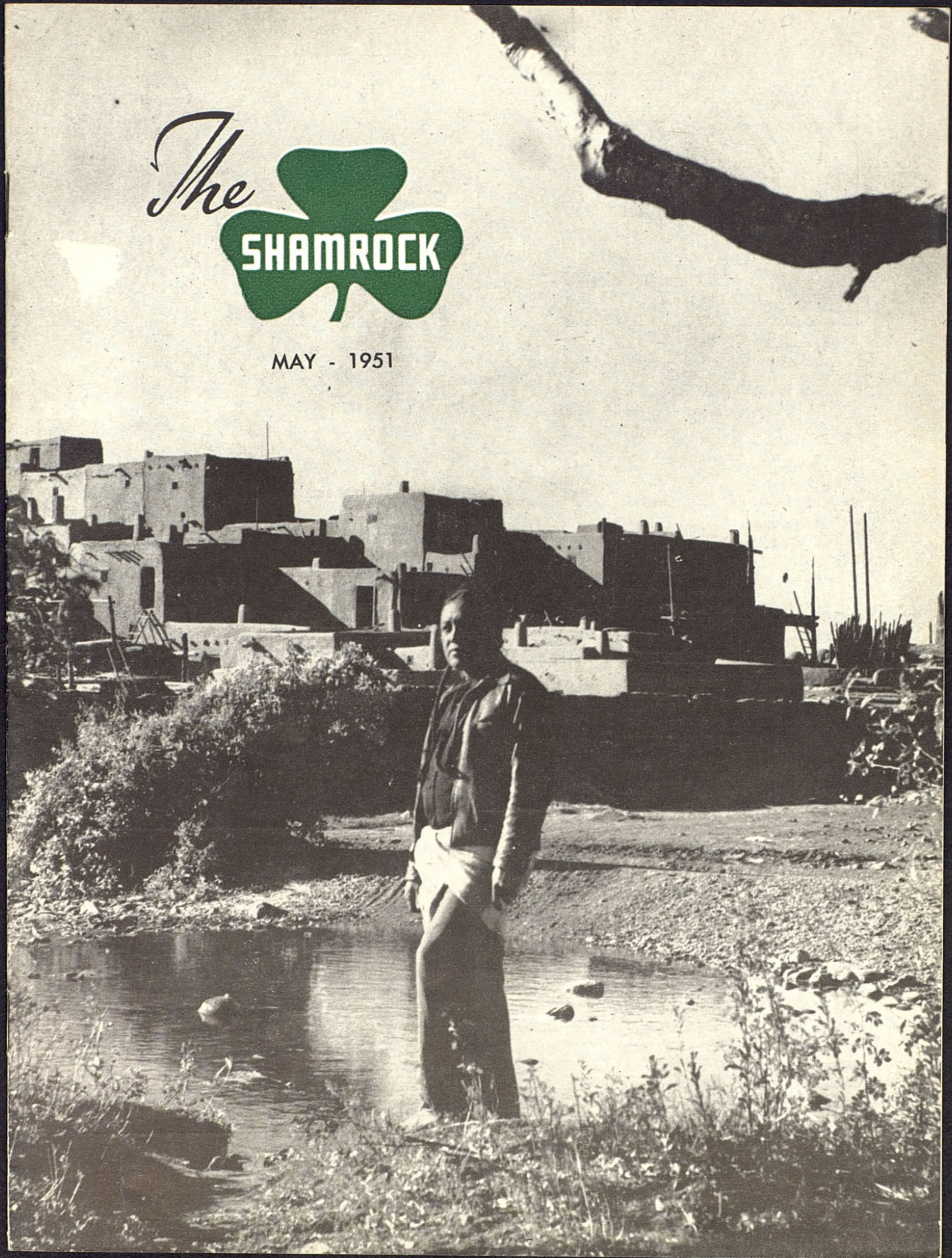
The SHAMROCK

MAY - 1951



The SHAMROCK

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In This Issue

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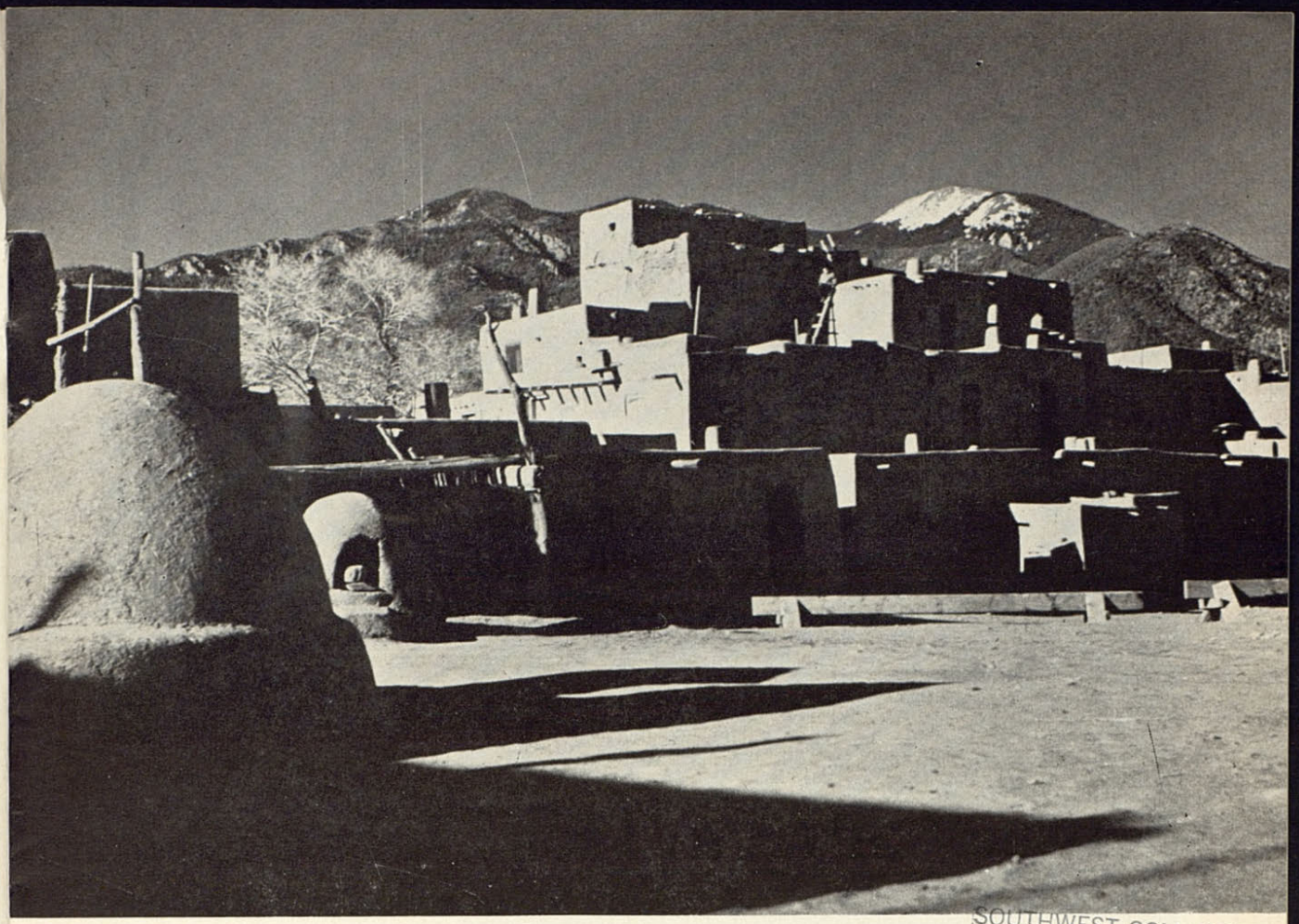
On The Cover

The Taos Indian pictured on the front cover is one of several hundred who live in the two big communal dwellings, one of which can be seen in the background, while the other is pictured on the opposite page. These two buildings were old when the first Spanish explorers found their way into northern New Mexico late in the 16th Century. The buildings are several stories high and contain hundreds of rooms. Although the exact time of their construction is unknown, they have ben occupied continuously by the Taos Indians for several centuries.



This picturesque pueblo has been the home of Taos Indians since before the time of Columbus.

Colorful Taos Lures the Vacationer

Rich in tradition, this historic New Mexico village is already a living legend

Nowhere do you feel more keenly the atmosphere of mystery, adventure, and romance, characteristic of New Mexico, than in the famous village of Taos. This colorful old trading town on the high slopes of the Sangre de Christo mountains in northern New Mexico was already old when Columbus landed in the New World. It was a flourishing community on the day that William the Conqueror first set foot on English soil.

Captain Hernando de Alvarado, an officer of the famous Coronado expedition in search of the "seven cities of gold," visited the ancient Taos pueblo in the summer of 1540 and found there a peaceful community of Indians, living in two huge, multi-storied communal dwellings. These two buildings, constructed perhaps 900 or 1,000 years ago, are still standing, still look much as they did when Alvarado visited them, and are inhabited today by the descendants of the Indians who lived there in Coronado's time.

Spanish settlement of Taos began in 1610 when Father Zamora, a Franciscan, organized a mission at the Pueblo. A few years later, the present town of Taos was begun with the construction by early settlers of a walled village.

The rich legacy of tradition, architecture, art and religion handed down by these early colonists is visible everywhere to the present-

Built in 1712, the Church of St. Francis at Ranchos de Taos is considered by many to be the most beautiful example of Franciscan architecture in the State of New Mexico.

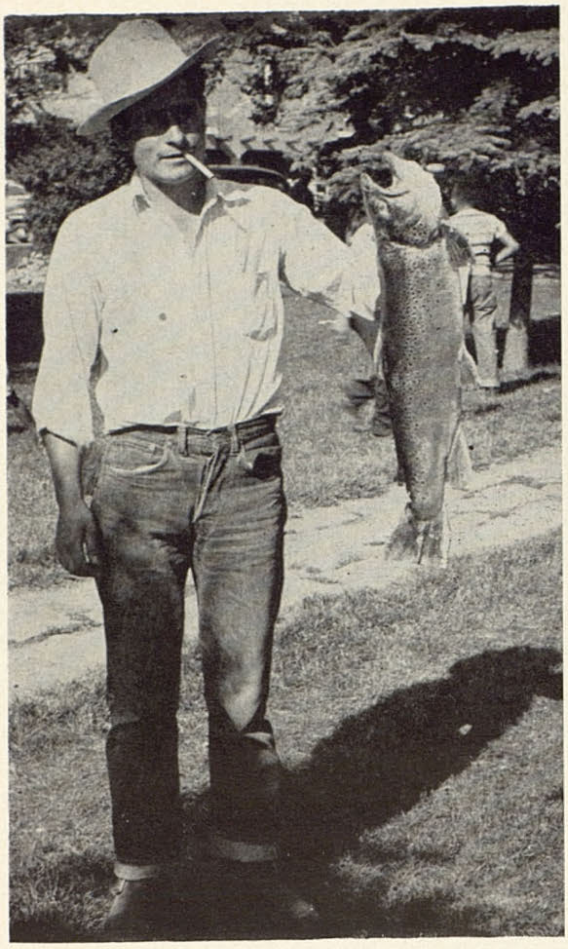
One of the oldest Spanish-built structures in the Taos area was a mission church, the ruins of which are still standing at the northwest corner of the ancient Taos pueblo.

Proud of their race and their traditions, many pueblo-dwelling Taos Indians still live much the same as did their ancestors

day visitor to Taos. Ruins of the old mission church, built in 1612, are still standing at the northwest corner of the Pueblo. Four miles south of Taos, another old mission church—the Church of St. Francis at Ranchos de Taos stands as a tribute to the architectural taste of an earlier generation. Built in 1712, this church is still in use and is considered by many to be the most beautiful example of Franciscan architecture in New Mexico. Even the *Plaza* in Taos village seems to have changed little in the past three centuries. The *Plaza* is the scene of numerous Spanish dances, religious plays, pageants, parades and rodeos held at various times of the year on Fiesta days. These traditional Fiesta rites, performed in much the same way today as in the 17th Century, are reminiscent of pioneer days and are often strange and beautiful mixtures of ancient Indian and medieval Spanish ceremonies.

After the first Spanish arrived in the Taos area, other colonists began to settle in the new land. Except for rare conflicts during the early period of colonization, these Spanish settlers lived peaceably among the Indians for nearly two centuries before the first English speaking pioneers began to appear on the scene. Over a long period of time, the Old World culture of the early Spanish colonists was gradually fused with many of the ancient Pueblo customs and traditions. Partly as a result of this mixing of cultures, Taos has developed a distinctive and fascinating character of its own.

In the early part of the 19th Century, following the explorations of Zebulon Pike, the first English speaking settlers came into the Taos area. These early colonists — trappers, traders, gold hunters, cattle men, Indian scouts, and adventurers of all kinds—added immensely to the rich store of legends about the already legendary village of Taos. A large number of the early Anglican settlers were attracted to the area by the famous trading fairs which had been flourishing ventures in Taos since shortly



after the Spanish colonization. Many of the famous men who helped to carve the history of the West lived at one time or another in Taos. Kit Carson spent the winter there on his first trip to the West in 1826. In 1848, he purchased property in the village and made his permanent home there until his death. The Kit Carson home is now open to the public and is one of the points of interest in Taos.

In the course of the colorful history of Taos since the arrival in 1610 of the first Spanish settlers, four flags have waved over the quiet *Plaza*. The Union flag was nailed to the village flagpole in 1861 by Captain Smith Simpson and Kit Carson and has remained flying night and day without interruption from then until now. The Taos *Plaza* is one of five places in the United States authorized by Congress to maintain a permanent display of the Stars and Stripes. (The other places are the east and west entrances to the Capitol in Washington, D. C.; the grave of Francis Scott Key; Fort McHenry in Baltimore, Maryland; and the World War Memorial in Worcester, Massachusetts.)

A more recent, but no less famous, development in the history of Taos is its growing popularity as an art center. This movement was begun about the turn of the last Century by three New York artists—J. H. Sharp, Bert G. Phillips, and E. L. Blumenschein. Today, Taos has become a mecca for artists. Attracted by

Fishing is good in the Taos area as these pictures (top and right) show. More than 200 miles of clear mountain streams in the area provide fishermen with plenty of opportunity to test their skill.

Fiestas and parades are colorful spectacles in Taos throughout the year

the exciting beauty of the natural surroundings, by the picturesque life of the Indians and the native Spanish-Americans, by the variety of inspirational motifs, artists in increasing numbers have made Taos their home. It has become one of the foremost art centers of the country. A cultural crossroad of the nation, students from many states receive instruction in the art schools located in Taos. These schools include the University of New Mexico Extension Art School, held at the Harwood Foundation; the Taos Valley Art School; and the Taos School of Art. There are a number of studios in the village where the paintings and drawings of noted Taos colony artists may be seen or purchased. Students of Indian art and culture will find many beautiful examples of traditional painting by famous Indian artists exhibited in the Taos studios.

In addition to the many points of interest within the village itself, a wealth of historic, scenic and recreational attractions adds to the

Everybody

Naval Color Guard at Panhandle Armed Forces Day Parade in Amarillo

) Loves a Parade!

Tops in its class, this attractive float from Borger, Texas, carried out an industrial theme

Pronounced the most outstanding spectacle of its kind ever held in Amarillo, the Panhandle Armed Forces Day Parade May 19 was a top-notch success in every way.

According to Amarillo Chamber of Commerce estimates, the largest number of persons ever to view a parade in Amarillo were on hand to applaud the floats, thrill to the music, and cheer the bands of marching soldiers, sailors, marines and airmen.

A clear, sunny day—not too warm, nor yet too cool—was added incentive to the thousands of grown-ups and kids who turned out to witness the colorful spectacle.

Chief among the many attractions, of course, were the smartly uniformed troops representing every branch of our military services—Army, Navy, Air Force, Marines, and National Guard. Top-ranking officers, including General Miller Aynesworth, Commanding General of the 36th Division of the National Guard, as well as Amarillo city officials and civic leaders from all over the Panhandle rode at the head of the long column of troops, marching bands and colorful floats.

As the well-organized parade proceeded briskly down Polk Street in Amarillo, formations of B-25 advanced trainers from Lubbock Air Force Base, jet fighters from Albuquerque, jet bombers from Oklahoma City, and a mighty B-36 from Carswell Base at Fort Worth roared overhead in an impressive demonstration of America's aerial strength.

Other attractions of the big parade included 28 brightly decorated floats sponsored by business firms and civic groups throughout the Panhandle. Most of these floats resulted from weeks of work and planning and represented many original and appropriate themes and ideas.

The parade began at 11 a. m. and required more than an hour for its full length to travel from one end of Amarillo's Polk Street to the other. And throughout the entire time, onlookers were alternately thrilled, delighted, inspired, or awed as one impressive spectacle after another passed before their gaze.

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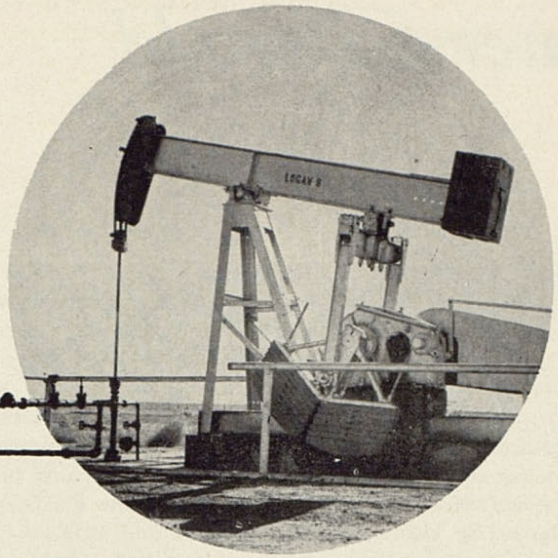
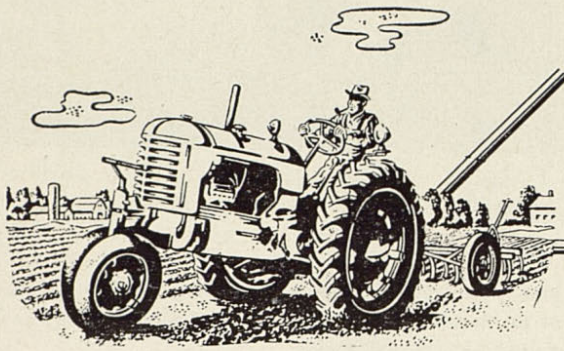
Army, Navy, Air Force, Marines—practically every branch of military services training or stationed in the Panhandle was represented in the big Parade

OIL *for the* SOIL





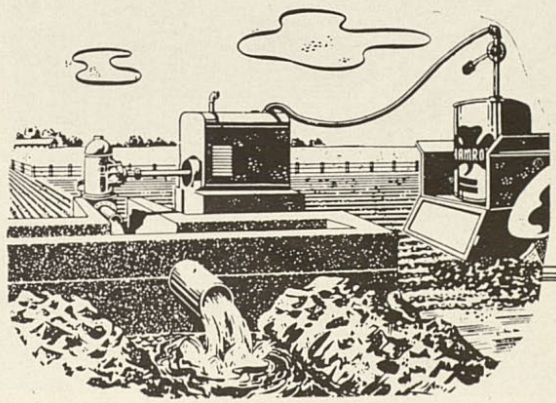
The 178-million horsepower in mechanical energy of oil-powered tractors, trucks, and engines on American farms today exceeds all power in American factories, and is twice that on farms only ten years ago. In that period it has boosted farm output per man hour about 50 per cent.

This mechanical energy is one of the big reasons why the U. S., with fewer farm workers in action, now normally produces 40 per cent more than in the bumper crop years up to 1940.

This oil-powered energy serves farmers and the nation in many other ways. It has released for food production 15 million acres formerly required to produce feed for horses and mules. It has speeded the spread of stubble-mulching, contouring, strip-cropping, and other soil-conservation practices. Its contribution to the extension of grassland farming helps open up a potential of hundreds of millions of depleted acres that may be restored to productivity.

Other examples of the inter-relation of oil and farming for the good of the nation include the role played by petroleum in the control of weeds. Petroleum chemicals in the form of fertilizers improve the productivity of soils. Insecticides help protect plants, animals, and human beings. Rust preventives conserve farm machines and equipment. Cooking, water heating, refrigeration, space-heating, and various power duties are among the farm uses for liquefied petroleum gas in many areas.

On the farm today three million tractors are operationg 15 million implements. The tractor not only does the work of the horse, but tractor motors turn and run a long list of new "power take off" tools. The number of trac-



tors in use has almost tripled in a little more than a decade. That growth is symbolic of what has happened to the land. Power mechanization of the farm which first began to receive attention during the second decade of this century has become a nation-wide reality almost overnight.

To the tractors and tractor operated tools have been added motorized hay balers, corn pickers, vacuum harvesters, hop pickers, loaders, stone pickers, pecan pickers and self-propelled combines and dozens of innovations of the recent war years. The number of the new combines in use alone has increased 183 per cent since the war ended.

Since 1941, the farmer's use of motor fuel alone has doubled, according to the Public Roads Administration. His requirements establish a new seasonal use for petroleum. They are a basic factor in creating the highest demand for oil in history.

The farmer depends on oil to produce more food with fewer workers. Since 1935, when the recent rapid rise in farm mechanization began, the average yearly rate of increase in farm production has been upped seven times over what it was earlier this century. In the last two years of World War II, the farm produced 61 per cent more food than in 1917-18, with 1,500,000 fewer workers. Since the war's end, the march of mechanization has continued. Today, 1,880,000 trucks service the farms —an increase of 62 per cent since 1941 and 21 per cent since the war ended—not to mention farm automobiles which now number 4,860,000—also an increase of about 20 per cent since the war ended.

There are 9,000 farm airplanes today and there are 300 companies operating planes to dust, spray, sow, and fertilize crops on a contract basis. In California 99 per cent of the rice crop was seeded from the air last year.

Oil runs incubators and brooders and refrigerators. It cures tobacco and dries hay. Oil smudge pots protect orchards. Sationary engines operate pumps, separators and electric generators.

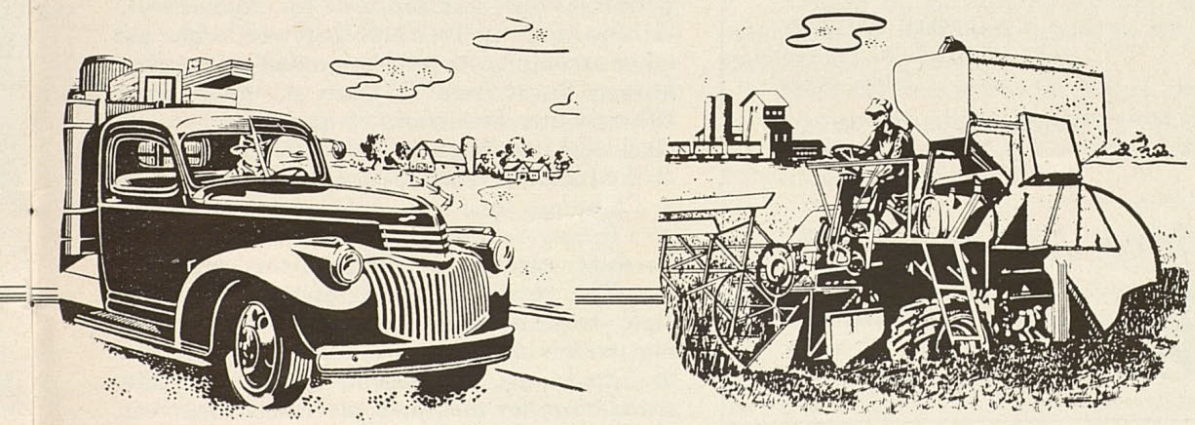
As a commentary on the whole picture, chemical magic has provided new insecticides, weed-killers, fungicides, animal sprays and fertilizers, many of which are made partially or wholly from petroleum.

Productive capacities of American farms and of oil formations beneath them stand reassuringly at their highest points. Both kinds of soil men—producers of crops and producers of oil—have far more equipment and better techniques and resources to work with than ever before.

At the time of Pearl Harbor, American farmers had less than half the labor-saving tractors and trucks they own today. Although five million men left farms for the Armed Forces and defense industries, the remaining farmers produced enough to feed and cloth this nation and many of its Allies.

By using still more oil powered tools during the past five years, American farmers have bettered their World War II production records. It would take any other nation at least 25 years to catch up to our present-day level of agriculture, and then only if competitive American progress stopped.

Today, farmers and oil men are equipped and prepared to do even a bigger job if again called up to defend America's priceless heritage of Freedom.



TAOS—Continued

merits of Taos as a vacation headquarters. At any time of the year, there is much to see and do. The million-and-a-half acre Carson National Forest; the magnificence of the Red River and Hondo Canyons; the ghost towns of the old mining camps, Twining and Amozette; the hot springs at Ojo Caliente and Ranchos de Taos; the ski terrain and runs at Agua Piedra; the nearby guest ranches and mountain resorts; the strange and fascinating Penitente country, one of the oldest footholds of Christianity in the New World—these are among the many reasons why the Taos area has become famous throughout the Southwest.

For lovers of the out-of-doors, the more-than-200 miles of clear mountain streams provide abundant fishing; there are deer and wild turkey hunting in the fall, pack trips high into the fabled Sangre de Christo mountains, excellent camping facilities throughout the area, and skiing and skating in the winter. Many visitors who are especially interested in the natural beauty of the Southwest return year after year during the last week of September and the first week in October. At this period, shortly after the first frosts, Carson National Forest is an indescribable glory of color. Tours of the aspen trails during this colorful season are sponsored by the State Tourist Bureau and the Chambers of Commerce of northern New Mexico towns.

After the glorious Indian Summer, winter in Taos is a delightful experience of bright, sunny days followed by cold crisp nights. Snow falls heavily on the higher slopes and often covers the valleys. Winter sports enthusiasts enjoy some of the finest ski country in the United States, within easy driving distance from Taos along all-weather paved roads. A modern power ski tow is installed at the Agua Piedra ski area south of Taos and there are lodges and other accommodations. An annual ski carnival attracts skiers from all parts of the country. Other winter attractions in the Taos area include some of the most elaborate and beautiful of the Indian ceremonial dances, held each year at Christmas time and on January 1 and 6.

In any season of the year, Taos is one of the many pleasant vacation spots in New Mexico. The varied attractions of this unique village—beautiful scenery, good fishing and hunting, winter sports, and an intriguing mixture of history, art, and legend—provide an irresistible lure for thousands of visitors each year.

Petroleum Industry Sets New Records In Search for Oil

Now, more than ever before in history, the American people have a tremendous stake in the continued development and efficient utilization of this nation's petroleum resources. Already, 56 per cent of all the energy used in the United States comes from crude oil and the natural gas which usually is found with it in the earth.

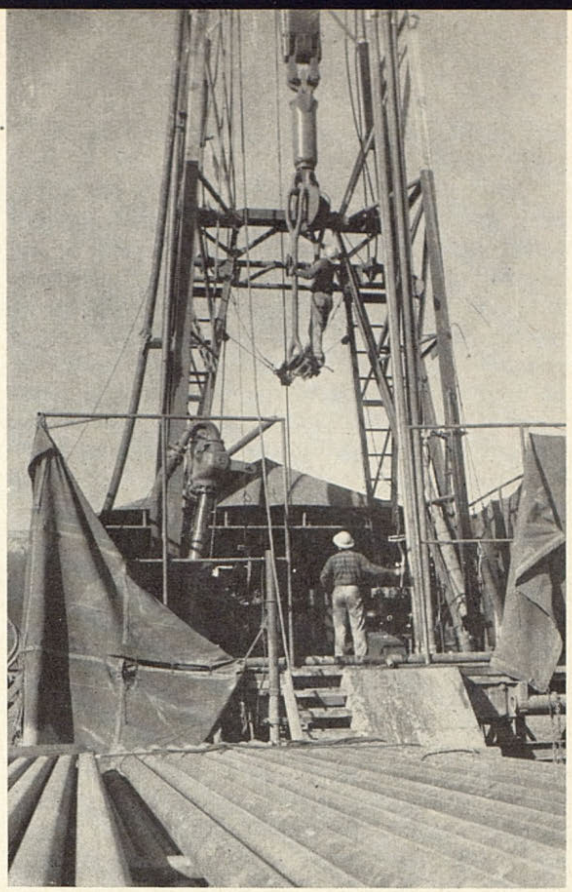
For the past three years, the American people have been using in the neighborhood of two billion barrels of petroleum products per year. This is a per capita average of 597 gallons—25 times higher than the per capita consumption for the rest of the world. The tremendous supplies of energy provided by petroleum have had much to do with our exceptionally high peace-time standard of living.

In the present far-eastern conflict, oil is a vital necessity in the operation of the guns, planes, ships, bombs, and other equipment used by our military forces and by those of our allies. If this or a similar conflict should develop into another global war, the American petroleum industry would be called upon to supply greater quantities of petroleum products than ever. The question of the petroleum industry's ability to meet such a challenge is of prime importance to all of us.

Oil Industry Prepared for Emergency

Indefinite as the future may be, a record of continuous development and expansion since the end of World War II indicates that the oil industry is better prepared today than ever before to meet any national emergency. Crude oil and natural gas production, refinery capacity, and proved reserves of crude oil and liquid hydrocarbons are all well above the peak war year of 1945.

The strain which will be placed on America's petroleum resources if another war develops can be grasped when it is realized that hardly a weapon in use today could function properly without the aid of oil in some form. In addition, production of weapons, transport, food and clothing for the armed forces need petroleum for power and lubrication and, to a considerable extent, for raw materials.



Shamrock drilling rig in the Texas Panhandle

In World War II, it took 60,000 gallons of gasoline a day to keep a single armored division fighting.

To keep the Air Forces operating for 24 hours required 14 times as much gasoline as was shipped to Europe for all purposes in the First World War.

Enough oil to heat an average home for more than 50 years was needed to fill the fuel tanks of one battleship.

Each day during World War II, the armed forces of this country alone required an average of more than 1,600,000 barrels of oil.

Military Needs Can Be Met

The petroleum consumed in another world struggle undoubtedly would be much greater than the amounts used in the last conflict since mechanization of the armed forces has been sharply stepped up. Nevertheless, competent observers in Washington are convinced that all military needs in the foreseeable future can be met through the joint efforts of committees of

oil and natural gas men in coordination with government agencies.

One of the most important jobs of the petroleum industry in connection with national defense efforts is the task of maintaining or increasing proved reserves of liquid hydrocarbons in the face of record-breaking consumption of petroleum products. A review of the industry's past record shows that since 1933 American oil men have added to the nation's petroleum reserves every year except one war year. In the 18-year period, the proved reserves have been more than doubled.

Proved reserves represent the amount of oil, natural gas liquids, or gas estimated as recoverable by the production system in operation at a given time. They include only those reserves whose location and extent have been proved and measured by drilling.

Proved Oil Reserves at All-Time Peaks

Last year, the nation's known proved reserves of crude oil, natural gas liquids, and natural gas were boosted to new all-time peaks. Total new supplies of crude oil and natural gas liquids developed in 1950 amounted to an estimated 3.3 billion barrels. With total production of liquid hydrocarbons estimated at close to 2.2 billion barrels, this produced a net increase of more than 1.1 billion barrels in known proved reserves still in the ground.

Proved reserves of liquid hydrocarbons at the close of 1950 therefore were estimated at 29.5 billion barrels—an all-time high. Proved reserves of crude oil alone — exclusive of natural gas liquids — amounted to more than 25 billion barrels, an increase of more than 5 billion barrels since 1941.

Proved reserves of natural gas were estimated at 185 trillion cubic feet at the close of 1950. This was a net increase over the previous year of 5.2 trillion cubic feet, despite the fact that during the same period the industry produced a record-breaking 6.8 trillion cubic feet.

Finding these vast underground stores of petroleum energy has steadily increased in cost and involves considerable financial risk. Yet, if this country is to remain free and strong and if we are to maintain our present high standard of living, these risks must be taken. How willing the oil industry has been to take these risks is indicated by a look at the exploratory drilling record for one 12-month period. During 1949, a total of 9,058 exploratory wells were drilled, an increase of 13 per cent over the number drilled the previous year. Of these only 20.2 per cent were successful. A part of these exploratory wells were drilled in an effort to develop long extensions to pools already partly developed. Wells of this type are, of course, more successful than those known as "new-field wildcats" which are drilled in the search for new and as yet undiscovered pools. In 1949, new-field wildcats numbered 4,449. Eleven per cent of these were successful—about one in nine.

One "Wildcat" in 44 Finds Profitable Field

But the one-to-five ratio of successful wildcats to those which are failure, or even the one to-nine dry-hole ratio among new-field wildcats, does not tell the whole story of risks involved in exploratory drilling. A wildcat which proves productive, even though it may be termed "successful," may not be commercially profitable. Many wildcats do not produce enough to pay for the drilling. When all the costs of finding and developing the average new field are considered, it is estimated that for such a field to be an economic success, it should have a total ultimate recovery of one million barrels. This, of course, is an average. Some fields much smaller may pay moderate profits; others considerably larger may result in net financial losses. A recent analysis of exploratory drilling data for the years 1944-46 inclusive reveals that only one new-field wildcat in 44 results in the discovery of a field with more than one million barrels of recoverable reserves.

Exhausted Wells Replaced at 2-1 Ratio

Spurred on by free competition and aided by science, oil men are continuing to take these risks. In the race to replace exhausted wells with new producers, the oil industry is winning 2-to-1. The pace is so swift that a new producing oil well is brought in every 23 minutes. Older wells stop producing at the rate of one every 46 minutes.

Despite the threat of war, oil industry leaders and other observers feel confident that both military and civilian requirements for petroleum products will be met. Given adequate materials and the opportunity to continue their competitive search for petroleum, the oil men of this nation hope to make more oil than ever available to the American people by the end of 1951.

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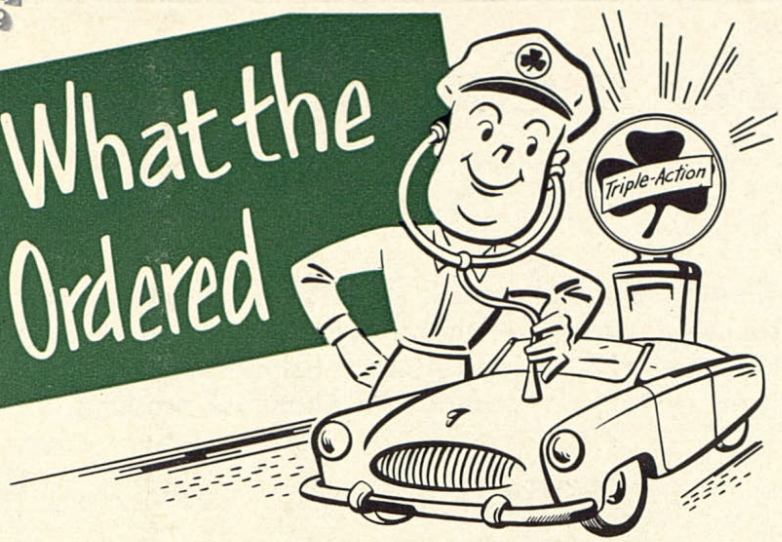

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