

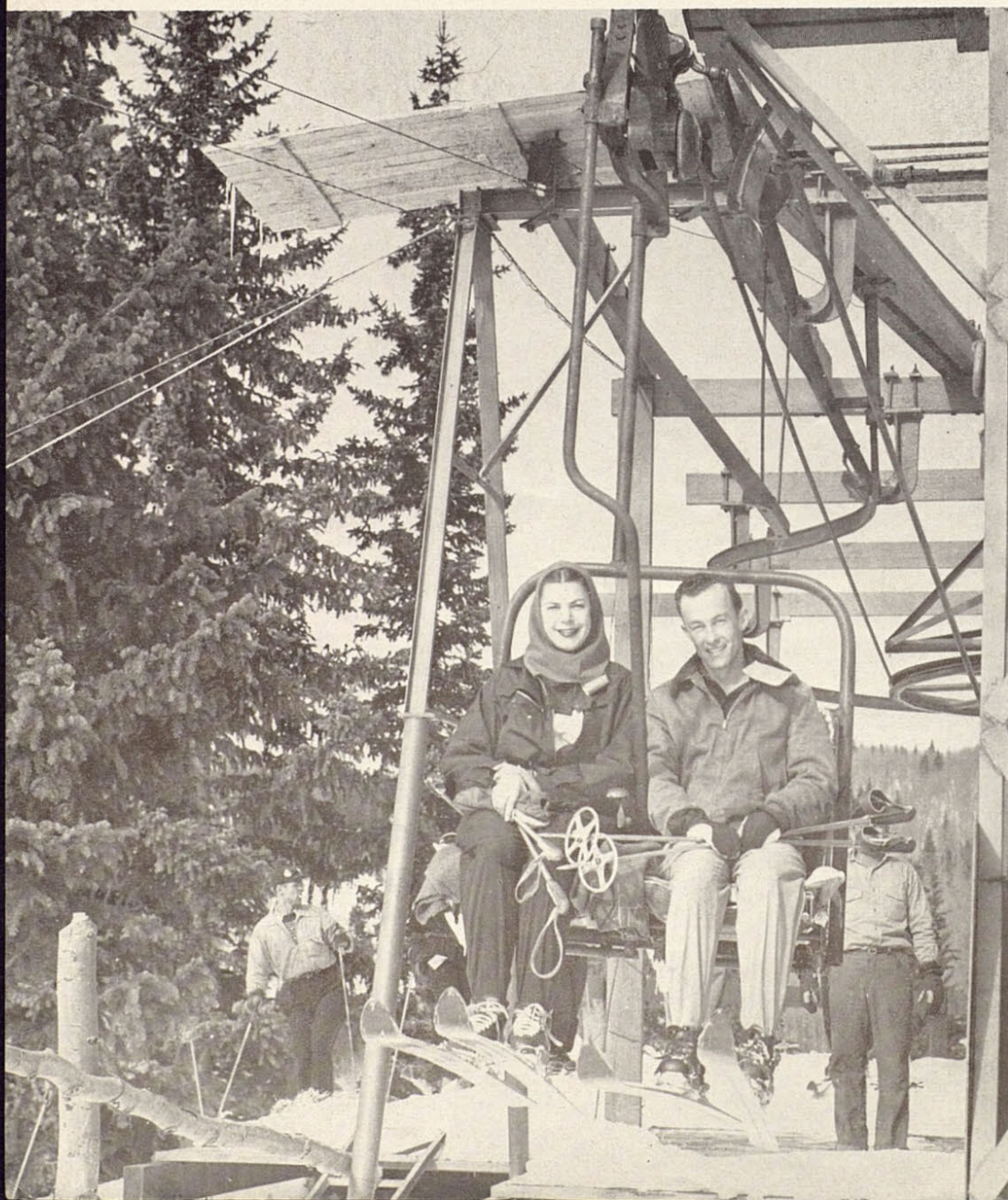
# *The* SHAMROCK

January-February—1954





Riding to the highest ski run in the state on the Santa Fe Chair Lift is added adventure for New Mexico skiers.





Skies also provide a convenient support when the fairer sex takes time out from the slopes to relax and enjoy the tingling warmth of the Colorado sun.



SOUTHWEST COLLECTION  
Texas Tech University  
LUBBOCK, TEXAS 79409

## Winter's Wonderlands

Less than a day's travel from your town some winter vacationer poises after checking his ski straps. Now, he nudges himself forward and begins the long, swift ride to the valley floor far below.

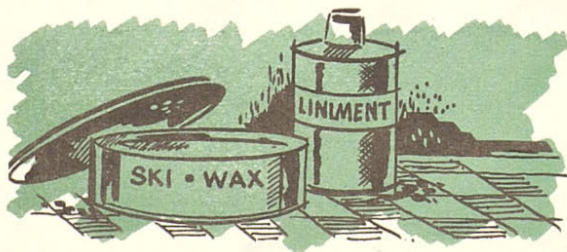
As a member of a growing brotherhood of skiing enthusiasts, he—and, as often, she—has discovered that vacation time is any time, and that the intrigue of winter sports, particularly skiing, is just as delightful as the traditional American summer fishing recess.

Enthusiasm for a winter vacation and the thrill of winter sports has invaded the South-

west and Rocky Mountain regions and converted the annual vacation plans of thousands to include tobogganning, ice-skating and skiing.

Primarily a participant sport, skiing got its biggest boost in this country with the widespread use of ski tows — mechanical devices built to haul skiers to the top of the slopes. And Mr. American Public, accustomed to reclining in a movie, a comfortable easy-chair or in his automobile, applauded the elimination of much of the hard work of climbing. Labored two hour climbs for a twenty minute ride downhill were over, and the skiing public could enjoy as much as ten or fifteen trips a day. As an example of the immediate popularity of this new device, the first aerial street car at Cannon Mountain, New Hampshire, lifted 200,000 passengers to slope tops during its first twelve months of operation.

All the innovations of skiing have been combined in the winter resorts of Colorado and New Mexico to offer the modern sportsman the thrills of a winter vacation within the reach of his budget. Not only has the reputation of the Southwestern and Rocky Mountain resorts







**Fine high mountain snow in the Santa Fe Chair Lift and Ski Area makes skiing possible for New Mexico enthusiasts by November 15. The chair lift was entirely rebuilt last year, adding permanently attached double-chair lift. Proposed chair lift in 1954 will be one thousand feet longer.**

grown nationally, but their fame has spread to other countries.

Hans Nogler of Austria challenged some of the slopes in the Rockies last year and declared publically that the United States can be proud of its skiing areas. Nogler, who has raced down Europe's best courses, insists that the Rockies compare favorably with them and that some of his countrymen intend to test our courses this winter. International ski champions have tried America's snow-covered slopes for years, and more recently the U.S. Army's ski troops established a Colorado training site and headquarters.

Ten-thousand square miles of powdery snow and a season that generally extends from November to mid-May have helped make Colorado one of the assembly points for American skiers. More than 30 widely recognized ski areas plus scattered resorts that are open on a limited basis form the heart of "Colorful Colorado" skiing.

Winter Park, just over the Continental Divide, is a skiing area regularly used by Denver enthusiasts and is less than a three hour trip from the city. While overnight accommodations are available, a ski train leaving Den-

ver at 7:40 a.m. makes it possible for Denverites to enjoy a day of skiing and be back in their city by 6:15 p.m. The weekly accommodations offer a room, food, three ski lessons, three day's use of the ski tows, transportation to the slopes, motion pictures, sleigh rides, danc-





ing and participation in the area's other winter sports for under \$60.

On top of the Continental Divide, 58 miles by good highway from Denver, is Berthoud Pass. Slopes are classified in the Berthoud area according to their difficulty—beginner, intermediate and expert—and the National Ski Patrol System safeguards skiers on all the slopes. Several of the more difficult runs stretch for three miles.

Arapahoe Basin, west of Loveland Pass and 66 miles from Denver, boasts the world's highest chair lift. Actually two chair lifts, the lower lift is 3000 feet long with a vertical rise of 700 feet; the second lift extends 4000 feet and climbs 1000 feet. At the end of the second lift, the crest of beautiful Norway Mountain (12,500 feet) waits to challenge any skier. A ski patrol, ski shelters and a ski school are all available.

The longest chair lift in the world is at the Aspen resort. Two sections combine to give tourists a 14,440 foot ride and an experience akin to the actual thrill of skiing. Three to five mile slopes are in use at Aspen and there is a considerate  $3\frac{1}{2}$  mile novice run.

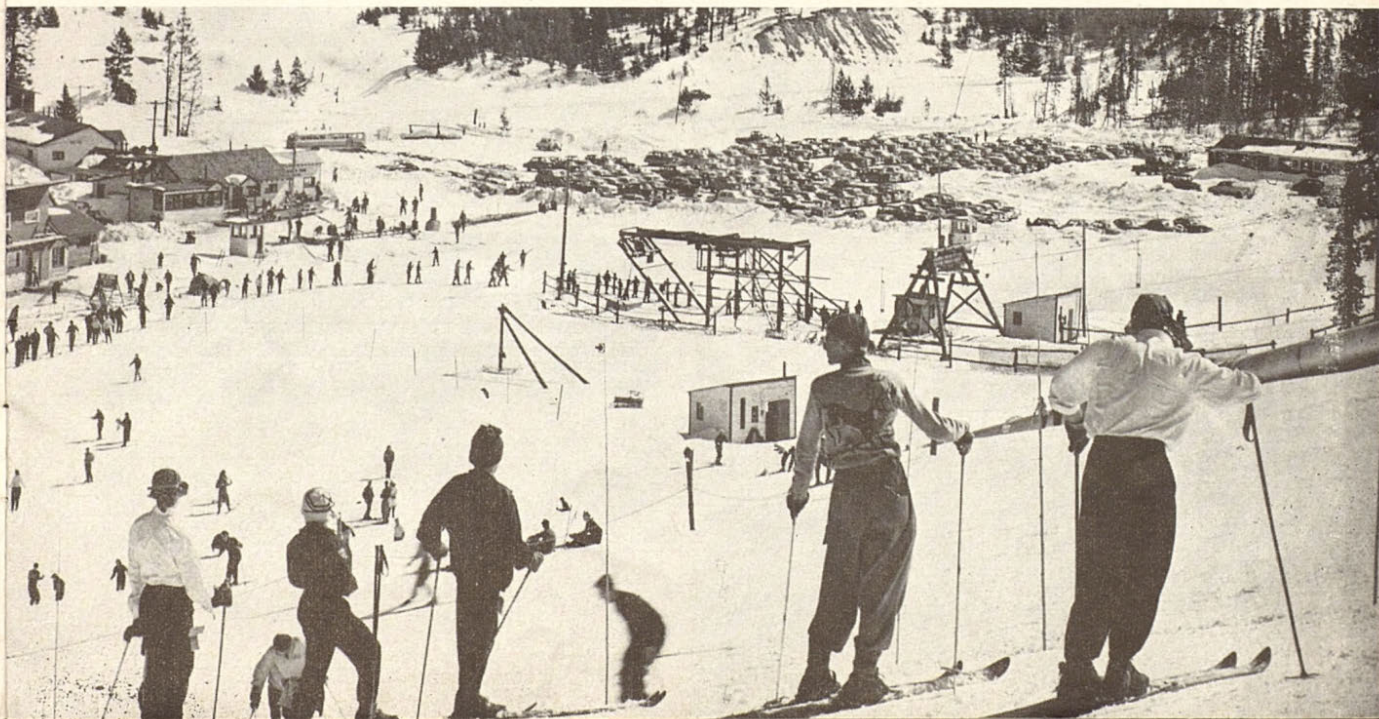
Formerly a booming silver camp, Ashcroft, Colorado, now plays host to American skiers and tourists each year at the gateway to the



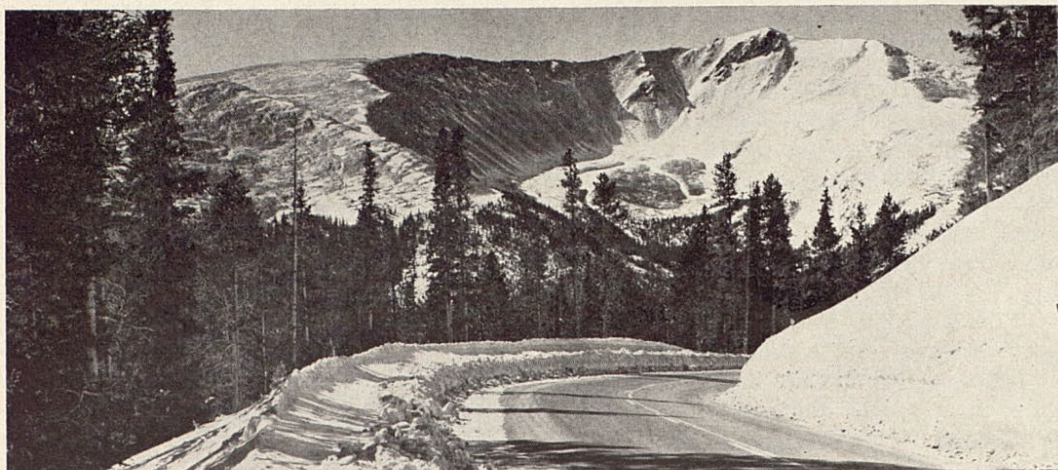
Maroon Bells-Snowmass Wilderness. With no ski lifts, Ashcroft is a Swiss-type Alpine skiing resort offering access to five snow bowls. The Toklat Dog Sledding Trek and a flood-lighted ice-skating rink supplement the usual program of winter activity.

New Mexico, Colorado's neighbor on the

**New ski lift installed late last season at Colorado's Winter Park area will handle 900 skiers an hour. Located in the Arapahoe National Forest on the western slope of famous Berthoud Pass, Winter Park's vacation facilities are only 67 miles from Denver over smooth, snow-free roads.**







High in the Rocky Mountains where U.S. Highway 40 crosses the Continental Divide, is Berthoud Pass.



Sixty-six miles from Denver near Loveland Pass, the Arapahoe Basin has skiing from November to June.



C'mon, let's go up again! The winter playgrounds of the Southwest and Rocky Mountain areas are attracting thousands of Americans.



south, is also famous on an international scale for its winter activities. "The Land of Enchantment" offers at least five well-developed ski areas and uniquely, shirt-sleeve skiing is often possible in the northern part of the state.

The highest ski run in the state, the Santa Fe Chair Lift and Ski Area, was entirely rebuilt last year, delaying the opening of the season until December 15, although the high mountain snow is usually ideal for skiing by November 15. The new lift at Santa Fe has a permanently attached double-chair lift, and plans for this year include the construction of another ski lift that will reach 1,000 feet higher than the present one. Nineteen miles northeast of Santa Fe, the ski area includes a rope tow, a 2,800 foot chair lift, a practice slope, 12 miles of cleared trails and an ice rink.

Other favorite ski areas in New Mexico

include the popular La Madera, 29 miles northeast of Albuquerque. Its season extends from late November until mid-April, and its facilities include a T-bar tow, 300 foot rope tow, a practice slope and several ski trails. Bus service is available from Albuquerque to La Madera.

Between Las Vegas and Taos, New Mexico, the Auga Piedra area has become increasingly popular. On State Highway 3, its season extends from late in November to March. Instruction is offered to beginners so they may enjoy the ski

lift, ski trails and other facilities.

In the mountains in southern New Mexico, the Cloudcroft and Ruidoso-Cedar Creek resorts open about December 15. Cloudcroft lists beginners' and novice-intermediate runs and slopes for tobogganning and sledding; the Ruidoso-Cedar Creek area has a rope tow, an intermediate ski run, and a toboggan run.

The accepted supposition that vacation-time and summer-time must go together is faltering. Many Americans are discovering that winter fun and relaxation offer a new thrill and adventure never before experienced—and much of this new American story is being written by and in the attractive winter resorts of the Southwest and the Rocky Mountain area.

**Cross country touring and slalom racing rate tops with most of the country's skiing sportsmen. The downhill race against time is for the expert only.**



**Skiing college students from each of the 48 states and foreign countries have helped spread fame of American winter wonderlands throughout the world.**





*For Best All-Weather Engine Protection  
And Easy Winter Starting, It's Shamrock's*





# Revolutionary New 5W-20 Motor Oil

You can now give the engine of your car a taste of June in January by taking advantage of a revolutionary new development in motor oil refining.

With new Shamrock 5W-20 motor oil, you get easy starting and fast lubrication, even in coldest winter weather. Shamrock's TRIPLE ACTION 5W-20 motor oil doesn't "thin out" after your engine warms up as does regular oil. Regular motor oil at best is a compromise. It must not be too heavy for starting in cold engines, nor too thin in an engine at normal operating temperature.

With Shamrock's new TRIPLE ACTION 5W-20 motor oil, you no longer need to compromise with the weather. The result of years of research, this fine motor oil flows freely at very low temperatures. Yet, at high motor temperature, it still maintains the tough protective qualities you need for heavy duty performance.

The effect on your engine of rapidly changing temperatures is particularly important in the Southwest and the Rocky Mountain areas, where winter temperatures often vary 30 or 40 degrees within a 24-hour period. These sudden changes in the weather have little effect on the efficient lubrication job your engine gets with Shamrock's versatile new motor oil.

The complex molecular structure of Shamrock TRIPLE ACTION 5W-20 heavy duty motor oil enables it to meet the viscosity requirements of SAE grades 5W, 10W, 20W and 20. Four viscosity-grades of regular oil would be required to give your engine, through its wide range of operating conditions, the protection provided by this one grade of 5W-20 mo-



**Fast, safe winter warm-ups are yours with new Shamrock TRIPLE ACTION Heavy Duty 5W-20 motor oil, ready to guard your engine's life the year-round.**

tor oil. This new quality, together with its many other heavy duty features, makes Shamrock's new 5W-20 a premium motor oil designed to save you money in at least five ways.

First, it lessens the battery load required to start your engine, assuring quicker starting and longer battery life. 5W-20 actually requires only one-quarter the battery effort that a crankcase of SAE 20 demands, yet maintains a full viscosity of SAE 20 under normally high operating temperatures.

Second, with detergent action, this highly refined oil helps your engine develop full power by keeping hydraulic valve lifters *free and clean*, reducing the danger of hydraulic cylinders "loading" at high speeds. Shamrock's Heavy Duty 5W-20 meets requirements for API service classification MS, MM and DG (Motor Severe, Motor Moderate and Diesel General).

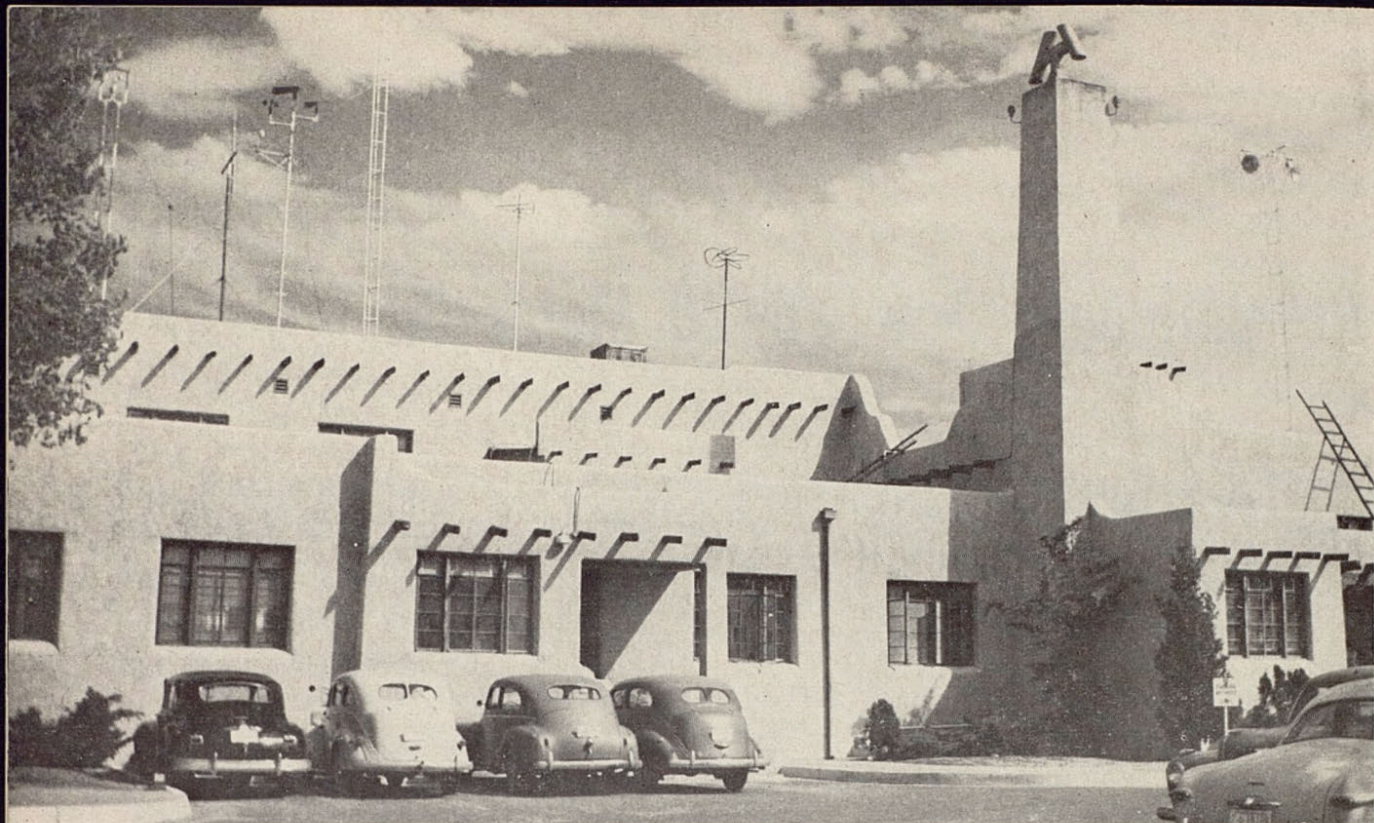
Third, corrosion and friction, both saboteurs of engine life, are combatted in turn by special detergents and fast-flow action. The ability of 5W-20 to flow at 40 below zero rates it as a highly fluid motor oil that will reduce friction wear to a minimum during warm-up periods. 90 percent of *friction wear* occurs before an engine reaches operating temperature.

Fourth, the ability of this fine motor oil to maintain its body reduces combustion deposits, since less oil finds its way to the combustion chamber. Quality refining limits carbon formations to prevent the upsetting of compression ratios.

Fifth, this exceptionally heat-resistant oil is as tough and efficient at high engine temperatures as it is cooperative and fluid under low temperature conditions.

Shamrock's new 5W-20 motor oil is available now at your neighborhood Shamrock dealer.





Rooftop instruments compile weather data at the Albuquerque airport.

*Scientists are winning the . . .*

## Battle of Prediction

Thirty-eight years ago on an unusually cold morning in Kansas City, Missouri, the telephone rang in the office of the United States Weather Bureau.

Young Leslie Warren, new on the job and unsuspecting, answered to hear a woman's angry voice demanding that a ton of coal be delivered to her home immediately.

"You have the wrong number," Warren explained. "This is the weather bureau."

An exasperated sputter and the caller interrupted with, "I know what number this is! We're cold, me and the kids, and I haven't got money to buy coal. You folks ordered this cold weather, so you can send us a ton of coal this afternoon!"

With that withering remark, Mrs. Irate Public slammed down her telephone receiver, initiating the bewildered Warren into the hazardous fraternity of weather prediction.

Telephones are still ringing in weather bureaus today, but fortunately, few if any Americans still berate the weatherman for having lost control over the elements, and in Albuquerque, New Mexico, where Leslie Warren now serves as the Meteorologist in Charge, the populus are assured that the forecasts they receive are as accurate as 20 men with the newest scientific equipment can make them.

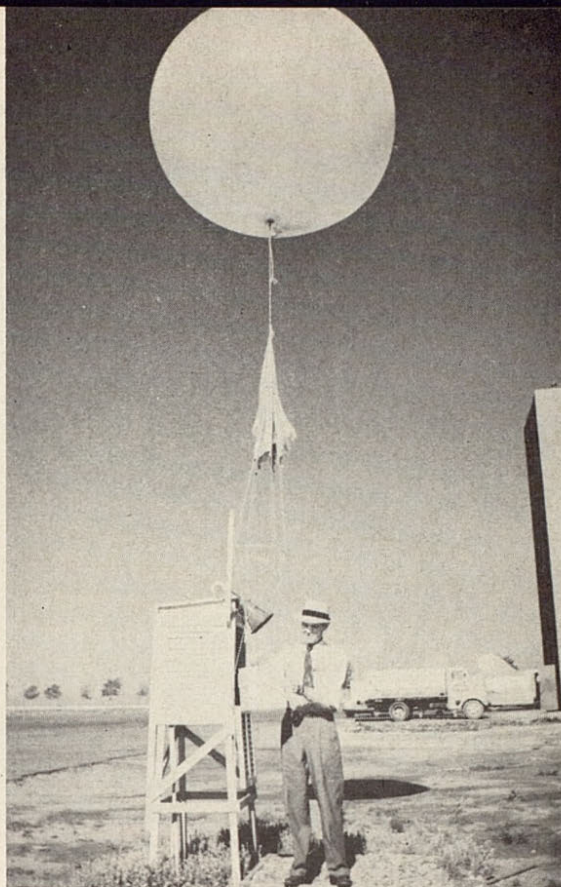
The United States Weather Bureau at Albuquerque is unique from most bureaus in that it performs five major functions. Operations as



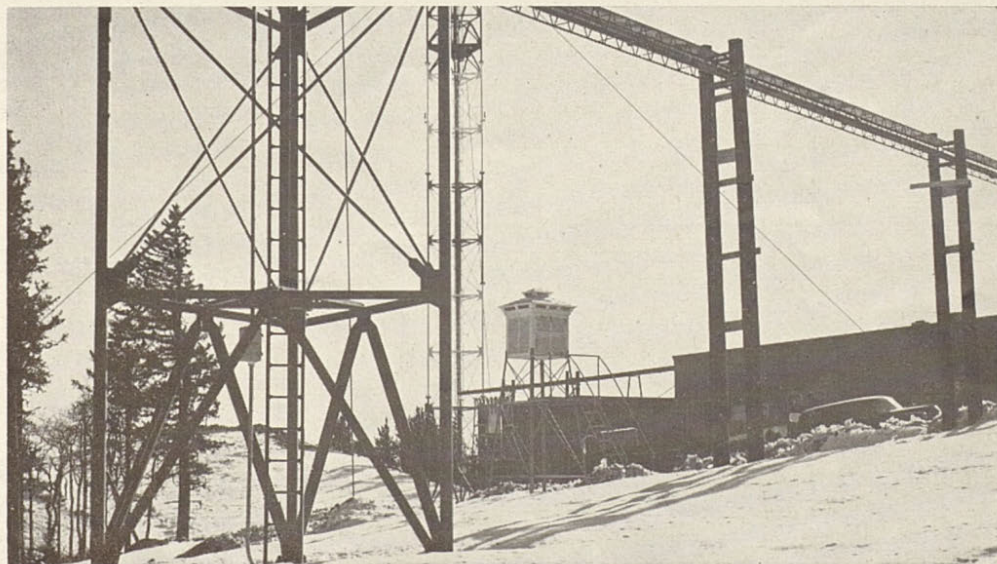
**Huge kites preceded the weather balloon as upper air recording vehicles. Piano wire used to secure kites made recovery precarious in thunderstorms.**

extensive as Albuquerque's are strategically located to completely map the nation's weather with a minimum of duplication and expense. In turn, these larger stations release their information to more numerous and smaller stations within their sector.

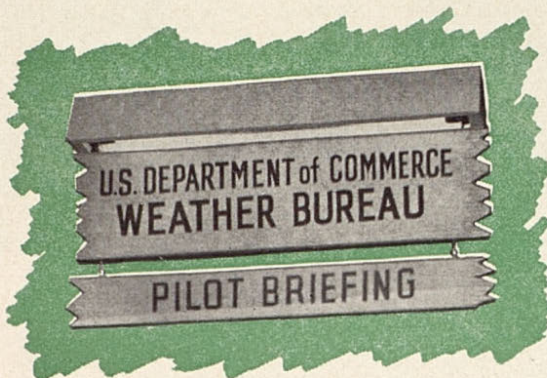
The Observation Unit makes continual surface observations of the temperature, humidity and general weather conditions. Four times daily these men make upper air studies to determine wind velocity and direction, compiling data later used in briefing commercial airline pilots. Twice a day, the weather balloon—periodically accused of being a "flying saucer"—is sent aloft with a small radio transmitter attached. From altitudes of 60,000-100,000 feet, these deceptively simple looking radios transmit temperature, humidity and atmospheric pressure information to a recording machine at the weather bureau.



**Temperature and precipitation recording equipment recently installed at the Sandia Crest Television Transmitter site east of Albuquerque aids weathersmen in recording weather conditions, but forces them to add tire chains to cars on mountain trips.**







To extend the accuracy of weather predictions, a network of smaller weather stations span the country as they do in New Mexico. Two thermometers, one which records maximum temperature while the other records the 24-hour low, are the main instruments. As a supplement, there is a rain gauge which measures any precipitation over 1/100 of an inch. The work of the people who man these stations is supervised in New Mexico by another facet

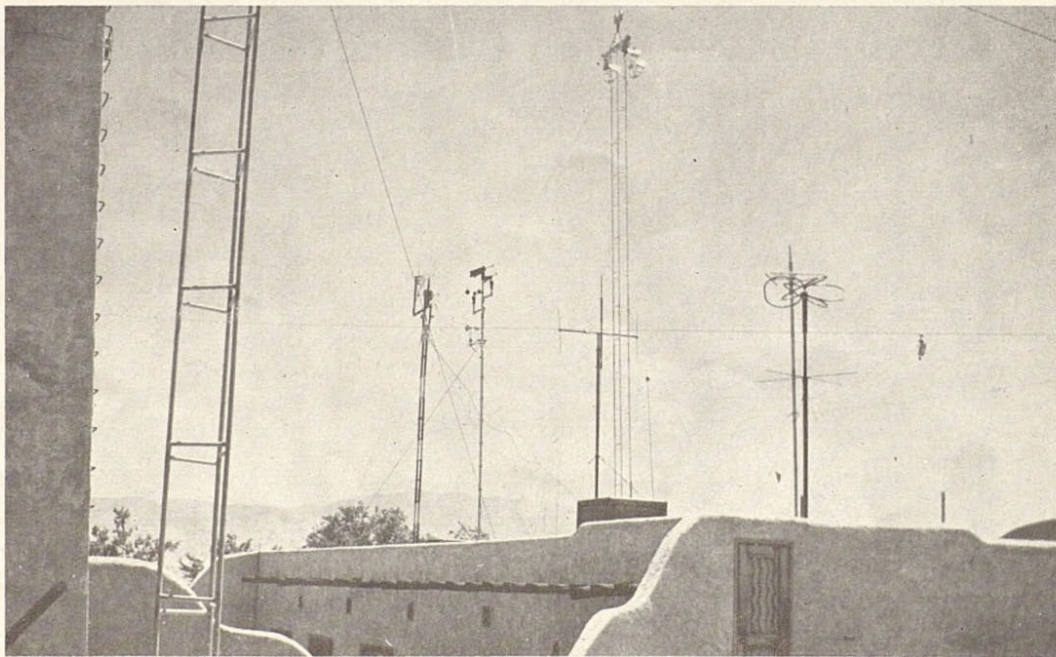
of the Albuquerque bureau with the jaw-wrenching title of Climatological Section. An inspector from the section acts as instructor for new weather observers, and with the rest of the unit supervises the maintenance and establishment of over 300 such stations in the state.

Three men assume the responsibility of the Public Service Unit in making local forecasts for New Mexico, helping to prepare material for radio and television broadcasts, and answering local queries about the weather.

In a country where agriculture normally supplies a major part of the economy, water is an important commodity—either when it is scarce or goes on a rampage flooding farmlands. While levees are plentiful and valuable in harnessing the destruction of rampaging rivers, the River District Center at Albuquerque maintains a cautious check on New Mexico's rivers with strategically located depth gauges. It is estimated that the flood loss approaches \$500,000 annually although the treacherous "run-off" period only extends from April 1 to June 30.

To commercial airline and private pilots,

**Part of the Albuquerque Weather Bureau's instruments are strategically located on top of the town's picturesque airport. Wind instruments, an antenna and floodlight towers are shown here with a pyrheliometer which is designed to measure the solar heat and energy.**





**With a three million candlepower light, the Ceilometer Detector directs a high frequency vertical light against clouds and measures their altitude.**

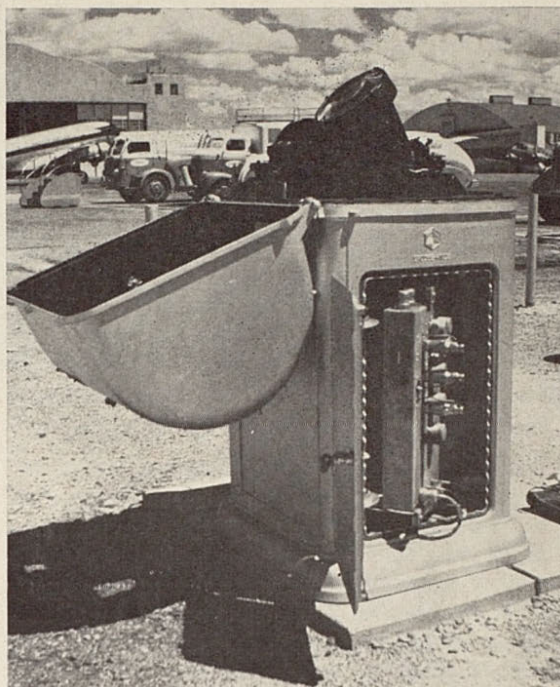
the weather briefings conducted at the Albuquerque airport are among the best in the Southwest. With the information accumulated from the remainder of the bureau and their own findings, the Aviation Forecasting Unit can brief any pilot on weather conditions throughout the nation. Part of their duties include writing aerial forecasts, preparing weather charts, issuing aviation area forecasts and aviation winds aloft reports, and making terminal forecasts used primarily for landing and takeoff purposes.

Commercial and private pilots are only two groups that depend on the weather reports. The importance of the weather is mirrored in agricultural activities, the business world and in individual daily routine.

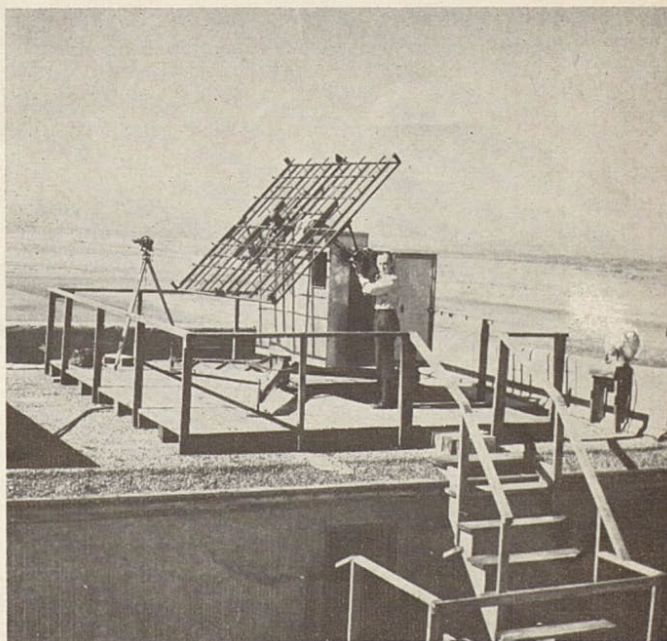
One of the most dependent groups upon the vagrancies of the weather is the American motorist. From the reports of his local weather predictors, he charts an annual winter schedule which includes the protection of his cooling system with anti-freeze, the rescue of tire chains from his garage and the usual "winterizing" service from his service station dealer.

Non-skid tire tread, anti-freeze which will protect the family car in the most frigid American climate, and gasoline blended to reduce the difficulty of winter starting are the most familiar additions. Now, Shamrock has added another product to the list. With its new multi-grade motor oil, Shamrock Triple Action Heavy Duty 5W-20, motorists are assured of quicker and easier winter starting, longer battery life and less engine wear.

While man has successfully combatted the elements in protecting his automobile, he has not found the key to the secret of weather control. However, we are able to make interesting observations about the weather. Our national weather experts report now that we are at the end of a relatively cold age in the world's history and what our elders say is true—winters aren't what they used to be and the world is warming up. In the meantime, weathermen will continue quietly to perform a vital, scientific service to their nation, their communities and their neighbors.



**While in flight, weather balloons are tracked by a Rawin Antenna which by radio signals records the distance and speed with which the balloon drifts.**







Main Street . . . . . McCook, Nebraska

# 8,000 Lusty Neighbors

They have been doing things in a community way for a long time in McCook, Nebraska.

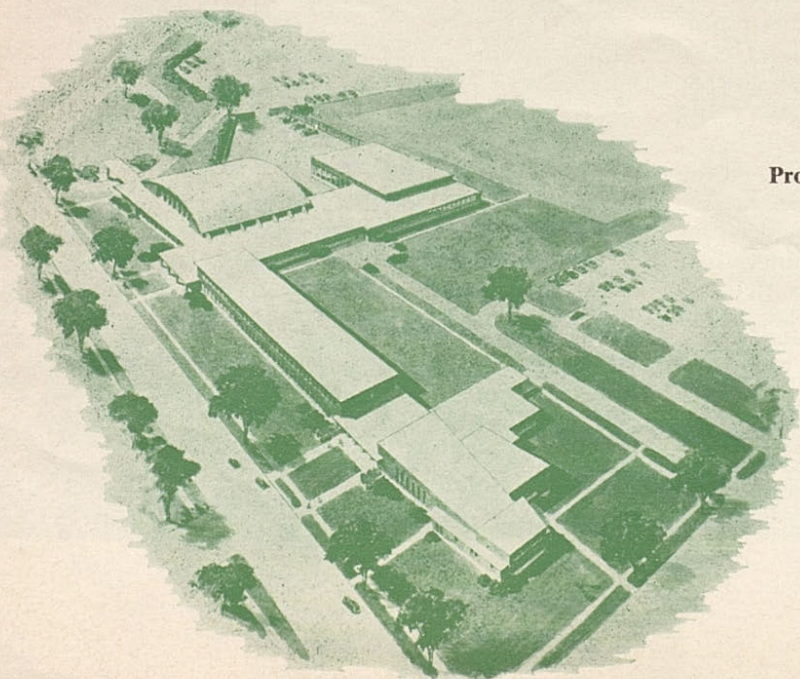
With the wholesale cooperative spirit characteristic of the Middle West, the 8,000 residents of this south Nebraska town have promoted themselves and their town from a settlement status in 1882 into a reputedly keen business rivalry for rural trade with North Platte, a hustling city of over 15,000, located 75 miles to the north.

While the economy of McCook revolves around its importance as the third largest livestock market in the state and capital of southwest Nebraska's wheat empire, the town's "Big Story" is its personality and character.

Every American town of any size has its Midget Baseball League, but one of the first efforts originated in McCook in 1932. R. M.

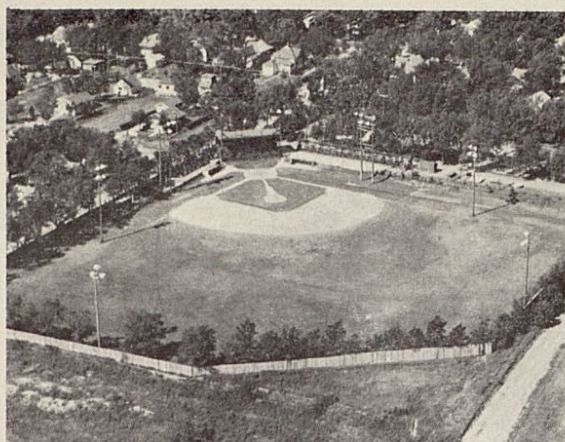
"Skip" Felling and 75 of the local youngsters met to clear an unused lot as a playground. Later, the town completed a midget-sized baseball diamond with juniorized dugouts for the players. Today, Felling Field stands as a tribute to its originator and represents one of McCook's investments in its future.

Another example of these Cornhusker's initiative is their nationally known Santa Claus Lane. About 40 Christmas and winter scenes finished in luminous cloth turn Norris Avenue in McCook into an annual color carnival during the holiday season. The town's residents take the lane for granted now, but the Chamber of Commerce has received queries from as far as South America about its construction and materials. The idea was conceived in McCook during the construction of a tourist court sign.



Proposed McCook High School will be one of state's finest schools when finished.





**Felling Field, a McCook investment in its future, was one of the country's first baseball diamonds built exclusively for use by midget league players.**

It was put into action through concentrated local effort.

McCook's location marks it as the center of a marketing area reaching 50 miles in all directions, but the town relies primarily on cattle and wheat to support its economy.

Industry and community relations play a large part in the policies and thinking of this busy Nebraska town. As we said—and they will tell you—they have been doing things in a community way for a long time in McCook, Nebraska.

**New addition to the growing number of green and white Shamrock service stations in Nebraska is the Leonard Fisher station on East B Street in McCook.**



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### *Credits . . .*

*Cover photo, page 5 and page 6 center right, DENVER CONVENTION AND VISITORS BUREAU; page 2 and page 4; NEW MEXICO STATE TOURIST BUREAU; page 3, page 6 bottom left and page 7 bottom right, LOU BOWLDS; page 6 top and page 7 bottom left, COLORADO ADVERTISING & PUBLICITY DEPARTMENT; pages 10-13, PAUL H. TAFT; page 14 and page 15 top, BROOKS PHOTO STUDIO.*

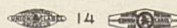
ON THE COVER of this issue two Colorado skiers enjoy the twin chairlift ride to the top of Berthoud Pass. Berthoud Pass season begins as early as October and often extends into June.



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# Shamrock's *NEW*

**DOES  
THE JOB  
OF FOUR  
OILS**

Now . . . ONE motor oil which gives your engine the protection that would require the use of FOUR regular oils. Shamrock TRIPLE ACTION 5W-20 has the viscosity (thickness) of 20 grade oil and the free flowing qualities of 5W . . . all at the same time! No longer must you compromise with the weather. Your engine is fully protected throughout the winter months yet turns over easily . . . even in coldest weather. Change to Shamrock 5W-20. It's available NOW at your favorite Shamrock station.

5W-20



**The Shamrock Oil and Gas Corporation**

Amarillo, Texas