

SUMMER 1957

1957 Blossom Queen



Pretty Miss Lettie Lou Jeffers—Queen of
the 1957 Canon City Blossom Festival.

*In Canon City
,
it's*



High school bands from several cities and states join in the festivities of the annual Blossom Festival.

Blossom Time

SOUTHWEST COLLECTION
Texas Tech University
LUBBOCK, TEXAS 79409

Through the centuries of time man has given way to the urge to shed his inhibitions, get out and join in the great awakening which takes place in nature's plan of things in the springtime.

He has been amazed, enthralled and overjoyed by the display that is staged before him at this season each year. As far back as a quarter of a century ago, when Canon City, Colorado was known as the "Apple Basket" of Colorado, people would give way to this urge and take the trek to this friendly community, nestled in the foothills of the Rockies. They came to view the orchards in full bloom with their multi-colored display of fragrance that permeated the air throughout the district.

In the beginning the local press and local officials simply figured out the day when the blossoms should be at their loveliest and the announcement was made that "this Sunday" would be "Blossom Day" at Canon City. Hundreds from nearby towns and communities would make the trip, usually with laden picnic baskets, and entire families would make a day of it . . . viewing the blossoms and relaxing in the city's parks. This was the meager beginning or embryonic stages for the present day "Blossom Festival," one of the State's most colorful and enjoyable events.

A few years back the Canon City Junior Chamber of Commerce took over the work of staging the Blossom Days. It was then that this group of enterprising young men conceived the idea of making it an annual two-day affair and combined bands and music with the blossoms. Nearby school bands were invited to come and

take part in the Blossom Festival Parades. Wide publicity was given the event and immediately the Festival enjoyed a growth in popularity that has never ceased. Today the annual Blossom Festival features two full days of events.

Visitors are treated to two huge parades with dozens of bands and colorful floats, massed band concerts at the school stadiums, special church services, tours through the blossom areas, annual art exhibits that are now nationally known, and scenic trips to the Royal Gorge, one of the sensational attractions of the West, with the world's highest suspension bridge.

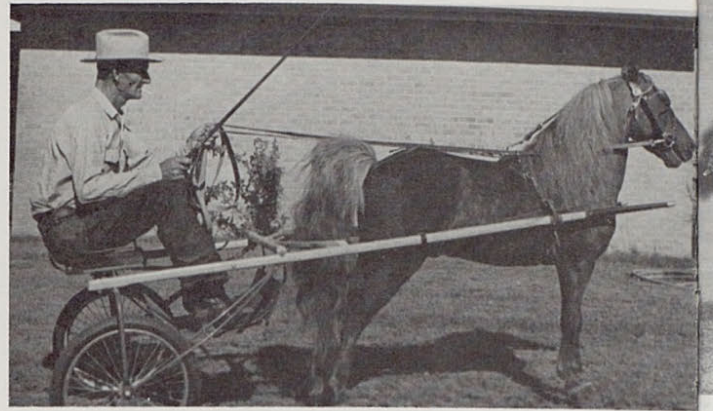
The biggest show in the 19-year history of the event (since it became a festival) was staged on May 4 and 5. Fast-stepping bands from as far away as Oklahoma, Wyoming and Kansas were included in the parades and concerts. Military bands added color and snap to the parades. Floats spacing the entries lent color and beauty surpassing that of previous years.

Miss Lettie Lou Jeffers, petite high school senior, reigned as 1957 Queen over the Canon City Blossom Festival.

Some 50,000 were on hand at the festival in early May—a far cry, indeed, from the few hundreds who made the trip in those early blossom days. Memories of those earlier days were recaptured as many visitors made it a family affair with full picnic baskets dispersed under the colorful trees.

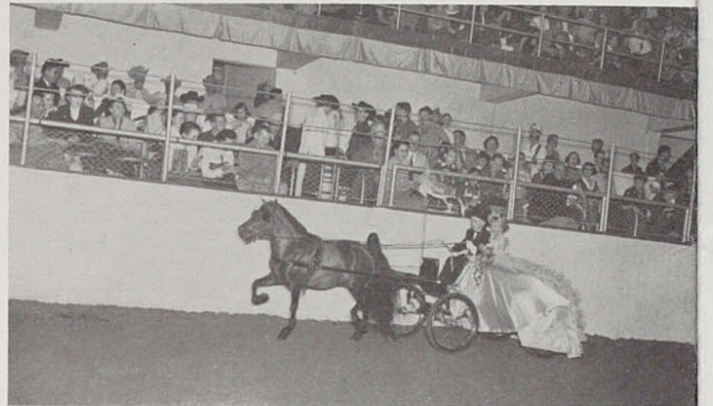
For all it was an outing of spring . . . a communion with nature at its best.

Leonard Smith prepares to put one of his ponies through the paces at his home in Tulia.



Ask the Man Who Owns a Pony

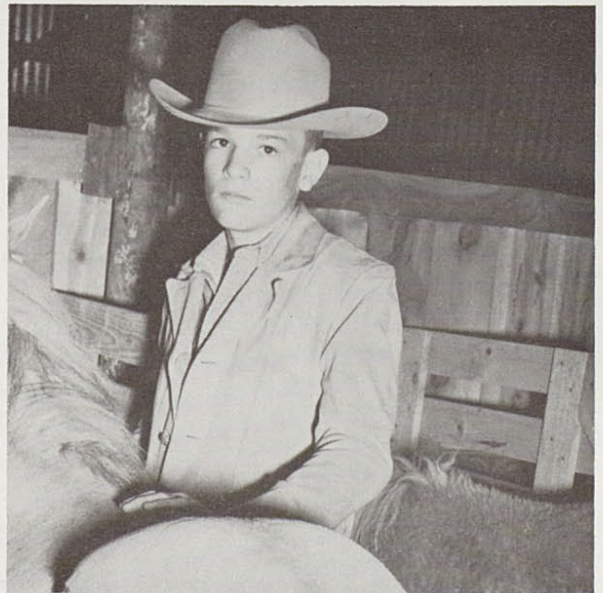
Steven and Martha Sharp, Smith's grandchildren, in action at the Fort Worth Fancy Turnout Show in 1956.



Young lady engaged in a heart-to-heart talk with pony.



Billy Patterson, Dalhart, preparing pony for auction.





Mrs. Smith shares her husband's interest in ponies.

"Ten thousand dollars for a pony! He's Crazy."

Some of the local folks expressed the sentiment with firm conviction when Leonard Smith of Tulia, Texas, bought the little mare. Even Mrs. Smith doubted his judgment.

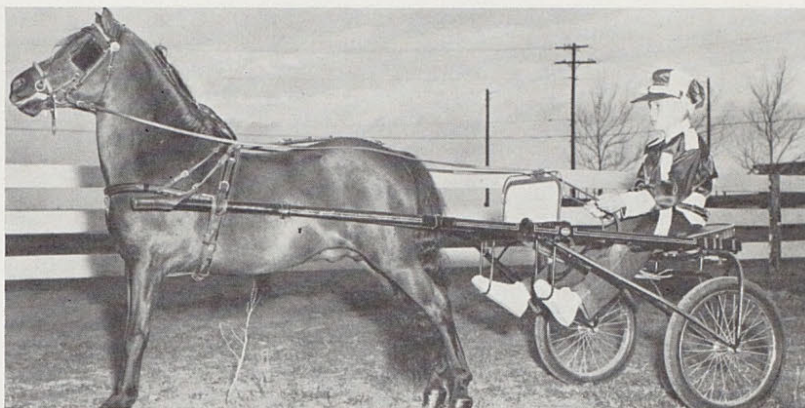
But they couldn't be expected to understand. In October, 1954, Leonard paid the fabulous price of \$10,100 for the fine registered Shetland—the highest price ever paid for a mare pony. He was bidding against several others for Dora's Cindy Sue. When the bid went to \$9,500, Leonard raised the bid to \$10,100 and bought the pony.

Ordinarily, he might not have raised the bid quite so much, but he had a special purpose in mind. For one thing, this pony man was just getting into the Shetland pony auction business and he reasoned that \$10,000 for the pony would have only tied the world's record price paid for a pony by Diamond Jim Brady back in 1917. He figured that the extra \$100 and a world's record price might help to publicize his Tulia sale.

The quick thinking did pay off. A big story of the sale was covered in the Shetland Pony Journal and several newspapers.

Two years later, Leonard sold Dora's Cindy Sue for \$10,300 and her colt for \$3000, to break his own record. The mare didn't foal the first year or he might easily have realized several hundred dollars more out of the deal. This record price for a mare still stands, but a registered stud sold later at a public auction for \$16,000. Another sold at a private sale for \$25,000.

These figures are an indication of the growing interest during the past five years in Shetland ponies and the proportions the business has reached in less than a decade. The ponies are no longer entirely a plaything for the grandson, though the appeal still looms large with the youngsters.



Steve Sharp, Smith's grandson, poses with BLACK TAFFY.

Ponies are also a business. People from a number of states clear across the country are making a living raising ponies. Many of them started raising ponies as a hobby and in some cases found the ponies were more profitable than their other business or profession. As a result a number of people are in the business full time now. Others are working full time in allied areas such as the cart business and the harness business.

The Shetland breed had become almost extinct immediately following World War II, and during the depression years before, people didn't have the money to fool with the ponies as a hobby. The demand for ponies was practically nil as a result. Some businesses did flourish for awhile turning all kinds of horseflesh, bought for less than a penny a pound, into ground meat for cats and dogs and the zoos.

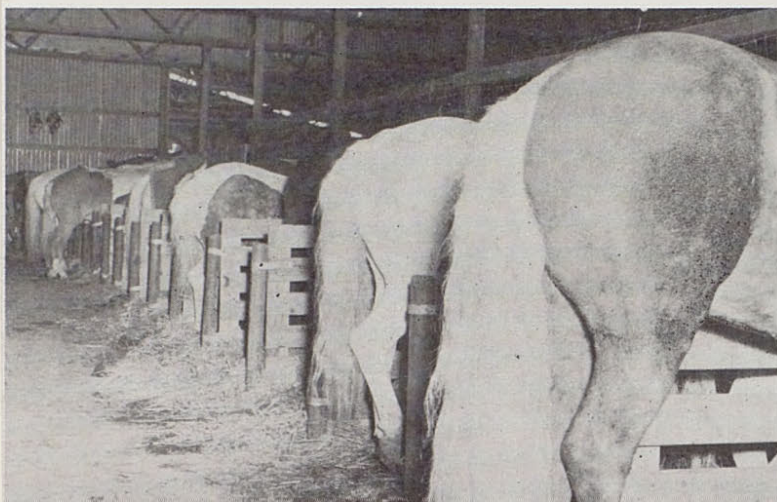
Some pony lovers became concerned about the disappearance of the breed. One was the late Dr. Wayne A. Munn, Jamesville, Wisconsin, who was instrumental in the early reconstruction of Shetland pony interests. He was quoted as saying, "95% of the interest in Shetland ponies is among people who never owned a Shetland pony when they were growing up."

What child today wouldn't be overjoyed at the thoughts of a pony in the back lot? Granddads would assure their place as the most popular people on earth if this could be arranged for every grandson.

Of course, the supply is still much too short to accomplish anything approaching this, but the popularity is much more than a current fad.

Even the big mail order houses are listing ponies for sale.

Today, more than 4,000 persons hold life memberships in The American Shetland Pony Club whose purpose is to "guard the purity of the



Ponies with every imaginable combination of colors lined up in Tulia Auction Barn ready for the sale.



Wylie Hough, Jr., pony trainer, coaxes pony to strike an impressive pose for prospective buyers at Tulia.

stock and to maintain a reliable record of pedigrees and transfers."

The American Shetland Pony Journal, official voice of the club, has a circulation of some 11,000 pony enthusiasts. The publication started some eight years ago with less than 2,000 subscribers.

Registration figures show Shetlands ranking third in number including all breeds. Only quarter horses and thoroughbreds exceed the Shetland pony registrations. There are currently nearly 30,000 registered ponies in America and some quarter of a million including grade (not registered) ponies, according to the Shetland Pony Club. And what state has the largest number of Shetlands—"Texas, of course."

While it is commonplace for fine registered, pedigreed horses to sell for five-figure prices, grade ponies can be purchased oftentimes at bargain prices. But the best of the grades also command a price that often runs well into three figures. Some buyers not so interested in pedigree prefer to buy grades, feeling that they can build a grade herd of comparable quality without so much investment.

However, it all depends on the purpose a pony man has in mind. For example, ponies for pleasure and ponies for show purposes are quite separate and distinct. Ponies for show should conform, according to Official Show Rules, to rigid characteristics.

They should be strong, attractive and versatile, blending the original Shetland type with refinement and quality resulting from American care and selective breeding. The barrel should be well rounded, back short and level, with flat croup. The head should be carried high on a well arched neck, and should be symmetrical and proportion-

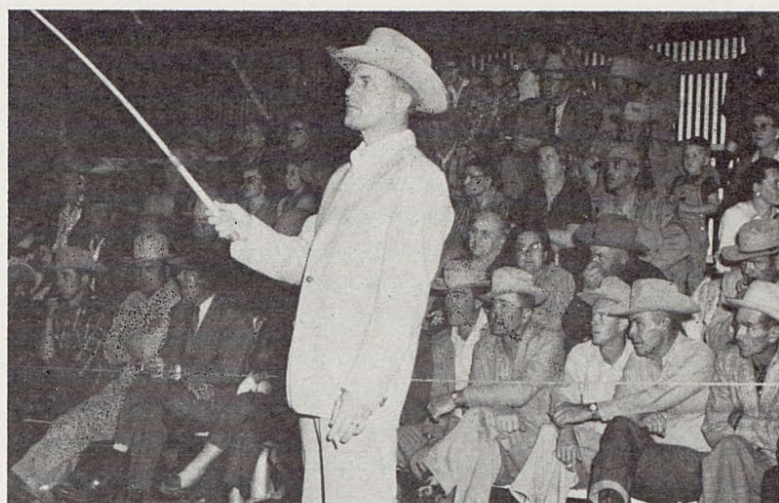
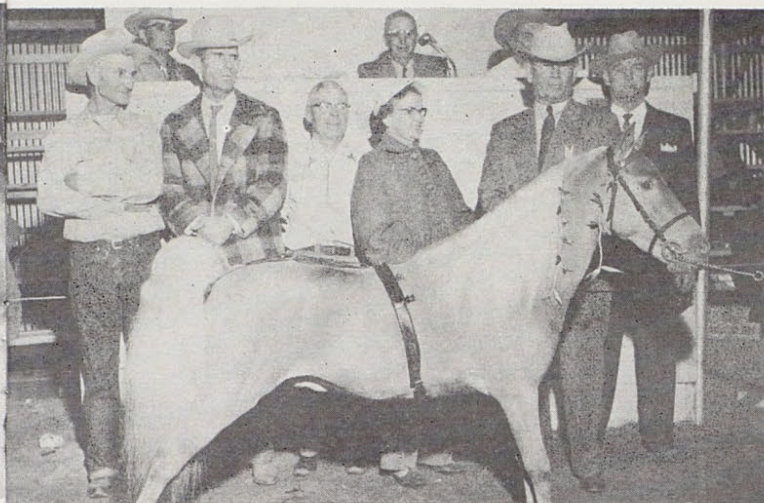
ate to the body, with width between prominent eyes, a fine jaw, short, sharp and erect ears, small muzzle with flaring nostrils and a refined throat latch. The pony should have a full mane and tail. The pony's structure should be strong with refinement, with high withers, sloping shoulders, flat boned, muscular legs (not cow or sickle-hocked), strong springy pasterns and good serviceable feet.

Ponies must also conform to a certain height depending on the class entered.

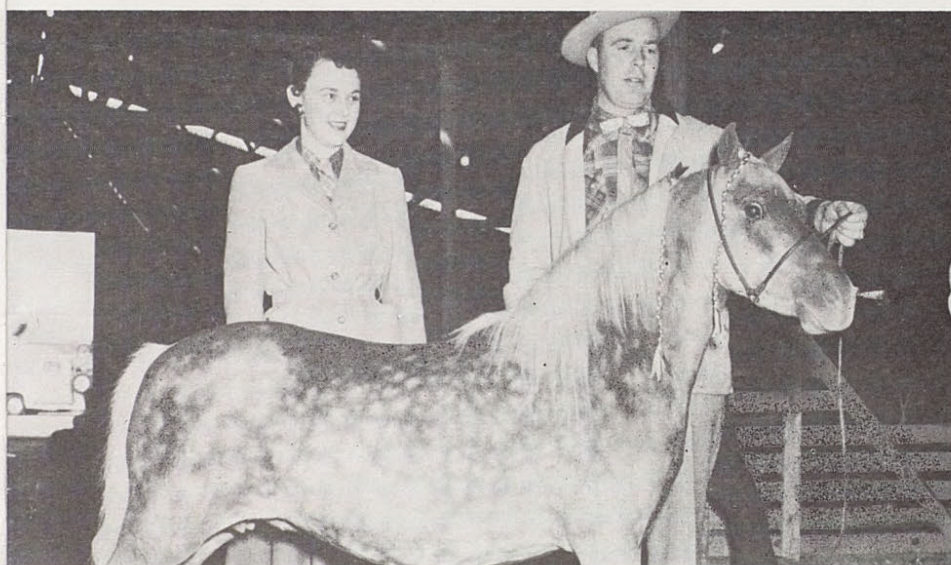
Two divisions of Shetlands include the Harness Division and Breeders Division for show purposes. Under each division several classes are listed. Strict requirements are set up in each class. For example in the Fancy Turnout Class under the Harness Division, the entries (a pair of ponies) are driven by a boy and accompanied by a girl; both children to be 12 years old or under. Ponies must be "shown to" a proper vehicle (four-wheeled and consisting of either viceroy, sidebar buggy or a buggy of similar type) at a safe trot as directed by the judge. Judging is on the basis of childrens' attire, 50%, pony's manners, conformation, style and way of going, 40%; neatness and cleanliness of harness and vehicle, 10%.

Accepted attire (for children) shall be: (afternoon) Boys: type of coat optional, other than black; white shirt, bow tie, trousers or jodhpurs, straw hat or bare head. Girls: summery ankle length dresses, hats, parasols; flower optional. (Evening) Boys: strictly formal; top hat, tuxedo coat or tails, black trousers or jodhpurs, bow tie, white shirt. Girls: strictly formal; flowers.

The colorful Fancy Turnout Class is one of the most popular attractions of pony shows at the Texas State Fair in Dallas, the American Royal Show in Kansas City and other well known shows.



(Upper left) Pony strikes a brilliant pose for cameraman following her sale in Tulia. (Upper right) Ringman cracks the whip as he keeps pony moving around the sale ring.



Mr. and Mrs. Gene Lowery, Nebraska City, Nebraska, admire their purchase of \$2,200 pony at Tulia sale.

With his grandson and granddaughter at the reins, Leonard Smith enters several shows each year. Like other enthusiasts, he competes for the thrill of it, rather than for the prize money involved. Even First Place winners cannot break even with all the expense the shows incur.

Beginning in early spring and lasting well into the fall of the year, pony auctions are held in a host of states across the country. At the two and three-day sales, 400 and 500 ponies often change hands. Leonard Smith's sale in Tulia on April 9 and 10 grossed \$159,300. One of his ponies with a colt sold for \$6,300. Many registered ponies brought more than \$2,000. The average price of the top five registered ponies sold for \$3,500, while the top five grade ponies averaged \$900 each.

The largest pony auction in the world is held

at Perry, Oklahoma, where Perry Carlile holds three pony auctions each year. One of these auctions grossed more than a half million dollars last year. As many as 12,000 people have attended his 3-day sales.

Carlile, an ex-school teacher and farmer, attributes his pony business to accident. He traded a cow for three Shetlands. From these his interest grew and his herd was expanded.

One man, in describing the Perry, Oklahoma sale, remarked, "It's more like a convention." Pony enthusiasts from 20 states or more converge on Carlile's pony farm and auction grounds to buy horses, swap stories and talk about the coming sales. Most of the pony men make several sales every year. Some of them make practically all the sales which keep them traveling almost nine months of the year. Pony people are a breed

An impressive array of trophies
occupy a corner of Smith's den.

of their own, according to the people most familiar with them. They live and breathe ponies.

Leonard Smith likes to tell a story about a man who took a pony to a sale and figured \$800 would be a pretty fair price for his pony. When the bidding, however, reached \$1,200 he passed the pony out (took him out of the sale) and remarked with concern, "He's a better pony than I thought." So it goes at the pony sales.

Even 4-H Club promoters are getting interested in the ponies as club projects because they can see the potential profit. Asa Hutchinson, Ada, Oklahoma, a 15-year veteran in the pony business and a man widely known in pony circles, helped to get a group of 10 4-H youngsters interested in the pony business. He bought 10 Shetlands and gave each student a pony with no obligation except that the student take full responsibility of the care for the animal.

Hutchinson says, "No other hobby I can think of is so much fun yet pays off so well."

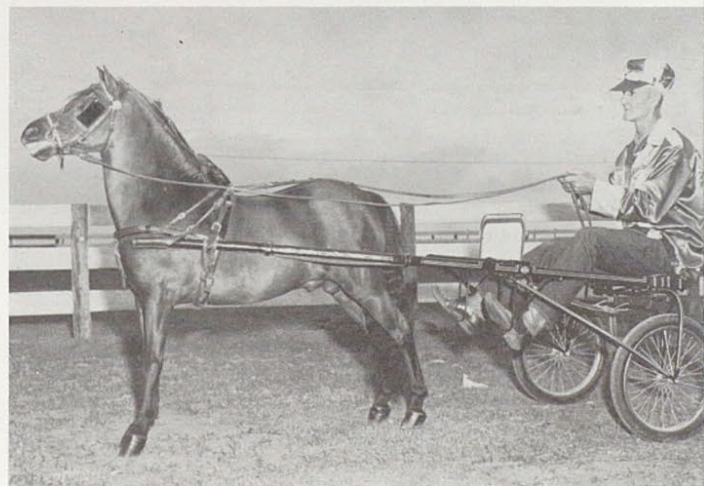
Many youngsters have made enough money out of the pony business to finance their college expenses for four years. One such example is Mary Sue Shaw, daughter of world famous rodeo performer, Everett Shaw. Asa Hutchinson gave the cowboy's daughter a pony a few years back and from that start Mary Sue has a small herd of ponies which are providing the funds for her college work at Oklahoma A. & M.

Wylie Hough, Jr., an Ardmore, Oklahoma boy, will enter Oklahoma A. & M. College next fall and plans to meet all expenses during his four years there with the proceeds from his herd of four mares and a stallion, and also earnings from training ponies.

Even college professors are reflecting an interest in the small breed. When four officials from the government of Ethiopia were visiting Oklahoma A. & M., one of the first things the Dean did was take them, along with interpreters, over the 35-mile trek to visit the Perry Carlile Shetland Pony Farm at Perry, Oklahoma. The visitors were treated to a tour of the farm and the pony business was explained.

Another outstanding success story is that of the Patterson children of Dalhart, Texas. Their father put them into the pony business in 1951 with two mares purchased for \$350 each. Billy, Joe and Patricia Patterson paid off the \$700 and now have 16 ponies with an estimated value of \$20,000. This money will also be used to finance the children's college education.

Rows of ribbons from pony shows
provide some proof of success.





← Smith does most of his own training of the ponies. Here he makes like a "showman"—just for "kicks" at his country home in Tulia.

Many pony lovers are convinced that the attraction of the ponies is a method for combating juvenile delinquency. W. P. "Bill" Atkinson, Midwest City, Oklahoma, home builder, has done a great deal toward proving this theory. For the past several years he has held open house every Sunday for all children at his pony farm. Oftentimes, as many as 400 children visit the farm on a pretty Sunday. They come to the farm and ride the ponies free of charge. Atkinson built a tunnel under a highway adjacent to the pony farm so the children can cross without being subjected to the traffic hazards.

If space permitted, many prominent names could be mentioned in connection with ponies. These people would come from Florida to Minnesota and California to Pennsylvania plus many states in between.

One of the big reasons for the growth and popularity of the pony business is the fact that they are a hardy animal, requiring little shelter and a fraction of the food it takes to feed a cow.

Tiny "horses" still have great appeal among the younger set, but they're also a business.



Asa Hutchinson, pedigree man for the Tulia sale, informs prospective buyers about the pony's background and all vital statistics that might influence an interested spectator in his bidding on a particular pony.

They live a healthy 25 to 30 years. During last winter's blizzard, one of the worst in history, a heavy loss of cattle was reported in the Texas and Oklahoma Panhandles and in Western Kansas and Eastern Colorado, but only a few Shetland ponies were reported killed. And those that were killed were ponies that were enclosed in small lots where snow was allowed to drift and smother them. Those in open fields survived.

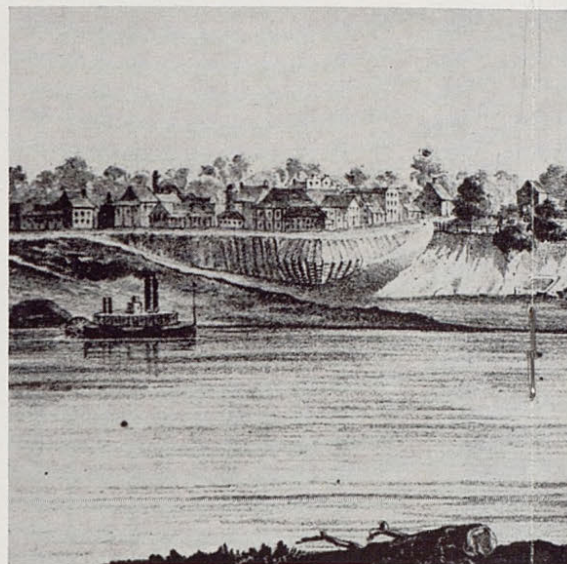
The Shetland is a native of the Shetland Islands, a part of Scotland. The small but rugged pony thrives on the heavy workload, and cold cutting winds of his native land. On the Isles, 150-pound loads on the pony are not uncommon. Years ago, the animal was used to advantage in mines because of their small size and endurance. The modern American Shetland has been developed to appear less like the native draft type pony but with the same strong characteristics.

It's the smaller ponies that are most expensive, those measuring under 42 inches. Whether ponies are a hobby or a business or both, (most often the case) whether it's a common grade pony strictly for the amusement of the grandson, or a prize stallion with a grand champion background—the breed has returned to national acclaim.

To understand the real significance and thrill of raising ponies—ask the man who owns one, but who never owned one as a child.



— H.D. Bugbee —



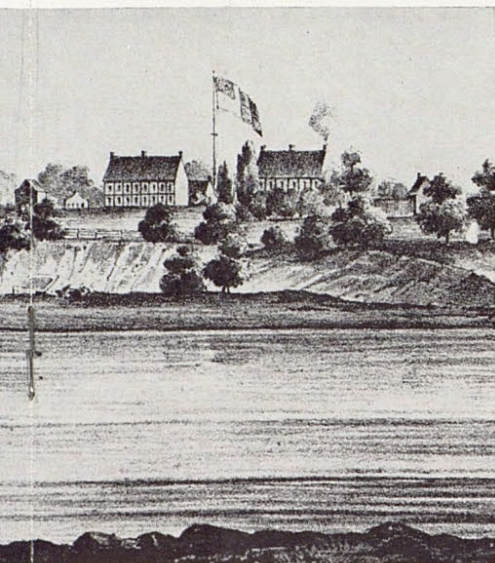
Fort Smith, of Marcy's time, was served by Arkansas eastern terminus of an important trail to Santa Fe

Focus on the Frontier

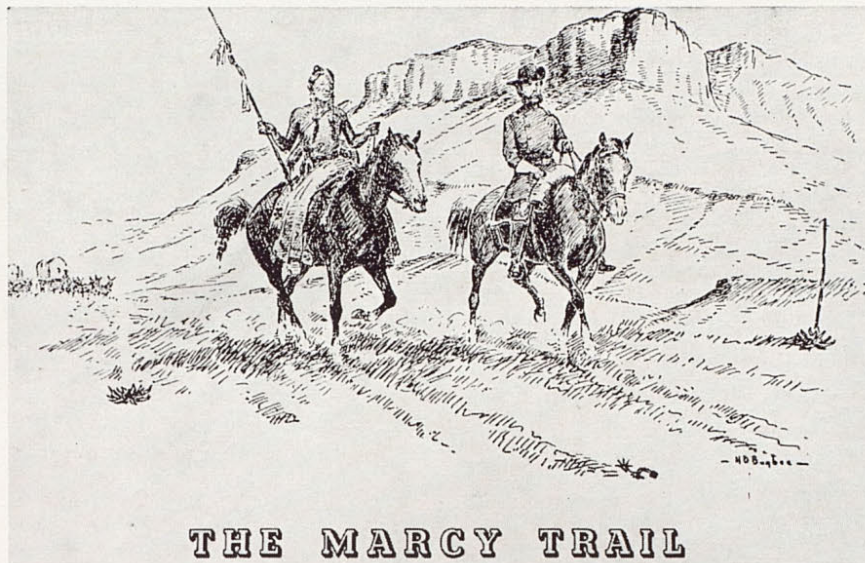
*Second in a Series of
Southwestern Pioneer Characters*



Indian pictographs discovered by Marcy (sketch of Marcy to left) in 1849 on what he called Rocky Dell—now Agua de Piedras—Creek in western Panhandle. Pictograph sketches made in 1854.



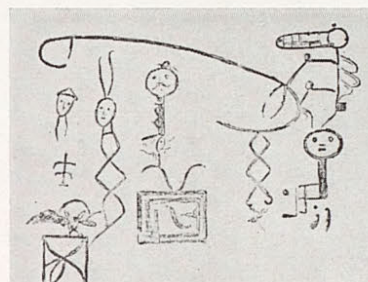
Arkansas River steamers and was the Santa Fe. Sketch by H. B. Mollhausen.



Marcy and his Comanche guide, passing the point of Guadalupe Mountains. Drawing by H. D. Bugbee

Marcy—Explorer

by
J. Evetts Haley



The three great historic events that distinguished the decade of the 1840's were the annexation of Texas, the resultant Mexican War, and the discovery of gold on the West Coast. While these profoundly influenced the destiny of America, only the Southwest felt their full and compelling force as they set in motion vast and significant movements.

Except for the trail from Independence to Santa Fe, the great unsettled lands between were virtually unexplored and unknown. In popular imagination the region was a wild and repellant land that men were willing to leave alone. But the discovery in California shot the temperature of venturesome men to a fever pitch, and sent them scurrying, helter-skelter, across the dangerous plains and deserts—westward.

They gathered along the Indian frontier on the western fringe of settlements for their hazardous push through fifteen hundred miles of wilderness. Their three principal points of departure turned out to be Independence, Missouri, Fort Smith, Arkansas, and San Antonio, Texas.

Their clamor for guidance and protection resounded in Washington, and impatient demand was translated into political policy. The army was ordered to help, and capable young men, grounded in theory at the Academy and seasoned in the late Mexican War, emerged to explore and command.

The finest example of this distinguished little group turned out to be Captain Randolph Barnes Marcy, then stationed at old Fort Towson on Red River, in extreme southeastern Indian territory. He was ordered up to Fort Smith on the Arkansas, where the Forty-Niners, gathering by horse, mule, foot, wagon and river steamer, were fretting for spring to launch their prairie schooners upon the seas of grass beyond the timbers.

Marcy was ordered to leave, April 5, 1849. But already eager parties, unwilling to await the growth of grass, were straggling across the prairie and through the Cross Timbers toward Santa Fe. An advance patrol was laying out a road through the Indian lands in Marcy's advance, and ChoctEAU's old trading post, 185 miles west on the

Marcy's men struggling through the Rockies in 1857, as illustrated in his book, *THIRTY YEARS OF ARMY LIFE*.



Canadian, was named as the extreme rendezvous. At Edwards' Indian trading post, near present Holdenville, Oklahoma, Marcy stocked up on corn and beef, and, at the nearby Shawnee Village hired the noted Delaware scout and guide, Black Beaver, of whom he later wrote:

"He had for ten years been in the employ of the American Fur Company, and during this time had visited nearly every point of interest within the limits of our unsettled territory. He had set his traps and spread his blanket upon the headwaters of the Missouri and the Columbia; and his wanderings had led him south to the Colorado and Gila and thence to the shores of the Pacific in Southern California. His life had been . . . filled with scenes of intense and startling interest, bold and reckless adventure."

With Black Beaver as guide, and with a caravan of wagons some three miles long, Marcy and his gold-seekers pushed up the divide between the Washita and the Canadian, past the Antelope Peaks, and into the Panhandle of Texas. By night they corralled their wagons in the valleys of the short tributaries of the Canadian as precaution against the Comanches, and plied their whips upon their mule and ox teams as they toiled across the ridges by day. Upon working their way up the caprock, north and west of the site of Amarillo, Marcy recorded his impressions of the Plains.

"When we were upon the high table-land, a view presented itself as boundless as the ocean. Not a tree, shrub, or any other object either animate or inanimate, relieved the dreary prairie—the dreaded 'Llano Estacado' . . . the great Zahara of North America. It is a region almost as vast and trackless as the ocean—a land where no man, either savage or civilized, permanently abides; it spreads forth into a treeless, desolate waste of uninhabited solitude, which always has been, and must continue, uninhabited forever . . ."

While not by himself in this appraisal, rarely was Marcy so completely wrong.

The caravan passed Tucumcari Peak, struck the Pecos at Anton Chico, and rolled into Santa Fe, June 28, 1849—eighty-five days and 819.5 miles from Fort Smith.

Marcy turned down the Rio Grande from Santa Fe, and opened a new trail back. From Dona Ana he cut to the east through the Organ Mountains, across the great Salt Flats and around the point of the Guadalupe to the Pecos. He broke a trail down the river and crossed to the perennial water in the White Sands above present Monahans. He pushed sixty-five miles eastward to the next at Mustang Springs, near present Midland, and thence to that marvelous reservoir boiling out of the rocks which he called the Big Spring.

He lost one of his officers to the Indians in the broken country, beyond. He trailed down the Clear Fork, through the Cross Timbers to Preston's Ferry, on Red River, and thence back to Fort Smith—after another eighty-five days and over a thousand more miles of travel.

In his fascinating report to Washington he predicted that the southern course—cutting three hundred miles off the route to California—would become the principal trail west. He suggested that it should be protected by a line of western forts; he predicted that its lands would shortly fill with cowmen; he prophesied that it would be the route of a railroad to the Pacific. And he lived to see his prophecies come true.

In 1850 Marcy was sent 150 miles up the Canadian to establish Camp Arbuckle, forerunner of the Fort of the same name. In the spring of 1851 he scouted out the Wichita and Brazos regions with General W. G. Belknap, and saw his choice of location for Fort Belknap—the first post on the line that he had recommended—officially approved.

In 1852 he headed the expedition that explored Red River to its source, solving a geographical problem that had puzzled such great explorers as Pike, Long and Gregg. He left a lucid, geo-



Marcy's starving men arriving at Fort Massachusetts, Colorado, as drawn by an early artist.

graphical account rich in geological and ethnological lore.

In 1854 he joined Robert S. Neighbors, special Indian agent for Texas, in further explorations into the Wichita and Brazos River regions. Beyond the settled frontiers they located two short-lived reservations for the Texas Indians. After a stint on the Rio Grande border, Marcy was sent to Florida for service in the Seminole War. But with the outbreak of the so-called Mormon War, he was ordered up the Missouri, along the trail to Salt Lake City.

Late fall of 1857 caught the command, under Colonel Albert Sidney Johnston, short of mounts and isolated at Camp Scott, in Wyoming Territory. The approaching winter of that rigorous land, with the threat of the Mormons, warned them of their drastic plight. Johnston took counsel and dispatched a relief party under Marcy straight through the Rockies to Fort Massachu-

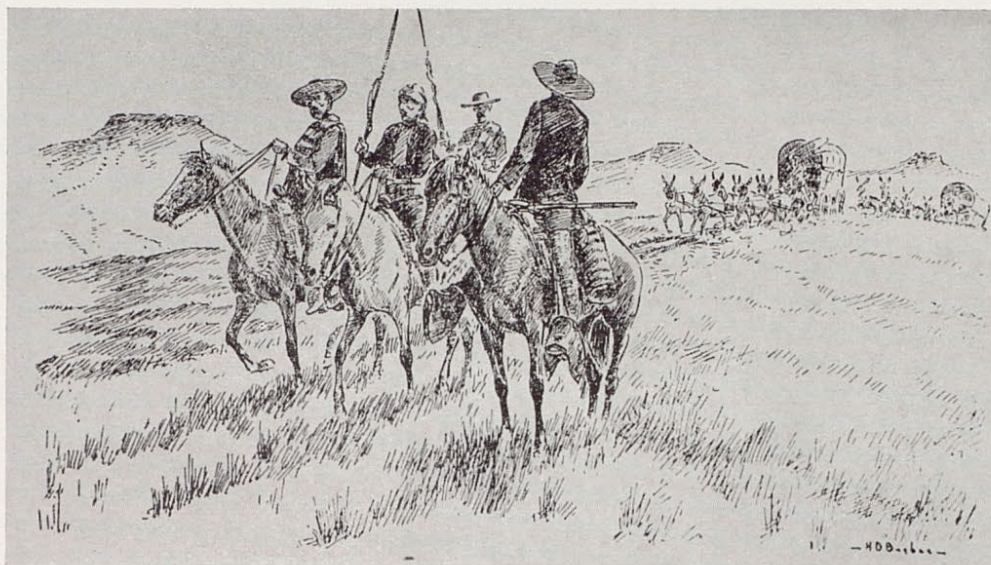
setts, in the San Luis Valley of southern Colorado, to draw on it and the Taos country for mules and provender.

They left late in November under the guidance of two experienced mountain men who had served with Kit Carson and Jim Bridger. At times they took a true course, and at times they wandered, uncertainly, their guides lost. The snows were exceptionally heavy, and when their supplies ran out, they subsisted on their emaciated mules, sprinkling their meat with gunpowder in lieu of salt. Week after week Marcy and his starving, exhausted men took turns about beating down the snow as they struggled southward.

At last they located and fought their way across the Cochetopa Pass and looked down into the valley of the Rio Grande, toward Fort Massachusetts, near the foot of the Sierra Blancas. Out of the sixty-five mules with which they started, only three good ones remained. It had been one

Fort Massachusetts, of the 1850's, was moved a few miles from its original location to become Fort Garland, Colorado.





Fort Smith - Santa Fe Trail— In 1849 Captain Randolph B. Marcy escorted a large group of California-bound Forty-niners along the trail from Fort Smith to Santa Fe.

of the most gruelling experiences in the history of the Rockies.

In the spring Marcy made his way north from Taos by skirting the Rockies through Fort Union, across Raton Pass, up the Fountain, past the site of Denver and Greeley, across the North Platte, and thence west to Fort Scott. His perilous mid-winter march brought him further national acclaim as "the hero of the Mormon War."

During the Civil War he served as chief of staff for his famous son-in-law, General George B. McClellan. McClellan, whose name is recalled by a tributary of Red River, in the Panhandle of Texas, had, as a captain, accompanied Marcy on his exploration of 1852.

Marcy's years of distinguished service, his notable explorations, his intelligent reports, and his unflagging eagerness to take the trail into the unknown finally brought him an advance in rank. The end of the Civil War saw him breveted a Major General.

Few men outranked him as an able explorer and a wise observer of the Southwestern frontier. His official reports are packed full of interesting information. In 1859, by authority of the War Department, he wrapped his accumulated experience and wisdom on the plains and in the mountains into a little volume called *The Prairie Traveler, A Handbook for Overland Expeditions*.

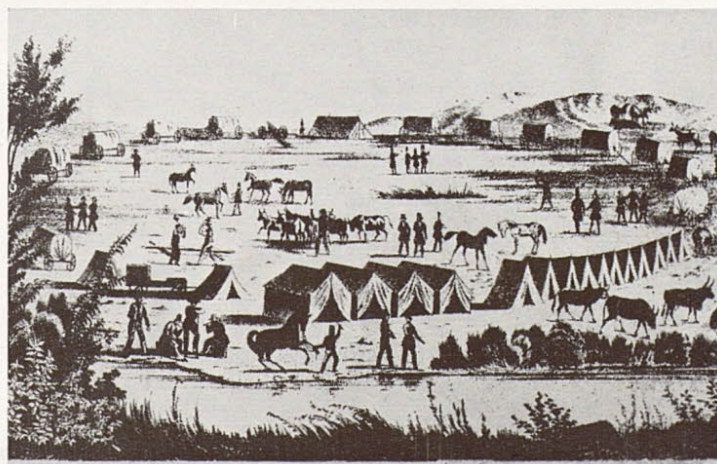
Two other books, *Thirty Years of Army Life*, 1866, and *Border Reminiscences*, 1871, elaborated upon his experiences and added their lore to the sound substance of those real rarities, the officially printed accounts of his early explorations.

He was a great game hunter and a real lover

of the wilderness. At the same time he was a dedicated family man, who, almost always, by virtue of duty and frontier calling, was far away from his own. In a time of slow promotion, he patiently waited out the years for that which he had early earned. Sufficient to his loyal soul was service to the flag.

Incredibly, no prominent geographical feature among the thousands that he discovered and explored commemorates his name. He died on November 22, 1887, at seventy-seven years, was buried in Orange, New Jersey, and is remembered to history simply as "Captain Marcy."

Grass-thatched village of the Wichita Indians, in the Wichita Mountains, as seen by Marcy's imaginative artist on his Red River expedition.





Signs Tell the Story of

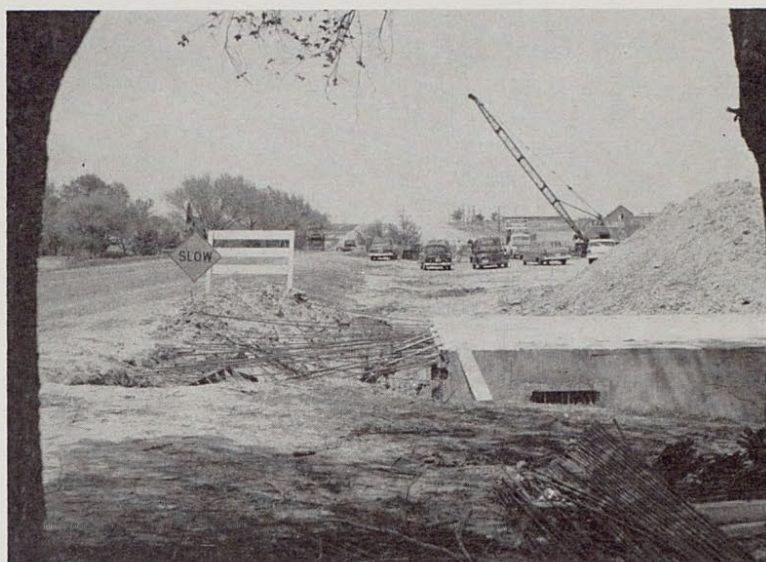
CANYON

—Fast-Growing City

Two road signs can be seen at the north edge of Canyon, Texas. One marks the city limits and places the population at an estimated 5,350. The other, only a few feet from the first, marks the southern terminal of West Texas' first expressway. It reads "End Construction."

Because of their proximity to each other, however, these signs create a paradox. For to the residents of Canyon, there appears to be no end to construction. It also appears that the population sign is outdated and will be even more so in a few short years.

The city has come a long way since it was founded as Canyon City nearly 70 years ago and



Highway construction bounds Canyon on two sides. Work is progressing rapidly on two additional lanes of U. S. 87 from Canyon to the Randall-Swisher county line.

consisted of a one-family dugout home and a partially completed blacksmith shop. Today, approximately 1,500 families comprise a population of nearly 6,000 living in modern up-to-date housing.

It was in the late 1880's that L. G. Conner, confident of the future of the Panhandle territory, left his Grayson County settlement and moved to the site which is now Canyon. Under his careful supervision, a survey was conducted on Christmas Day of 1887, laying out the townsite.

Conner's dugout home was the only dwelling.

A year and a half later—on July 27, 1889—Randall County was organized and Canyon City was chosen as the county seat. A corps of county

The hub of activity on the West Texas State College campus is the Administration Building. At the left is the Education Building.





Contours for the 3-level Amarillo-Canyon Expressway traffic interchange can be seen in the foreground here.

officials was elected and Canyon began to experience her first growing pains. Settlers arrived from all around and by 1910 the city boasted 1,400 persons.

Long before 1910, however, the town began to take the shape of a settlement. Conners established the first post office in the family dugout in 1889. The need for a courthouse was recognized and on September 10, 1889, bids were opened for the construction of the new building. The contract was awarded for \$8,200.

In contrast to that figure, a new annex was built on the present courthouse in 1956 at a cost of approximately \$150,000. But another contrast can be drawn between the initial tax levy in the county of 25 cents per \$100 property valuation and the present-day levy of \$1.05 per \$100.

Canyon's first church was built by the Methodists in 1889 and in 1890, the first general store was opened by Sidney E. Roberts. The city's first druggist—S. V. Wirt—opened his business in 1891 and the same year his wife became the city's second postmaster.

The city's first newspaper—"The Stayer"—was established in 1896. The name was changed

to the Canyon City News in 1902, to the Randall County News in 1908, and changed again to the Canyon News in 1925.

Established in 1900, the First National Bank of Canyon is now located in a new ultra-modern structure just off the courthouse square. The bank was founded as the First State Bank, but later changed its name.

Canyon was incorporated on Sept. 29, 1906, with Judge Jasper N. Haney as the first mayor. Other city officials elected were Brent Taylor, marshal; T. H. Rowan, D. A. Park, J. F. Smith, G. L. Abbott and J. T. Service, aldermen; Travis Shaw, treasurer; A. S. Rollins, city attorney; and A. B. Axtell, city engineer.

Canyon's first water and sewer bonds were floated in 1908, just two years after the city government was organized.

These early-day business establishments and pioneer residents set a fast pace for their successors. But succeeding generations have bravely followed their example as present-day population and construction figures will attest.

Between 1922, when the project was initiated, and 1928, eight miles of brick paving were laid.

Buildings like this elementary school in the south part of town make Canyon's school system one of the best.



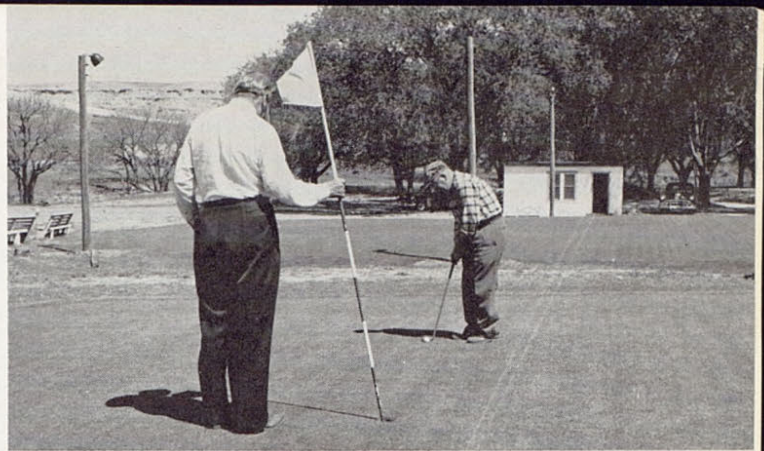


Home construction has flourished in Canyon during the past few years. Typical of the finer houses in the city is this home of Mr. and Mrs. D. C. Gamble, located in one of the newer residential areas.



One of the most modern buildings in Canyon is the Courthouse Annex, built in 1956 at a cost of about \$150,000. The building houses the county jail and offices for highway patrolmen and county officials.

The Neblett Hospital has been serving the needs of Randall County residents since 1937. Well equipped and staffed, it is considered one of the finest small hospitals in West Texas. It boasts 30 beds.



The 9-hole golf course of the Canyon City Club is open to the public and boasts grass greens this year for the first time. A nominal green fee has made the area extremely popular with area golfers.

Today the city boasts a total of 75 miles of paving, including 40 blocks finished just recently.

Businesses have grown, too. From that original blacksmith shop and general store, the city's business has flourished to include 140 retail stores with a yearly sales volume of approximately \$12 million. The First National Bank boasts deposits of more than \$5 million.

One tremendous boon to the economy of the area has been West Texas State College, the educational and cultural center of the Panhandle. The college, which opened in 1910 with approximately 200 students, will grant more than that number of degrees this spring. In all, about 1,700 students are enrolled in the college.

The college has been in part responsible for the rapid growth and tremendous building boom of the past few years. It has not, however, been wholly responsible.

The city's growth was recently charted by The Canyon News, one of the area's better weekly newspapers. Those figures revealed that since 1910 the average growth has been 90 persons per year. Since 1940, however, the average growth has been a phenomenal 182 persons per year.

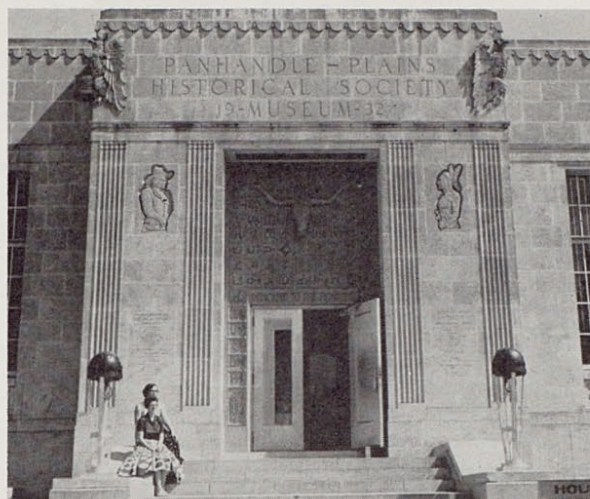
In line with this steady increase in population has been the increase in construction. While building has enjoyed a continuous upswing since the town was organized, the growth has not been particularly outstanding until the last few years when near-boom conditions have prevailed.

For instance, a total of nearly \$2 million went into construction in Canyon in 1956. A total of 82 building permits were issued, 43 of which were for residential dwellings and the remainder for public and industrial structures. The average monthly construction in 1956 amounted to \$161,897. The monthly average for residences during the year was \$26,587.

This boom has continued through the first

four months of 1957. Through April of this year, building permits for \$335,200 worth of construction have been issued. Included in this amount is the addition to one men's dormitory on the WT campus with the remainder being for private construction.

Randall County is predominantly agricultural with about 57 per cent of the half-million acres under cultivation. Principal crops are wheat and sorghum. More than 50 Grade-A dairies dot the area, placing Randall County among the top milk-



The Panhandle-Plains Historical Museum probably draws more tourists than any other attraction in West Texas. Every year, thousands of visitors from practically every state sign the guest register.



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producing counties in the state.

Randall County ranches also produce some of the better Hereford and Angus cattle found in the Lone Star State.

Road construction is currently in full swing in Randall County. The city of Canyon is to be the southern terminal for the Canyon-Amarillo Expressway while to the south, work is progressing on the addition of the third and fourth lanes of U. S. Highway 87 to the Swisher County line.

Canyon is located midway between two of the Panhandle's choice recreational areas—the famous and colorful Palo Duro Canyon 12 miles to the east and Buffalo Lake to the west. A public park, Palo Duro Canyon, has often been described as a combination of the Painted Desert and Grand Canyon. It serves annually as a mecca for thousands of tourists.

Buffalo Lake, the Panhandle's largest body of water, affords recreation in the form of fishing and boating. Water skiing has emerged as one of the most popular diversions at the lake in the past few years.

It was reportedly told by an old-timer—probably in jest—that in 1891, one fence was all that stood between Amarillo and Canyon. It has since been said—probably also in jest—that someday the two cities will meet.

But Canyon has matched strides with her larger sister city to the north. And who should deny that someday . . . maybe not even a fence will separate them?

We Can Help You With Vacation Planning—But **SAFE DRIVING IS UP TO YOU**

Summertime is vacation-time, and thousands of Americans are ready to take to the nation's highways.

Careful planning for that trip can go a long way toward insuring a safe and pleasant vacation. Today's modern service station system has provided motorists with valuable aids for traveling. But the safety of the journey is still strictly up to the man (or woman) behind the wheel.

Dreams of "fun in the sun" can be quickly changed into horrendous nightmares by one careless moment on the highway.

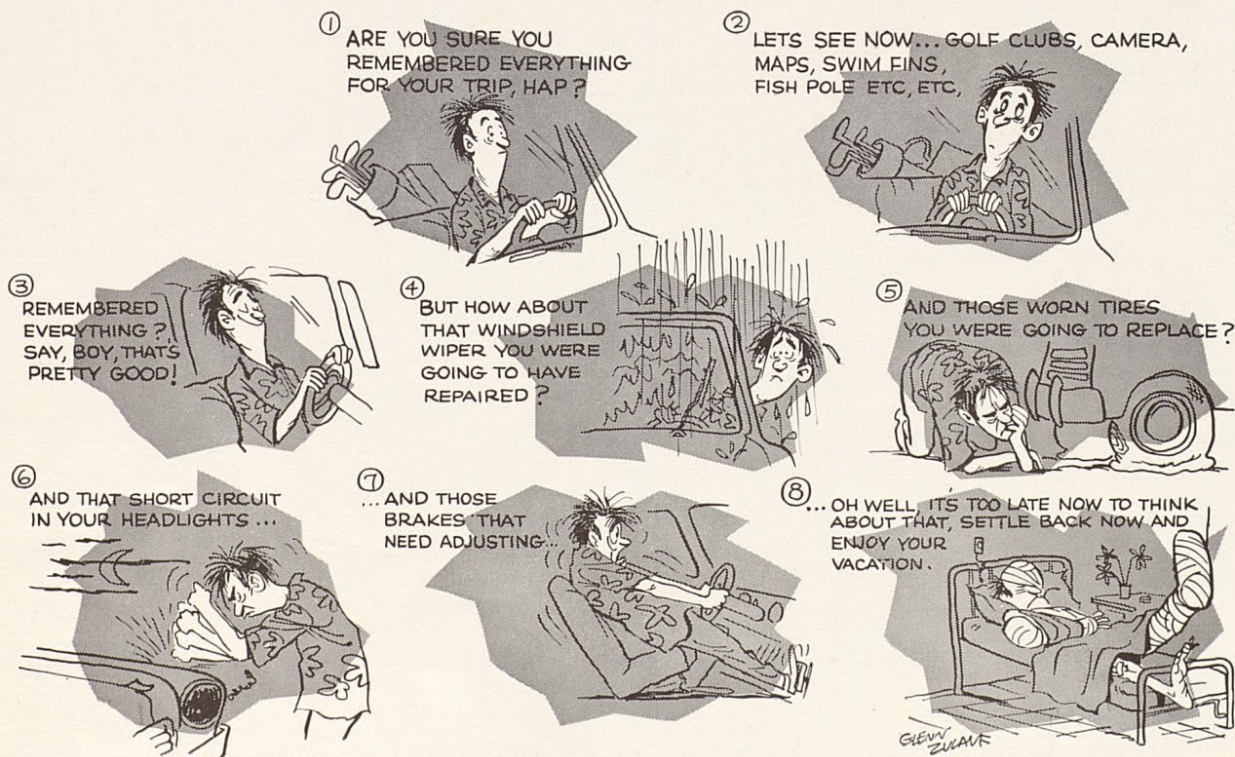
One way to guard against a moment of disaster on the highway is to have the family auto thoroughly checked **BEFORE** starting on that trip. Your local Shamrock service station attendant will be happy to check your tires, battery, fan belt, windshield wiper, lights, brakes, etc., and replace

defective items with new ones.

Credit cards are a boon to motorists and may be used to purchase needed items for the car. They also serve as convenient substitutes for cash in purchasing gasoline and oil while on the road. Easy payment plans have been arranged for larger purchases with Shamrock credit cards.

The vacationing motorist can go even further than having his car in tip-top condition, however. He can follow two other rules for making his journey pleasant and safe . . . observe traffic rules—especially speed limits—and refuse to drive when emotionally upset.

Faulty mechanical equipment, emotional instability and ignorance of traffic laws are the chief causes of highway accidents. But you as the driver can overcome these hazards and help to make highway travel safe—not only on vacations, but at all times.



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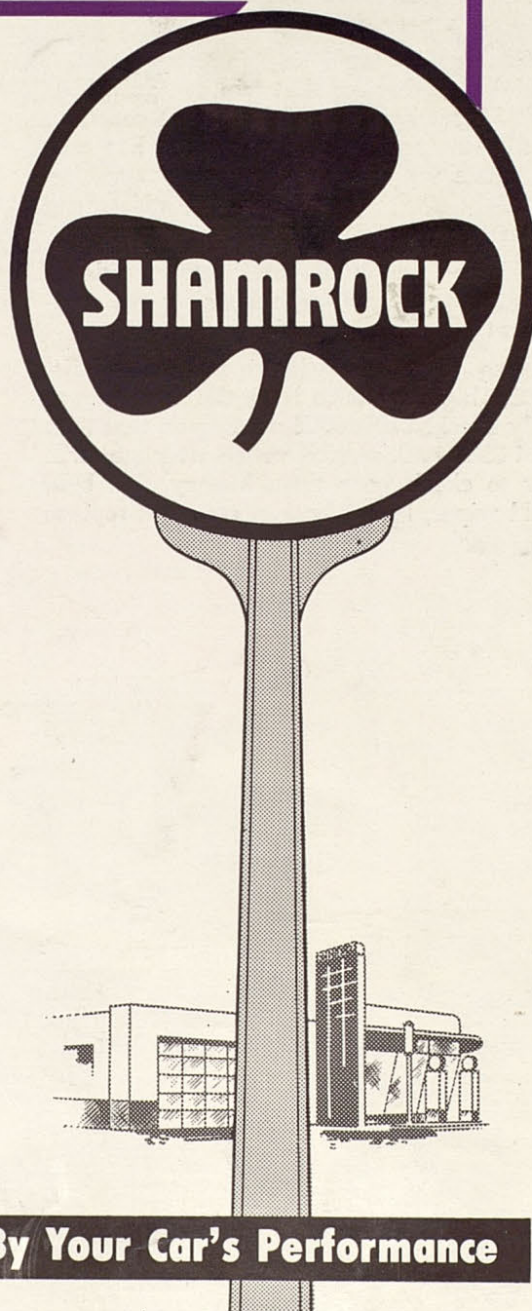
STOP!

... for service by the man who
gives your car the care you feel
it deserves.



GO!

... with the motor fuels and
lubricants that bring out the full
power of your car, old or new.



QUALITY You Can Measure By Your Car's Performance