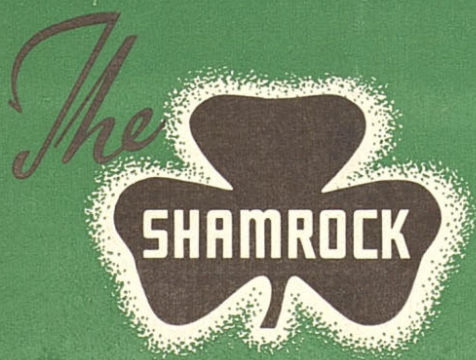
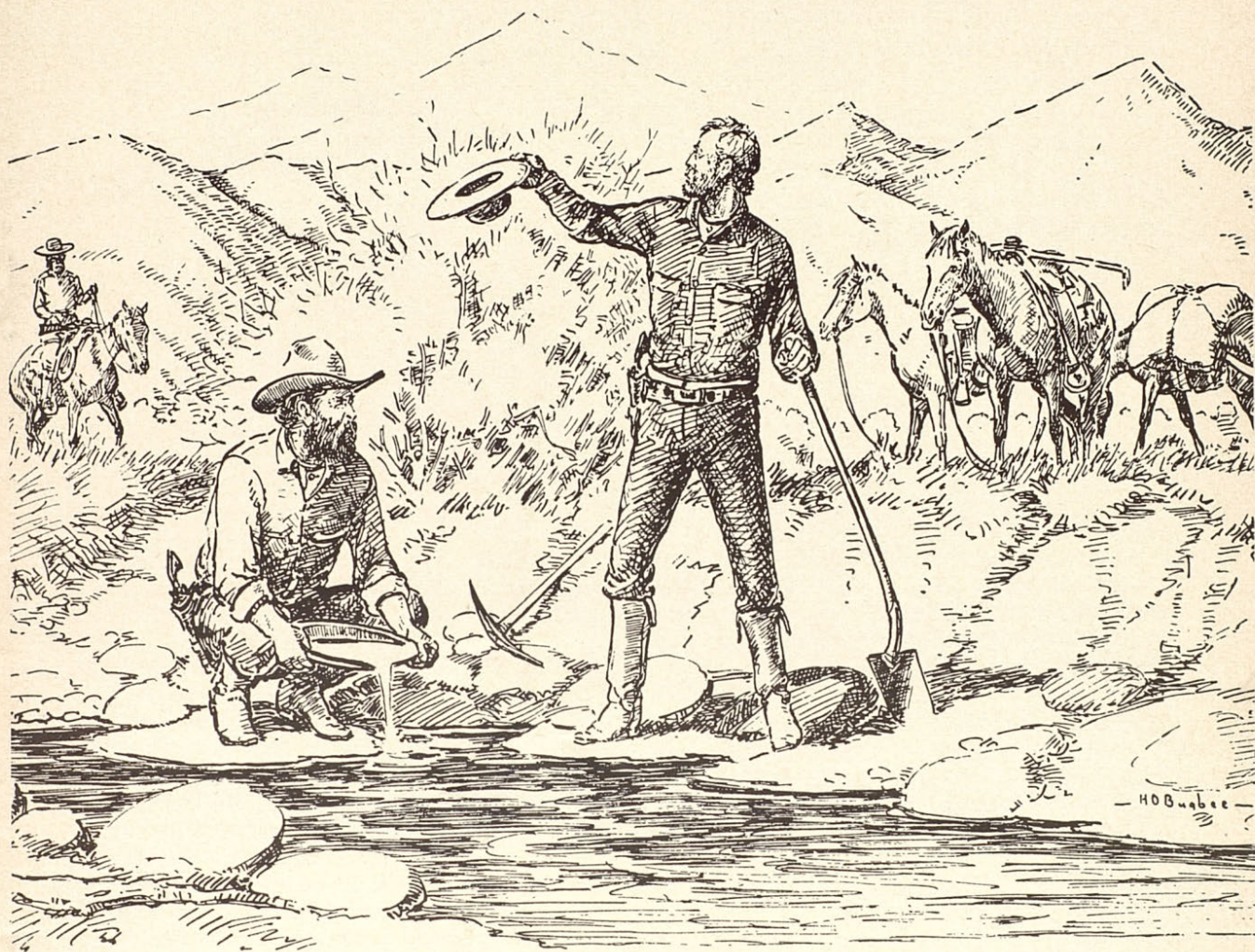


"Up the Arkansas River Trail in the spring of 1858 came pioneer prospectors to search the Rockies for gold . . . though the gold fever subsided, the western trek over the prairie trails never abated . . ."



May - June - 1954

*Builders of America's
Pick and Shovel Empire
Page 3*

For your convenience . . .

Shamrock and Humble Complete Credit Card Exchange

A Summer Motoring Memo: Don't forget to include your valuable Shamrock credit card in making all your travel and vacation plans.

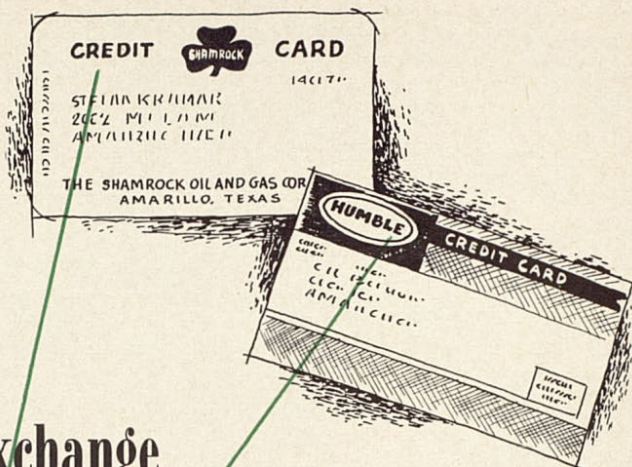
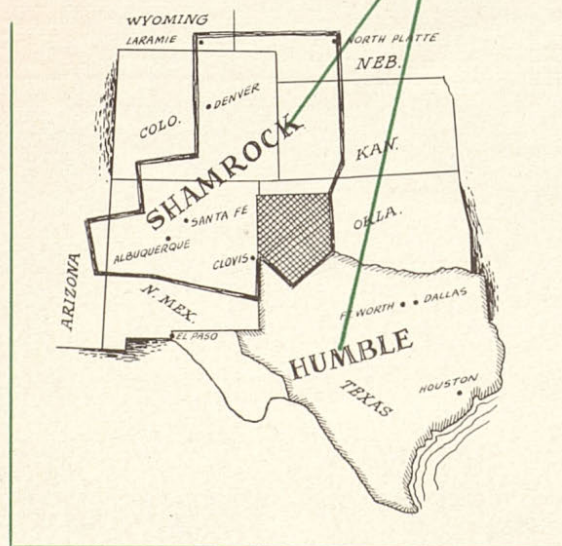
This year with the completion of arrangements for a credit card exchange between The Shamrock Oil and Gas Corporation and the Humble Oil and Refining Company, your

Shamrock card will be honored at Humble stations in all of Texas (except in the Texas Panhandle).

In turn, Humble credit cards will be honored at all Shamrock service stations except in the restricted area.

The Humble marketing territory extends from the company's Houston headquarters covering all of Texas except west of the Pecos River, the Panhandle and the High Plains area.

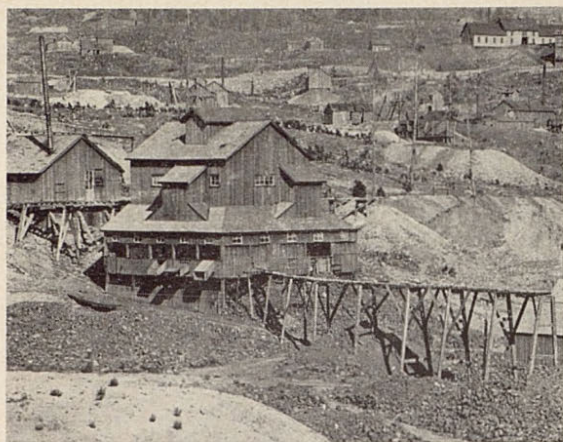
Shamrock's marketing territory is contained on an 8-state road map available at your local dealers. The map contains complete coverage of Texas, New Mexico, Arizona, Colorado, Oklahoma, Kansas, Nebraska and Wyoming. To make your vacation motoring even more enjoyable, let Shamrock help you plan your trips through a Tour-Guide service. Requests should be mailed to The Shamrock Oil and Gas Corporation, Advertising Department, Box 631, Amarillo, Texas.





he prospectors who answered Gene Russell's cry of "Gold!" almost a century ago were of every race . . . every creed . . . every nationality. Harold Haney of Denver tells part of their fabulous story on the following pages . . .

SOUTHWEST COLLECTION
Texas Tech University
LUBBOCK, TEXAS 79409



Leadville's fabulous "Little Pittsburgh" mine which yielded more than \$1,300,000 to the Tabor family.

A PICK AND SHOVEL EMPIRE



...was in the making when
12 white men and a
party of Cherokee Indians
began a search
for gold in 1859.

When Green Russell made up his mind, it was made up for good!

And that's exactly what he did one day in 1859 when he decided to leave his Georgia home and head for Colorado in search of gold.

He set out in February with his two brothers and some friends. Along their way they met a party of Cherokee Indians, combined their manpower and supplies, and formed the Cherokee-Russell prospecting party. Thus, they slowly traveled up the Arkansas river nearly to Pueblo, Colorado, then turned north and finally arrived at what is now Denver.

Russell and his heterogeneous party found prospecting disappointing for all a man could make was about twenty-five cents a day. In a short two weeks most of the men were ready



Almost a century ago Green Russell and his party startled the world with the discovery of gold in the same area where this quiet winter scene was photographed.

to return home.

On July 4th some of the white men and all of the Cherokees left the party and headed east. Two days later, the remaining men were ready to turn back.

However, Russell had made up his mind . . . he was going to find gold . . . he was not ready to quit. "Gentlemen, go back if you wish," he said, "but I'll stay if two men will stay with me." Twelve men stepped forward and the remainder of the party bid them goodbye.

Little did this handful of men realize that soon they would start a stampede that would still be attracting prospectors to the Colorado mountains almost a century later.

It wasn't long until this group struck pay dirt. Word spread like wild fire and within a year a nation of adventurers headed for Colorado to make a fortune in gold.

Camps grew up overnight . . . these became villages and soon developed into thriving cities. Some died after a few struggling years . . . some went through a spectacular rise to become towns of many thousands, then crumbled overnight, their theaters quiet, their streets empty and their houses dark.

Today, a strange and wonderful thing has started to happen to many of these almost forgotten towns. New pioneers armed with high-speed automobiles, cameras and a yearn for adventure are seeking them out . . . bringing back all the glamour and excitement of the past.

An excellent example of "boom town" architecture is found in the ornate front of this old hotel.



Scores of Colorado "ghost towns" are starting to stir under the influence of these new prospectors, others are beginning to breathe with the life of people again while a few have streets overflowing with merry-makers from each of the 48 states.

The gold bug has captured the 1954 vacationist just as surely as it did the Russell party almost a century ago. Gold panning kits are available with instruction books and words of encouragement. One company is marketing a practice kit including a miniature pan, sand, gold and even water. The bookstores find non-fiction reading on mining towns high on their best seller lists. The ghost towns of yesterday are rapidly becoming the host towns of today.

The summer vacationist finds it easy to pry into the past in the Rocky Mountains, for hundreds of towns are scattered about the hills waiting for the footsteps of the modern adventurer to rouse them from their slumber.

A good starting place is Tincup, a quiet

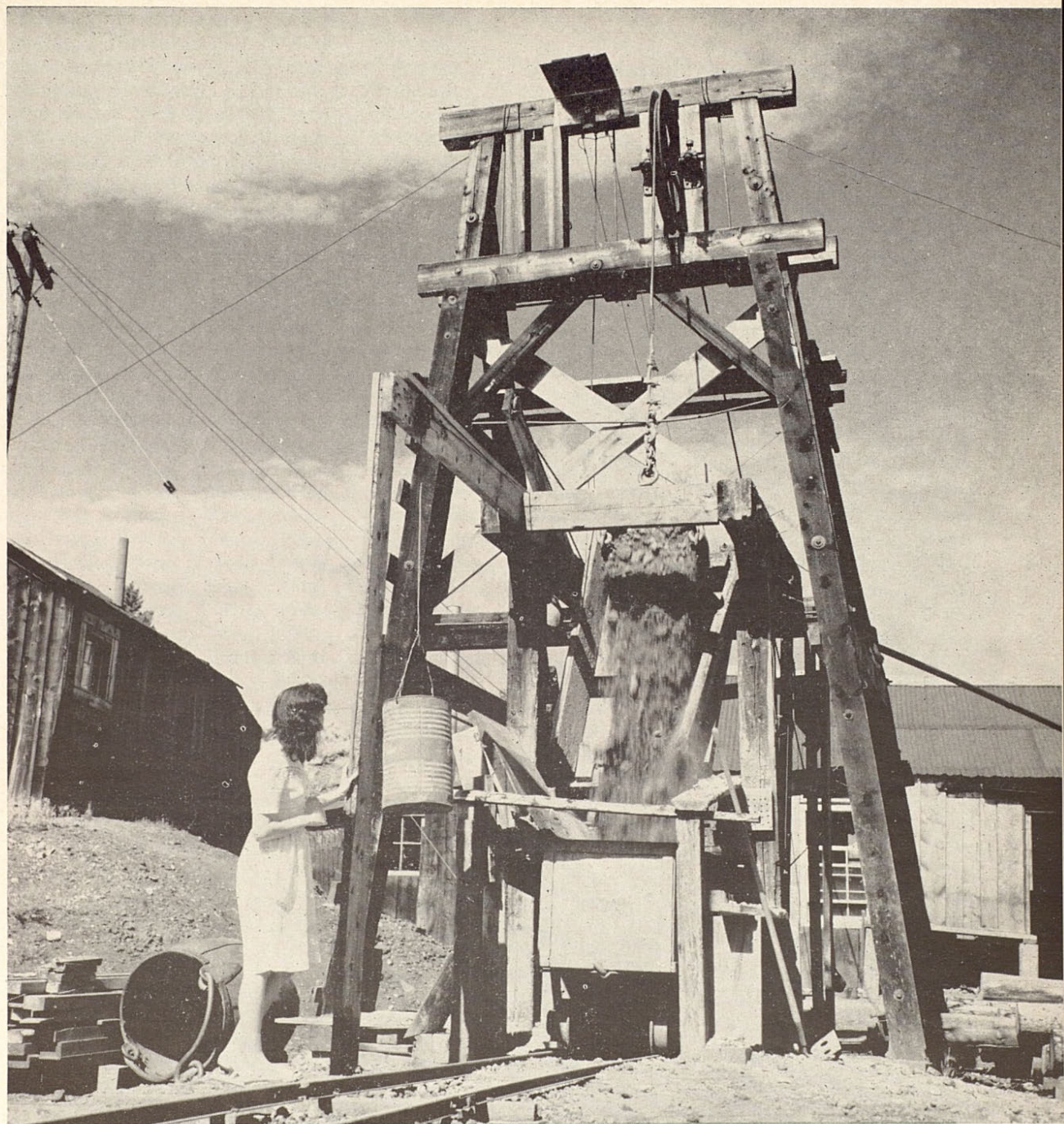
peaceful town located in the central western part of Colorado off State Highway 306. First known as Virginia City it was later rechristened by Fred Lottes, a prospector who panned for gold with a tin cup. The high value of his find started a tremendous rush that led hundreds of hopefuls to the town. Two smelters operated here in 1880 and when the town was incorporated in 1882 it had a population of 1200. Of all the lawless towns of that era, Tincup seemed to be one of the most notorious . . . the mortality rate of its peace officers was astounding. However, just southwest of the town is a miniature Mount of the Holy Cross and its cross of snow can be seen late in the season.

Today, Tincup consists of a handful of buildings and a lifetime of memories. The scenery is exceptional and an abundance of Aspen trees make it ideal for the camera fan.

Silver Plume, while not in the true sense a "ghost town" contains many delightful build-

The stolid miners of Cripple Creek momentarily forgot their search for ore in 1896 to combat a fire which swept through the frame structures of their mountain town, threatening to entirely destroy it.





The fabulous Matchless Mine . . . it brought H. A. W. Tabor a monthly income of \$100,000 and helped him pyramid his personal fortune into the millions before the silver crash left him almost poverty stricken.



Pick and Shovel Empire

ings and mines from the past. In the summer, its frame houses are alive with people, but when late fall arrives, the guests close up their vacation homes and leave only a small group of permanent residents to carry on through the winter.

Silver Plume is a short, easy drive west of Denver on U.S. Highway 6. First started in 1870, the town consisted of tents and cabins erected high on the mountain sides that wall the present town. As timber was cleared from the lower country, the miners and towns people constructed their buildings at lower levels until their homes were built on the flat where they stand today.

Many of the mines were located close to town and the roads zigzagging laboriously back and forth up the mountain sides to the tunnels can still be seen and followed.

One of the most famous of the Silver Plume mines was owned by Clifford Griffin, an Englishman who moved to Silver Plume to forget the death of his bride. He struck gold and soon became the wealthiest man in the area. But even so, he could not forget his tragic past. He withdrew from the town and its people, and built his home high up on the side of Columbia Mountain.

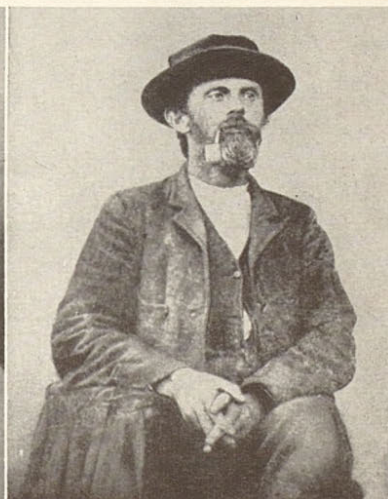
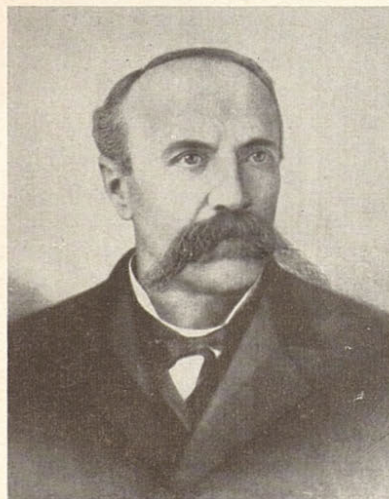
Here, Griffin lived in solitude with a violin his only companion. To pass the lonely evenings, he cut a grave out of solid rock and at dusk he wandered among the rocks and played his violin until darkness fell across the valley. The clear, dry air carried his music down the mountain side to the village below where the townfolk gathered to listen to him. Often they would shout up for special numbers, and always after he finished, a round of applause echoed through the canyon. One evening after he had played especially well, the miners watched his silhouetted form walk to the tomb he had carved. A shot rang out and when they arrived they found him as they had feared, with a bullet in his head. He was lying face down in the grave he had prepared.

A note in Griffin's cabin requested that he be buried in the tomb . . . the miners did more than that. They erected a granite marker over his grave which is still to be seen today.

H.A.W. Tabor . . . he later became a multi-millionaire after investing \$64.75 in a Leadville mine.

The beautiful Baby Doe Tabor . . . she later died penniless in her shack by the Matchless' entrance.

William Green Russell . . . whose discovery fanned the gold fever of a nation even higher in 1859.



One of the most famous Colorado mining towns is Leadville. Located two miles above sea level, it is the highest incorporated town in the world.

Either U.S. 24 or U.S. 6 takes you to this "Cloud City" that startled the nation with its fantastic growth in the 1870's. The first tent appeared in 1876 . . . by 1879 the town board petitioned the Governor to issue a proclamation declaring Leadville a first class city. By May of that year the population had risen to 1,500 . . . and by the end of the year it was 18,000. Leadville continued to grow until it contained the remarkable population of 80,000 . . . but only for a while. Later, the silver crash reduced the population to 4,500. Leadville has gone from boom to bust several times. First, gold was the motivating force . . . then, silver was king. The mines and industries here brought millions of dollars to hundreds of people, while at the same time thousands of miners lost every cent they had.

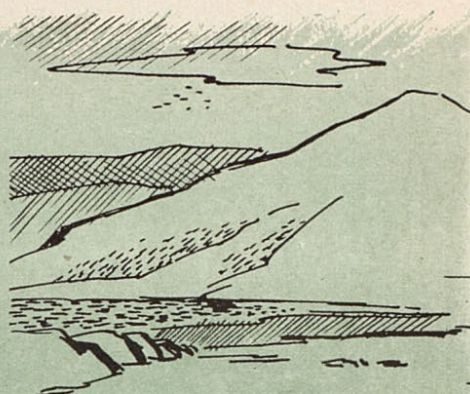
H.A.W. Tabor, most famous of all Colorado mining personalities, grubstaked two prospectors in Leadville for \$64.75 and as a result of their effort, the Little Pittsburgh Mine was discovered which paid Tabor \$1,300,000. He bought the Chrysolite which was thought to be worthless, financed its development and turned it into one of the most profitable mines in the area. He bought the Matchless Mine for \$117,000 and developed it into a personal income of more than \$100,000 a month.

Lavishly wealthy, Tabor spent his money with a free hand. After a divorce from his first wife, he later married Elizabeth McCourt, known in the theatrical world as Baby Doe. The wedding took place in Washington, D.C., and President Chester A. Arthur attended the reception. For several years, Tabor and his bride lived luxuriously in suites in the major hotels of Colorado as well as a huge mansion on Denver's wealthy Capitol Hill.

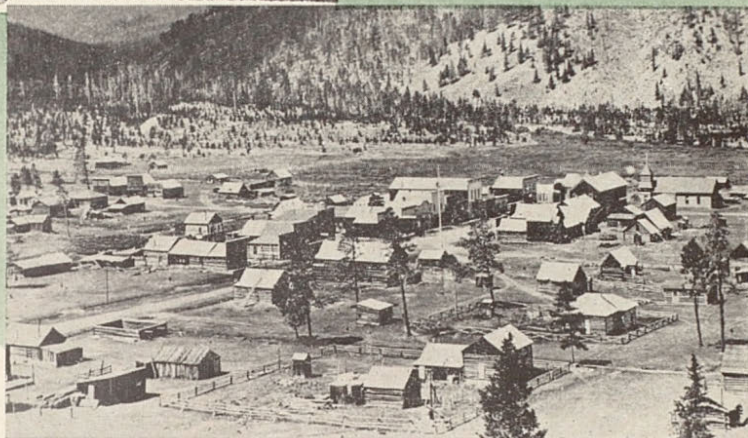
Then came the silver crash which left the couple penniless. Tabor never recovered from the blow and on his deathbed he instructed Baby Doe to "hold onto the Matchless" for he envisioned additional millions from its tunnels. For many years, Baby Doe lived by her own choice in a shack next to the mine entrance. Gifts sent to her by friends were returned . . . unopened. Strangers were met with a loaded rifle. Finally, in 1935, she was found frozen

Miners with gold dust in their patched pockets once walked across these broken boardwalks in St. Elmo.





Cripple Creek (above) and Tin-cup (right) were two of the famous Colorado mountain towns where miners often gathered to find excitement and relaxation.



to death; she had guarded the mine until the very end.

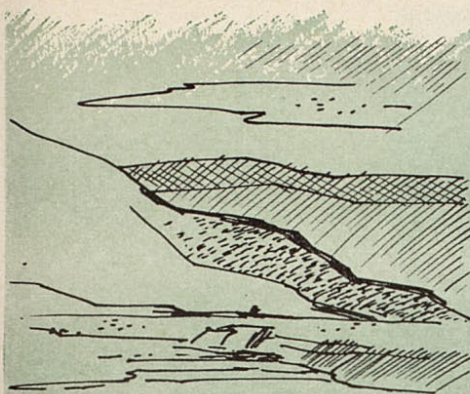
Baby Doe's cabin and the Matchless Mine have recently been opened to visitors and both are being preserved as a living monument to two of the most fabulous people in the history of the west.

Of all the mining areas to be found in Colorado, Central City is one of the most fascinating. It is located just off U.S. Highway 6 northwest of Denver. The first impression of Central City is that it was built in the most impossible place anyone could select for a city's site. Buildings spring out of the mountain sides at every conceivable angle. Streets are heaped almost on top of each other . . . the distance between blocks is so steep that in some places roads could not be built and stairs are necessary to reach the upper levels. Here, at 8,560 feet, rich gold deposits were discovered and

shortly the rush to the area was on.

Horace Greeley came out from New York to check the stories of the new gold discoveries. The miners, always ready for publicity, expected him and "salted" a mine by shooting gold dust into it with a shotgun. When Greeley arrived they suggested he pan for himself to test the high quality. He did and was amazed, immediately publishing throughout the nation glowing accounts of the Gregory diggings . . . his "Go west, young man" sent thousands to this rugged country. Many towns sprang up in the region including Gregory Point, Mountain City, Missouri City and Nevadaville. Soon most of these were absorbed by Central City.

More than \$67 million has been produced from the area since the initial Gregory strike, but like all mining camps the supply of gold eventually slackened and the "richest square mile on earth" became almost deserted.



Blackhawk (above) looks today much as it did in 1864. Central City (left) in 1864 was the setting in which many men found themselves sudden millionaires.

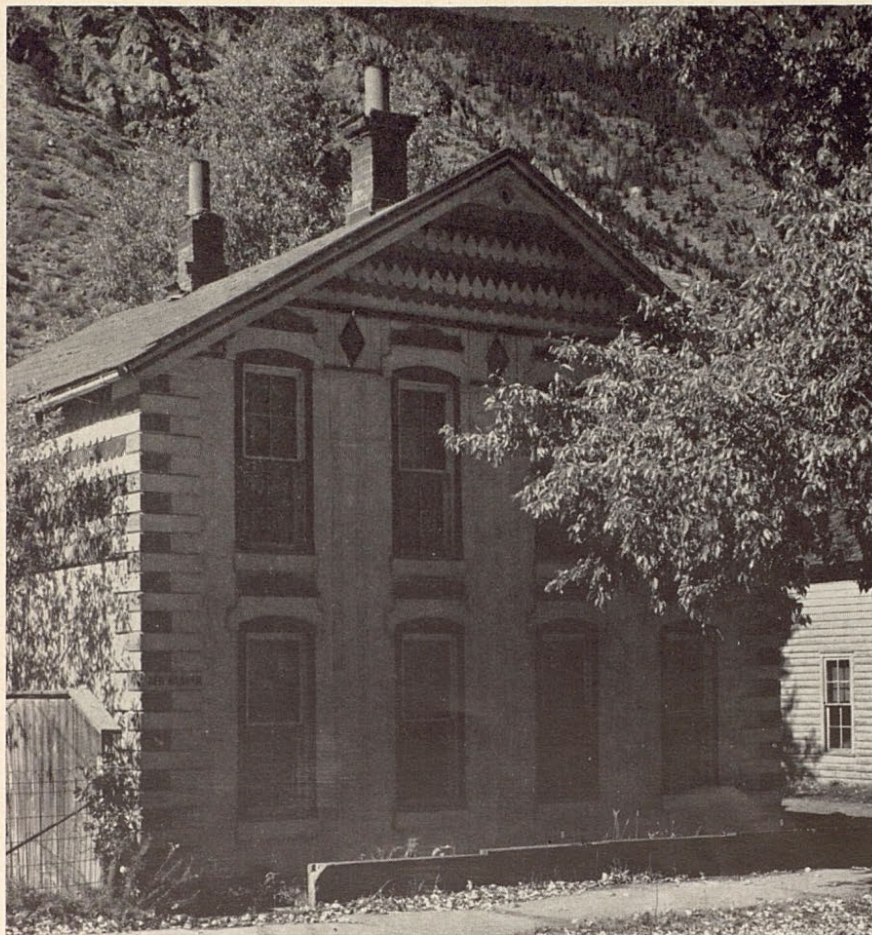
Recent years have brought vibrant new life to Central City and much of the color of its past has been restored. Center of the present day activity is the old Opera House which was built in 1878. On its stage have appeared such theatrical greats as Edwin Booth, Lotta Crabtree, Christine Nilsson, Janauscheck, Modjeska and others. Although Central City displayed an early love for the dramatic the opera house was not a success and soon its doors were closed. The small stage was forgotten and the historic building settled down behind its stone walls to await its fate.

In 1931 the property was presented to the University of Denver. The school restored the building to its original condition and lighted the old murals that for years had been in darkness. In 1932 the first play of the Central City Play Festival was held starring Lillian Gish in *Camille*. It was a success and since then, ac-

tors, critics and audiences have been drawn to Central City from all parts of the nation. The two operas scheduled for the 1954 summer season are Gounod's *Faust*, and Strauss' *Ariadne auf Naxos*. Two Broadway plays with a New York cast will follow later in the summer. Metropolitan stars are imported for the operas which play from June 26 through July 24.

During the festival the town recaptures much of the gaudy and riotous color of its past. Many people attend the plays and operas in old time costumes. Often they arrive in carriages and ancient autos.

Next door to the opera house is Teller House, the town's famous hotel. It was here that President Ulysses S. Grant walked from his carriage to the hotel on a sidewalk of solid silver bricks. In the Teller House bar can be seen the famous "Face On The Barroom Floor."



The meteoric rise and equally sudden fall of many towns founded on pick and shovel economies left entire communities of empty houses. This well-preserved Georgetown, Colorado, home speaks well of an eloquent and colorful past.

Original murals were uncovered in 1932 after 12 layers of wallpaper were removed.

Next to Central City is Blackhawk, one of the few towns in the area that has remained standing on its own feet and has kept its original identity. A boundary between these two towns is marked by a monument at the site of the first gold lode discovery in Colorado. The first smelter in the state was constructed in Blackhawk by U.S. Senator N. P. Hill. The highway ascends a shallow canyon dotted with ruins of abandoned mines. Here and there new mines are operated, reducing ores from the still valuable deposits of Gilpin county. In the solid

walls of many of the abandoned mines stands the original machinery, left to rust when the roofs collapsed.

These are just a few of the hundreds of colorful mining towns to be found by the modern explorer to Colorado. Towns like St. Elmo, Cripple Creek, Georgetown, Gunnison, Ouray, Gilman, Aspen, Telluride and others have pasts and presents that are more fascinating than fiction. Many are located miles from the modern highways and require pack trips into the high country, but many more are easily accessible to anyone with a car and the will to find them.

There's \$\$ Down

Your Drain

Comes Spring and lots of us get the urge to swap in the old "buggy" for a new model.

We heard about one fellow the other day who traded in his old car on a shiny new "dreamboat." No question about it, he made a smart choice—one of Detroit's finest makes.

But this fellow wasn't smart for long. Why? Well, he had his local dealer drain out the old anti-freeze from his trade-in car and put it in the new one. "After all," he said, "it's *permanent* anti-freeze."

It wasn't a very smart dealer either who complied with this foolish request and thus became an accomplice to the "crime."

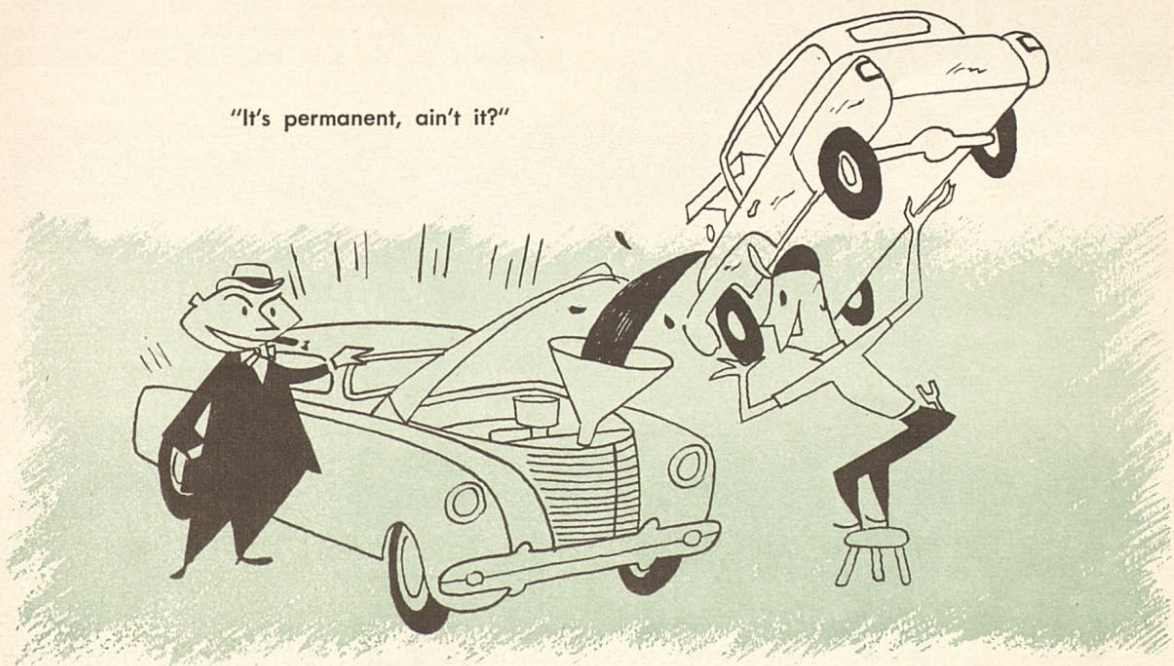
The word "permanent" when applied to anti-freeze causes an endless amount of trouble and expense for car owners, car dealers, and service station and garage operators. Too much of the public and too many of the dealers fail to see the connection between corro-

sive radiator solutions and costly cooling system repairs.

Too often, they fail to realize that the inhibitor in any anti-freeze eventually wears out. Exhaust gas and air seeping into the system deplete it so that safe protection is questionable after one season. Even the addition of new inhibitor does not effectively stop corrosive action once it starts.

Each year . . . according to the American Automobile Association . . . nearly 700,000

"It's permanent, ain't it?"



automobile radiators fail and have to be replaced. Even a greater number of thermostats, water pumps, and other cooling system parts are repaired or replaced. Most of this trouble is caused by neglecting proper cooling system service.

The number of car owners who insist on reusing old anti-freeze either through mis-information, negligence or perhaps for reasons of false economy, increases every year. At present, 68 percent of all users of so-called "permanent" type anti-freeze reuse it. Tests of a number of these solutions used for two to three seasons showed that 49.5 percent (almost every other one) were highly acid. Rust and corrosion were present, too.

What this boils down to is that better than two out of three glycol anti-freeze users were willing to gamble that they wouldn't be the unlucky "every other person" who winds up with a badly corroded cooling system.

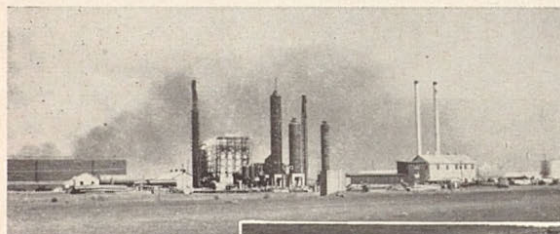
This re-use attitude is a tough one for

service station dealers to overcome. Many motorists who are guilty of reusing old anti-freeze believe they have "gotten away with it." This confident serenity is only temporary. Ultimate damage is inevitable as cooling system replacement parts and repairs figures indicate.

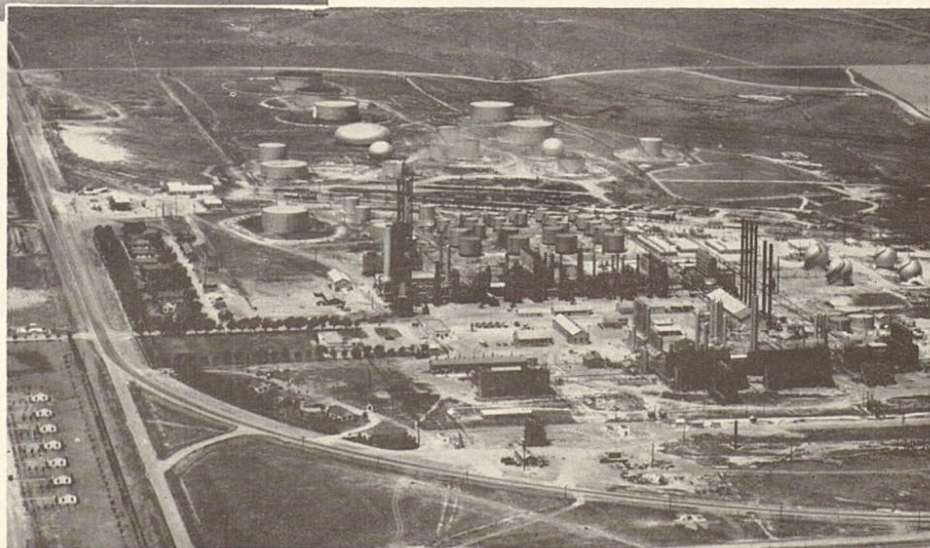
Rather than sit back waiting to say, "I told you so" when the "reusers" start running into costly cooling system failures, Shamrock dealers long ago adopted a plan which saves their motorists grief and money. Here is the simple, four-step drain-out service program:

(1) Drain out the old anti-freeze, (2) Clean and flush the system, (3) Check all cooling system parts, including the radiator, fan belt, hoses and connections, and (4) Refill the radiator with clean water, adding a good rust inhibitor.

With summer motoring just ahead, see your Shamrock dealer today . . . help him to help you enjoy the coming summer months with carefree motoring.



Every phase of Shamrock's twenty-five year history, from the McKee Plant's early construction (left) to its present proportions (below) will be included in the next issue of The Shamrock.



Twenty-Five Year History Published By Shamrock

Celebrating its twenty-fifth year as a leading petroleum company in the Southwest and Rocky Mountain regions, Shamrock will devote the next issue of *The Shamrock* to the company's history from its early formative days in Wichita Falls, Texas, to its present day operations.

Written by J. Evetts Haley, Southwestern historian and author, the history will include an insight into the personalities of the men who fostered Shamrock through the "boom and bust" era of the petroleum industry in the 1920's . . . how the company was carried along primarily by the energy and enthusiasm of John J. Sherrin, James B. Baldrige and C. H. Clark . . . the eventual interest of the wealthy Fownes and Orr group in Pittsburgh in the struggling young independent company, and



J. Evetts Haley

the almost phenomenal rise of Shamrock since its reorganization in 1935.

Originally chartered as The Shamrock Oil and Gas Company in August 1929, the name was changed to its present form six years later.

From a handful of men dependent on the production of a few scattered leases in 1929, Shamrock has grown today to a company which in 1953 invested \$8,686,873 in capital additions and improvements making a total investment of over \$54 million in plants, property and equipment.

The writing of the Shamrock story is tribute to an area's growth and fulfillment, but more to a competitive, free enterprise system of American government which fostered and is thriving upon the success stories of its nation's people.



May - June - 1954

"Dedicated to the Progress of the Great Southwest"

Published Bi-Monthly by
THE SHAMROCK OIL AND GAS CORPORATION
Box 631, Amarillo, Texas

C. R. BOWEN, Editorial Director
LANCE WISE, Editor

Cover Story . . .

The artistry of H. D. Bugbee is used to illustrate this issue's cover. The original drawing appeared under the title *Arkansas River Route* in an earlier Shamrock publication. The cover quotation is from the story by LeRoy Hafen which originally accompanied the picture.

Credits . . .

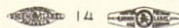
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For your Summer driving pleasure

*Fill up at your SHAMROCK station . . . where
you get a choice of TWO new gasolines*

SOUTHWEST COLLECTION
Texas Tech University
LUBBOCK, TEXAS 79409

To get the most from your motoring dollar, you should have a CHOICE of gasolines. That's why Shamrock has recently introduced not one, but TWO new gasolines . . . so you can CHOOSE a newly blended gasoline that fits the demands of your particular car.

For automobiles with high compression engines, there's Shamrock CLOUD MASTER . . . the new premium fuel that offers you the BEST performance your car was built to deliver. And for cars with lower engine compression which may not require a full grade premium fuel, there's Shamrock TRAIL MASTER . . . the new SUPERIOR regular gasoline with premium qualities.

For summer driving at its best . . . fill up
at your favorite Shamrock station.



25 Years of Continuous Progress in Product Quality

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