

THE



FALL 1966





A blue-toned photograph of a snowy mountain landscape. In the foreground, a large, dark evergreen tree is heavily covered in snow. The background shows a steep, snow-covered slope with more trees and a winding path or road. The overall scene is serene and wintry.

*...take a* **WINTER**





SOUTHWEST COLLECTION

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Texas Tech University  
LUBBOCK, TEXAS 79409

**COVER STORY** *Seen on this cover*

*is a typical throng of winter sports enthusiasts,  
poised for a day of fun on the slopes of Vail Mountain  
in Colorado. From this point at Mid-Vail,  
busy chairlifts will convey these skiers to the top of the  
mountain from where they will ski trails and bowls,  
return for a midday snack,  
hit the slopes again, and tired but happy,  
schuss down the mountain into town for an evening of  
apres-ski fun. It's all a part of the great winter sports craze  
... and a scene typical of Colorado in the winter.*

Traditionally, summer is vacation time in America. But at least in Colorado, long renowned for its summer attractions, winter vacations rapidly are gaining favor with a large segment of the American people.

This is not to suggest that the state envisions a collapse of its summer tourist trade. It, too, is enjoying a steady increase in popularity. But winter vacations and the appeal offered by their associated activities are providing exhilarating experiences for more and more who seek respite from work during the winter months. Whether his pleasures lie in schussing down a snowy slope, gliding across an icy pond, or simply drinking in the awesomeness of snow-capped peaks, the winter vacationer can find it easily and quickly in the alpine splendor of the Colorado Rockies.

Why the increase in popularity of winter vacations, especially in Colorado? The reasons are legion.

Physically, Colorado has much to offer. The state is larger than the combined areas of New York, New Jersey and Pennsylvania and boasts a mountainous area six times that of Switzerland. More than 1,000 peaks measure two miles in height and 54 reach more than 14,000 feet into the crisp blue Colorado sky. This vast domain offers adequate space for more than 30 well developed ski areas.

With additional resorts being developed each year, it's little wonder Colorado calls herself "Ski Country USA!"

Colorado's offering to the winter vacationer are not restricted to skiing, although that growing sport reigns supreme from Thanksgiving until May. Hunters find an abundance of deer, elk, bear, lion and game birds in the state's 14 million acres of forest. Skaters, tobogganists and bob-sledders have little difficulty in locating facilities for their pleasures in Colorado. And snow-mobiling — scamper-

# VACATION



- Skiers are afforded a bit of European taste as they wend their way down a street in Vail after a day on the slopes.



ing about on a sort of mechanical dogsled — has recently become another fun outlet.

There's no denying, though, that skiing is king in the Colorado Rockies during the winter months. Upwards of three-quarters of a million skiers visited Colorado's resorts in the 1965-66 season, a 37 percent increase over the previous season. With additional resorts, plus a fast-spreading reputation for perfect skiing conditions, the state anticipates an even larger surge to the slopes this winter.

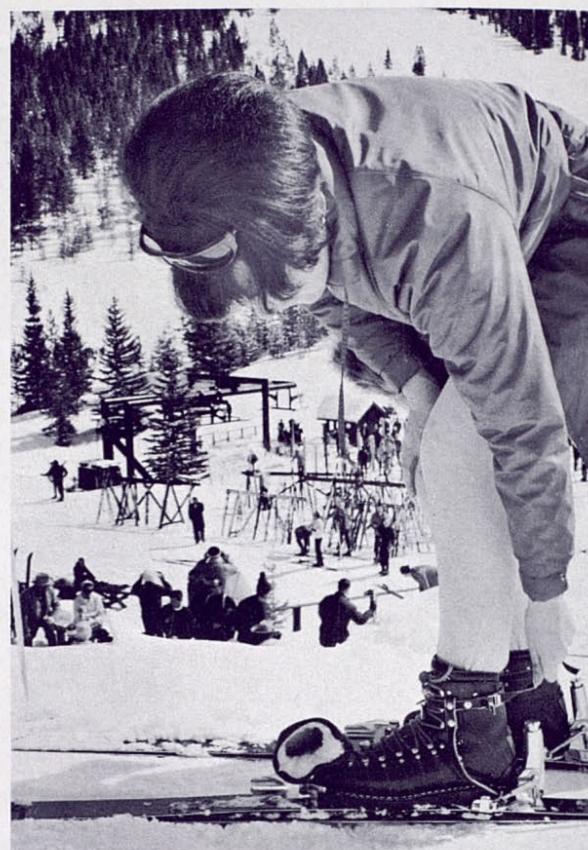
Cognizant of the reputation of some European ski resorts, Colorado nonetheless is making a concerted bid for international recognition among the world's ski set. There are many who proclaim the Colorado slopes as good as any; others stoutly defend them as without peer, the European locations not excepted.

Probably one of Colorado's biggest assets as a ski empire lies in the wide range of slopes available at most resort areas. Skiers, regardless of experience or ability, have little trouble locating a slope to their liking. From gentle grades for beginners to the more torturous, twisting trails for experts, the Colorado Rockies provide the setting to test any degree of skiing skills. The challenge thrown up by the more difficult slopes has played an important role in helping to establish the area's popularity among foreign skiers.

Colorado's reputation for fine skiing carries no restriction to foreign clientele or the immediate home folks. Skiers from throughout the nation annually flock to their favorite resort in a matter of only a few hours, thanks to the convenience of jet travel. Transportation from Denver, the capital city, poses no major problem as modern highways, kept unbelievably free of snow by an efficient highway department, lead to all ski areas.

Still another reason for Colorado's popularity

- Safer equipment has reduced ski injuries, but it's the smart skier who makes sure her binding is adjusted properly.



with the skiing crowd is its unusually long season. While an occasional early snowfall may permit skiing in October, the season normally runs from Thanksgiving until May or June, depending on the run of weather during the winter. Also, the high altitude of most Colorado ski areas serves to provide an ample supply of deep powdered snow, a condition not always a reality on most Eastern slopes.

Equally as important to the success of a ski resort as good snow and the proper terrain are the apres-ski — or after-hours facilities available. Here, Colorado resorts take a back seat to no other area, again the European resorts being no exception. Developers of the Colorado resorts, fully aware of the popularity of after-ski activities, have constructed great numbers of lodges, restaurants, and night club facilities.

Still two other factors that have greatly enhanced the popularity of skiing are the acceptance of the sport as a family activity, and the improvement of safety features in skiing equipment. New synthetic materials have added considerable color and appeal to ski clothing.

Any attempt to rate Colorado's many ski resorts in one-two-three order of importance would be folly, indeed. Each individual skier has his own preference in accommodations — some like the gentle slopes while others prefer the more challenging



- Winter fun isn't confined to skiing. This two-horsepower sled provides good transportation for Vail visitors.



runs. Some skiers elect to visit the smaller resorts while others prefer the larger and more active areas such as Aspen and Vail.

So here, for your winter vacation planning, is a brief breakdown of some of the state's ski resort areas:

**ASPEN:** One of the world's greatest ski centers, Aspen actually is a four-mountain complex made up of alpine bowls, forested trails, open slopes and numerous modern lifts. Easily accessible by bus, train or plane, the town is 210 miles west of Denver.

*Aspen Mountain* — or better known to skiers as *Ajax* — reposes practically in the center of town. Seven double chairlifts carry 5,075 skiers an hour to the start of more than 50 miles of slopes and trails, each with a different degree of difficulty. One run, an intermediate trail, stretches from midway up the mountain all the way into town.

*Buttermilk*, though a beginners' mountain, boasts its share of intermediate slopes, some 35 miles in all. Five chairlifts with a rate of 4,200 skiers an hour keep Buttermilk a busy place.

*Aspen Highlands* is the state's highest ski area, offering a vertical drop of 3,800 feet. Here, too, all classes of skiers can find their preference — the bottom of the mountain for beginners, the middle for intermediates, and the top for the more advanced performers.

*Snowmass*, Aspen's fourth and newest mountain, actually will be enjoying its first season this year as a developed area. For the past three years, it has been operated as a guided ski touring area for expert skiers only. From an altitude of 12,000 feet, more than 10,000 acres of mountain open up vast fields of deep powder. Four chairlifts will carry skiers to the summit eight miles from Aspen, previously negotiable only by mechanical snow-cat.

As the self-proclaimed "ski capital" of America,

- While some skiers await their turn at the lift, others head for a cup of hot coffee at the Mid-Vail restaurant.



Aspen appears to be well on its way to even loftier acclaim in world skiing circles. Its wide range of terrain and choice of runs appeals to all classes of skiers. But its after-ski accommodations are something else, practically unlimited and offering a wide variety in eating establishments, lodges, and bistros where visitors can find the night life traditionally associated with ski outings.

**VAIL:** The complete alpine ski community, Vail has become the "talk of a skiing nation" in a matter of a few years. Its rise has been swift — a "dream come true" for its developers.

Where six years ago only a bare mountain stood, a complete village now beckons to visitors from throughout the world. Lacing the 11,250-foot tall mountain are more than 40 different ski runs, varying from beginners' gradual slopes to steep and rugged experts' terrain.

Actually, Vail is a recent fulfillment of a dream for a handful of men. These men, members of the famed U. S. ski troop unit, the 10th Mountain Division and stationed at Camp Hale just to the south of Vail during World War II, envisioned a great ski complex that would rival those in alpine Europe. It was during a training mission that these men literally "found" Vail mountain and realized its potential. After the war, several returned to see their dream come true with the construction of Vail Village and the complex of ski runs and lifts.

Bowl skiing is one of Vail's largest attractions. Three vast bowls are now in use and a fourth is in the planning stage. Add to these the many miles of



- Up, up, up into a completely new world go skiers on one of the many chairlifts to skiing slopes throughout Colorado.



open-to-slightly-timbered trails and the result is one of the finest skiing areas in the Rockies. One gondola car, five chairlifts, and a Pomalift whisk up to 5,830 skiers an hour to the tops of the slopes.

**ARAPAHOE BASIN:** A long operating season is this popular resort's ace in the hole. When other Colorado ski areas have shut down for the season, A-Basin as it is popularly known to the skiing set, usually will still be operating into June. The resort is popular, too, because of its proximity to Denver, slightly more than 60 miles to the west and easily accessible by automobile over a modern interstate highway.

Three double chairlifts and five Pomalifts deliver skiers at a rate of about 5,800 an hour to the tops of vast open slopes and groomed trails.

**BRECKENRIDGE:** Skiers seeking a festive atmosphere with their outing should make it a point to be at Breckenridge for that resort's annual Ullr Dag Festival. Due to a unique loophole in the original treaty by which Breckenridge was brought into the Colorado Territory, the town is permitted to assume complete independence three days of the year. It is during these three days that visitors are treated to an atmosphere of gaiety as Ullr, Viking god of winter and protective patron of skiers, is honored.

**CRESTED BUTTE:** The "Matterhorn of Colorado," Crested Butte is one of the nation's most spectacular ski mountains, about 230 miles south-

- Skiing is not restricted to any age. Here, father and son listen intently as an instructor teaches the finer points.



west of Denver. This resort, boasting a quaint charm of early mining communities, also offers all modern facilities desired by skiers. A gondola and two T-bar tows with a capacity of 1,800 an hour, hoist skiers to 11 different runs, ranging from 30,000 to 2,500 feet in length.

**SKI BROADMOOR:** Those who prefer luxury living with their winter vacation will find the Broadmoor Hotel in Colorado Springs made to order. Its skiing facilities on Cheyenne Mountain comprise only a part of a year-round sports and entertainment complex.

Expert or advanced skiers will find the slopes at Ski Broadmoor disgustingly tame. On the other hand, beginners will find them precisely to their liking. In fact, the area was developed with the beginning skier in mind. In all probability, the developers reasoned, most hotel guests would be part-time skiers and not particularly interested in negotiating the steeper and more difficult slopes.

Ski Broadmoor boasts a feature not available in most ski resorts — lights for night skiing. It also features a 30-meter jumping hill, a double chairlift, and snow-making equipment capable of laying down artificial snow at a rate of one inch per hour, assuring a constant supply of powder.

The resort also features an indoor ice-skating rink for those who prefer blades over slats. Eating and lodging facilities are practically unlimited in



- Neither snow on the bank nor sub-freezing temperatures could deter this young lady from an after-skiing swim.



Colorado Springs, about five miles from the ski area.

**LOVELAND:** Because of its proximity to Denver (about 50 miles), the complex of Loveland Basin and Loveland Valley has become one of Colorado's most popular ski areas. Most any variety of skiing is available at Loveland — high bowls above timberline, timbered trails and near-perfect "family" runs.

Four double chairlifts, one T-bar lift, and three rope tows give Loveland a capacity of 6,600 skiers an hour on its more than 20 runs. Dog sled races during the season from November through May lend an added attraction.

No eating or lodging accommodations are available at the ski area, but nearby Georgetown, a quaint and rustic town reminiscent of silver mining days, offer a wide variety of facilities.

**WINTER PARK:** The granddaddy of ski resorts in Colorado, Winter Park is operated 67 miles west of Denver as a family area. It was in 1939 that the city constructed the state's first real ski tow and ushered in the giant ski industry in Colorado.

Being a family area, Winter Park features rates designed to fit most budgets. Facilities are available to fit the needs of most families, including nursery, skating rink and ski instructions.

While much of the area is designed for the beginner, the intermediate and advanced skiers have not been forgotten. More than 12 miles of slopes and trails are served by three double chairlifts and four T-bar lifts capable of carrying 6,500 skiers an hour.

**STEAMBOAT SPRINGS:** With the state's first developed ski area, and skiing a full-fledged course in its public schools, it's no more than fitting that

- Long days on the slopes build big appetites. Here, a group of skiers recall the day's events over a big dinner.



Steamboat Springs should bear the title of "Ski Town USA." This small ranching town in northern Colorado takes its winter sports seriously.

Each February, visitors and townspeople join in the observance of Winter Festival, a time of competitive ski racing and jumping events, sled and toboggan races, and ski-joring races in which men on skis are pulled at high speeds along the snow-packed streets behind horses.

One of the most dramatic and colorful events of Winter Festival is the torchlight parade with dozens of skiers racing down the slopes with flaming torches.

Mount Werner, two miles from Steamboat Springs and named for the late Bud Werner, an American Olympics ski champion, offers a diversity of facilities that include four tows, including two double chairlifts and two Pomalifts.

Throughout Colorado, dozens of other ski resort areas beckon the winter vacationer. Several cater only to weekend guests, and while most are smaller and enjoy less renown than such centers as Aspen or Vail, each is amply equipped to provide outstanding winter sports entertainment.

There's Berthoud Pass where America's first double chairlift was put into operation in 1947, and Evergreen Basin, Lake Eldora, Geneva Basin, Ski Idlewild, Monarch Pass, Squaw Pass, Cooper Hill, Grand Mesa, Hesperus, Hidden Valley, Pike's Peak, Wolf Creek Pass, Glenwood Springs, Little Annie Basin, and Purgatory, one of the state's newest near Durango in southwest Colorado.

That's all Ski Country USA, a good many square miles of it. And if you are interested in joining the annual surge to the slopes this winter for the vacation time of your life, you can obtain further information by writing The Colorado Visitors Bureau, 225 West Colfax Ave., Denver, Colorado 80202.

They'll be glad to have you.



# BENT'S OLD FORT—VERSATILE FRONTIER POST

Though few historical accounts give it much mention, Bent's Old Fort near present La Junta, Colorado, probably played as important a role as any other western frontier outpost in helping to shape the destiny of a new nation. As a significant fur-trading center, Indian rendezvous point, and later a staging center for military maneuvers, the small fort played out its role in history in relative quietude while other strongholds along the Santa Fe Trail were afforded the major portion of historic acclaim.

Bent's Fort, built as private enterprise for commercial ventures, thrived for a brief period as the Indian and white man mutually benefitted from the exchange of merchandise. Peaceful coexistence was more than a phrase in a text book.

Then came war to change the peaceful fort from a thriving trade center to a bustling military camp. Unwittingly, its builders had supplied a base for military expansionism and its inevitable seeds of distrust and destruction. The white man's war ultimately resulted in all-out conflict with the Indian . . . and a strangling death to a lucrative trading business.

Today, only ridges of dirt remain, marking the outlines of the building once described as "resembling an ancient castle." Bent's Old Fort Historical Site was established on March 15, 1963, as a unit of the National Park Service.

The idea of a fort on the banks of the Arkansas River was conceived in the minds of brothers William and Charles Bent, and Ceran St. Vrain, sons of prominent St. Louis families. Trade between Missouri and Santa Fe had reached near-boom proportions by the late 1820s, thanks primarily to the establishment of the Santa Fe Trail, and these men, experienced in fur trade on the Upper Missouri, decided to try their hand in the new territory.

This aerial view of Bent's Old Fort shows the outlines of the rooms, courtyards and corrals.

A partnership known as Bent, St. Vrain and Company was formed in 1830 with Charles Bent responsible for arranging credit in St. Louis and purchasing and forwarding goods to New Mexico. William Bent oversaw all Indian trade while St. Vrain and later Charles Bent marketed the goods in New Mexico.

The trio recognized that to hold and exploit the vast territory in which they had chosen to operate, a central fort was a necessity. After pondering the question of location for some time, they received unexpected advice from Yellow Wolf, a Cheyenne chief who pointed out that the fort should be built close to both the bison country and the hunting grounds of several other Southern Plains tribes.

The site selected was on the north bank of the Arkansas, about 12 miles west of the mouth of the Purgatoire River. This placed the fort near the Cheyenne, Arapaho, Ute, Comanche, Kiowa, and Kiowa-Apache tribes, and well within range of roving bands of other tribes.

Work on the fort began in the early 1830s with William Bent supervising the construction. Little timber was available on the Plains, so Bent chose to use adobe. Upwards of 100 Mexican laborers set about making

the mud bricks while Americans hauled in timber for the gates and roof. By 1833, the massive and impregnable mud fortress stood completed in the midst of an unbroken prairie.

From this citadel on the Plains, the company's business flourished. Caravans from St. Louis delivered wagonloads of beads, cloths, ammunition, and other items prized by the Indians. These were exchanged for buffalo hides and robes which were in turn shipped to eastern points, along with horses, blankets, silver, and other items obtained in trading at the company's stores in Taos and Santa Fe.



Only the foundations of the walls and room partitions remain in the ruins of Bent's Old Fort, right.









Archeologists have not been able to determine the purpose of this large hole near the north wall on the inside of Bent's Old Fort.

Bent and Company fully realized the importance of friendly relations with the Indians as a basis for their successful trading operations. Company employees were required to be fair in all their dealings and the use of whiskey as a bargaining commodity – a favorite device of many other trading firms – was forbidden.

The company's stock took on an even greater prestige with the Indians when in the mid-1830s William Bent married Owl Woman, daughter of Gray Thunder, one of the most powerful of Cheyenne chiefs. This union, plus the company's insistence on fair dealings, gave Bent and Company a considerable advantage over their competition.

As the principal outpost of American civilization on the Southwest Plains, Bent's Fort became a sizable and self-sufficient establishment, employing upwards of 60 people – mostly wheelwrights, carpenters, gunsmiths, and blacksmiths. Trappers, after long winter months in the mountains, found they could bring in their furs, swap yarns with old friends, and outfit themselves for new trapping expeditions. In fact, Bent's Fort was their sole source of supplies in the territory.

The fort also served as a logical location for meetings between Southern Plains Indians and the U. S. Government, and for intertribal councils. In

1840, a great peace council saw several major tribes – including the Cheyenne and Comanche – feasting, dancing and exchanging presents purchased from William Bent. The peace concluded at this council never was broken, attesting in some degree at least to the influence held by the Bents.

Powerful and influential though the Bents and St. Vrain had become, they could muster no defense against events destined to destroy their company. Relations between Mexico and the United States, already strained practically to the breaking point over the Texas question, finally snapped when the Lone Star state entered the Union in 1845. With the approach of armed conflict, the United States designated Bent's Fort as the advance base for invasion of New Mexico.

With that order came the beginning of the end for Bent's Fort as a trading center. Never would it again know the same friendly relationship of its earlier years.

Gen. Stephen W. Kearny with a force of 1,650 dragoons and Missouri volunteers arrived at the fort in July, 1846. Close behind were 300 wagons of Santa Fe traders, supposedly being guarded by Kearny. But after about a month's stay in the fort, they pushed southward into New Mexico. Seventeen





A National Park Service ranger points out to visitors some of the significant facts concerning the ruins of Bent's Fort.



A thin layer of cement has been added to the tops of the fort's crumbling adobe walls to prevent further erosion.

days later they marched unopposed into Santa Fe as a conquering army.

After Kearny's army left Bent's Fort, government wagon trains began to arrive in ever-increasing numbers. Government cattle overgrazed the surrounding pastures. Quartermaster stores piled up in the fort, and soldiers, teamsters, and artisans occupied its rooms. The great White Tide had begun its move to the West, irrevocably changing the pattern of life as it advanced.

The Indians, resentful of this white invasion of their lands and hunting grounds, began to fight back, and by 1847 warfare had started in earnest.

In the meantime, Charles Bent, appointed governor of the newly-acquired Territory of New Mexico, was killed in a revolt at Taos. St. Vrain sold his interest in the declining business to William Bent and departed for New Mexico.

William Bent, alone and disillusioned, still clung doggedly to the hope that the once-lucrative business would revive. But in 1849, a cholera epidemic spread wanton death and depredation through the Indian tribes, sounding the death knell to the floundering business.

Loading his family and a few possessions into wagons, Bent set fire to the storerooms and powder magazine, and moved 38 miles down the Arkansas

to Big Timbers where, in a temporary stockade, he attempted to revive the Indian trade. In 1852-53, he built a large stone post that became known as Bent's New Fort.

Bent's dream of a new business boom never materialized. After struggling through a few lean years, he finally leased the new fort to the army at the eve of the Civil War and retired to his ranch on the upper Purgatoire. There he died in 1869.

While the abandonment of the Old Fort in 1849 marked the end of a glorious business venture and brief military role, the outpost was destined to serve still another useful purpose. Bent's fireworks, somewhat more symbolic than substantial, had failed to completely destroy the building and in 1861, its rehabilitated walls housed a stage station.

As the principal stop on the Barlow and Sander-son stage, mail and express route between Kansas City and Santa Fe, the old fort served briefly as home for a superintendent-general manager. It also housed a general repair shop.

But as the West was rapidly discovering, progress would not be stopped, and the railroad soon replaced the stage. Bent's Old Fort thus played out its final role as a cattle corral before time and erosion collapsed its walls into mere outlines of the building's dimensions.





FOR

# FUN IN THE SUMMER-WINTER SUN

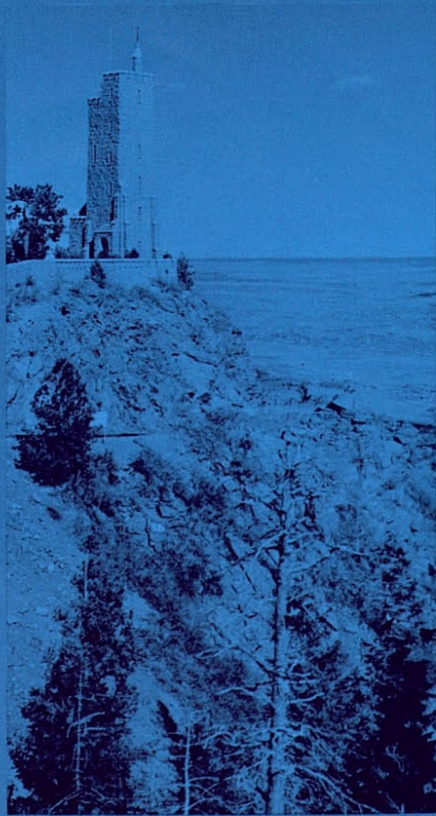


For that any-time-of-the-year vacation, few areas in the United States offer a greater range of accommodations or a more diversified appeal than Colorado Springs, Colorado. Set in the fantastically beautiful Pikes Peak Region of the Rockies with its vast array of scenic natural phenomena, the area possesses a sort of perennial magnetism for fun-seekers.

Here, even the most finicky of vacationers can find something to please them from the wide assortment of natural or man-made attractions. Summer or winter, Colorado Springs can furnish the ultimate in recreational diversification.

One of the area's aces-in-the-hole is its climate. Cool, invigorating summer nights and clear, dry sun-warmed winter days provide a perfect setting for year-round outdoor activities. And while it probably is best known as a summer resort, it is drawing a good share of winter sports enthusiasts.

A great many of the area's natural phenomena have, through years of association, become synonymous with Colorado Springs. Many find it diffi-





cult to think of the city without remembering such names as Pikes Peak, Garden of the Gods, Cave of the Winds, Seven Falls, Royal Gorge, and Manitou Mountain to mention a few. At the same time, various man-made attractions have added considerably to the city's tourist drawing power, such as the U. S. Air Force Academy, Will Rogers Shrine, Santa's Workshop at North Pole, and the renowned Broadmoor resort complex.

One of Colorado Springs' biggest assets as a tourist city is its proximity to so large a number of scenic spots. Few other vacation areas can boast of so many "can't-miss-it" attractions in so small an area, and within easy driving distance.

No trip to the Pikes Peak Region would be complete without visiting some of these sites:



**PIKES PEAK:** Named, of course, for Captain Zebulon M. Pike of the U. S. Army who discovered it on Nov. 13, 1806, this famous peak looms over the entire area like a giant sentinel guarding its spectacular beauty. Thousands of visitors annually ride to its top on a cog rail system built at the close of

the 19th century, offering mock refutation of Pike's statement that it "never will be climbed by mortal man."

**CAVE OF THE WINDS:** Sculptured by roaring underground waters long before the age of man, this marvel of nature is open to visitors throughout the year. Stalactites and stalagmites decorate the underground chambers, giving rise to such names

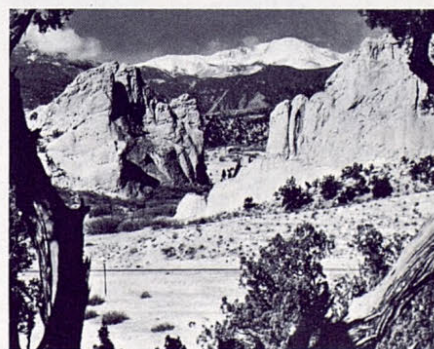


as "The Oriental Gardens," "The Veiled Curtain," "Mystery Temple of Silence," and "The Valley of Dreams." Sparkling crystals of onyx calcite and flowering alabaster make this cave unique.

**ROYAL GORGE:** Here the Arkansas River slices a mighty swath 1,053 feet deep into the rugged Sangre de Cristo Mountains. Overhead, the famous Royal Gorge Bridge reposes as the world's highest suspension



span . . . and one of the nation's most popular single tourist attractions. This spectacular sight may be reached by automobile or scenic railway.



**GARDEN OF THE GODS:** This is another "must" on the agenda of any Colorado visitor. Here, early Indians came to pay homage to the god





Manitou and the hot springs they believed contained magical healing powers. Here, too, modern man can find contentment as he stands among the cathedral-like spires and various other awe-inspiring red sandstone formations.



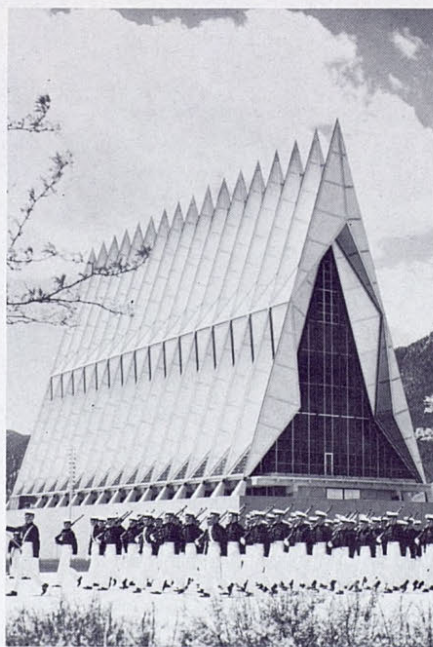
**SEVEN FALLS:** Just 10 minutes from downtown Colorado Springs, visitors are afforded a spectacular view of water cascading down seven distinct levels of a mountainside. Strikingly beautiful by day, the spectacle takes on an even more stunning appearance when illuminated by colored lights at night.

These are but a few of the natural wonders to behold in the immediate vicinity of Colorado Springs. Many

may be viewed in a single side trip covered by a minimum of driving.

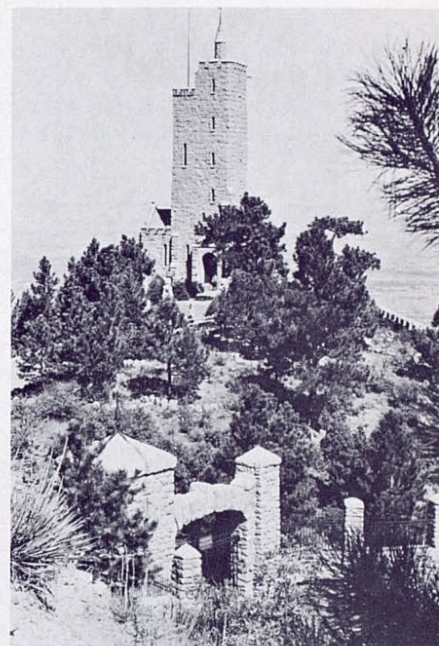
Memorable though these sights may be, visitors to the area won't want to miss seeing some of the man-made attractions, one of which is the U. S. Air Force Academy, the state's largest single tourist visitation point.

Visitors are welcome at this \$135 million institution of glass, aluminum and white marble, nestled snugly against the majestic background of the Rampart Range of the Rockies. Maps of the grounds and instructions



for visiting the 17,000-acre site may be obtained at the Visitor Information Center.

Will Rogers Shrine, located half-way up Cheyenne Mountain, is a magnificent tower of Colorado granite dedicated to the late American humorist. From this edifice at 9,300 feet elevaton, vibraharp and Westminster



chime notes reverberate over the surrounding countryside each hour.



Nearby is the Cheyenne Mountain Zoological Park, one of the world's best stocked zoos, boasting more than 700 animals, birds and reptiles.



## SOUTHWEST COLLECTION

One of the West's finest and most lavish year-round resort complexes — the Broadmoor — offers guests the epitome in recreational activities, regardless of the weather. Golf on the resort's two courses is played every month of the year, and swimming is a

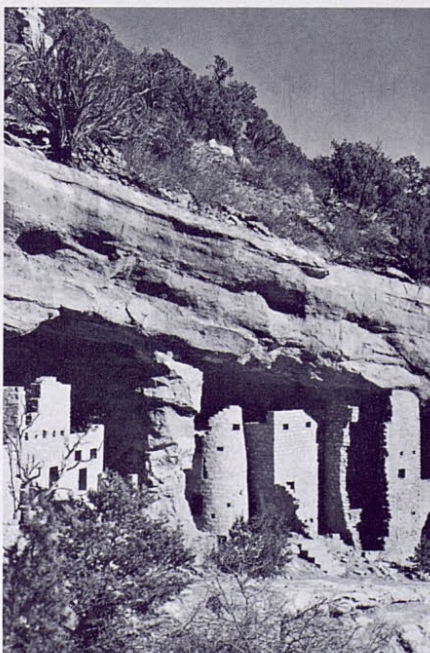


year-round activity in two heated outdoor pools. Indoor ice skating, hockey and ice shows are featured regularly. Skiing, of course, is popular in the winter, and in the summer, horseback riding and fishing are popular guest activities.

The small fry accompanying you on your vacation to Colorado Springs won't want to miss Santa's Workshop at North Pole, just outside the city. Here they will see a fairyland village, complete with reindeer, and gnomes, elves and storybook characters in unique and colorful costumes. Santa, himself, may be seen greeting youthful visitors . . . and quite a few grown-ups, too.



That's the way it is in the Pikes Peak Region of Colorado — plenty to see and do for all ages and at any time of the year.



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

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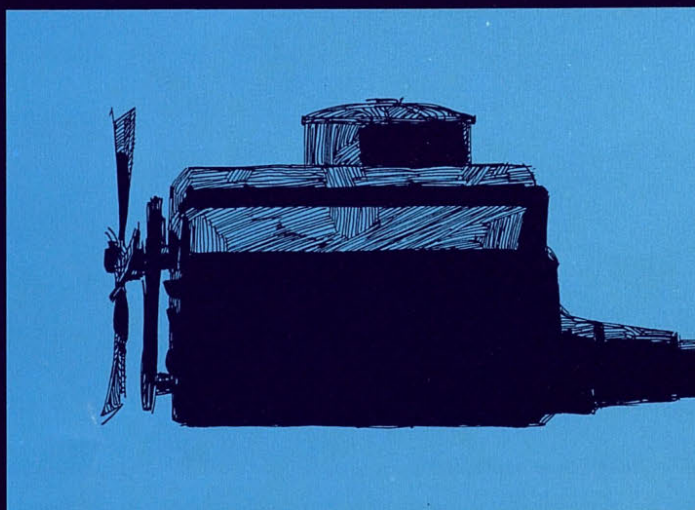
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# It's warm inside



Temperature determines the thickness of motor oil... but not *all* motor oil. Shamrock's Equa Flow motor oil has a near-constant thickness, hot or cold.

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Shamrock Equa Flow means longer life for your engine and battery. For year round protection, make a habit of using Shamrock Equa Flow, the all-season motor oil. It's another example of Shamrock consistent quality... quality you can measure by your car's performance.

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