

The
SHAMROCK

SEPTEMBER - OCTOBER — 1952



Birth and Growth of the
Colorado
Arkansas
Valley
Incorporated



CAVI converts Valley into agricultural and industrial empire

SOUTHWEST COLLECTION
Texas Tech University
Lubbock, Texas 79409

For the past half-century, the fertile valley floor stretching from the Colorado-Kansas state line west to Pueblo, Colorado, has been one of the more productive agricultural regions in the country.

But not until the early part of 1947 when Colorado Arkansas Valley Incorporated was formed did the valley begin developing into the industrial and agricultural leader it now is.

The CAVI came about when a few residents of the valley, realizing the area's capabilities, pooled their efforts and launched a progressive program to develop the valley's agricultural and economic potentialities to the fullest extent.

The program gained momentum from the beginning, receiving eager support from valley newspapers and echoes of approval from towns such as La Junta, Holly, Rocky Ford, Ordway, Fowler, Lamar and Pueblo.

It now is made up of hundreds of citizens and business firms in the six counties of Bent, Crowley, Kiowa, Otero, Pueblo and Prowers. Since organization of this group, the valley has

steadily increased its already big-time production, onions, sugar, alfalfa hay, cantaloupe, watermelon, potatoes, seed products and livestock.

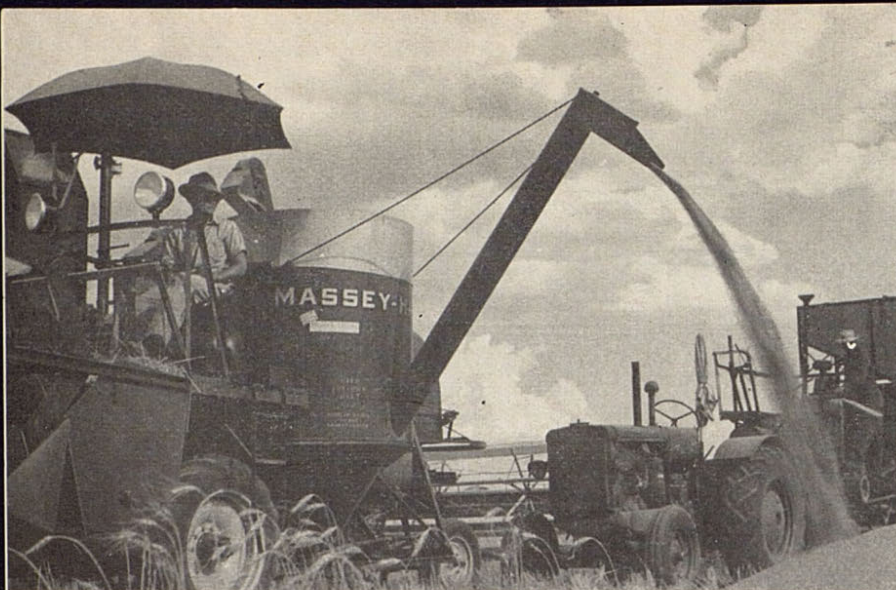
It receives a large part of its income from cattle, sheep and hogs, and producers have launched turkey-raising as one of the valley's major industries by developing a fine "broad-breasted" type of fowl.

One of the CAVI's first steps toward improvement of the valley was a program of cooperation with the experiment station located at Rocky Ford. The group launched an all-out effort to encourage farmers to visit the station at certain seasons so they might benefit from experiments conducted there.

At the same time, the CAVI sponsored a valley-wide clean-up program, aimed at the removal of unsightly roadside debris and the improvement of entrances to towns and cities. Sportsman's organizations teamed up with valley leaders to augment the appearance of highway borrow pits by planting crested wheat to replace weeds and provide cover for game birds.

Illustrating the proportions reached by sugar beet farming in Otero County is this heap of beets awaiting processing at the American Beet Sugar Company at Rocky Ford. Another refinery is located at Swink.





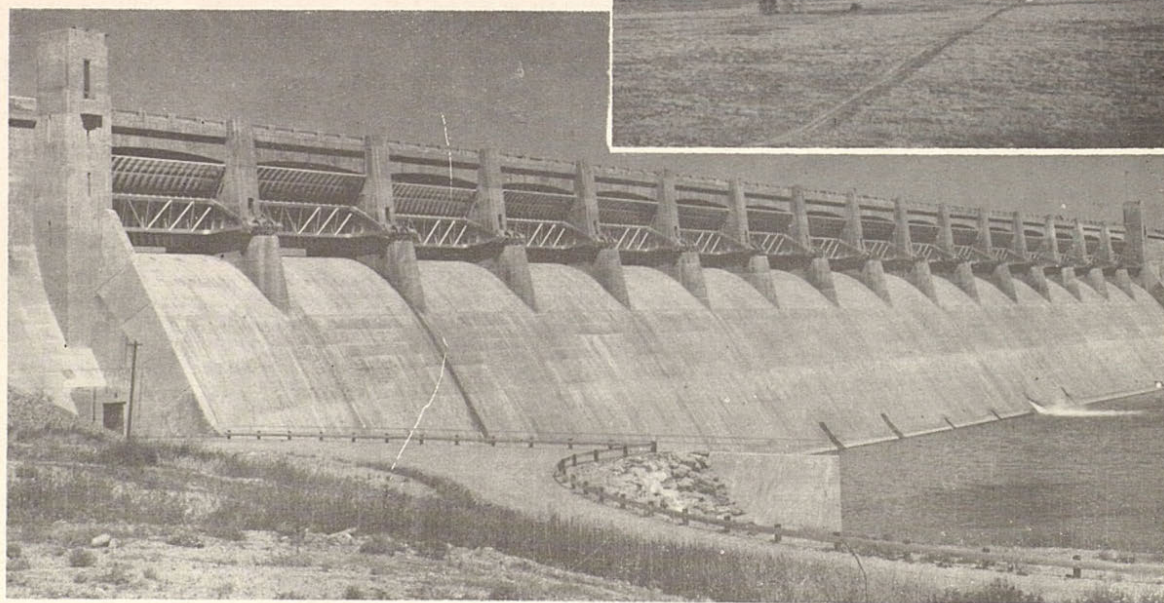
Modern methods are used throughout the Valley in harvesting wheat, maize, barley and other grains.

An educational program was established to acquaint visitors with potentialities of the valley and when the John Martin Dam was completed in 1949, the CAVI took immediate steps to publicize the reservoir and its uses. With completion of the dam came deeding of water rights, like real estate. It brought increased prosperity to valley farmers through irrigation of nearly 300,000 acres of farm land.

CAVI officials selected for their slogan, "Colorado's Market Basket," and adopted a long

range plan to dot the region's main highways with large sign boards. One of these boards greets motorists arriving at Holly on US 50 with the words "Welcome to Colorado Arkansas Valley Inc." A similar welcome greets travelers arriving from the east at Towner on state highway 96. Other boards, strategically placed on the two main highways to Pueblo, tell of the

Valley irrigation problems were solved by John Martin Dam, below, compared to original site, inset.



valley's annual production. Near La Junta, one such sign reports a yearly production of five million pounds of turkey. West of Swink, another sign attests to a \$1,500,000 yearly seed crop. Other boards tell of 250,000 tons of alfalfa and 100 million pounds of beet sugar produced each year in the valley.

Public promotion of the valley's fertility extends past newspaper and bill board advertising. Several restaurants and cafeterias catering to tourist trade support the CAVI movement by including on their menus the information that most of the fresh fruits and vegetables served are grown in the Colorado Arkansas Valley. Ask a waitress what CAVI means and she may launch into a detailed explanation of the organization's birth, its growth and activities. Service station attendants also know the story of CAVI and seem determined to do a better selling job than the waitresses. The valley leaders have done an excellent job of educating their own people first and developing a ready and constantly available corps of advertisers.

Parking space is at a minimum each August when the Colorado State Fair opens its doors in the shadows of the mountains at Pueblo. However, parking attendants have been cautioned to

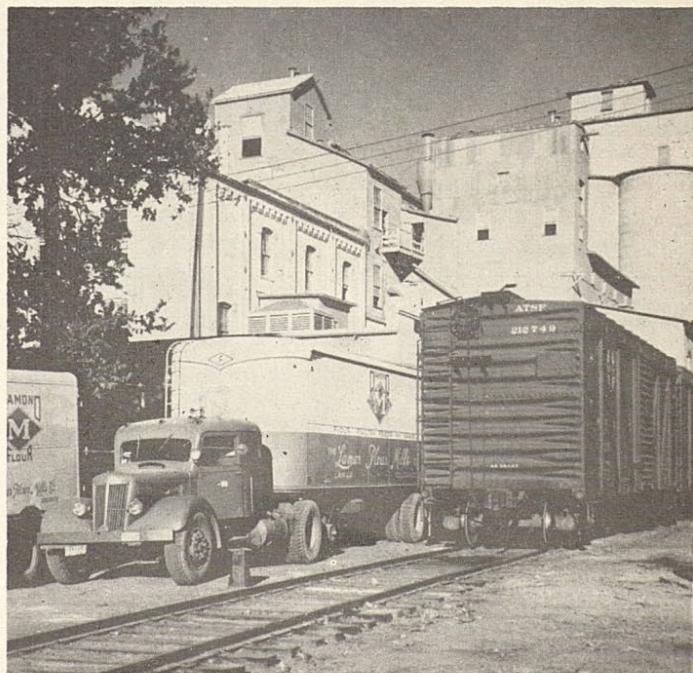
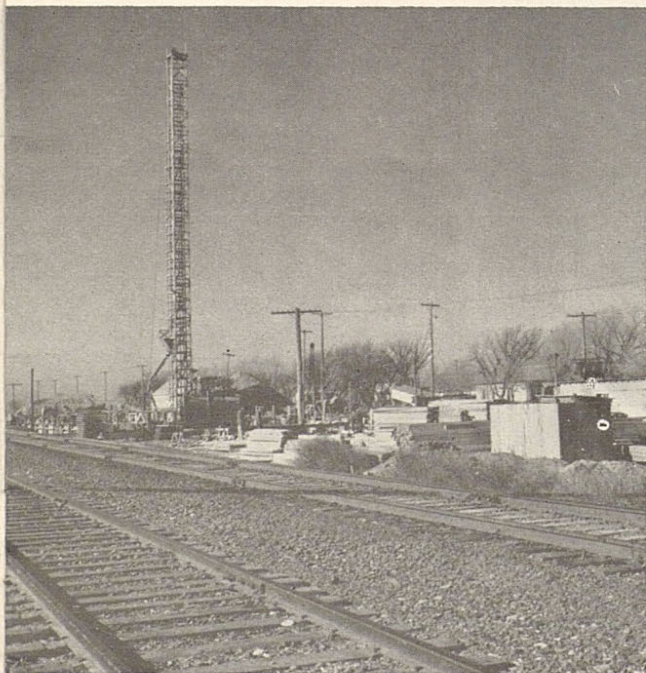
reserve space for several hundred cars from the eastern end of the valley. Complete with state police escort, the caravan begins its jaunt to the fair early in the morning of the opening day. Holly and Towner are the two usual starting points. As the cars move west, the caravan grows at each town until it arrives at Pueblo. There, the local police accept the responsibility of parking the mammoth string of cars—all within a block of the fair itself.

Before the caravan of cars begins its trek to the fair, a huge market basket emblematic of the valley is filled with CAVI produce. Mounted as a float, this delicious display is driven before the spectators during one of the fair's several parades. Each town throughout the valley contributes to the basket on its trip to the fair. Other floats sponsored by regional-minded businessmen also make the trek to participate in the Parade of Cities. Rocky Ford customarily promotes a display in honor of its nationally famous Watermelon Day. Alfalfa is especially prominent around Lamar, and the town's float usually publicizes that product.

Early in September an aerial umbrella of jet fighters and thundering bombers, quick-stepping bands and a bevy of cowgirls launch a

Sites of construction throughout the Arkansas Valley attest to the region's growth and development.

Grains are manufactured into flour and feeds at Lamar and distributed over much of the Southwest.

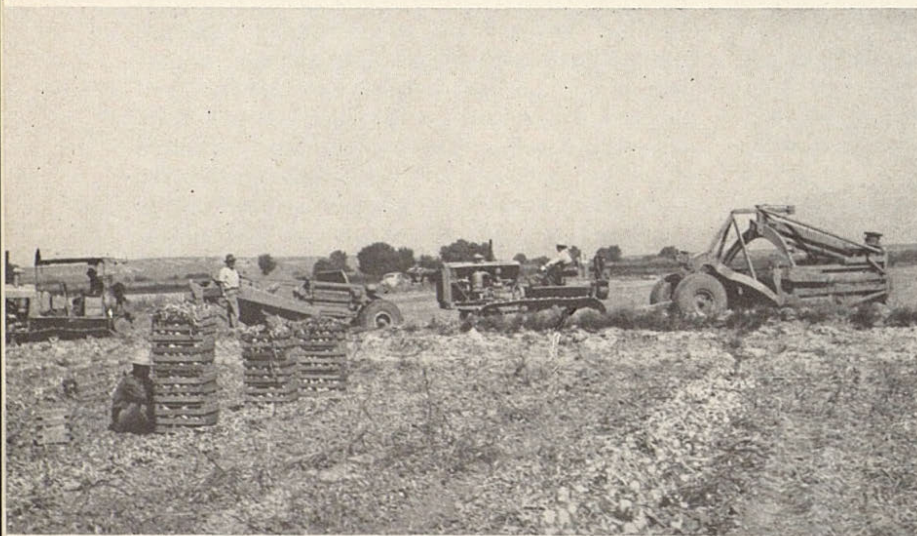


parade that starts still another big festival—the colorful Arkansas Valley Fair at Rocky Ford. Free exhibits include hundreds of elaborate agricultural, livestock and commercial displays. Evening entertainment at last year's Arkansas Valley Fair was provided by the "Grand Ole Opry" cast and "Winners All," a group of families from nationally known talent shows.

Senator G. W. Swink made a mouth-watering contribution to the first fair in 1878. He donated a wagonload of watermelon to be served to fair visitors. And in 74 years the contribution has grown to approximately 80 tons—about 8,000 melons.

Only 25 Coloradoans attended the first

watermelon festival, but the crowd swelled to 100 in 1880 and polished off two wagonloads of Senator Swink's crop. In 1883, the Rocky Ford ladies prepared a basket picnic for the sight seers. That seemed to provide the final inducement for many fair visitors. As the crowd swelled, so did the publicity concerning the event and its originator. Senator Swink was credited by one hopeful journalist with providing the dream of all wet-eared watermelon eaters—the seedless melon. However, the late Senator refused to indulge in such fancy, and in fact, replied to the article that "there was no truth whatsoever in the sensational statement . . . never thought it practical to spend any time

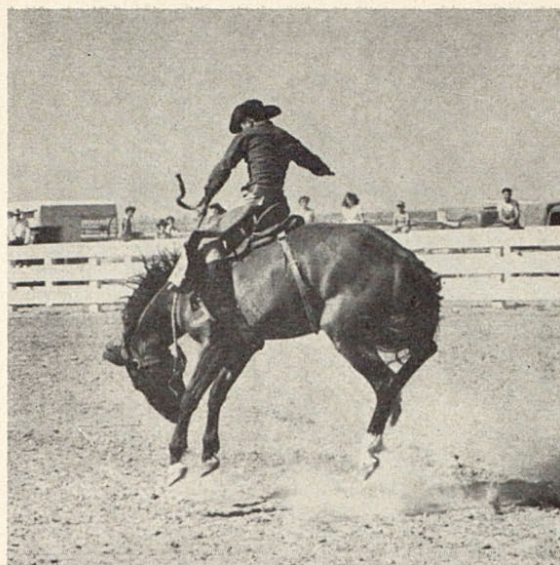


Onion crops such as this one play an important role in the economy of the Valley. Yearly average is 1½ million bags.

Corn, wheat and other feed products are principal crops in the non-irrigated sections of the Colorado Arkansas Valley.



The Valley's western traditions are perpetuated by rough and tumble rodeo events staged each summer and fall at various fairs and celebrations.



on visionary subjects of this character." At another time a writer announced that the cantaloupe was developed by Swink after crossing the pomegranate and the muskmelon. "Pure fiction," grunted the Senator. "The famous Rocky Ford Cantaloupe was developed by constant watchfulness and experiments over a long period of years, beginning as far back as 1877."

Before completion of the big John Martin Dam reservoir, many people believed that it would be useless as a recreation area. Many interested but skeptical citizens felt that since the dam was drained twice a year, any boating enthusiasts would find themselves high and dry on the Colorado plains. Following completion of the dam, however, thousands of dollars were

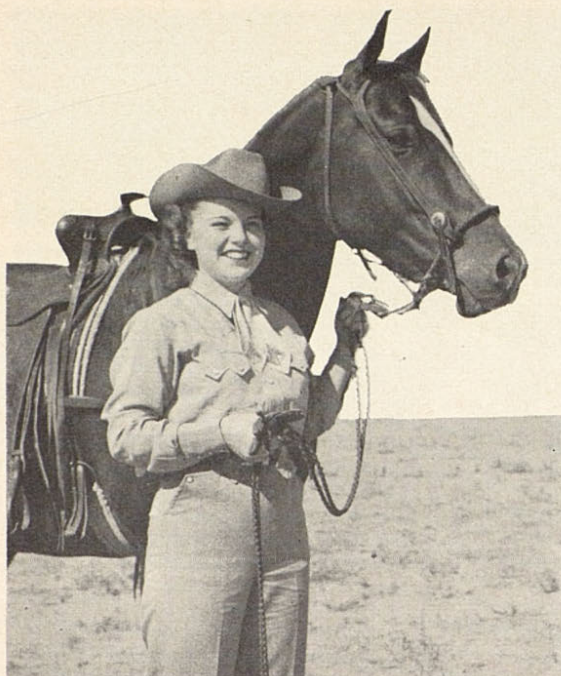
spent at the reservoir to develop recreational facilities. Now, besides boating, the list of activities includes water skiing, fishing, camping, and duck and goose hunting. Natural climatic conditions are also favorable to vacationists. Rainfall in the valley averages only 15 inches annually. The low precipitation and high altitude foster an ideal climate—warm and bright sunny days and cool, refreshing evenings. Even the U. S. Bureau of Health recognizes the area as one of the healthiest spots in the nation. It all adds up to an ideal vacation garden for pleasure-seeking residents and out-of-state visitors.

Granted that the valley is "Colorado's Market Basket," where is the source of the water supply that fills the irrigation ditches and makes



Rocky Ford melons are a household word throughout the nation. Cantaloupes and watermelons are big Valley crops.





COVER STORY

Pictured on the cover of this issue is Miss Donna Lee Aldrich, Arkansas Valley Fair Queen for 1952.

CREDITS—Pictures for this issue of The Shamrock were obtained through the courtesy of the Lamar Chamber of Commerce, the Rocky Ford Chamber of Commerce and Colorado Arkansas Valley Incorporated.

CAVI feasible?

For the answer we must reach almost to the top of the Continental Divide near Leadville, Colorado, and Fremont Pass. Referred to as the "Lone Wolf of the Rockies," the Arkansas river makes its start there from the tricklings of half a dozen springs. Even higher, the snow banks of the Swatch mountains and the Mosquito range provide the first moisture that turns the Arkansas river into a mighty river before it empties into the Mississippi River, 2,000 miles from its starting point.

Sixty-seven of the nation's mountains tower above 14,000 feet. Fifty-two of these giants are in Colorado and a good portion of them provide the headwater for the Arkansas. The second and third largest peaks in the United States—Mt. Elbert, 14,431 feet and Mt. Massive, 14,418 feet—are found at the source of the Arkansas.

Ageless and untiring, the river has fashioned not only the Colorado Arkansas Valley and the futures of thousands of Coloradoans, but also has chiseled from the defiant mountains the beautiful Royal Gorge. Etched in solid rock a quarter of a mile deep, the almost vertical walled chasm is spanned by one of the world's most famous suspension bridges.

Although mining and industry have added to the legends of the Arkansas, providing water for more than 400,000 acres in the fertile Colorado Arkansas Valley is the river's main contribution to Colorado. Largely through wise and careful use of this water, the valley has prospered and produced a harvest of crops nationally recognized for quality.

Remember that sweet rich tasting melon you served at supper last summer? Chances are it inherited some of its properties from a strain developed on Rocky Ford farms. The rich mineral content of the soil, favorable atmospheric conditions, and scientific farming techniques all combine to produce the famous flavor and quality of such valley garden crops as mountain



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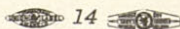
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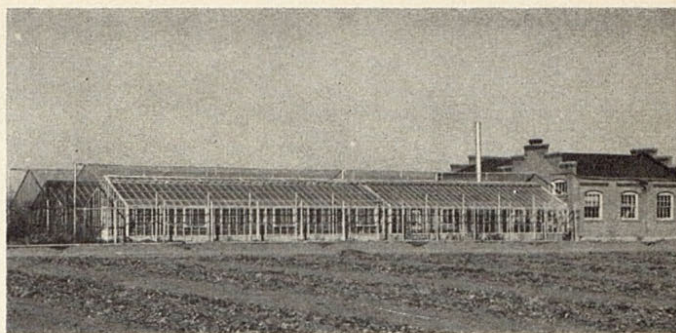
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Results of tests conducted at this sugar beet experimental station at Rocky Ford provide farmers access to scientific techniques of beet farming.

peas, head lettuce, cucumbers, celery, cauliflower, green beans, and melons. Sugar beets, a major valley industry, are teamed with alfalfa, corn and small grains as stabilizing crops.

Not only does the valley produce, but it produces at a profit. Figures collected by the Colorado State Planning Commission revealed that the six counties comprising the Colorado Arkansas Valley deposited a total of \$35,466,033 during 1950. Ten years later, a similar investigation indicated a growing economic soundness. Deposits in 1950 were \$88,576,917. In the nine year span between 1939 and 1948, retail trade showed a substantial increase in each of the six CAVI counties. The most prodigious jump was scored in Prowers County where the Census Bureau on Business Growth reported an increase from \$3,500,000 to \$17,400,000—397%. In-



creases ranged downward to the low of 196%, still a respectable hike in business circles.

Unexceeded for its livability, the valley nevertheless remains a frontier. Only 100 years ago, a handful of traders and Indians were the sole inhabitants. Today, the valley's population has grown past the 250,000 mark, and 20th century pioneers still come to the Arkansas—some in search of wealth, others seeking fame, but most to share in the atmosphere of contentment so conspicuous in the valley.

Tomato farmers in the Valley augment their yield by hand pollination. After harvesting they send tomatoes to processing plants in the region where they are prepared for shipment throughout the land.





Highway signs throughout the Valley proclaim the region's annual yield. This sign is authenticated by picture of turkey farm below.



CAVI Livestock

In December, 1950, an enthusiastic CAVI editor published the claim that 155,000 turkeys left the Colorado Arkansas Valley during the Thanksgiving-Christmas season.

"One hundred fifty-five thousand wish-bones and twice as many drumsticks," was the way he impressed his readers.

It's doubtful since that time if the demand for the trusty gobbler has receded. Too many people have discovered that the big birds are good eating any time of the year. Nor does it appear that the supply is in danger of dwindling. At Holly, Colorado, a turkey marketing association is capable of dressing and processing 3,000

birds each day. Near Wiley, it is estimated that 75,000 turkeys will be raised in the coming year, and it is the same juicy story at McClave and other scattered points throughout the valley.

Turkey production is but one phase of the area's livestock activity. Cattle, sheep, and hogs produce a large part of the valley's income.

Activities of the Future Farmers of America and 4-H clubs throughout the region are instrumental in the widespread interest in cattle and livestock. Lamar, which has developed as the hub of a large agricultural area within the valley, also acts as a service center. Livestock men active in the district use a large auction ring for their activities.

The "long-horns," first predominant on the valley's grazing lands, have long since been replaced by the more profitable Herefords and Angus breeds. In many parts of the valley where grazing conditions are favorable, dairy herds are also increasing while sheep and hog production have long had an important place in the area's agricultural picture.



White-face Herefords are predominant in the Arkansas Valley. Sales rings operate weekly in several cities, offering a quick market for all livestock. Annual volume of sales runs into the millions of dollars.

In recent years, the quarter-horse has been introduced to the region. Used extensively for roping and riding, these hardy animals have steadily gained in popularity among Arkansas Valley stockmen.

Mild winters, an abundance of good feed, and convenient marketing facilities make the

area ideal for feeder operations. The valley is crossed by two main highways, US 50 and Colorado State Highway 96, and served by the Missouri-Pacific and the Atchison, Topeka and Santa Fe railroads. Truck operations are constant and commercial airlines schedule regular flights over the valley.

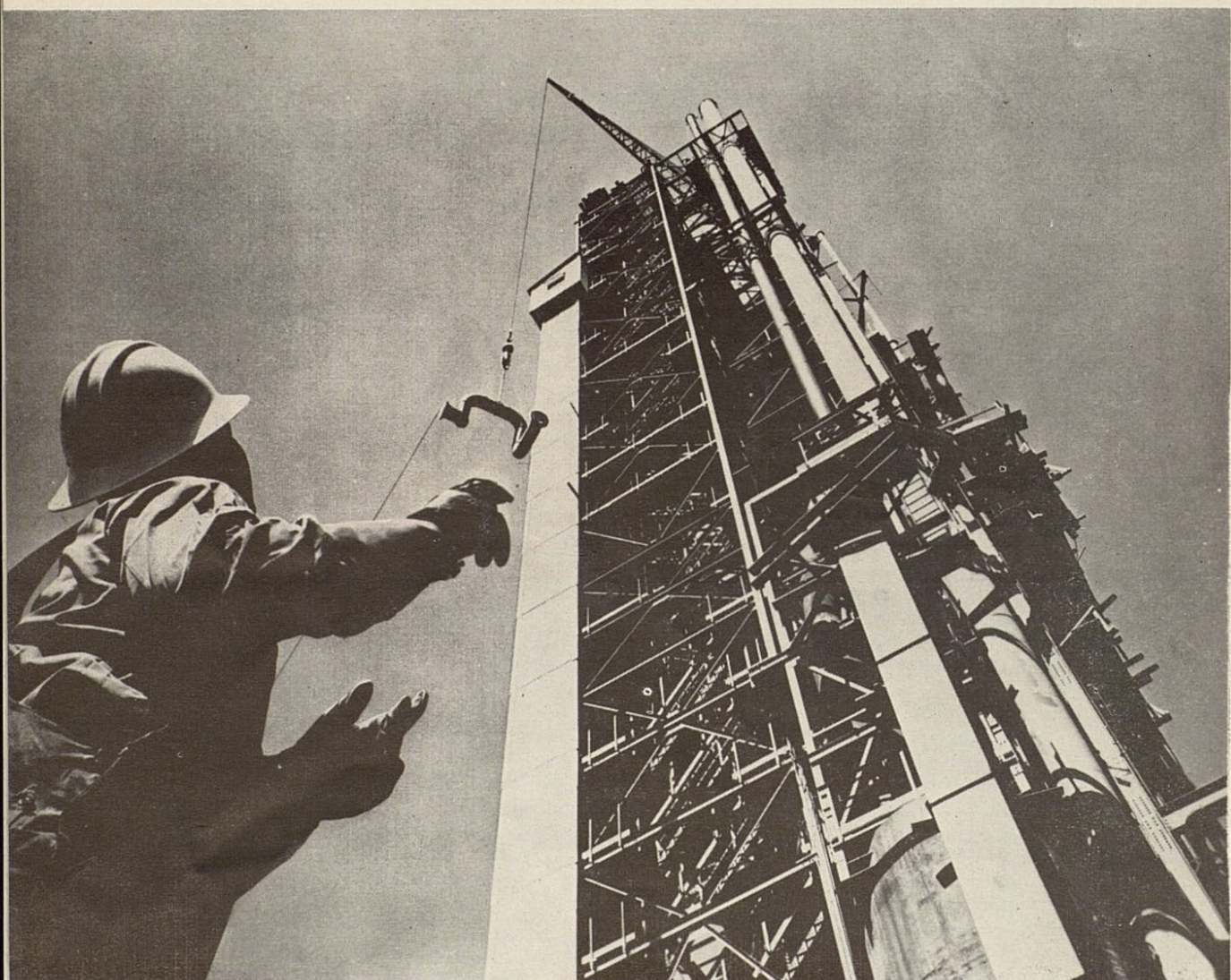
One of the most important industries of the Valley is that of sheep raising, and the region is ideal for sheep feeding operations because of climatic conditions, market proximity and available feeds.



Oil Progress Parallels Social Progress

Shamrock provides Panhandle close-up view of oil industry

Modernization, development and expansion are continuing operations for the oil industry. This constant program assures American people of an abundant supply of petroleum products, for peace or war.



What role do oil industries play in our modern society?

This question will be discussed in newspapers throughout the country during the national Oil Progress Week, declared as October 12 through 18. During this week, the national spotlight will be sharply focused on the modern petroleum world, providing the American public a look-see into the industry's wheels of progress.

And as you read these newspaper accounts, you will discover that oil progress and social progress in the United States have gone hand in hand since 1859 when the first oil well erupted in Titusville, Pennsylvania. By the same token, a look inside The Shamrock Oil and Gas Corporation will testify that this company's progress has paralleled and actively participated in the economic and cultural pattern of the region in which it developed.

When oil was first produced, there were only two known uses for the new product—kerosene for lamps and lubricants for wheels and machinery. And although these social contributions seem small and insignificant to modern man, they were but the first of many to follow.

Gradually, petroleum was broken down into its different parts through new processing techniques. And as each of these components was isolated it was utilized in some way until all now play major roles in the composition of such materials as plastics, inks, cosmetics, synthetic rubber, detergents, bug killers and many other products.

Petroleum's major contributions are illustrated by the fact that more than half the nation's energy requirements are provided by petroleum. It fuels more than 50 million motor vehicles, all of the planes in the air and virtually all the ships at sea. It provides asphalt for most of the nation's highways and airports. It heats thousands of homes and offices, and supplies a third of the fuel requirements of the electric power industry.

But how does Shamrock fit into this picture? Besides its part in the over-all activities of the petroleum industry, what has it accomplished? Shamrock has done virtually the same thing in its region of development that oil industries throughout the country have done in the U. S. proper.

Since its birth in 1929, Shamrock has undergone a gradual, but sure-footed growth. And each small development within the company has



American oil men drilled more than 45,000 wells last year in their never-ending search for oil.

been reflected in the progress of the Southwest. Originally a small company employing less than a dozen persons, it maintained only a few oil and gas lease holdings near Lefors, Texas. Crude oil produced from its oil wells was sold to companies equipped to process and market the product, and natural gas from the gas wells was sent to the company's small natural gasoline plant for processing. The small company was not equipped for marketing any of its products.

Today Shamrock is an independent oil and gas company carrying on its own producing and processing activities principally in Moore, Hutchinson and Sherman counties. And it now markets its own products throughout the region including parts of Texas, Oklahoma, Kansas, New Mexico and Colorado. The company maintains a refinery with a 10,000 barrel capacity, two modern gasoline plants, a blending and distribution plant near Liberal, Kansas, a pipe line terminal in Denver, joint interest in another terminal at La Junta, Colorado, and joint interest in a pipe line to Colorado.

As a result of this slow and sure growth, Shamrock has gradually enlarged the part it plays in the economy of the Southwest through royalties paid to land owners, through employment of about 700 persons and through dividends paid to stockholders.

Shamrock's main function, of course, is to produce petroleum products for use in homes and industrial plants, on farms, and by autos, trucks and buses throughout its marketing area. Besides gasoline and natural gas, other modern fuels from the company's processing plants include butane and propane. The use of these two products, increasing steadily on farms and ranches of the Southwest and West, add to the efficiency and comfort of rural living.

Shamrock also supplies products for about 370 regional service stations which are attended by independent business men. These stations, because of their service to tourists, are sometimes considered branch offices of local Chambers of Commerce. Operators of the stations are called upon daily to recommend hotels, motels,

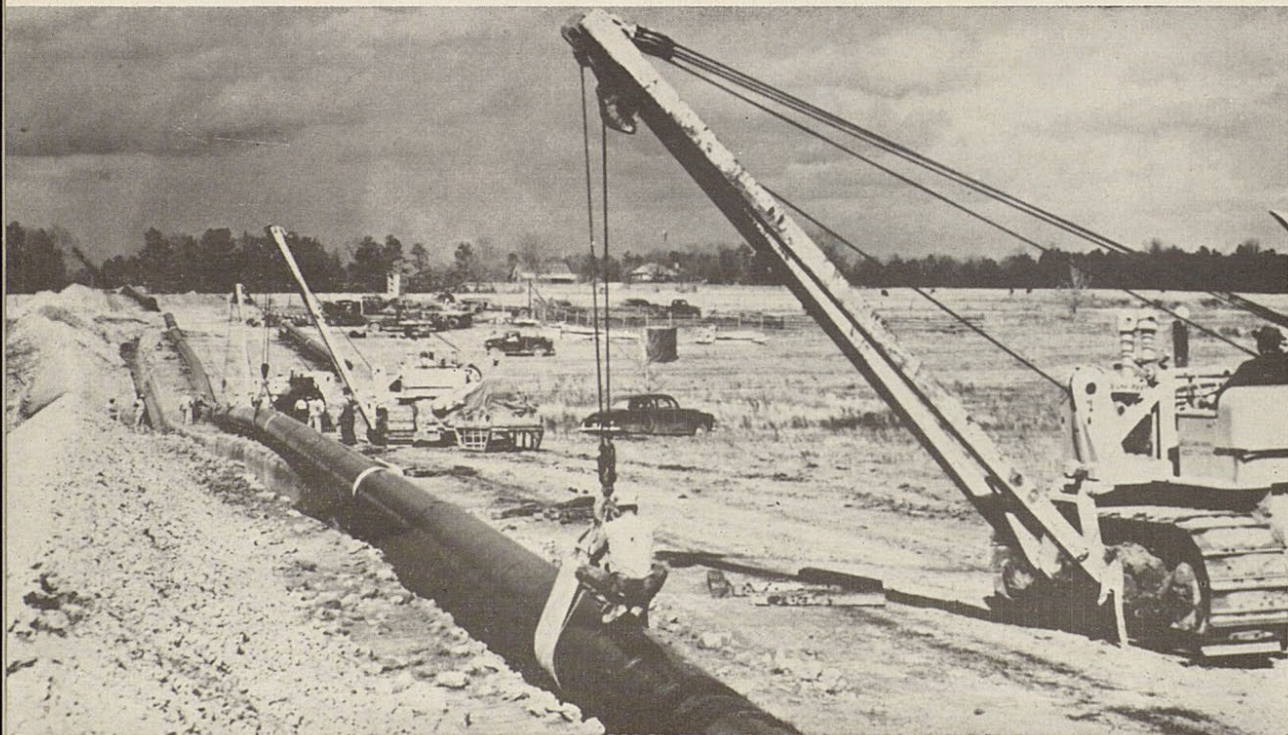
cafes and stores. And oftentimes they are asked to point out good spots for fishing and hunting.

The average Shamrock service station operator is an active citizen in his community, contributing no small part to community projects. And he maintains an unending supply of road maps and information concerning highway construction, detours, washouts and shortcuts.

In addition to these contributions, Shamrock has provided extensive petroleum developments which serve as a constant incentive to other industries considering locations in the region. The economy of natural gas as an industrial fuel and the importance of petroleum products in the manufacture of industrial goods have played no mean part in causing carbon black, zinc, rubber and other large industries to locate in Shamrock's region.

Taking these contributions into consideration, one can see that Shamrock, through its growth and development, has helped to place oil and gas rigging derricks alongside horses and cattle as symbols of the region it serves.

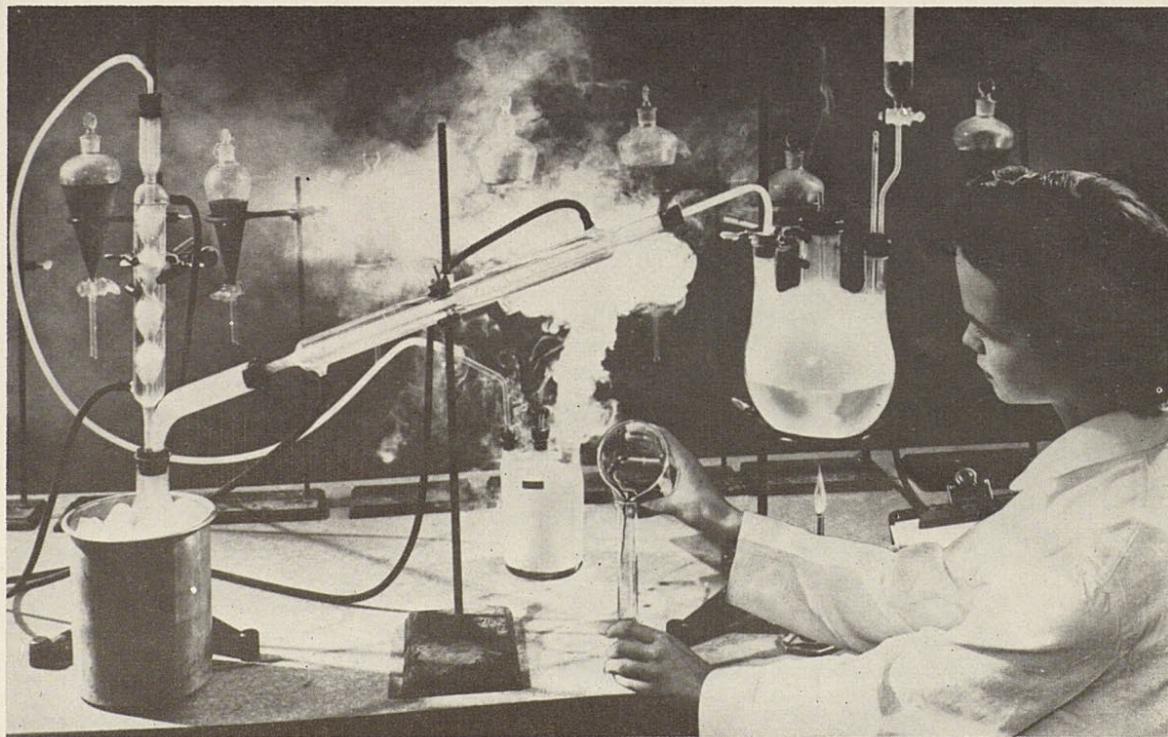
For transporting oil to refineries, bulk stations and markets places, the oil industry relies heavily on pipelines. There are over 160,000 miles of these product pipelines in the United States today.



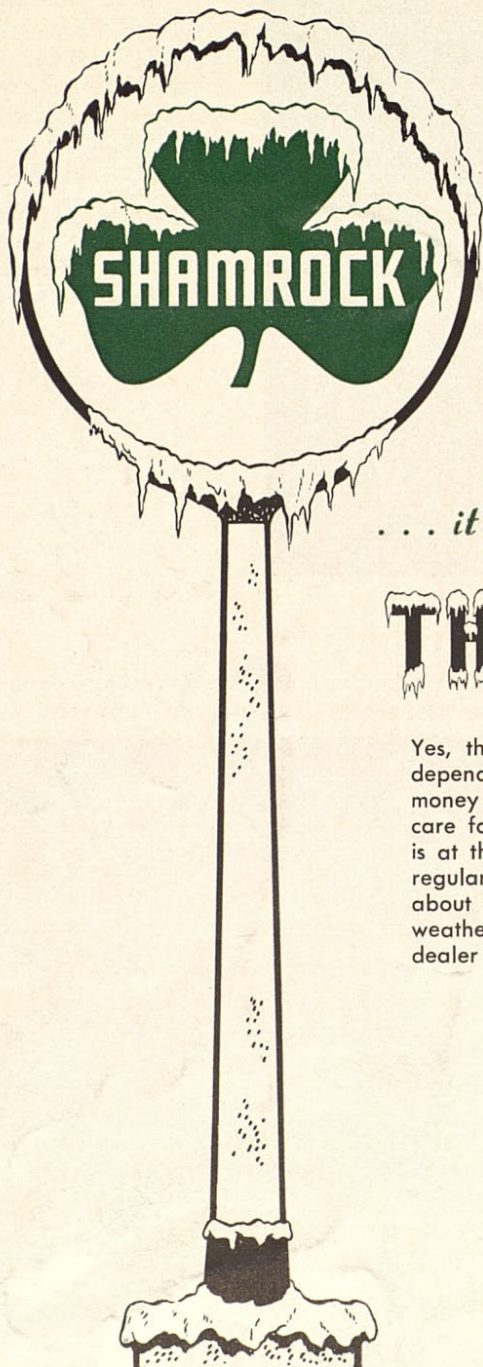


Radioactivity in oil research now makes it possible for industries to test engine wear with unbelievable accuracy.

With more than 17,000 persons engaged in research, oil industries throughout the country are constantly creating a never-ending supply of newer petroleum products and improving on current ones.



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... it's Going to Mean More

THIS WINTER

Yes, the green and white SHAMROCK sign means dependable Winter driving for you. You'll save money and worry by letting your SHAMROCK dealer care for your car this Winter. He'll see that the oil is at the correct level . . . he'll check your battery regularly . . . test your anti-freeze . . . warn you about the little things that cause trouble in cold weather. You can depend on your SHAMROCK dealer for dependable winter care.



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