

Carbon Black Figures Prominently in Everyday Life

2 Pounds Of It Used In Printing This Page

Further evidence of the versatility of carbon black, as required through high-speed presses requiring fast-drying inks, is reflected in the presence of the Sid Richardson Carbon Co., which manufactures carbon black in formidable volume by the channel method.

While the presence of around 100 personnel at the Sid Richardson plant pours some half a million dollars worth of paychecks a year into Odessa's buying power, residents perhaps are more dependent (without knowing it) upon the important contributions their products make upon everyday living.

Many may like carbon black to an unassociated description of "refined soot" without fully realizing the impact it makes on their mode of everyday living. The more studious may realize carbon black is associated with inks and carbon papers as well as "something about rubber tires."

But the most significant part about carbon black is its presence as a reinforcing agent in rubber goods. Candidly, rubber without carbon black would have hardly a tenth of the wear and tear properties that is normally associated with automobile tires today.

Remember back in the early days of the "gasoline buggy" when blowouts and flat tires were so commonplace? Well, better roads helped but not nearly so much as carbon black.

As it happens, close to 95 percent of all carbon black manufactured is used for strengthening rubber goods — particularly tires. And it might be fascinating statistical knowledge for one to realize that everytime he rides in a car, his journey is cushioned on about 10 pounds of carbon black. Four pounds of carbon black goes into an average sized tire.

Other rubber goods which put carbon black to good use are shoe soles and heels, hose, tank trucks, conveyor belts, fan belts, gaskets and brake linings.

Carbon black is making its innovation into the field which is now being substituted for certain rubber products — plastics. The reason for this is that plastic which is subjected to sunlight usually breaks down and becomes brittle in about eight months because of the ultra-violet ray reaction on the molecules of polyethylene. Carbon black which is blended in with the plastic has a tendency to absorb the rays and convert them to heat. With carbon black present, the same plastic usually can rely on about 20 years of protection against invasion of the deteriorating features of ultraviolet.

Color is another factor in plastics, and most plastics which are black usually are blended with carbon black. Telephones and protective wraps on cords usually have carbon black in them.

As Dr. E. J. Claassen, head of the plant's research and development department, points out, the black color is the best known property of carbon black. This newspaper you are reading right now could be printed by its modern process thanks to carbon black, its ultimate successor because of mass production needs and its suitability to many needs.

The Big Spring operation was built in 1961 and operates on the principal of burning oil to make carbon black.

The channel-type plant at Odessa is believed to be the largest carbon black plant of its type in the world, although there are some furnace-type plants which are larger.

It produces around 60 million pounds of carbon black a year. A channel-type plant makes two kinds of carbon black—Rubber Black and Color Black. Color Black is slightly finer and used primarily for pigmenting, while Rubber Black goes into rubber.

The two types are varied through regulating the air intake through the bottom of the sheds, regulating the quality of the gas burned and regulating the burning rate in which the gas is burned. Claassen explains. This way makes it possible to produce carbon black particles of any size.

There are 500 barge houses, each of which is 12 feet wide and 148 feet long with 3000 burners in each building.

Carbon black is scraped from the channel above the flames and moved in screw conveyors to a small hammermill where particles which have stuck together during the conveying may be pulverized.

Some of the black is formed into tiny pellets the size of bird shot. This makes the product more compact for shipping. Before processing it takes about one and a half cubic feet of space to hold only six pounds of carbon black, but after processing and bagging, about 30 pounds go in to the same space.

The value of carbon black comes primarily from its extremely fine particle size. A carbon pellet the size of a pin head may contain a thousand billion (one trillion) individual particles. You could count a million of these particles in a chain one inch long, and if you spread out a pound of carbon black on a flat surface, it would be the equivalent of a highway 20 feet wide that is four miles long.

These small particles bond to the long, elastic fibers of rubber to form a tough, abrasion-resistant network which gives the tire mileage associated with tires today.

Every part of the tire—tread, liner, cushion, sidewall and bead—requires a different size carbon black particle. The smaller the particle the better the wear. Small particles, however, cause greater heat buildup, so tire manufacture needs a series of compromises to achieve maximum wear with least heat.

While the presence of carbon black as the dominant quality-improving feature in tires has been known since about 1910 and its excellent adaptability to pigments inks or paints has been generally utilized since about 1870, its use goes back to 17 hundred years before Christ. In 1700 B.C. Egyptians wrote hieroglyphics on papyrus with carbon ink.

Ink-making Romans smothered pine pitch fires and painstakingly collected carbon black from the smoke. The Chinese captured carbon black from the flames of burning oil by introducing a cool surface into the fire. Until about 1870 the producers of carbon black made it by burning oil in open pans. Then they began to use natural gas—in Pennsylvania, West Virginia and the modern carbon black industry.

Odessa Pepsi Plant Serves To Presidio

R. D. Whitson has made Odessa the headquarters of a soft drink distribution setup which extends as far away as Presidio in the Pepsi-Cola Bottling Works which he has operated for the past 14 years.

Pepsi-Cola features the nationally famous cola beverage as well as Nesbitt's Orange, Nugrape and Barq's line of flavors which include strawberry, lime and root beer.

Whitson bought out George Kessler in 1948 and operated the plant down on Third street before moving to the present site at 2518 N. Jackson in 1950. In fact, they increased the plant from 7000 square feet to the present size of 16,000 square feet in a remodeling program which increased the size of the bottling room and office in 1958.

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The local plant serves the territory from Odessa and Midland and Andrews, Seminole, Seagraves, Loop, Kermit, Crane, Monahans, Pecos, Coyanosa, in addition to dealing through a distributor in Alpine who covers an area all the way to Presidio.

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Hubbard Olds-Cad Draws National Acclaim Here

Shirley Hubbard has drawn national attention to Odessa through the design and utility of the home of Hubbard Olds-Cadillac which was formally opened to the public in 1961. It has been in the Texas automotive field for 18 years ranging from sales management in metropolitan field to ownership in West Texas.

Hubbard is carrying on a 22-year tradition in fine automobiles in the Odessa area, although he has been here since he bought out John Shortes Motor Co. in 1943. He has been in the Texas automotive field for 18 years ranging from sales management in metropolitan field to ownership in West Texas.

Hubbard was assistant sales manager at Western Olds at Fort Worth and later a partner at Campbell-Hubbard Buick in San Angelo before coming here.

Hubbard Olds-Cadillac has 22,000 square feet under one roof at the new location at 2803 East Eighth where they are in about the same area but a more efficient layout than their original site at 1510 East Second.

They function in a sense as "five little stores" under a big heading. They have a paint and body department, a service department, a parts department, new car sales department and used car sales department.

Hubbard has surrounded himself with an outstanding staff of 36 personnel who are under the direction of these department heads:

Roy Hubbard, General manager; Ed Hacquebord, secretary-treasurer and accountant - office manager; Darrell Allen, service manager; Z. W. Westbrook, used car manager; Duane De Shan, body shop foreman; Sam Hingworth, new car sales manager; Tom Nichols, parts manager; and a sales staff which includes Lee Perrine, Dan Daniels, Frank Williams and Keith Bailey with Wayne Clark flanking Westbrook in used car sales.

The Hubbard Olds - Cadillac building was featured in the nationally - circulated Automotive News in its August, 1961, issue. Not only is it outstanding in exterior decor, featuring brightly painted panels for striking effect, but with landscaping motif to feature planting beds inside the building and with a tree growing through the roof. Even the huge neon sign—55 feet high and 33 feet long—has some natural beauty blended in with a rose garden planted as a part of the scheme of its decor.

The building is so arranged that a customer can drive around it and drive through the plant so shoppers can look at new cars without having to get out of their automobiles.

The service department is equally convenient with three lines of traffic for service, so inviting that ladies driving into the open, clean shop, made up 65 percent of their business.

The service department has just installed an interesting new innovation in accommodations — a "Quick Service" department to render "express-like" first accommodations while the customer waits. They can assign two or more mechanics to double up on repair needs. These would involve those normally taking a comparative short length of time to handle, such work as minor tuneups, brake repair and similar functions.

The layout was personally designed by Hubbard, who planned it on the theory that "there's enough business available to entice a 'merchandiser' in his field from people who want to be treated casually and given the opportunity of going right into the bright and cheery service department themselves."

Thus, Hubbard Olds - Cadillac stresses service to all makes of passenger cars and also is ready to accommodate all makes and models in its body and paint shop.

Sparks-Davis Does Significant Job Swelling Rambler 'Count'

The Rambler "population" of the No. 1 accountant in the Dal-Ector County has swelled from 44 in 1959 to more than 2000 units through the energetic efforts of Bob Davis who has just recently expanded into a partnership with Sparks-Davis Motor Co.

Davis has Ken Sparks as a colleague in the project to make Odessa the Rambler capital of the West Texas, and just four years of efforts in the new dealership has already pegged them as the largest Rambler operation between Fort Worth and El Paso.

"While they have close to 15,000 square feet of enclosed floor space, Sparks and Davis already have needs for a new building to be put up in their long-range future."

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