillwater	81	6,008	93	1,568
Oklahoma	89	603,227	89	149,097

Place	Gen. Mdse. \$000	Apparel \$000	Furn. & House Appliances \$000	Automotive \$000
Payne County	\$4,009	\$1,192	\$2,109	\$8,407
Stillwater	1,799	1,292	1,307	4,701
Oklahoma	302,336	135,810	114,822	510,588

Place	Gas Stations \$000	Lumber, Bldg. Hardware \$000	Drugs \$000
Payne County	\$3,741	\$3,400	\$1,764
Stillwater	2,348	2,573	1,122
Oklahoma	224,612	230,844	97,449

Source: "1961 Survey of Buying Power".

Stillwater had 7,214 men employed and 122 men unemployed in 1950. The city had a total labor force of 7,372 with 7,336 in civilian labor. Also, there were 542 people that were unable to work.

Of this total labor force, 122 were experienced workers in a certain line of work, 2,795 were government employees, and 2,977 were keeping house.

TABLE XLVII

STILLWATER POPULATION EMPLOYMENT CHARACTERISTICS, EMPLOYMENT STATUS
OF PERSONS 14 YEARS OLD AND OVER, 1940-1950

	1940	1950
Persons 14 years old and over		
<u>Employment status</u>	8,153	16,924
Labor force	4,102	7,372
Civilian labor force	xx	7,336
<u>Employed</u>	3,717	7,214
Private wage and salary workers	xx	3,513
Government workers	xx	2,795
Self employed workers	xx	804
Unpaid family workers	xx	102
<u>Unemployed</u>	238	122
Experienced workers	xx	122
New workers	xx	--
On public emergency work	147	xx
Not in labor force	4,051	9,552
Keeping house	xx	2,977
Unable to work	458	542
In institutions	19	--

^{xx} Unavailable information.

Source: U. S. Census of Population.

TABLE XLVIII

STILLWATER EFFECTIVE BUYING INCOME BROKEN DOWN AMONG SPENDING
UNITS BY INCOME CATEGORIES, 1960

Income Category	% of Total Units	% of Total Income
\$ 0-2,499	33.3	11.1
2,500-3,999	17.5	12.5
4,000-6,999	32.3	38.3
7,000-9,999	10.4	18.8
10-000-over	6.5	19.3

Source: Sales Management's "Survey of Buying Power".

TABLE XLIX

PAYNE COUNTY EFFECTIVE BUYING INCOME
1960

Income Category	% of Total Units	% of Total Income
\$ 0-499	32.0	10.7
2,500-3,999	20.8	14.9
4,000-6,999	31.4	37.5
7,000-9,999	9.7	17.8
10,000-over	6.1	19.1

Source: Sales Management's "Survey of Buying Power".

Stillwater data discloses that in 1960, 6.5 per cent of the total units were receiving an income of \$10,000 and over. This income received by the 6.5 per cent of Stillwater population represents 19.3 per cent of the town's total income.

On the other end of the scale, 33.3 per cent of the units were making \$0-2,499 which was 11.1 per cent of total income. These figures compare with the county which had 6.1 per cent of total units receiving \$10,000 and over, or 19.1 per cent of total income. Also, 32 per cent of the people were receiving 10.7 per cent of the total income, earning \$0-2,499 per unit. See Tables XLVII and XLIX.

TABLE L

STILLWATER AND OKLAHOMA AS A PER CENT OF TOTAL POPULATION, POPULATION
BY EMPLOYMENT STATUS AS PER CENT OF TOTAL POPULATION
1940-1950

Employment Status	Stillwater		Oklahoma	
	1940	1950	1940	1950
National labor force	49.7	56.4	52.8	51.2
Labor force	50.3	43.6	47.2	48.8
Employed	45.6	42.6	38.7	46.2
Unemployed	2.9	.7	4.8	1.8
On public emergency	1.8	--	3.7	--
Total	100	100	100	100

Source: U. S. Census of Population.

Stillwater's national labor force, or people born in this country, was 56.4 per cent of the available employees in 1950. There were only .7 per cent unemployed, and 42.6 per cent employed. This contrasted with Oklahoma which has a national labor force of 51.2 per cent, with 1.8 per cent unemployed, and 46.2 per cent employed.

Table LI shows that Stillwater has a \$36,054,000 effective buying income, a 16.4 per cent increase over 1955. Meanwhile, the county

figure dropped to \$53,654,000 which is a decrease of 1.9 per cent since 1955.

TABLE LI
STILLWATER AND PAYNE COUNTY EFFECTIVE BUYING INCOME
ADJUSTED FOR PRICE CHANGES

Year	Stillwater		Payne County	
	Income Adjusted For Price Change	% Change From 1955	Income Adjusted For Price Change	% Change From 1955
1958	\$35,211,000	13.7	\$55,119,000	.8
1959	36,054,000	16.4	53,654,000	-1.9

Source: "Survey of Buying Power."

CHAPTER X

STILLWATER NEWS PRESS

The Stillwater News Press was established in 1909. Mr. L. F. Bellatti is the publisher, editor, general manager, and national advertising manager. Advertising Representatives for the paper are Burke, Kuipers and Mahoney, Inc.

Mechanical measurements before processing are a type page or form size of 15-3/16 inches wide by 21-6/16 inches deep; eight column to a page, each 1-13/16 inches wide. The paper is published evenings (except Saturdays) and Sunday morning).

Advertising Rates

The paper gives a general 60 day notice before any rate revision. Alcoholic beverage advertising is accepted. The line rate is flat (daily or Sunday) .08 for national advertising. Color is not accepted, and position charges are extra. There is no extra charge on radio program page.

Classified Advertising is \$.05 per word per insertion; minimum of \$2.40 for the first inch insertions. Initials and figures count as one word; line or white space counts as five words. Cash must be with each order. Reading notices are \$.10 a word, per insertion. There is a minimum order of \$1.00 and reading notices must be marked "Advertising".

Employees' salaries range from \$125 per week to \$70 per week. The Advertising Director draws \$125 per week, while employees in the

bookkeeping department draw an average of \$70.00 per week. Beginning reporters are the lowest paid, receiving \$1.00 per hour for their time.

TABLE LII
STILLWATER NEWS PRESS AVERAGE SALARIES

Position	Average Salary Per Week
Advertising Director	\$125.00
Advertising Staff	100.00-110.00
Managing Editor	115.00
Mechanical Superintendent	125.00
Press and Stereo	95.00-105.00
Bookkeeping Department	70.00
Reporters	75.00-90.00

Source: Stillwater Daily News Press Files.

TABLE LIII
STILLWATER DAILY NEWS PRESS ADVERTISING RATES

Inches Per Month	Contract Rates	Non-Contract Rates
800 or more	\$.80	\$.90
700-799	.81	.91
600-699	.82	.92
500-599	.83	.93
400-499	.84	.94
300-399	.85	.95
200-299	.87	.98

Source: Stillwater News Press Rate Card.

TABLE LIII (Continued)

Inches Per Month	Contract Rates	Non-Contract Rates
100-199	\$.90	\$1.01
42-99	.93	1.05
25-41	.95	1.09

Source: Stillwater News Press Rate Card.

Open rate, per column inch is \$1.12. Bulk rates, for 300 inches or more a year, are the same as above in corresponding bracket.

TABLE LIV
LINEAGE DATA

Year	Stillwater - August, 1960				
	National	Local	Classified	Legal	Total
1959	16,849	236,250	55,720	5,124	313,943
1960	16,513	214,487	70,602	5,530	307,132

Source: OPA Lineage Reports.

The paper's greatest advertising increase for 1960 was in Classified Advertising, which totaled 55,720 lines in 1959, and 70,602 lines in 1960. Local advertising lineage dropped from 236,250 lines in 1959 to 214,487 lines in 1960. Other changes were not very significant. Total advertising lineage dropped from 313,943 lines in 1959, to 307,132 lines in 1960.

As of July, 1961, the Stillwater Daily News Press had a total circulation of 6,550 papers. Of this total, 4,495 are distributed within the city limits (Table LV).

TABLE LV
CIRCULATION DISTRIBUTION
1961

Area	Number of Papers
Perkins	344
Coyle	42
Cushing	116
Ponca City	102
Glencoe	160
Stillwater	4,787
Tulsa	36
Out of state	216
Over the counter	100
Street carriers	60
Oklahoma miscellaneous	127
Yale	72
File and tear sheets	135
Headers	51
Bulk	136
Total Number of Papers	6,550

Source: Stillwater News Press Files.

CHAPTER XI

STILLWATER RETAIL AND WHOLESALE OUTLETS

There are approximately 230 retail business institutions in Stillwater, and approximately 40 wholesale establishments. These outlets are listed on the following pages, with their addresses and managers.

The latest census figures showed that Stillwater had 4,724 men, and 2,490 women employed in 1950. Furthermore, there were 87 men and 35 women unemployed in the same year.

Rate of Pay (Organized Unions)

Common labor	\$1.52
Carpenter	\$2.45
Painter	\$2.35
Plasterer	\$2.75

There are estimates that 1,200 workers would be available for created jobs. This is not including the employed workers, or part-time workers at the University.

The Oklahoma City area governs pay rate for all classifications that do not have local representation. Some of the classifications and their pay rates are as follows:

TABLE LVI
CLASSIFICATION AND PAY RATES

Classification	Rate	Overtime Rate (Over 8 Hours)
Bricklayers	\$3.50	\$7.00
Cement masons	2.85	4.27
Electricians	3.12	4.69
Glaziers	2.55	3.82
Hoisting engineers	2.50	3.75
Iron workers	2.95	5.90
Marble and tile setters	2.75	4.12
Plumbers and steam filters	3.05	4.57
Roofers	2.45	3.67
Sheet metal workers	2.90	4.35
Truck drivers (1-1/2 tons)	1.85	2.77

Source: Stillwater Basic Data Book.

Business Institutions

Retail Stores

Automobile Agencies

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Bob Barnes Motor Co.	601 Lewis	Bob Barnes
Barnett, Forest Motors	311 West 10th	Forrest E. Barnett
Bryan Motor Co.	116 East 6th	Judson Bryan
Madole-Noske Motors, Inc.	610 North Main	Frank Madole
Simpson Pontiac Co.	6th & Washington	Virgil Simpson

Automobile Agencies (Continued)

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Thomas, Harley Ford Dealer	601 South Main	Bill Thomas
Ward Buick Co.	9th & Husband	Upton Ward
Ward Chevrolet	8th & Lewis	E. B. Ward

Auto Body Shops

Bob Barnes Motor Co.	601 South Lewis	Bob Barnes
Bryan Automotive	802 East 6th	J. P. Bryan
Mac's Body Shop	North Main & Husband	Glen McCubbins
Ward Buick Co.	9th & Husband	Upton Ward

Bakeries

Mason's Fine Pastries	717 South Husband	James Mason
Pearson's Bakery	322 South Washington	Glen Pearson

Book Stores

Henkel's Book Shop	620 South Main	John Hinkel
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Cafes

Taylor's Cafe	112 East 6th	James Combs
Sonic Drive-In	215 North Main	Gene Longworth
Pizza Palace	324 S. Washington	Dewey Lucas
Nineteenth Hole Drive-In	607 North Main	Kenneth Gallagher
Moore Burger	504 North Main	Jerry Vincent
Town House	201 North Main	James Soch
Lin's Eats		L. A. Overman
Lasso Grill	501 South Main	Charles Stanley, Jr.

Cafes (Continued)

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Chicken House	505 South Main	Catherine Thompson
Smith's Cafe	610 South Main	Harold Holingsworth
Hilo Motel	6th & Western	
Chili Bowl	107 S. Knoblock	Wade Vest
Ann's Cafe	922 South Main	Ann Whitten
Jim Smith Cafe	525 South Main	Jim Smith
Campus Hiway	519 West 3rd	Bruce Fields
Cliff's	1324 South Main	Edna Walters
Horton's Cafe	118 West 9th	Roy Horton
El Patio	306 South Washington	Dewey Hesser

Cafeterias

Skeen's	824 South Main	Emmett Skeen
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Creameries

Beatrice Food Co.	715 West 6th	C. E. Hathcock
Gold Spot Dairy, Inc.	810 South Husband	R. W. Huggett
Midwest Creamery Co.	123 West 9th	John Glenn

Department Stores

Anthony's	615 South Main	Pearson Moon
Katz	701 South Main	Jake Katz
Montgomery Ward	918 South Main	Mrs. Paul Kerr
Newton Wall Co.	819 South Main	B. K. Wall
Penny, J. C. Co.	708 South Main	C. E. Stamets
Sears Roebuck Co.	906 South Main	Clinton Easter

Oil Operators

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Berry, Thos. N. Co.	South Main	Jack Berry
Myers, Sam M.	Box 306	Sam Myers

Oil Marketers

Bob Powell Conoco	9th & Santa Fe	Bob Powell
Peyton Oil Co.	823 East 6th	
Shaw-Gulf Distributors	916 North Main	B. K. Shaw
Smith, Leonard Mobil Oil Co.	1223 South Main	Leonard Smith
Walker Oil Co.	14th & Perkins Road	F. E. Walker

Oil Producers

H. & J. Exploration Co.	9th & Husband	John Head
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Drug Stores

Cecil's Drug Store	Student Union	Cecil Colclasure
Central Drug	724 South Main	D. A. Wilson
City Drug	624 South Main	Ted Kanaley
College Drug	230 South Knoblock	Taylor Joyce
McCaffree's Campus Drug	403 S. Washington	L. A. McCaffree
Tiger Drug Co.	824 Walnut	Elmer Phillips

Florists

Art Flower Shop	710 West 6th	Maude Groom
Bette's Flower Basket	310 S. Washington	Bette Terrill
Inciardi Greenhouse	1024 S. Washington	Francis Inciardi
Stillwater Floral Co.	700 North Husband	Bill Clark

Furniture Stores

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Buntin Furniture	1416 East 6th	Floyd Buntin
Denton Furniture & Carpet Co.	1610 East 6th	Cy Denton
Duckwall Furniture & Appliances	903 South Main	Ralph Duckwall
Groom's Furniture Co.	208 West 10th	O. J. Grooms
Nelson Furniture Co.	909 South Main	Mrs. F. M. McCory
Remy-Shepherd	116 East 9th	Ralph Remy and Jim Shepherd

Greenhouses

Inciardi Greenhouse	1024 S. Washington	Francis Inciardi
Stillwater Floral	700 North Husband	Bill Clark

Grocers

College Grocery & Market	244 S. Knoblock	William Selph
Douglas Big County Store	1124 East 6th	Glenn Douglas
Geiser's Cardinal Food Store	202 South Main	L. R. Geiser
Jackson's Food Market	301 Walnut	Nora Jackson
M&W Food Stores	917-918 South Main	Verlin Givens
Silvy's	Main & 6th	Bob Silvey
Stillwater Fruit Market	816 West 6th	Forest Newcomer
Young's Grocery	510 East 14th	Melvin Young
W&W Food Market	1018 West 8th	
King's Grocery & Market	1207 South Main	Paul King
Safeway	517 S. Husband	C. C. King

Carpeting

<u>Name</u>	<u>Address</u>	<u>Manager</u>
McCollow's Floor Covering	224 North Main	Bill McCollow
Remy-Shepherd	116 East 9th	Ralph W. Remy
Stillwater Carpet Co.	605 South Hester	Ralph H. Williams

Insurance (General)

Andrews, Bill	115-1/2 West 7th	Bill Andrews
Bradshaw Ins. Agency	109 West 8th	Claude Bradshaw
Cohlman, Lloyd Agency	Stillwater Natl. Bk.	Lloyd Cohlman
Daugherty, Llody Agency	108-1/2 West 7th	Lloyd V. Dougherty
Janes, Ray C. Ins. Agency	722-1/2 South Main	Ray C. Jones
Melton, John H.	714-1/2 South Main	John H. Melton
Nevins, Jim Agency	110-1/2 West 7th	Jim Nevins
Okla. Farm Bureau Mutual	1207 South Main	Bob Heitzman
Perdue & Perdue	703 South Husband	Randle Perdue
Preston, Joe L. Agency	214 West 8th	Joe L. Preston
Prudential Ins. Co.	316 S. Washington	Bob F. Summers
Smith, C. Ray Real Estate Co.	616 South Main	C. Ray Smith
Stark Insurance Agency	712 South Husband	Vernon Stark
University Insurance Agency	121 West 7th	Clifford C. Thomas
Webb, R. A. Real Estate & Ins.	116 East 7th	R. A. Webb
Wilson, Vernon G.	115 North Main	Vernon G. Wilson
Wintersteen Agency	Stillwater Natl Bk.	Louis A. Cohlman

Insurance (Fire & Casualty)

Cohlman, Louis A.	Stillwater Natl. Bk.	Louis A. Cohlman
Smith C. Real Estate Co.	616 South Main	C. Ray Smith
State Farm Ins. Co.	122-A West 7th	Charles P. Smith

Insurance (Accident and Health)

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Business Men's Assurance Co.	231 North Husband	Walter M. Mattox
Hancock, John Mutual Life Ins.	122 West 8th	
Perdue & Perdue	703 South Husband	Randall Perdue
New York Life Ins. Co.	204 1st Natl. Bldg.	Roy A. Horton
Prudential Ins. Co.	316 S. Washington	Bob F. Summers
Prudential Life Ins. Co. of America	820 West 6th	Joe D. Rook

Automobile Insurance

Andrews, Bill	115-1/2 West 7th	Bill Andrews
Melton, John H.	714-1/2 South Main	John H. Milton
Perdue & Perdue	703 South Husband	Randall Perdue

Insurance (Life)

Bradshaw Agency	109 West 8th	Claude Bradshaw
Business Men's Assurance	231 North Husband	Walter W. Mattox
Central Life Assurance	411 Washington	Wes Wyatt
Fenimore-Roller Ins. Agency	521 West 3rd	Bob Fenimore
Hancock, John Mutual Life Ins. Co.	122 West 8th	
Herron, Leonard G.	207 1st Natl. Bldg.	Leonard Herron
Millard Agency	108 West 7th	C. R. Millard
Nevins, Jim Agency	110-1/2 West 7th	Jim Nevins
New York Life Ins. Co.	204 1st Natl. Bldg.	Ray A. Horton
Okla. Farm Bureau Mutual Ins. Co.	1207 South Main	Bob Heitzman
Perdue & Perdue	703 South Husband	Randall Perdue
Preferred Risk Mutual Ins.	1013 South Main	W. Z. Dilbeck

Insurance (Life) (Continued)

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Prudential Ins. Co.	316 S. Washington	Bob F. Summers
Prudential Life Ins. of America	820 West 6th	Joe D. Rook
Sooner Life Ins. Co.	705 South Husband	Richard Burns
State Farm Ins. Co.	122-A West 7th	Charles P. Smith
Victory Life Ins.	110-1/2 West 7th	Jim Nevins

Insurance (Title)

Payne County Title Co.	107 West 7th	J. H. Lloyd
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Jewelry Stores

Shedrick's Jewelry, Inc.	715 South Main	R. B. Shedrick
Farris Jewelry	Student Union	
Washinka Jewelers		

Men's Clothing

Bates Bros.	704 South Main	Sam Bates
Katz Department Store	701 South Main	Jake Katz
Peyton Glass & Son	806 South Main	Peyton Glass
Smitty's Squire Shop	321 South Washington	Roy Brooks

Laundries

Ray's Help-Ur-Self Laundry	1601 S. Perkins Road	George Cross
Stillwater Laundry & Cleaners	4th & Main	Jon Wagner
Wardrobe Cleaners	114 West 8th	Roy Felts

Lumber Co.

Donaldson-Manning	800 North Main	Robert L. Donaldson
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Lumber Co. (Continued)

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Hoke, Roy Lumber Co., Inc.	218 West 9th	Roy T. Hoke
Ingham's	117 West 8th	Kermit Ingham
Shelton, E. W. Lumber Co.	9th & Lowry	E. W. Shelton

Plumbing

Bradley's Plumbing & Elec. Co.	213 West 8th	J. Roy Bradley
Owens & Wallace Plumbing Co.	519 West 6th	Vertis C. Owens

Poultry Processing

Tyson's, Inc.	728 Perkins Road	John Tyson
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Printers

Frontier Printers	717 South Husband	Howard Geis
Hinkel's	620 South Main	John Hinkel

Radio & T.V. Service

Crisp's Radio & T.V.	114 South Main	Lonnie J. Crisp
Evening T.V.	223 South Knoblock	C. R. Taylor
Fred's Radio & T.V.	609 South Lewis	Fred Pringle
Hamilton's	905 South Main	Vernon Hamilton
Myrick Radio & T.V. Service	103 West 10th	Charles Myrick

Real Estate

Andrews, Bill	115-1/2 West 7th	Bill Andrews
Boggs, Charles Real Estate	122 West 7th	Charles Boggs
Daugherty, Lloyd Agency	108-1/2 West 7th	Lloyd Daughtery
Escue, Francis A. Realtor	701 South Husband	Francis A. Escue

Real Estate (Continued)

Frontier Realty Co.	121-1/2 West 7th	V. A. Doty
Kerr, Paul	Stillwater Natl. Bk.	Paul Kerr
Miller, Pete Real Estate	119 West 7th	Pete Miller
Miller, Sid H. Agency	115-1/2 West 7th	S. H. Miller
Preston, Joe L.	214 West 8th	Joe L. Preston
Smith, C. Ray	616-1/2 South Main	C. Ray Smith
University Ins. Agency	121 West 7th	Clifford C. Thomas
Webb, R. A. Real Estate & Ins.	116 East 7th	R. A. Webb
Wintersteen Agency	Stillwater Natl. Bk.	Louis A. Cahlman

Property Rental

Davenport, M. J. Housemoving Co.	1209 South Main	M. J. Davenport
Frontier Realty Co.	121-1/2 West 7th	V. A. Doty

Savings & Loan

Stillwater Savings & Loan Assn.	113 East 8th	C. A. Turner
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Ladies Ready-To-Wear

Arneson's	722 South Main	James Arneson
Bonney's	716 South Main	M. L. Gershon
Bonney's Student Union Shop	Student Union	Mrs. P. G. Perdue
Elsie's	103 West 7th	Elsie Emmons
Katz Department Store	701 South Main	Jake Katz
Laughlin's	805 South Main	Florence Foose
Nina's	240 South Knoblock	Nina Laughlin
Peyton Glass & Son	806 South Main	Peyton Glass

Service Stations

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Blankenship's Texaco Service	1201 Boomer Road	N. G. Blankenship
Eddie's Cities Service	401 South Main	Eddie Houston
Farmers Co-op	723 North Main	Melvin Semrad
Going Service Center	123 East 6th	Flody Going
Hagar's D-X Service	6th & Main	Bud Hesser
Harris, Cleo "66" Service	124 West 6th	Cleo Harris
Lewis Conoco Service Station	801 North Main	Joe P. Lewis
Lewis & Eddie's	524 North Main	J. Lewis
Lovell Bros.	114 East 8th	Everette Lovelle
Paris Tires & Service Sta. # 1	1106 South Main	Max Walters
Paris Tires & Service Sta. # 2	105 South Main	Ken McWherter
Paris Tires & Service Sta. # 3	615 West 6th	L. T. Hurst
Paul's D-X	504 West 6th	Paul A. Marshall
Peyton Oil Co.	820 South Main	
Pulver, Roscoe Texaco Station	6th & Washington	Roscoe Pulver
Rooster's D-X	603 East 6th	
Shreffler's "66" Station	102 North Main	L. P. Shreffler
Simpson Pontiac Co.	6th & Washington	Virgil A. Simpson
Shaw Gulf	825 East 6th	B. K. Shaw
Smith Mobil Oil Co.	1223 South Main	Leonard Smith
Troy's "66" Service Station	811 West 6th	Troy Courtright
Weilmuenster's	324 West 6th	John P. Weilmuenster

Shoe Shops

Brock's Shoe Shop	809 South Main	Raye Brock
McCullough's Shoe Shop	107 East 9th	Freddie McCullough

Sporting Goods

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Haun's Sporting Goods	306 S. Washington	Delmer Haun
King's Western Auto	823 South Main	Floyd King
Murphy's	813 South Main	J. A. Murphy
Pulley's Hardward & Sporting Goods	606 South Main	Paul Pulley

Super Markets

King's Grocery & Market	1207 South Main	Paul King
Safeway	517 South Husband	C. C. King
Kenny's Foodliner	Washington	

Theatres

Aggie Theatre	619 South Main	Woodie Sylvester
Campus Theatre	202 South Knoblock	Woodie Sylvester
Leachman Theatre	424 South Main	Woodie Sylvester
Moonlite Theatre	515 North Main	Woodie Sylvester

Tin Shops

B & L Tin Shop	211 East 10th	Chester Bilyeu
Simack Tin Shop	115 East 8th	Edmund Simack

Variety Stores

T. G. & Y. Stores	236 South Knoblock	O. W. New
Woolworth's	709 South Main	Charles Hill

Antiques

Sue Donnell	1101 North Washington	Sue Donnell
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Awnings & Carports

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Willis Engrng. & Mfg. Co.	1101 East 6th	W. R. Willis

Hardware

Donaldson-Manning	800 North Main	Robert Donaldson & L. R. Manning
Hardware Mart	120 East 9th	Floyd King
Hoke, Roy T. Lumber Co.	218 West 9th	Roy T. Hoke
Ingham's	117 West 8th	Kermit Ingham
King's Western Auto	823 South Main	Floyd King
Murphy's	813-817 South Main	J. A. Murphy
Pulley's Hardware	606 South Main	Paul Pulley

ServicesAbstractors

Cohlman, Louis A.	Stillwater Natl. Bk.	Louis Cohlman
Melton, John H.	714-1/2 South Main	John Melton
Okla. Abstract & Title Co.	713-1/2 South Main	Margaret Swank
Payne County Title Co.	107 West 8th	Fern Loyd
Wintersteen Agency	Stillwater Natl. Bk.	Louis Cohlman

Accountants

Boydston, M. P.	716 South Lewis
Burns, Richard B.	705 South Husband
Duncan, G. Wilson Co.	1st Natl. Bank Bldg.
Duncan, Lylvia	1st Natl. Bank Bldg.
Duncan, Thomas A.	1st Natl. Bank Bldg.

Accountants (Continued)

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Haley, John H.	716 South Lewis	
Hall, Miner C.	715 South Husband	
Heath, Richard	1st Natl. Bank Bldg.	
Hunt, John	1st Natl. Bank Bldg.	
Jones, C. H.	715 South Husband	

Accountants, C.P.A.

Burns, Richard B.	705 South Husband	
Duncan, Sylvia	1st Natl. Bank Building	
Haley, John H.	716 South Lewis	
Hall, Miner C.	715 South Husband	
Heath, Richard	1st Natl. Bank Building	
Hunt, John	1st Natl. Bank Building	

Advertising

Crossman's Newcomer Welcome Service	706 South Main	J. L. Crossman
Frontier Printers	717 South Husband	Howard Geis
KSPI	South of City	Jim Bellatti
Stillwater Publishing Co.	211 West 9th	L. F. Bellatti

Air Lines Companies

Central Airlines, Inc.	North of City	Tom Green
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Ambulance Service

Strode Funeral Home	610 South Duncan	W. F. Bernhardt
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Attorneys

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Berry, Everett E.	Stillwater Natl. Bk. Bldg.	
Fitzgerald, Houston	111 West 8th	
Hoel & Horton	715 South Husband	
Kratz, M. C.	108-1/2 West 7th	
Moore & Murphy	805-1/2 South Main	
Schott, A. J.	Stillwater Natl. Bk. Bldg.	
Springer, James M.	715 South Husband	
Swank & Swank	Stillwater Natl. Bk. Bldg.	
Wilcox, W. H.	Stillwater Natl. Bk. Bldg.	
York, Leon J.	807-1/2 South Main	

Employment Service

B & C Office Supply	706 South Main	J. L. Crossman
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Banks

First National Bank	802 South Main	Robert Firebaugh
Stillwater National Bank	801 South Main	James Berry

Beauty Parlors

Aggiette Wave Shop	122 South Duck	Dorothy Cathey
Brooks Hair Stylists	308 South Knoblock	Dee Hobbs
Campus Beauty Shop	211 South Knoblock	Alice Elliott

Beauty Schools

Stillwater Beauty Academy	225-1/2 South Knoblock	Hazel Brooks
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Bookkeeping

Duncan, G. Wilson Co.	1st Natl. Bk. Bldg.	Wilson G. Duncan
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Building Contractors

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Donaldson-Manning Lumber Co.	800 North Main	Robert Donaldson & L. R. Manning
Frontier Realty Co.	121-1/2 West 7th	V. A. Doty
Lambert Construction Co.	119 West 9th	Clarence Lambert
Quality Homes, Inc.	1st Natl. Bk. Bldg.	Leonard Herron

Bus Lines

Bus Station	222 East 6th	Mrs. S. S. Wright
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Cabs

Safeway-Yellow Cab Co.	602 South Lewis	Raymond Going
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Capret Service

Jueschke Carpet Service	128 South Park Drive	Walter Levergood
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Child Care

Mary's Day & Evening Nursery	423 South Ramsey	Mary Barham
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Chiropractors

Wedel, Merle D.	415 South Duck	Merle Wedel
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Cleaners

Campus Cleaners	115 South Knoblock	Kenneth Gallagher
Grand Cleaners	622 South Main	Hal Swaggerty
Jay, R. Cleaners	501 S. Washington	Ruben Jay
Stillwater Laundry & Cleaners	8th & Husband	Jon Wagner
University Cleaners	231 S. Knoblock	Buddy Johnson
Wardrobe Cleaners	114 West 8th	

Collection Agencies

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Stillwater Adjustment Bureau	1st Natl. Bk. Bldg.	Ben Martin

Dance Studios

Lynch, Dorothy Dance Studio	523 S. Monroe	Dorothy Lynch
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Dentists

Scott, Taylor B.	1520 West 8th
Quimby, Dale M.	1518 West 8th
Leonard, Edgar M.	709-1/2 South Main
Bair, Lionel E.	1526 West 8th
Beauchamp, R. O.	119 West 7th
Chiles, J. W.	519 South Lewis
Glover, Harry	806-1/2 South Main
Heller, David E.	406 South Washington
Herald, W. G.	802-1/2 South Main

Ditching Service

Carrier Ditching & Excavating Co.	Burl Carrier
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Electrical Contracting

Bearry Electric	520 West 9th	David Bearry
Bradley's Plumbing & Elec.	213 West 8th	Roy Bradley
Smith Electric Co.	117 West 7th	A. L. Smith

Electrical Engineering

Labko Scientific, Inc.	413 East 14th	L. C. Labarthe
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Electrical Motor Repair & Sales

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Ewing Electric Co.	1509 Perkins Road	W. I. Bartmess

Electrical Service

Central REA Coop., Inc.	South of City	D. J. Cooper
City of Stillwater	723 South Lewis	Dan Ferguson

Hospitals

Stillwater Municipal Hospital	1510 West 9th	David Foster
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Mattresses

Robinson's Mattress Factory	214 West 10th	Margaret Robinson
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Magazine Subscriptions

Markwell, Ethel	227 South Duck	Ethel Markwell
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Motor Freight

Santa Fe Trail Transp. Co.	400 East 10th	W. M. Tobin
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Moving

Stillwater Transfer & Storage	123 East 9th	Real Pitts
Triplett Transfer & Storage	121 East 9th	Forest King

Natural Gas

Oklahoma Natural Gas	504 South Main	Smith Richardson
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Newspapers

Stillwater News Press	211 West 9th	L. F. Bellatti
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Optometrists

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Grady, Walter	1523 West 9th	
Smith, Marion S.	312 West 6th	

Painters & Paper Hangers

Johnson Bros.	1412 West 3rd	Max Johnson
Schatz Bros.	717 South Hester	Mabel Schatz
Suddeth, M. S. "Sparky"	805 Stanley	M. S. Suddeth

Pest Control

A&B Termite Co.	125 South Duncan	
A&M Termite Co.	506 Blakely	Robert Fent

Physicians & Surgeons, M.D.

Tashee, W. C.	402 S. Washington
Freed, Leon C.	814 South Walnut
Fry, Powell E.	822 South Walnut
Garnier, W. H.	Stillwater Natl. Bk. Bldg.
Gathers, G. B., Jr.	810 South Walnut
Honska, Walter L.	816 South Walnut
Moore, C. W.	701 South Walnut
Nelson, Harold G.	1522 West 8th
Puckett, Howard L.	1601 West 9th
Reding, A. C.	1610 West 9th
Roberst, R. E.	1610 West 9th
Sanders, Harold R.	1516 West 8th
Smith, A. B.	408 South Main
Smith, Haskell	818 South Walnut

Bone & Joint (Orthopedic)

<u>Name</u>	<u>Address</u>	<u>Manager</u>
Puckett, Howard L.	1601 West 9th	

Remington Rand Agent

Johnson Service Co.	816 South Main	J. W. Johnson
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Sewing Machines

Singer Sewing Center	911 South Main	Mack Miller
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Tax Services

Duncan, G. Wilson Co.	1st Natl. Bk. Bldg.	Duncan Wilson
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Telephone Companies

Southwestern Bell Telephone Service	516 South Main	C. W. Cowan
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Toys & Hobbies

King's Toyland	816 South Main	Floyd King
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Travel Consultants

Caldwell Travel Consultants	602 South Main	Mable Caldwell
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Welfare Agency

American Red Cross	Stillwater Natl. Bk. Bldg.	Ruth Morgan
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YMCA

Stillwater YMCA	204 South Duck	C. H. McElroy
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STILLWATER WHOLESALERS

<u>List</u>	<u>Managers</u>	<u>Product</u>
A&M Baking Company		Breads and Pastries
Beatrice Food Company	C. E. Hathcock	Dairy Products & Frozen Food
Bruce's Banana Company	Bruce Williams	Bananas
Bryan & Sons	R. R. Sooter	Beer
C&G Fuels	W. H. Cleverdon	Oil Products
Coca Cola Bottling Company	E. A. Gould	Soft Drinks
Continental Oil Company	Robert Powell	Gasoline, Oil and Greases
Craft Beverage Company		Soft Drinks
Duckwall & Grimsley's Wholesale Co.	Glenn Duckwall	Tobacco, Fountain Supplies, Paper Cups, Sundries
Farmer's Co-operative	Melvin Semrad	Gasoline
Food Specialty Company	Harvey Curd	Billy Boy Products, Cafe Equip- ment and Candy
Gilmore Wholesale Company		Sundries, Candy, and Tobacco
Going Service Center	Floyd Going	Tires and Oil
Hauf Auto Supply	R. E. Hauf	Used Automobile Parts
Hills Produce Company	J. T. Hill	Poultry
Lovell Brothers	Everett Lovell	Oil By-Products

STILLWATER WHOLESALERS (Continued)

<u>List</u>	<u>Managers</u>	<u>Product</u>
Magnolia Bulk Plant	Leonard Smith	Gasoline & Oil
Mayfield Oil Company	Orval Mayfield	Oil Products
Midwest Creamery Company	John Glenn	Dairy Products
Pepsi-Cola Bottling Company	Troy Lawson	Soft Drinks
Paris Tires Incorporated	Floyd Paris	Tires and Accessories
Payne County Milk Producers Co-op		Dairy Supplies, Eggs, etc.
Phillips Petroleum Company		Petroleum Products
Pulver-Stockard Texaco Company	Roscoe Pulver	Petroleum Products
Shaw Gulf Distributors	B. K. Shaw	Oil Products
Skelly Wholesale Distributors		Gas, Oil and Tires
Stillwater Milling Company	Haskell Cudd	Feed, Flour, Cornmeal
Stillwater Supply Company	Gene Noonan	Automotive Parts
The Texas Company		Oil Products
Weaver Auto Supply		Auto Parts and Accessories
Seven-Up Bottling Company	George Thomas	Soft Drinks

CHAPTER XII

COMPARISON, SUMMARY AND CONCLUSION

This study involves a general market summary of Stillwater. The major portion of the material consists of data concerning the history, natural resources, communications, population, and other significant information concerning the town.

In all instances, the most recent and most accurate data available has been used. The major purpose of the analysis was twofold: (1) To analyze and compile market information concerning Stillwater, and (2) To make a comparison of Stillwater with a selected group of towns that are similar in population. The towns used for this study include Ardmore, Stillwater, Ponca City, Duncan, and Altus. Comparisons were not made on all information compiled for the general market analysis of Stillwater, but rather on certain pre-selected information that is vital for a market study. This includes such information as net effective buying income, population, net effective buying income per household, retail sales, total outlets, cash income per household, and the total number of households.

Among the five towns of Stillwater, Ardmore, Ponca City, Altus, and Duncan, Stillwater ranked fifth with \$23,684,000 worth of retail sales in 1960. Ponca City lead the group with an estimated \$34,380,000 in retail sales, some \$11,000,000 more than Stillwater. Retail outlet data shows that Ardmore had the largest number of outlets. There were 311, as compared to Stillwater's 230 which was the lowest in the group.

TABLE LVII
PRE-SELECTED GROUP RETAIL SALES, POPULATION, AND OUTLETS

Town	Retail Sales \$000	Population 000	No. of Outlets	County
Stillwater	\$23,684	24.3	230	Payne
Ardmore	34,004	20.4	311	Carter
Ponca City	34,380	24.8	295	Kay
Altus	23,376	22.0	234	Jackson
Duncan	26,484	20.4	250	Stephens

Source: "Sales Management, 1961".

TABLE LVIII
EFFECTIVE BUYING INCOME, HOUSEHOLDS AND INCOME PER HOUSEHOLD

Town	Effective Buying Income			Cash	Hslds.
	Net \$000	Per Capita	Per Hsld.	Income Per Hsld.	000
Stillwater	\$46,565	\$1,916	\$8,028	\$4,776	5.8
Ardmore	33,785	1,656	5,119	4,836	6.6
Ponca City	50,221	2,025	6,125	5,725	8.2
Altus	35,469	1,612	4,859	4,591	7.3
Duncan	36,394	1,784	5,687	5,260	6.4

Source: "Sales Management, 1961".

Ponca City leads the five cities in net effective buying income, with \$50,221,000, while Stillwater ranks second with \$46,565,000. The lowest of the group was Ardmore which had \$33,785,000 net effective buying income. Ponca City leads the group in the total number of households,

having 8,200 households as compared with Stillwater's 5,800 households which puts it at the bottom of the group. Ponca City also has the greatest cash income with an estimated \$5,725 per household, while Stillwater has the lowest income per household, showing only \$4,776 per unit.

TABLE LIX
INCOME BREAKDOWN OF HOUSEHOLDS

Town	\$0-2,499	\$2,500-3,999	\$4,000-6,000	\$7,000-9,999	\$10,000 and Over
	<u>Per Cent Hsld.</u>				
Stillwater	26.1	22.1	33.4	11.7	6.7
Ardmore	24.6	28.1	30.7	9.6	7.0
Ponca City	15.6	22.2	38.3	14.5	9.4
Altus	24.7	31.6	29.1	8.7	5.9
Duncan	18.3	24.9	36.8	12.6	7.4

Source: "Sales Management, 1961".

Income per household shows Ardmore, Stillwater, and Ponca City with the largest percentage of their household population being in the \$4,000-\$6,999 group. Data concerning Altus reveals that the largest percentage of the town's households is in the \$2,500-\$3,999 group. Duncan jumps back to the \$4,000-\$6,999 group, with 36.8 per cent of the town's population on this income level.

Stillwater has the largest number of consumer spending units, boasting 12,600, while Ardmore has the least number, with 6,600.

It can be said that Stillwater is only a fair market when compared with the other towns of the group. A significant fact is that the city

is lowest of the group in retail sales, while its population is only 500 people less than the most populous town of the group. Furthermore, it is important to notice that Stillwater is second only to Ponca City in effective buying income. Thus, the relationship of the effective buying income to the low amount of retail sales is explained by the large number of college students who are included in the population count, and in the effective buying income, but do not give all their trade to Stillwater.

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VITA

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Master of Science

Thesis: A MARKET ANALYSIS OF STILLWATER, OKLAHOMA

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