

the



SPRING '69



Flight
of the
Phoenix...



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

COVER STORY...

"The immortal Phoenix bird of Egyptian mythology rose anew from its own ashes, and so is the city of Phoenix rising, fresh and vigorous..." writes Bob Hembree in this quarter's edition.

The Phoenix bird on the cover is a night exposure of a monument on Camelback Road in Phoenix that is made of stone, iron and glass. It was rendered by George Cavalliere and Art Glass, Scottsdale, Ariz., from a design by Paul Coze, who penned the Legend of the Phoenix that begins the cover story on Phoenix, Ariz.

The Phoenix bird has but one rival as the universal symbol of Phoenix and Arizona, the giant saguaro cactus, (left), whose blossoms are the state's official flower.

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"As the shrillness of his song reached its apex, he shook his wings; and for an instant they seemed to have blended with the sun's flaming trail, rising high in the sky. This was truly so, for now his feathers were afire, and the top of the palm tree burst into flame. Smoke rose from it, sending a thousand perfumes in the air. Now there was nothing left of the bird but a still glow atop the charred tree. The glow took form and the color moved; sparks, renewed, assumed the shape of feathers, and the gentle desert breeze blended the sparks together into the new Phoenix, tall iridescent, magnificent. With new life, he left the ashes and the sacred remains and flew toward the Valley of the Sun."

Legend of the Phoenix

Paul Coze

The immortal Phoenix Bird of Egyptian mythology rose anew from its own ashes, and so is the city of Phoenix rising, fresh and vigorous, from the foundations of greatness laid over the centuries by pre-historic Hohokam Indians, Apache warriors and the rugged men of the Arizona frontier. In two exciting decades, Phoenix has shed the trappings of the Old West to embrace the New West of the atomic and space age — a state capital rapidly living up to its boast of being the "capital of the Southwest."

In modern Phoenix, growth and change are so dynamic and sweeping that what is true of the city this month is not always so the next. The metropolitan area is composed of 40 cities, towns and villages, ranging from Tortilla Flat with a few hardy resi-



phoenix



The capital of Arizona, where energetic and far-sighted legislators lay the foundation for dynamic growth that is making the greater Phoenix area the "capital of the Southwest." Phoenix has been the seat of state government since 1889, when the older frontier towns of Prescott and Tucson were unable to furnish suitable quarters for territorial lawmakers.

dents to Phoenix with 520,000. With a number of the communities serving as suburbs for the larger city, the greater Phoenix area is forecast to encompass more than a million people by 1970.

Spurred by opportunity, and past successes, Phoenix is becoming the industrial and cultural heart of a wide expanse of desert stretching almost to the fringes of Los Angeles on one side and across to West Texas through New Mexico on the other.

The naming of the city was prophetic.

A century back, when a settlement first rose around a crude irrigation canal, many names were suggested. But it was Darrel Duppa, an English immigrant to the frontier settlement, who suggested, "Let us here, on the ashes of a forgotten civilization, build anew. Let us build another civilization rising finer, greater, more beautiful . . . Let it be Phoenix."

That "forgotten civilization" was founded at least 500 years earlier by the Salado People of the Hohokam culture, whose astounding engineering feats produced a complex network

of irrigation ditches which diverted water from the Salt River to farms throughout the Valley of the Sun. The ditches attracted the first white settlers to the Phoenix area, and several canals are used today — but the Salados have long since disappeared. Archeologists, digging near Mesa, are attempting to unravel their mysterious departure.

In 1865, John Y. T. Smith, the area's first settler, began harvesting the tall grass that grew along the ancient Indian irrigation ditches and sold the hay to the U. S. Cavalry at Fort Me-



Many citrus groves have given way to residential sub-divisions, but crops of grapefruit, oranges and lemons are still important factors in Phoenix's thriving agricultural picture.

Head lettuce has been the dominant factor in making Phoenix the "salad bowl" for the United States and Canada. During the fall harvest, the area supplies almost all of the nation's lettuce.



Dowell, 30 miles away. Jack Swilling, a friend from the mining town of Wickenburg, visited Smith in the spring of 1867 and returned that fall with a dozen men to repair the Hohokam canals.

By next spring, the town was named, almost 30 people lived there, and the canal now extended several miles west from the river. Early Arizonians had already begun to refute the short-sighted statement by a reporter to the Congress in 1858: "The region is altogether valueless. After entering it, there is nothing to do but leave."

In 1887 the arrival of the railroad boosted the city's struggle for frontier permanence, and two years later Phoenix became the Territorial capital. The Theodore Roosevelt Dam was completed on the Salt River in 1911 — a year before Arizona was given statehood — and the assurance of adequate water signaled the beginning of the area's first phenomenal growth. Ironically, two world wars were major stepping stones in developing the metropolis, and by 1955 manufacturing had passed agriculture and tourism as Phoenix's leading economic factor.

If a single key to the surging growth of Phoenix exists, it is perhaps the climate — driest, sunniest, clearest in the nation. The area boasts an average of 210 sunny days each year, a condition inextricably interwoven in the city's rise to prominence.

A year-round growing season has made Phoenix the "salad bowl" for much of the United States and Canada. More than two-thirds of the vegetable acreage is producing head lettuce, but prolific crops of cabbage, carrots, broccoli, cauliflower and green onions are also counted, particularly near Glendale, Arizona's largest shipping point for fresh fruit and vegetables. Metropolitan growth has reduced local citrus production, but Phoenix oranges, grapefruit and lemons are still a valuable factor in the agriculture picture. While cotton continues to be the major cash crop of the area, Phoenix is also one of the state's leading cattle-feeding centers.

Infrequent rainfall has made the area a regular spring-training site for three major league baseball teams,

with other top pennant contenders making appearances as the training season progresses.

If climate is important to a healthy economy, it is essential to the health of its residents and visitors. Since the early 1900's, Phoenix has been viewed as a vast health center, and thousands of families have sought out the city so a member of the household might be more comfortable.

In more recent years, it has also become a haven for the nation's "senior citizens." The first units of Sun City, a mammoth retirement resort, were opened nine years ago on 10,000 acres of former cotton fields northwest of Phoenix. The development is unique: home ownership is limited to residents 50 or over, with no school-age children; three 18-hole golf courses now wind through the area; emphasis is placed on a broad recreation and entertainment program, featuring appearances by top show business personalities in a 7,500-seat outdoor amphitheater. With almost 12,000 residents, and adding 1,500 annually, construction has started on a new addition, centered around a fourth golf course and a 33-acre, man-made lake.

Refrigerated air conditioning has freed Phoenix from the punishment of the scorching summer sun. The city no longer shuts down in the summer; resorts formerly thought to be solely winter attractions now have year-round business. But a drive through the city still yields older dwellings topped by a peculiar room-like affair, fully screened, on the roof. This was the sleeper's haven during the hot summer months, when even the elevation of a few feet supposedly brought some relief.

Because of its attractions, Phoenix has become a cross-section of Americana. New population pours in from every corner of the nation. With this cross-culturalization, the city has lost much of its early rawness—and the rest is going fast, without sacrificing any of the hallmarks that give the city its charm.

Phoenix is many things to many people: a metropolis dotted with parks and museums; streets lined with palm trees, as in the Phoenix legend; a sprawling zoo, and the botanical gardens. The Phoenix Symphony

Orchestra has nearly 90 professional members, and performs 16 concerts each season in a new Civic Auditorium; flocks of art galleries represent styles from Frederick Remington masterworks to the extremes of Jackson Pollack. Spacious Sky Harbor Airport is now the nation's third busiest air terminal.

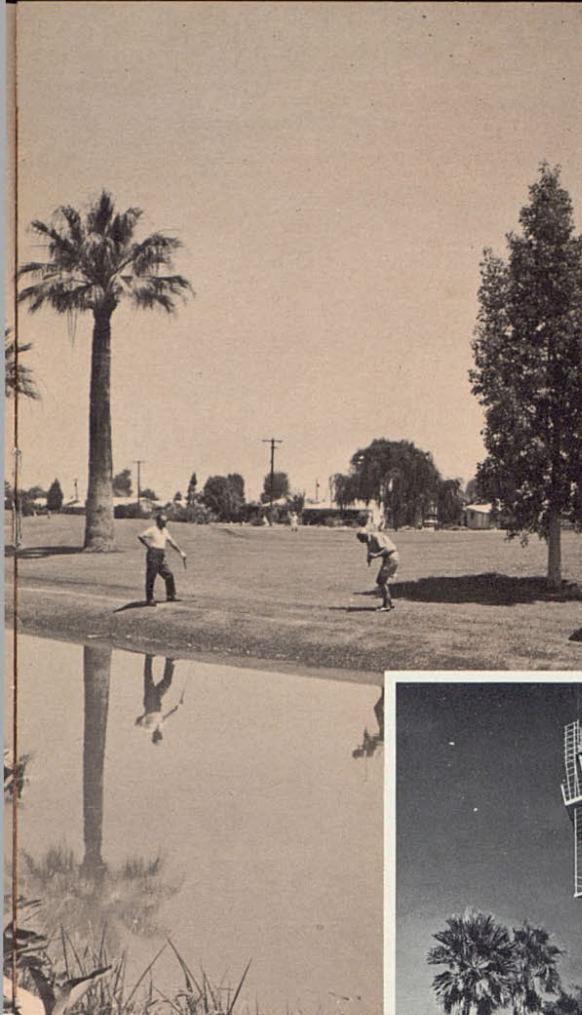
The informality, friendliness and warmth that made Phoenix famous have not fallen victim to its acceptance as the "capital of the Southwest." Surrounding it are towns that still boast working cowboys, and desert beauty that remains breathtaking in natural splendor.

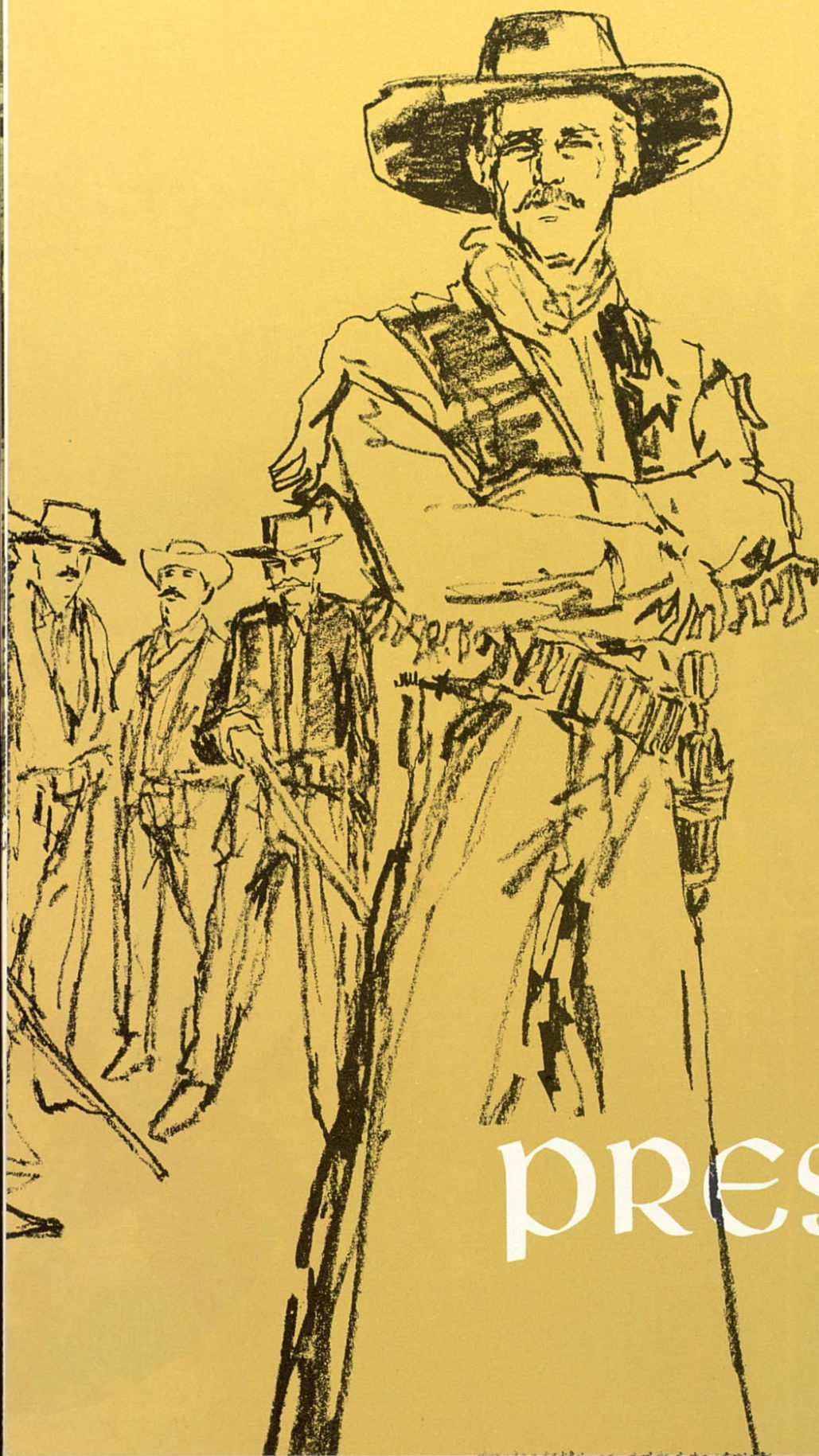
The fading of the "western saga" aspect of the city is tinged with sadness. Phoenix will never again be as it was once—a quiet, remote western town.

But a strong desire prevails among its people to embody the honesty and courage of the old way of life in the new, revitalized Phoenix of today, as it continues its flight across the Valley of the Sun.

The control tower at Phoenix's sprawling Sky Harbor Airport, (center), regulates a constant flow of traffic through the nation's third busiest air terminal. Many of the millions who visit the Valley of the Sun each year are attracted by its warm, dry climate. Sun City, a mammoth retirement resort for almost 12,000 "senior citizens," is building a new addition around a 33-acre, man-made lake, (upper right). Facilities at Sun City provide a full and varied schedule for active residents who enjoy lawn bowling (lower right); boating fishing and picnicking (lower left); and golf (upper left) on any of the four courses which wind through the neat housing areas.







Though its history is colored by tough cowmen and rugged miners of the legendary West, the frontier town of Prescott did not follow tradition and spring into existence as a railhead or a river crossing; nor did it sit astride a mother lode of gold. The first capital of an untamed and divided Arizona Territory was, instead, unique for the deliberate manner of its birth — an offspring of distant political maneuvering.

Much of Prescott's early history was influenced by events far removed from the rolling hills of central Arizona — principally the spreading conflict between the North and South. Despite efforts by residents of Southern Arizona to ally themselves with the Confederacy, President Abraham

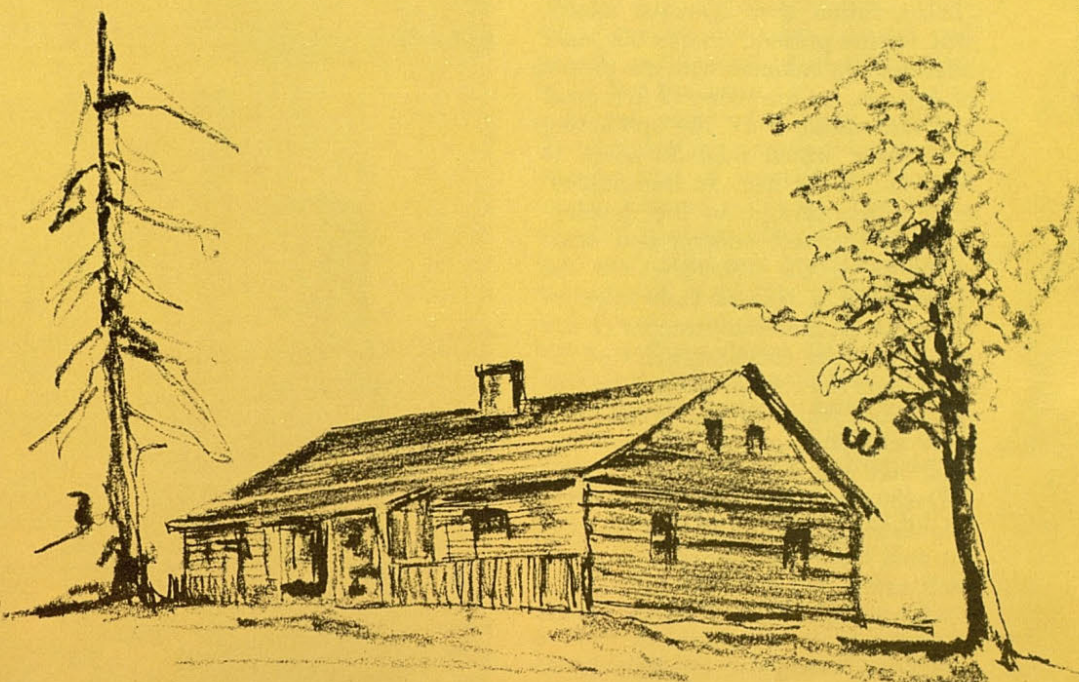
prescott



Lincoln proclaimed it a Territory of the United States on February 20, 1863, and immediately appointed the first governing officials for the area. For obvious reasons, the men chosen were eastern and northern Republicans with strong ties to the Union cause.

But they were not mere politicians. They were men bent on carving a new state out of western wilderness. Governor John Goodwin, who later picked the site for Prescott as the first seat of government in Arizona, believed the chief obstacles retarding development of the territory — the Civil War, Indian threats, lawlessness — could be surmounted in a very short time, perhaps in only a year or so. His enterprising Secretary of State, Richard C. McCormick, founded the first newspaper in Northern Arizona and greatly influenced the economic and political development — even as he followed Goodwin to the governor's chair, and to Congress.

Tucson, the only major settlement in Arizona at the time, could hardly have been considered in the search for a capital, because of strong southern sentiments in the area. Most other towns in the Territory were thought



Bars along Prescott's "Whiskey Row" had everything in the late 1890's: brass spittoons, moustache towels, gambling and stage shows. The first governor's mansion, a rough-hewn log structure erected in 1864, was both a political and social center on the frontier. It is now part of a museum dedicated to the early pioneers.

to be only temporary because of their dependence on neighboring mines, so Goodwin turned his attention to central Arizona. In addition to protection offered by the military establishment at Fort Whipple, several small settlements were already being established in the mineral-rich Bradshaw Range. It would be increasingly important that the wealth of the area remain under Union control.

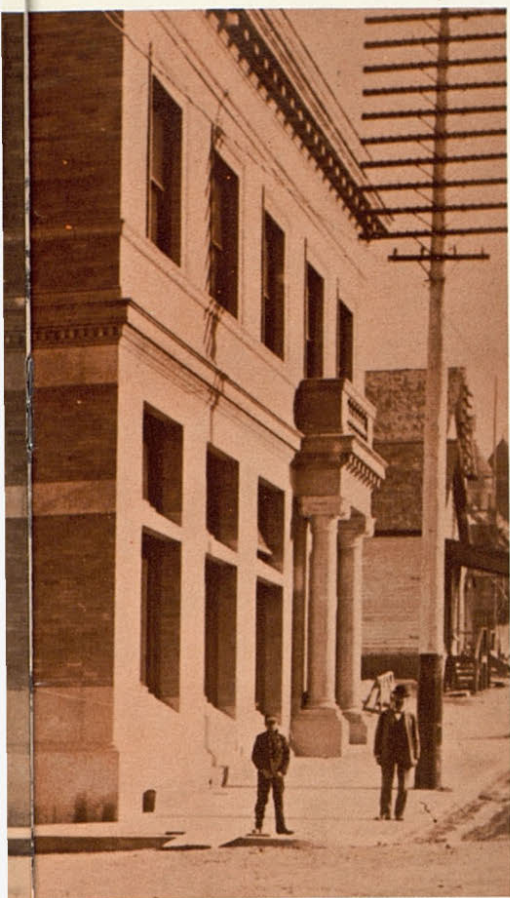
The party of new Territorial officials paused at Navajo Springs for a swearing-in ceremony on December 29, 1863, but this formality was simply to insure their remuneration for that year. Temporary headquarters were established at Fort Whipple early in 1864. The infant government began to take shape.

Officials also began to identify themselves with their new wilderness home. Within weeks, the first issue of McCormick's Arizona "Miner" was published on a small press he had brought from the East. Heralding the arrival of civilization on this rugged frontier, the "Miner" proclaimed that "Local, rather than National affairs, will, for the present, occupy our chief attention. In common with the people of Arizona, we are pioneers in a great and responsible work, the upbuilding of a State, which shall do honor to itself and to the age. In the subjugation of the savage; in the development of the vast mineral and other resources of the Territory, and the diffusion of a correct knowledge of the same; in the establishment of law and order, the encouragement of the school and the church, and all the free institutions which give strength, character and prosperity to a people, we shall take an active and earnest part."

Despite pressures from almost every established town and mining camp in the area — one group of miners named their camp "Goodwin" to influence a favorable decision — Governor Good-



The Prescott National Bank, (right), was a financial bulwark of northern Arizona at the turn of the century. The city's stable economy contrasted sharply with the "boom-or-bust" of neighboring mining towns.



win finally selected a site on Granite Creek, where Prescott now stands. In April, 1864, the governor established his own camp along the banks of the creek, on the site once inhabited by Pauline Weaver, a legendary Mountain Man of the day.

Prescott was formally organized on May 30, 1864, with McCormick suggesting the name for the new wilderness capital, "... in honor of the eminent American writer and standard authority upon Aztec and Spanish-American history," William Hickling Prescott.

While the new town began building, Secretary McCormick was faced with providing accommodations for Territorial offices and a Legislature which would soon convene. His instructions from Washington set severe restrictions on efforts to build a new capitol: he was not to pay more for rooms than would have been necessary had the capital been fixed at an established settlement. There were no appropriations for erection of public buildings. Nothing under construction was suitable, and bids for a building far exceeded his available funds.

A local businessman, Van C. Smith, who became the town's first sheriff, finally agreed to erect a hewn-log building to be outfitted and rented for use by both branches of the Legislature. Housing problems were to plague the government in Prescott, however, and became so critical by 1867 that the capital was moved to Tucson. Prescott, in turn, enticed the Legislature to return in 1877, when housing conditions in Tucson became intolerable — but lost the political tug-of-war for good in 1889, when the government moved to its present site in Phoenix.

The influence and cultural background of the early leaders in Prescott were prime factors not only in shaping the new government, but in determining the character of the infant community.

Law and order was not always easy to maintain, however. The first legal hanging in Prescott was in 1875 (though the alleged murderer was later found to have been innocent). The first execution recorded there by frontier photographers was in 1898 when Fleming Parker, a convicted burglar and train-robber, was hanged

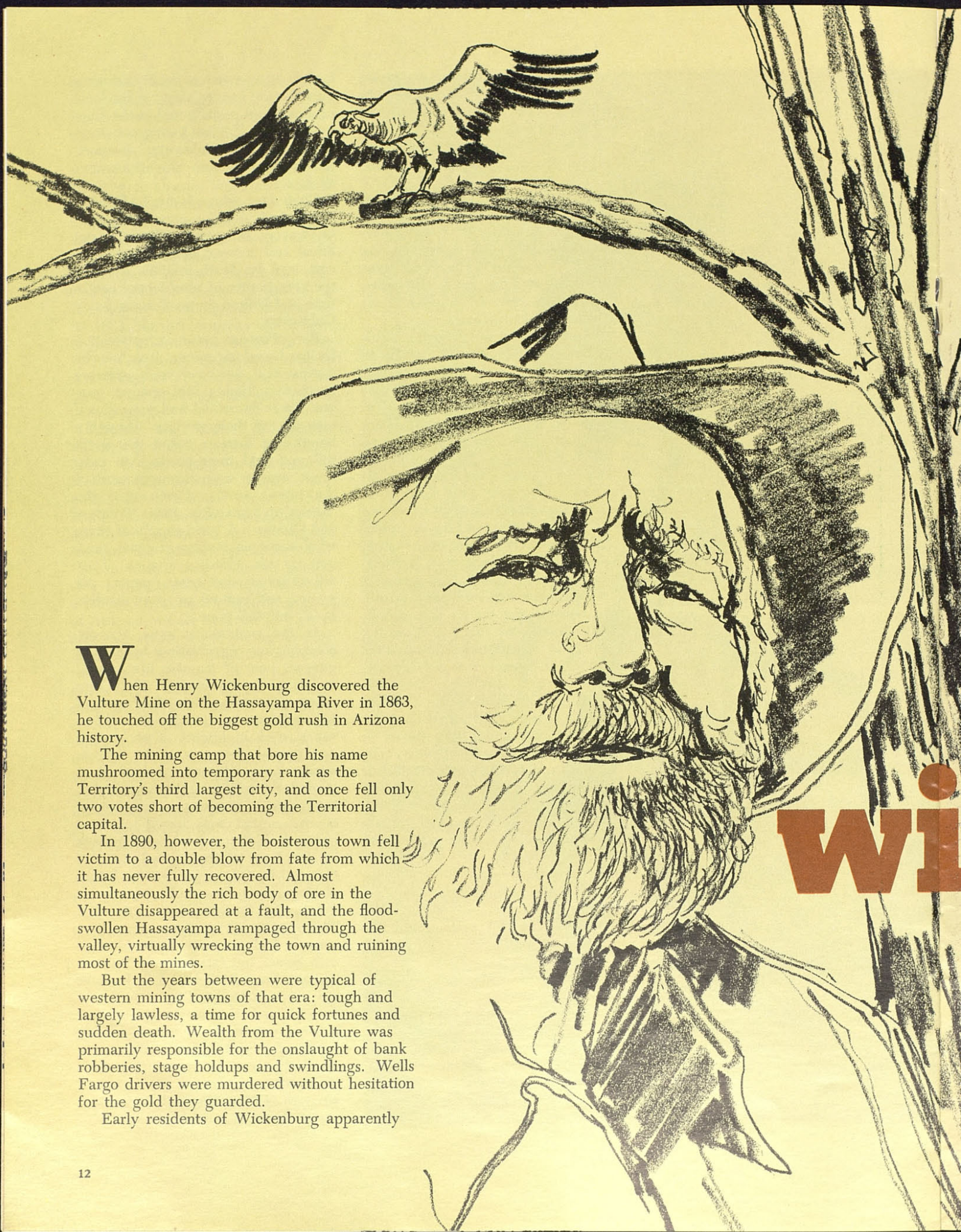
for killing an assistant county attorney during a jail break. Many of the local residents had participated in the man-hunt, and an English immigrant storekeeper, Morris Goldwater, fastened the hood and noose around Parker's neck.

Goldwater, whose father had earlier established a major mercantile store in Phoenix, remained a financial, political and cultural influence in Prescott until his death in 1939. He was the grandfather of presidential candidate and United States Senator Barry Goldwater.

Early Prescott became an attraction for hard-working miners from nearby camps, and cowboys from growing ranches; a lumber mill opened, general stores flourished and professional men offered their services. Though a handful of farmers toiled the virgin soil and sold their produce in local stores, wagon trains brought most of the town's needs. Commented the "Miner" in September, 1864: "Potatoes and Onions — A good supply of these wholesome vegetables reached Prescott by Mr. Hardy's wagons. They sell at seventy-five cents (paper) per pound, and remind us of civilization in all but the price."

As the community grew, schools, churches and organizations became an integral part of frontier life. Social events became common. The Community Christmas Party, the Fourth of July celebration and May Day observance were highlights of each year, and special programs at the schools were well-publicized and well-attended. Except for an occasional touring theatrical company, entertainment in the capital was largely of local origin, including regular performances by the Fort Whipple band — at one time led by Officer LaGuardia, father of the famous New York mayor.

Life in Prescott was not easy. There were no conveniences. New arrivals had not only to build their own homes but faced unruly Indians, disease, fire, and fights. Yet, Prescott was never a Dodge City or a Tombstone; it was Arizona's frontier capital: a town, not of the wild and bloody nature of so many other frontier crossroads, but one of surprisingly high standards, rooted in the inherent strength of New England Puritanism, far removed to a new frontier.



When Henry Wickenburg discovered the Vulture Mine on the Hassayampa River in 1863, he touched off the biggest gold rush in Arizona history.

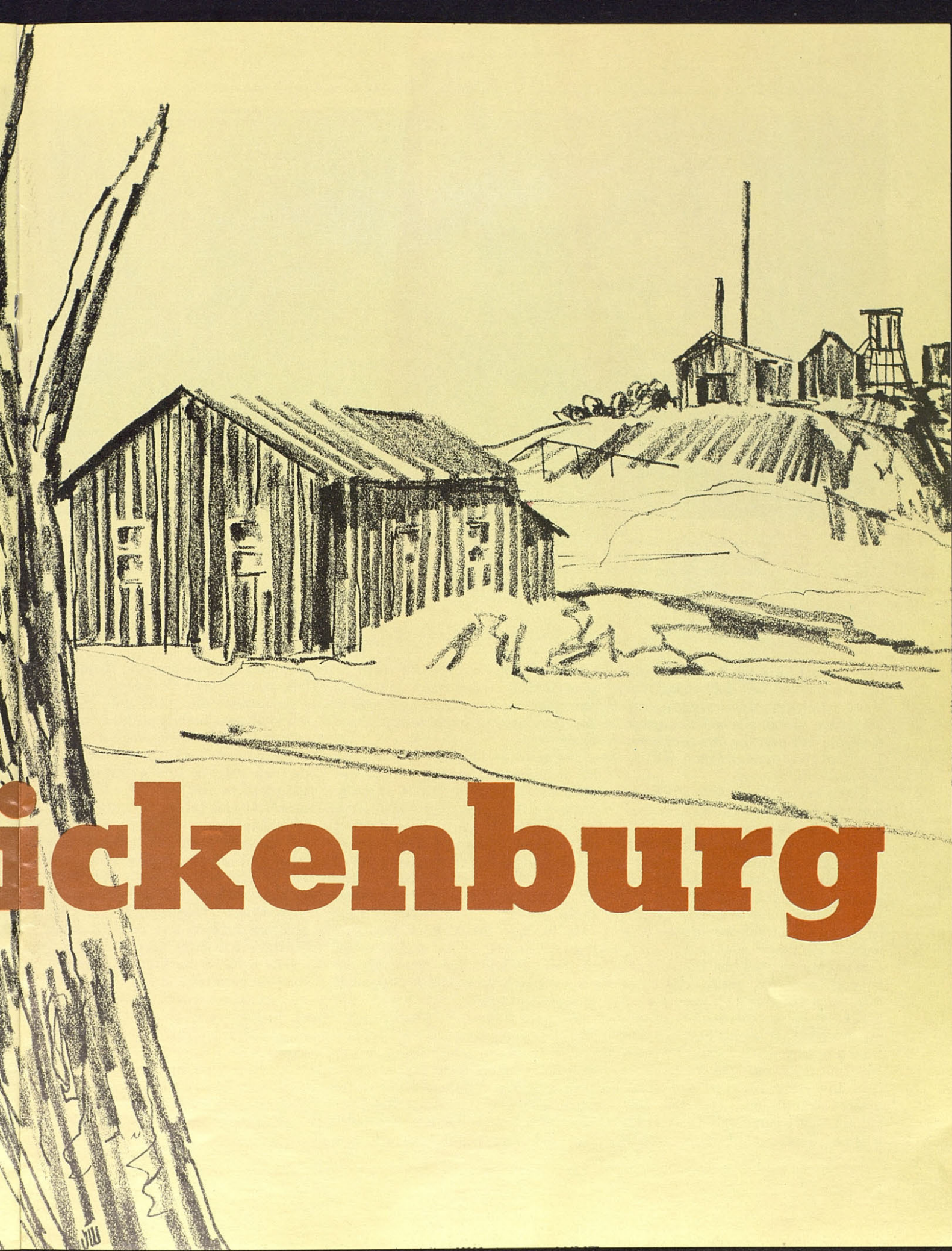
The mining camp that bore his name mushroomed into temporary rank as the Territory's third largest city, and once fell only two votes short of becoming the Territorial capital.

In 1890, however, the boisterous town fell victim to a double blow from fate from which it has never fully recovered. Almost simultaneously the rich body of ore in the Vulture disappeared at a fault, and the flood-swollen Hassayampa rampaged through the valley, virtually wrecking the town and ruining most of the mines.

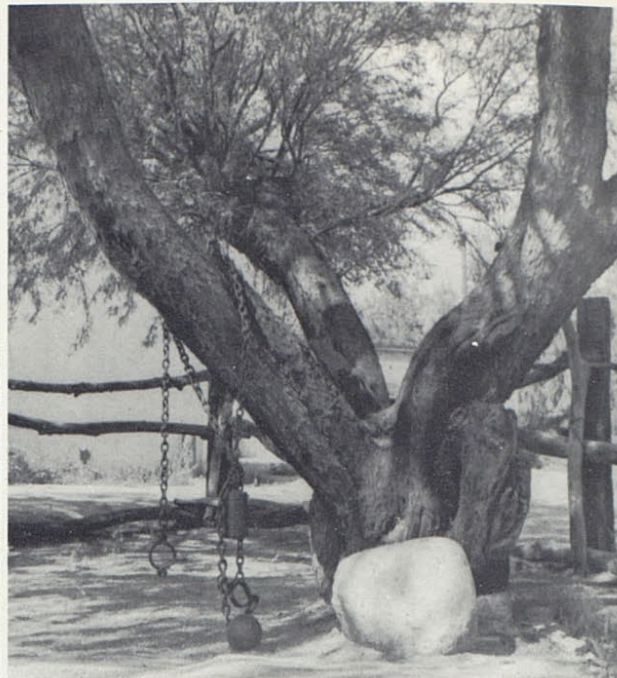
But the years between were typical of western mining towns of that era: tough and largely lawless, a time for quick fortunes and sudden death. Wealth from the Vulture was primarily responsible for the onslaught of bank robberies, stage holdups and swindlings. Wells Fargo drivers were murdered without hesitation for the gold they guarded.

Early residents of Wickenburg apparently

Wi



ickenburg



A monument to Henry Wickenburg depicts the popular legend of his discovery of the fabulous Vulture gold mine of 1863. Desperados caught in the mining town that grew nearby were simply chained to the massive Jail Tree until the judged arrived. There were no escapes.

felt no need for a jail, but had a distinctive method for "harnessing" the area's criminals. Upon capture, outlaws were simply chained to a giant, mesquite tree near the center of town. The gold-rush days are gone, but the "jail tree" still thrives.

There are at least three stories of how Wickenburg made the "strike," and named his mine:

Wickenburg was chasing his burro, which had strayed. The rocks he picked up to throw at the beast were heavy... with gold;

Wickenburg shot a vulture. When he stooped over it, gold nuggets glittered in the desert sand; and,

Wickenburg stumbled onto gold nuggets near the river. His head filled with visions of his new "mine," he looked up to see a vulture wheeling overhead. It landed to watch him from a nearby perch... and he christened his discovery "The Vulture."

In any event, his tired and disappointed companions were not convinced, and laughingly called his nuggets "fool's gold." They scoffed

when he tried to persuade them to share in working the claim; but when the mine began producing \$3,000 a day, they tried to sue him for a share of the profits.

For a while, Wickenburg worked his mine alone, hauling ore to the river and crushing it in one of many water-powered machines which were hurriedly built as the number of mines and miners multiplied. The shacks which housed the miners became the first dwellings of Wickenburg, when the town was organized in October, 1863.

In its day, the Vulture produced from \$30 to \$50 million dollars worth of gold bullion, and many of the claims which were staked around it produced fortunes.

Weaver's Gulch and Lynx Creek are said to have produced two million dollars worth of gold; nuggets worth \$100,000 or more were picked up at Rich Hill and Antelope Hill. Other productive mines included the Congress, Oro Grande, Octave, Constellation and Stanton—but all are now

picturesque ghost towns in the desert hills near modern Wickenburg.

Ironically, the rise and fall of Wickenburg closely paralleled the life of the German immigrant for whom it was named. Wickenburg discovered the rich gold ore and traced it to its source in nearby hills. But the Vulture Mine and its fortunes brought him little happiness. Already embittered by the confiscation of a family coal mine in Germany; weary from legal battles to protect his newly discovered fortune; and plagued with feelings of persecution, Wickenburg sold his holdings in 1866 and brooded away his days in a shack near the river.

The ruins of the Vulture Mine still have their secrets. It has been closed and reopened several times, in hopes of finding the continuation of the fabulously rich gold vein which disappeared.

A century ago there were those who scoffed at Henry Wickenburg's find, and called it "fool's gold!"

Who dares say it won't be found again?



SOUTHWEST COLLECTION
Texas Tech University
LUBBOCK, TEXAS 79409

TOMMY KELLEY

1923 - 1969

Readers of THE SHAMROCK will be saddened to learn of the death of Tommy Kelley, editor of the magazine for the past ten years. Tommy died of leukemia January 8 following an illness of over 18 months.

All who knew Tommy or enjoyed his articles and photographs suffer a loss in his passing.

Tommy was an easy man to know. He had a special liking for people, and they responded to him freely. Whether in agreement or disagreement, he was completely honest with his fellowman. His friends loved him all the more for that.

Aware of his impending death, Tommy faced it courageously and in good humor, setting an example to emulate both in life and in death.

Born in Indiana in 1923, Tommy was reared in a rural environment as typically American as can be found. Recounting incidents from his early

childhood was his trademark. Perhaps it was this sensitivity to the past that best equipped him for adding his distinctive human touch to the historical articles he prepared for THE SHAMROCK.

Tommy was particularly proud of the last magazine he put to bed — the Fall-1968 issue — and enjoyed many complimentary letters it brought him in his final months.

He expressed a special satisfaction about the Fall-1968 issue for having acknowledged in his own special way some of the indignities suffered by the American Indian.

On his last trip to the office in December, Tommy prepared a schedule of articles to appear in the current issue of THE SHAMROCK. His outline was followed closely in the research and writing of the stories, and his name appears on the masthead as editor of this, his final issue.

Forty years ago, the founders of a fledgling little oil company on the Texas High Plains had reason to believe Shamrocks would grow in the Southwest. They cultivated their crop with service and fertilized it with quality, and the Shamrock grew. It grew down to the Gulf Coast, north into the Rockies, and west out to Arizona. The people of the Southwest liked it. They found it a friendly sign along the way.

If you aren't acquainted with Shamrock quality and service, start with a visit to the Shamrock dealer near you. And if you'd like to know where all the others are, we have a complete directory of Shamrock service stations we'd be glad to send you.



1929-1939



1939-1949



1949-1959



1959-1969