

The



FALL 1956



A pause for men and mounts on water

Trail herd formation in the breaks.



Focus on the Frontier
Fifth in a series

Photographs from the
Collection of Erwin Smith
(Part II)

SOUTHWEST COLLECTION
Texas Tech University
LUBBOCK, TEXAS 79409

*the "real" cowboy and
the West of 50 years
ago as focused from the*

Adventurous Lens of Erwin Smith

by J. Evetts Haley

An earlier story on Erwin E. Smith, finest of the cowboy photographers, carried a suggestion of what may happen to horses, cattle, and cowboys—"all in the day's work." The almost endless variety of his great collection of photographers, now housed in the Library of Congress, is suggested herewith by a selection of range types taken about half a century ago.

In 1907, after some months of studying sculpturing at Chicago under the famous Lorado Taft, Smith headed back to the grasslands of Texas. As a cowboy he worked on a number of the great Red and Canadian River ranges where he acquired some of his best pictures—especially on the Shoe Bar and LS outfits.

With an imaginative head crammed full of material and a trunk bulging with a photographic record of the Texas range, he journeyed to Boston and enrolled for work at the Museum of Fine Arts. In the course of time a display of his marvelous work fell under the quick and appreciative eye of the Sunday editor of the *Boston Herald*, a young and zestful Canadian of doughty Scotch ancestry named George Pattullo.

Pattullo began putting Smith's pictures into print and enthusiastically appraising his potentialities. At the same time he caught the infectious cow-country fever from the lank and sensitive Texan. As they talked and planned Boston began to pale on them both. Shortly they decided to shake off its sedate life and head southwest for the cattle



(ABOVE) The cook pokes up his fire at the tail end of the wagon. (BELOW) The night herder sits on his bed while lighting and "rolling his own."



Calling the next guard.

Adventurous Lens of Erwin Smith

range. Smith would continue to record its men and action with his camera. Pattullo would gather material for stories.

In the summer of 1908, therefore, they joined the roundup on the JA Ranch and began riding the colorful breaks of the lower Palo Duro. The life was fresh and intriguing to Pattullo; it was familiar, yet eternally fresh and intriguing to Smith.

The long summer days were full and fascinating. With the rattle of tin plates at the tail end of the wagon at breakfast; with swishing leggin's and jingling spurs as riders radiated from the wagon toward staked and snorting night horses in the false dawn of early morning; with squealing broncs breaking in two and chinning the moon as the drive started—with all the blood-stirring bustle and confusion that somehow blends into the well-coordinated work of a real cow outfit, Erwin Smith

was again in his element. And George Pattullo began soaking up the honest detail that was to place him at the top with *The Saturday Evening Post*—a series which he started on the JA's with a horse story called "Blackie."

Since modern flash bulbs were unknown, Smith began making night studies with flashes created by throwing gunpowder into the cook's campfire—naturally after appeasing the cook or after the meals were done. He caught the JA boys at breakfast at four in the morning; the night-herder rolling and lighting his own, and then—as the Stygian night threatened rain, the herder, as he arrived in his Fish brank slicker, to call the next guard.

Smith was apparently a pioneer in such nighttime photography, and each of his pictures tells a story. When the cook was busy poling up his fire



As the Horse Wrangler tells
the Story of Billy the Kid.

The technique of a
good branding fire.



and fixing breakfast, everybody from horse wrangler to wagon boss paid him deference and gave him room. But after supper, when the nights were really cold, when his chores were done and the milk of human kindness—the only brand even remotely known around a cow outfit—had warmed his heart a little, the cook suffered the cowpunchers to close the circle around his campfire. Thus it was that Smith got the splendid study of the old horse wrangler telling the dramatic story of Billy the Kid as he had seen it at Old Tascosa, over yonder, on the river—while the gunpowder flash streaked his plate with little sparks shot out from the cook's fire.

Smith and Pattullo worked through with the Matadors, where the pioneer of that outfit, old "Paint" Campbell, still lent vigor and color to the Croton breaks and the vast adjacent range. They drifted up the Blanco Canyon to draw out the re-

collections and soak up the frontier wisdom of old Hank Smith, first settler on the South Plains. They pushed on into New Mexico to try out the horses, the chuck and the scenery around Socorro, and then circled the mountains to work through with the Blocks, in the evening shadows of the Capitans.

They adventured, off and on, for three working seasons, winding up their strange partnership on the ranges of old Bill Greene, of Cananea Copper, in southern Arizona and northern Mexico—where they found the finest stories and the best photographic material in all their wanderings.

Everywhere they went, they soaked up the stories and the ways of the men of the great ranges of grass. What a boon it proved to those who loved the West—as Pattullo set them forth in his short-stories, and Erwin Smith set them in focus for the future with his faithful lens.

Erwin

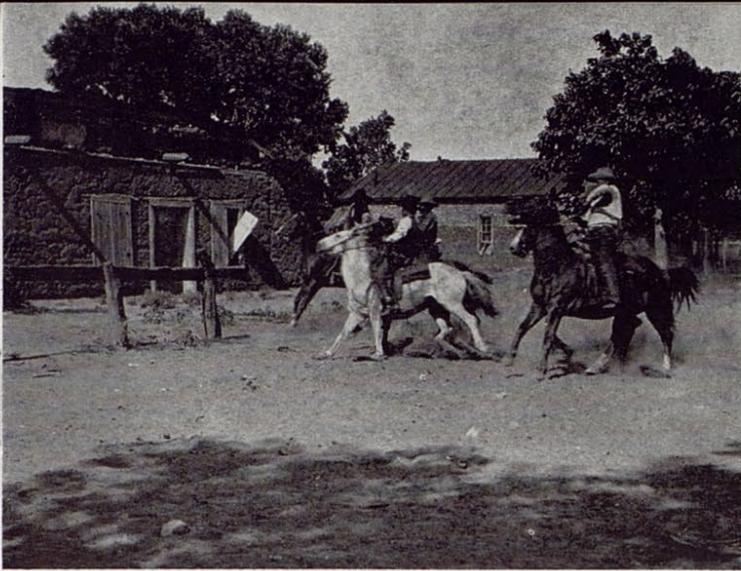
Good ropers brought
the calves out.



And Good Flankers laid
them upon the ground.

While busy men with hot
irons burned the heraldy of
the range into their hides.





After the roundups were over some of the hands lost no time in getting to town.



Where they bellied up to the bar and washed the dust away — it so happens that this was at Tascosa.

IT COSTS OIL COMPANIES
Half A Billion Dollars
TO IMPROVE THE QUALITY
OF YOUR GASOLINE BY
One Octane Number!
YET THE AVERAGE
OCTANE RATING OF YOUR
GASOLINE HAS RISEN
MORE THAN 20% DURING
THE PAST 25 YEARS

—AND EXCLUDING TAXES
GASOLINE HAS ONLY
RISEN 6.7% SINCE 1925

the story of TAX on GASOLINE

Many variable factors interplay in determining the price for which a service station sells a gallon of gas—but by far the most compelling force that has influenced pricing during the past 25 years has been taxation on gasoline.

City gasoline taxes were imposed for the first time in the early 1900's probably about 1920. State taxes were conceived even earlier as a convenient and lucrative source of revenue. Then in 1932 the Federal Government jumped on the idea and federal taxes on gasoline beginning with one cent per gallon have continued since with periodic increases.

These taxes are necessarily paid at the end of the service station gas hose by the ultimate consumer.

State and Federal taxes in Shamrock's marketing territory, for instance, are now 8c to 9½c per gallon depending on the state. Also, in some areas a city tax is added. That means for every 10 gallons of gasoline purchased in Colorado, for example, you pay 90c in state and federal taxes. A Colorado motorist who uses 600 gallons of gasoline a year pays about \$186.00 for his gasoline and \$54.00 of this total is tax.

Americans will use almost 50 billion gallons of gasoline in 1956. A single penny added to the

price of this gasoline brings a half billion dollars to the Federal Treasury.

With the recent one-cent increase specifically earmarked for highway construction, the Federal Government plans to pay for the most extensive program of road building this country has ever known . . . a network of fine highways facilitating travel to every major city across the entire United States.

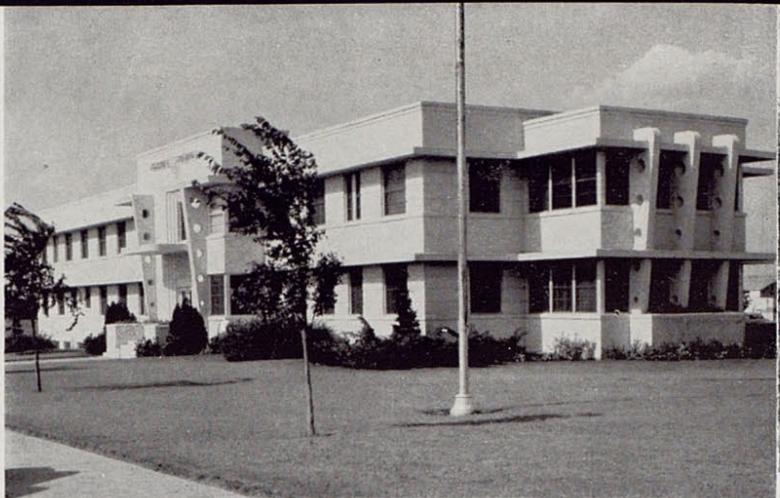
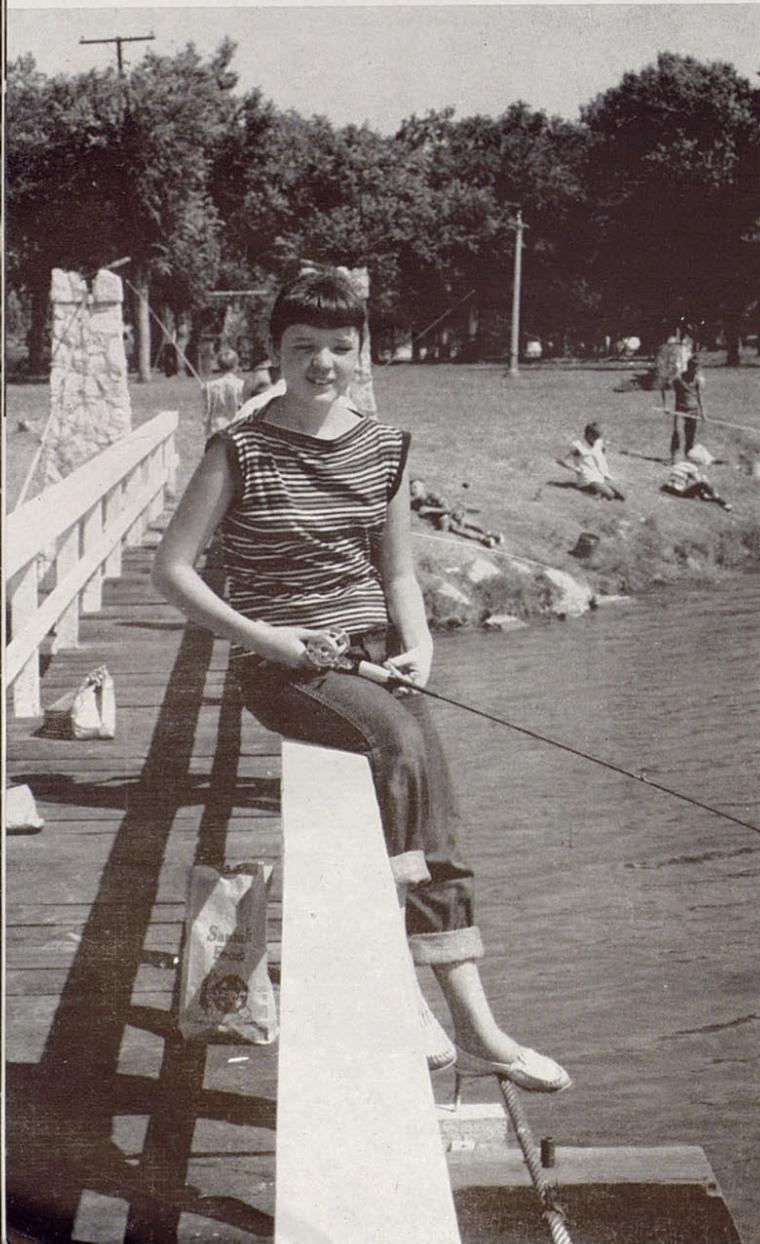
Except for the taxes added to the price of gasoline, the fuel which powers 48 million cars in America costs little more than it did back in 1925. BUT taxes are up 250%.

Intense competition among the thousands of companies engaged in the petroleum industry—from drilling to research, to servicing the family car—this competition has kept the actual price down (excluding taxes) and at the same time added miracle-like improvements. Two gallons of gasoline today do the work that required three gallons in 1925. The old Model T ran very well on the gasoline produced then but you should try it sometime in your 1956 Model. Power-laden models of today require superior fuels developed after continuous years of extensive research.

Tax included, today's gasoline is still the biggest bargain on your shopping list.

A New Era In Woodward

Woodward girl tries her luck off bridge crossing at Crystal Beach Lake during fishing derby at the Park.



Woodward's ultra-modern Hospital.

ANY important and historic dates stand out in Woodward's past but the one that lingers most vividly in the minds of the present generation is April 9, 1947.

It was a few minutes before 9 p. m. on this Spring evening when almost half the city was leveled by a tornado. Eighty-four residents of this Northwestern Oklahoma town were killed in the path of the tornado and 100 city blocks were almost completely demolished.

The storm, born in White Deer, Texas, cut northeast near Canadian and into Woodward where it unleashed its most terrifying force with a half-mile wide swath that leveled the southwest west and north sections of town.

As one local woman explained, it was as though a giant lawnmower had rumbled its way across a section of the city, cutting, smashing and strewing everything in its path, including human beings.

A quote from the Woodward Daily Press sums up the frightful night. "The terrified survivors stirred in the stillness that came abruptly. Neighbors went in search for neighbors and relatives of relatives. No one person was aware of the extent of the storm in the encompassing darkness.

"All night long the rescue crews dug through the wreckage and ambulances and fire-truck sirens lent reality to the screaming nightmare."

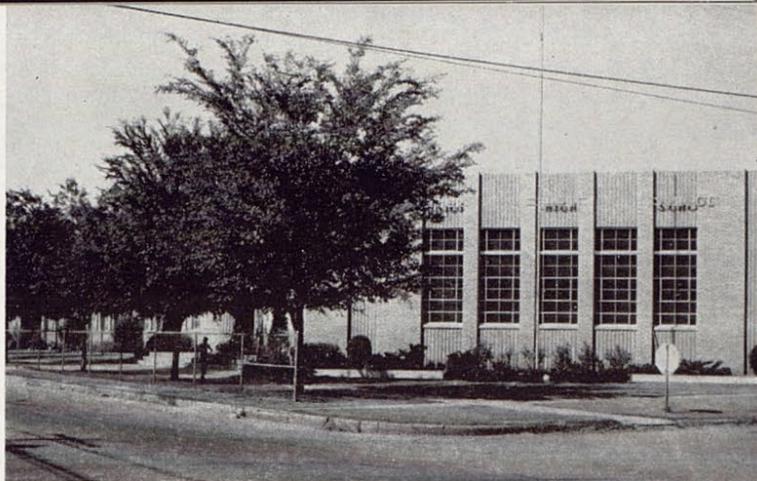
"More destroyed in five minutes than could be rebuilt in five years" became a popular expression with the ensuing wreckage of property whose value was estimated at \$5 million.

A freak three-inch snow fell on Saturday following the Wednesday evening tornado in April. Frozen lines disrupted all communication while burial of the city's dead proceeded in cold wet weather and in churches—not necessarily the church of the deceased as some of the city's churches were demolished.

In the midst of havoc and long before the damage was completely surveyed, a committee was formed to direct and coordinate the planning of a new Woodward.



City's Crystal Beach Park on the lakeside.



Woodward's outstanding Senior High School

The city did rise again and was miraculously well on its way toward recovery long before the often-quoted five years. The entire community pitched in and what a job they did as evidenced by Woodward today.

Outside help was a factor too and it came quickly to relieve a great deal of the initial shock. First the Red Cross moved in with both money and materials. Shelter centers were set up for the homeless.

The city hall was converted into a temporary hospital. The injured who survived the blowing holocaust filled the hospital beds and some had to be temporarily placed on tables in the churches and other public buildings.

The army rushed into action and lent themselves to a multitude of services such as providing a field kitchen, cooking utensils and army stoves, medical supplies and food.

A tremendous flow of relief supplies and aid poured into the area from several neighboring

states. According to the Daily Press, "The day after the storm truckloads of food, clothing and milk piled up in front of the Community Building."

"Those that have survived can be thankful for the spirit of neighborliness that surrounding areas have demonstrated," read the Press.

Before long, one civic project after another began to take shape.

Though the tornado was an unmerciful, destructive attack, its results possibly created a challenge to even the most complacent-minded citizens to rebuild with raised sights. For example, rebuilding started on a more modern and progressive scale. Impressive new business buildings and a host of new homes kept the carpenters and bricklayers busy for years.

Woodward's operation "new look" got under way pronto.

Shortly after the tornado city officials called

(Continued on Next Page)

Busy "Main Street" in Woodward, Oklahoma.



Unique rose garden—one of Woodward's beauty spots.



in a firm of professional engineers to help plan the city's future expansion and zoning. Rebuilding followed the general plans of these experts and the plans are still in evidence during each expansion and building project.

Details of the Woodward tornado would be unnecessary to this story except to emphasize the gargantuan task of rebuilding that faced the city and an equal accomplishment as a result of community efforts that followed.

An avalanche of fresh ideas sparked by a challenge to rebuild and improve their city led to such ventures as a unique city rose garden and a youth program called Kids Incorporated. Both of these projects have been labeled as outgrowths of Woodward's disastrous tornado that struck almost 10 years ago.

Members of the Mr. and Mrs. Garden Club invaded a 150 by 180-foot plot of weeds strewn with tornado debris. They cleared the plot, dug the beds and by March, 1949, were ready for the first planting. Now there are almost 3,000 bushes and some 150 varieties of roses in the garden adjacent to the county courthouse.

Many of the first bushes came from donations by individuals and nurseries. An irrigation system was also donated. Garden clubs from towns in Oklahoma often visit the unusual display.

Many working fathers were victims of the tornado and in many cases were survived by several children. The citizens quickly realized that

they would have to shoulder a major share of the responsibility for the welfare of homeless children without any means of support. In addition to this factor, Woodward already had a minor but growing problem of delinquency among its children.

Steps were taken to care for the homeless including placement in volunteer homes and Kids Incorporated was ushered in. The Youth program has been the inspirational hub around which delinquency has been successfully curbed—so successfully has it functioned, in fact, that not one single case of delinquency has been reported by the Juvenile Court in five years.

Woodward, and its relatively new program, has already received national recognition for its youth work. Its program compares with those of many metropolitan cities throughout the country.

Nine hundred kids are enrolled in Kids Inc. which features seven different sports for boys and five activities for girls.

Several towns in Oklahoma, Kansas and Texas have copied Woodward's Kids program. Individuals, both boys and girls, have received national recognition in sports developed through the kids athletic program.

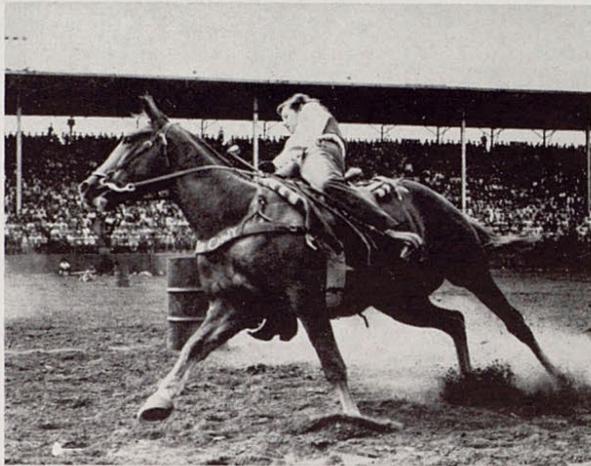
Publicity, however, is not the purpose of the organization—it's simply a matter of developing the Woodward youth in the right direction. This Northwest Oklahoma town of 6,500 people is demonstrating the value of a vigorous year-around program for children.

A long-range rebuilding program followed the tornado that hit Woodward almost 10 years ago.



Rough and Ready Rodeo

WOODWARD ELK'S RODEO



Professional performers who follow the rodeo circuit from Cheyenne to Madison Square Garden and other prominent rodeo centers display their talents in Woodward. They will vie for the prize money in Woodward August 31 through September 3 of this year.



*the zestful spirit
of friendly, enthusiastic
citizens at . . .*



Fishing derby attracts throngs from Woodward area.

Work and Play in Woodward

NATURAL recreational spots bestowed by nature give Woodward an advantage that attracts youngsters and serves as attractions for tourists enroute to vacations east and west.

Boiling Springs State Park and Woodward's Crystal Beach Park are favorite playgrounds for the local population and people from a 100-mile radius. The state park grounds also lure vacationers for a leisurely one and two-night stopover.

The 880-acre park, one of Oklahoma's 13 state parks, is the only heavily wooded scenic area within a 100-mile radius. It is a natural setting for Boy and Girl Scout camping trips and is less than a 10-minute drive out of Woodward. The park is watered by springs, the largest flowing about 300 gallons a minute. A modern swimming pool and scenic lake surrounded by a colorful variety of trees are samples of the restful beauty. State developed facilities such as cabins, good black-top roads and spacious picturesque picnic sites with plenty of concrete tables and benches make Boiling Springs a natural location for youth camps.

Neat, well-kept homes on Woodward residential street.

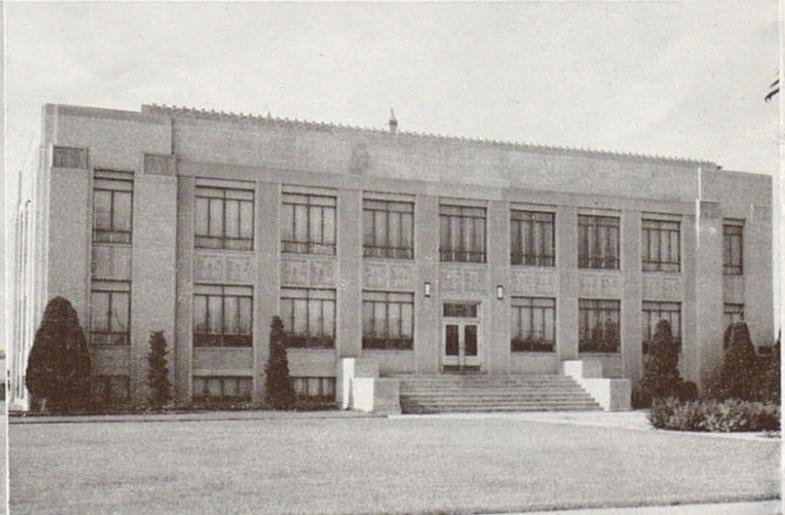
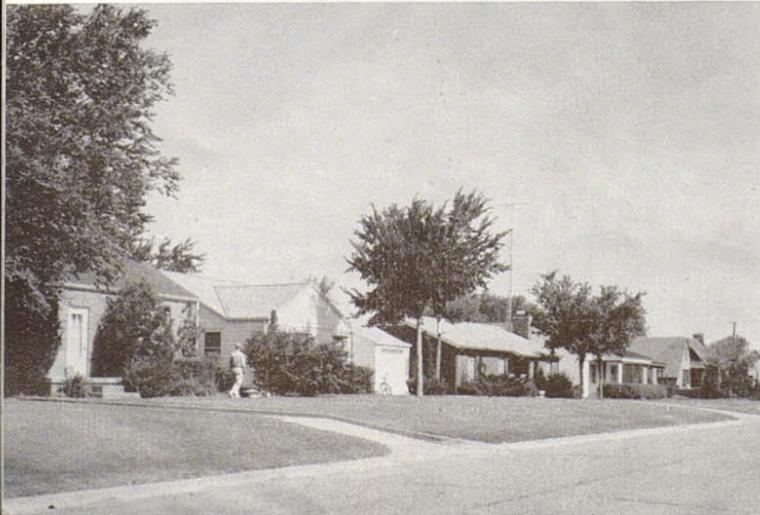
Almost any day of the summer such groups from Northwestern Oklahoma are quartered here.

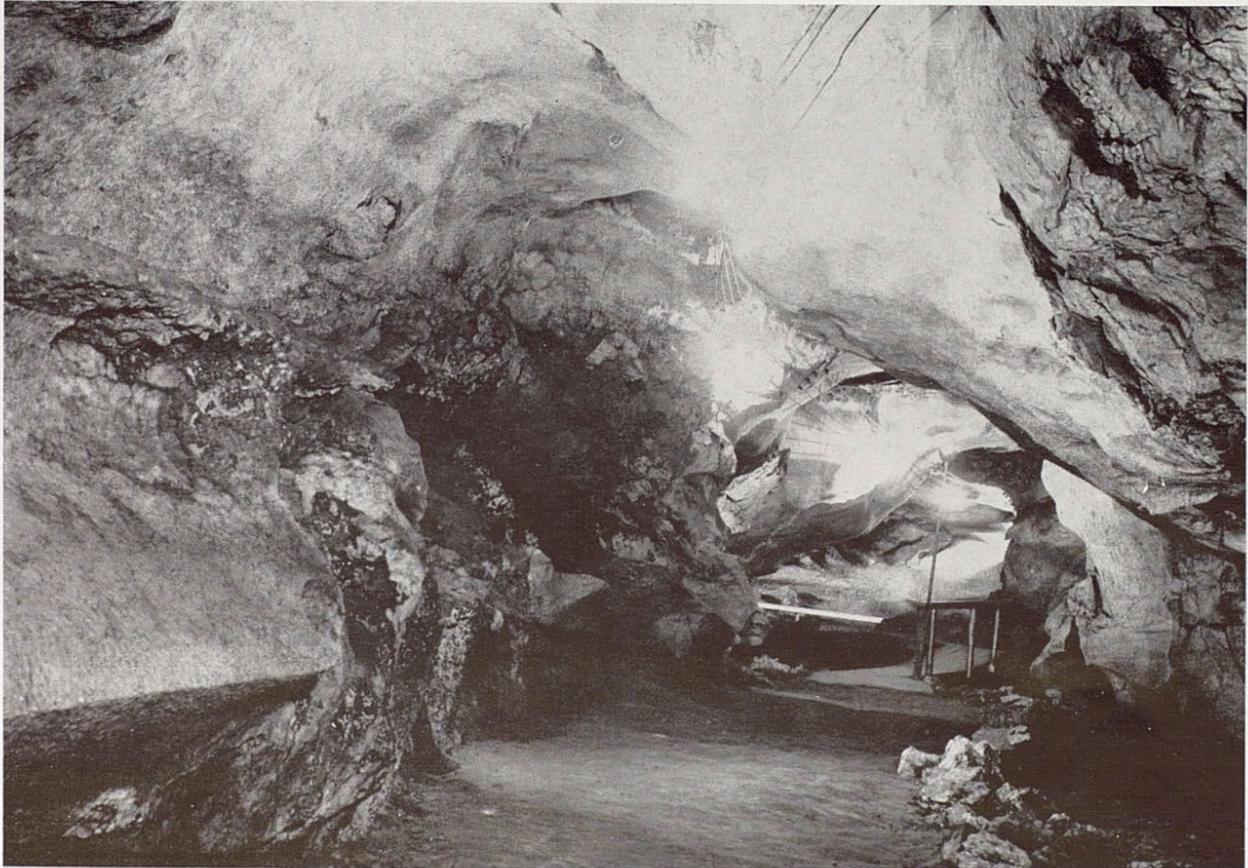
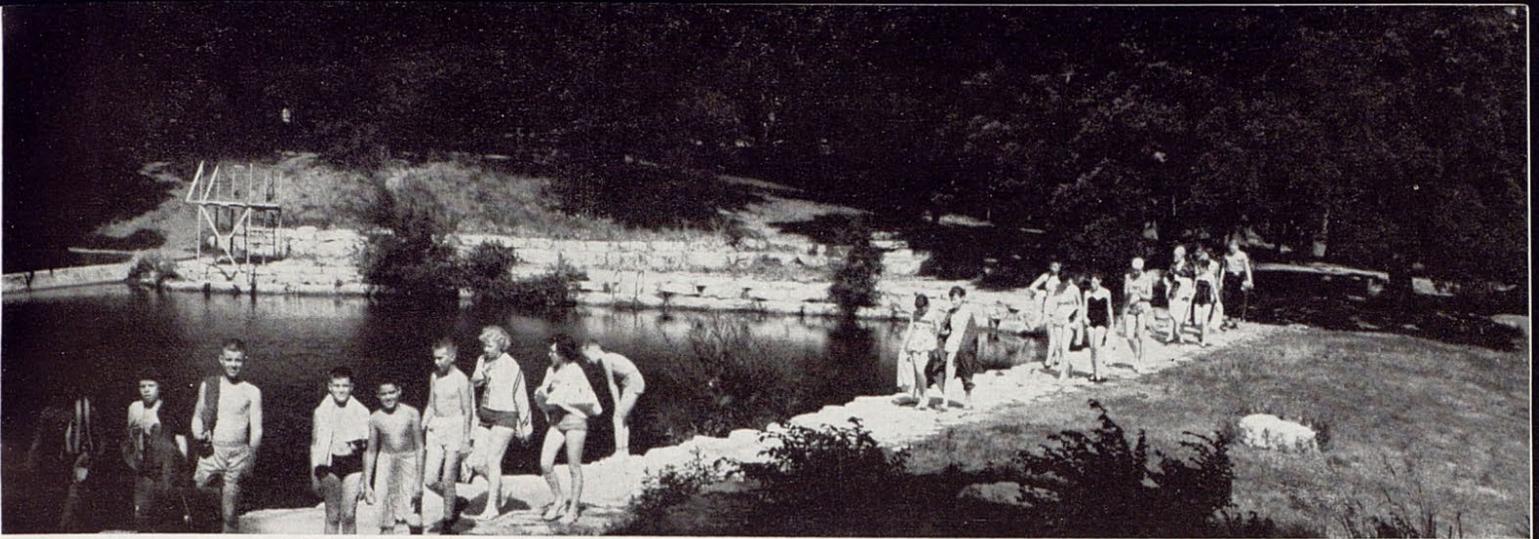
Just as outstanding as the state park except on a smaller scale is Woodward's Crystal Beach Park adjacent to the golf course which boasts exceptionally large grass greens. An amphitheater accomodating band concerts, a concessions stand, a miniature train traveling a quarter-mile circular track for the kids, and dozens of large trees shading the banks of a lake running the full length of the park attracts thousands of people from Woodward and neighboring communities. During the summer, hundreds are attracted to the fishing derby on the lake where they vie for prizes donated by local businessmen.

Less than an hour's drive from Woodward lies the largest known gypsum cave in the world, the Alabaster Caverns, near Freedom, Oklahoma. The cave stretching more than three quarters of a mile beneath the ground houses one room 200 by 400 feet and 70 to 80 feet high.

The widely-heralded Elks Rodeo which cele-

Woodward County Courthouse adjacent to rose garden.





(TOP) Boiling Springs State Park is a favorite location for summer camp groups. Here a Christian Church group prepare to enjoy a swim in the big modern pool adjacent to the lake (ABOVE) Alabaster Caverns, near Freedom, are one of the outstanding tourist attractions in Northwestern Oklahoma. (LEFT) Summer camp group relaxes near the Community House near Boiling Springs.



STATE CHAMPS: Woodward boys won the State Junior Olympics basketball title in their division in 1956.

brated its Silver Anniversary last year, is the most popular event of the year in Woodward. After a meager start in a pasture northeast of town and with an appropriation of \$50 in 1929 the show now rates with the better rodeo events of the West. As it turned out, the first rodeo ended up costing \$3,500 instead of the appropriated \$50.

Top talent appearing in other top shows across the country such as Madison Square Garden are also featured in Woodward. The Elks Rodeo begins on August 31 and runs three days in September. A host of other attractions compliment the show for people who are not particularly rodeo fans.

Woodward County's excellent short grass grazing lands might be cited as the mainstay of the economy. Fine beef and dairy cattle highlight the agricultural picture though wheat and other cash grain crops are important sources of income.

Woodward is also fast becoming a grain storage center with a storage capacity of more than 4 million bushels.

Drought-stricken farmers have been hard hit in recent years because of the rainfall shortage and also slumping prices. However, significant factors have brought some relief—namely, the gradual increase in sprinkler irrigation systems and the dryland farming experiments carried on at the U. S. Southern Great Plains Field Station.

This experiment station located at Woodward

has brought almost revolutionary methods to dryland farming practices. Working facilities of the experiment station include a 1,080-acre headquarters farm, and an experimental range near Supply covering more than 4,000 acres. Emphasis is placed on grass research, but other versatile studies are carried on including experiments with hundreds of trees from all parts of the world.

Range management experts from several states and many foreign specialists visit the station annually.

Small but growing industries such as Trego's Westwear have also bolstered Woodward's bid for economic stability in this predominantly agricultural area.

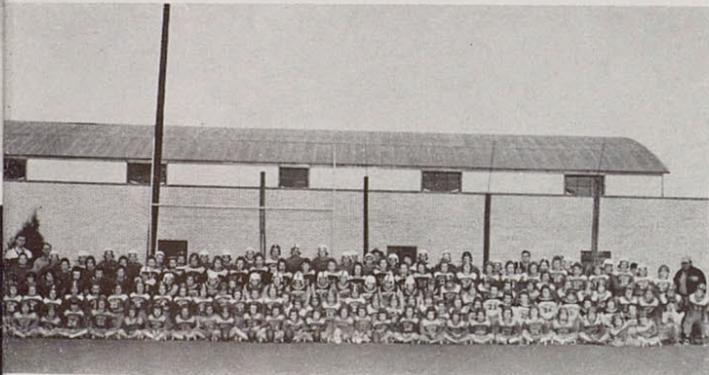
Since Oklahoma statehood in 1907, Woodward's growth has been steady. The community's advantageous location as a trade center for five neighboring counties and points in southern Kansas—its ideal geographical location criss-crossed with two federal highways and its shortgrass grazing have set the pace for the stable population.

Woodward has proved its merits as a place to bring up kids with its natural facilities and its vigorous widely recognized kids program.

Population increase is not always a sound test of the most progressive city. If the progressive spirit of Woodward citizens directly influenced potential population then Woodward might easily be twice its present size.



Recognized as one of the outstanding kid programs in Oklahoma, Woodward's Kids Incorporated have received national recognition for their efforts. Participants have won national honors in many sports. The baseball group (ABOVE) are cited as strong contenders for state championship honors in 1956. (BELOW) a group of Kids Inc. football players. Woodward has not had a reported case of delinquency in five years.



EDITOR'S NOTE: Extra copies of THE SHAMROCK which have featured J. Evetts Haley's series on Frontier Photography are available and will be mailed without charge to anyone requesting them.

Also, if you are one of those many people who often pass their copy of THE SHAMROCK on for others to read, you may be interested to know that we will accept requests from you for your friends to be placed on THE SHAMROCK mailing list.



Fall, 1956

"Dedicated to the Progress of the Great Southwest and Rocky Mountain Area"

Published Quarterly by
THE SHAMROCK OIL AND GAS CORPORATION
Box 631, Amarillo, Texas

C. R. BOWEN, Editorial Director
KEN RAINWATER, Editor

Credits . . .

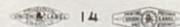
Cover Photo through Page 7, By Erwin E. SMITH. Page 11, WOODWARD ELKS.



Member of
SOCIETY OF ASSOCIATED
INDUSTRIAL EDITORS
and
INTERNATIONAL COUNCIL OF
INDUSTRIAL EDITORS



PRINTED BY STANDARD PRINTING COMPANY
AMARILLO, TEXAS



SOUTHWEST COLLECTION
Texas Tech University
LUBBOCK, TEXAS 79409

GET SET FOR A NEW DRIVING SEASON

WITH THESE **2** *Star Performers!*



SHAMROCK 10W-30 MOTOR OIL

Like a fast-thinking quarterback, 10W-30 motor oil quickly changes viscosity to meet shifting driving temperatures. At cold temperatures, 10W-30 gives you the fast starts and protective qualities of the best SAE 10W oil . . . yet has the same viscosity of an SAE 30 motor oil at highest engine operating temperatures!

DUPONT ZEREX or ZERONE ANTI-FREEZE

Here's an All-American Guard . . . providing outstanding protection for your cooling system from winter freeze-ups. Dupont ZEREX, peer of the anti-rust, non-evaporating anti-freezes, is a "must" for cars operating in cold temperatures. Dupont ZERONE, America's largest selling standard-price anti-freeze, offers car owners maximum winter protection at real economy.



Visit your Shamrock dealer, soon!

