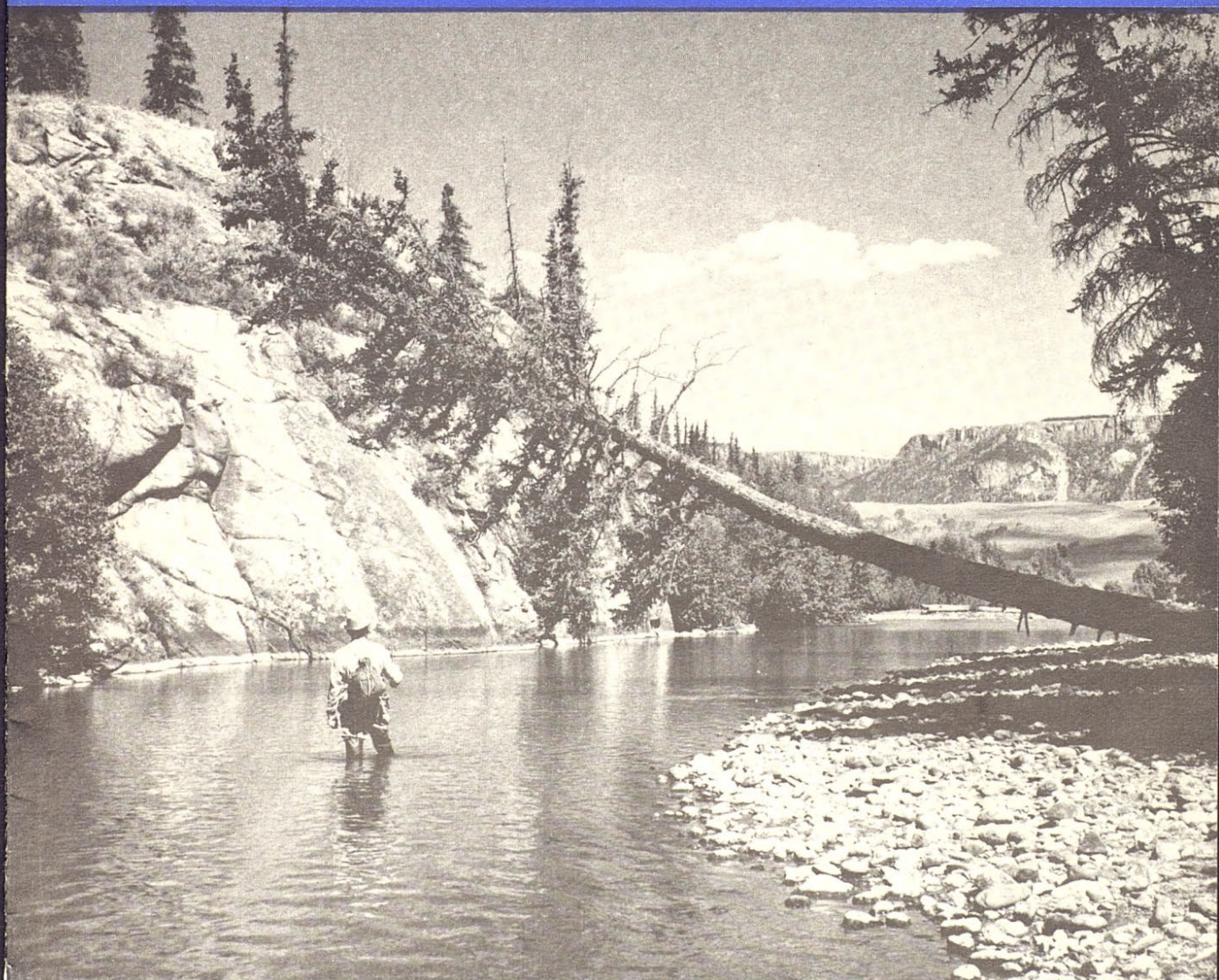


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MAY - JUNE - 1955

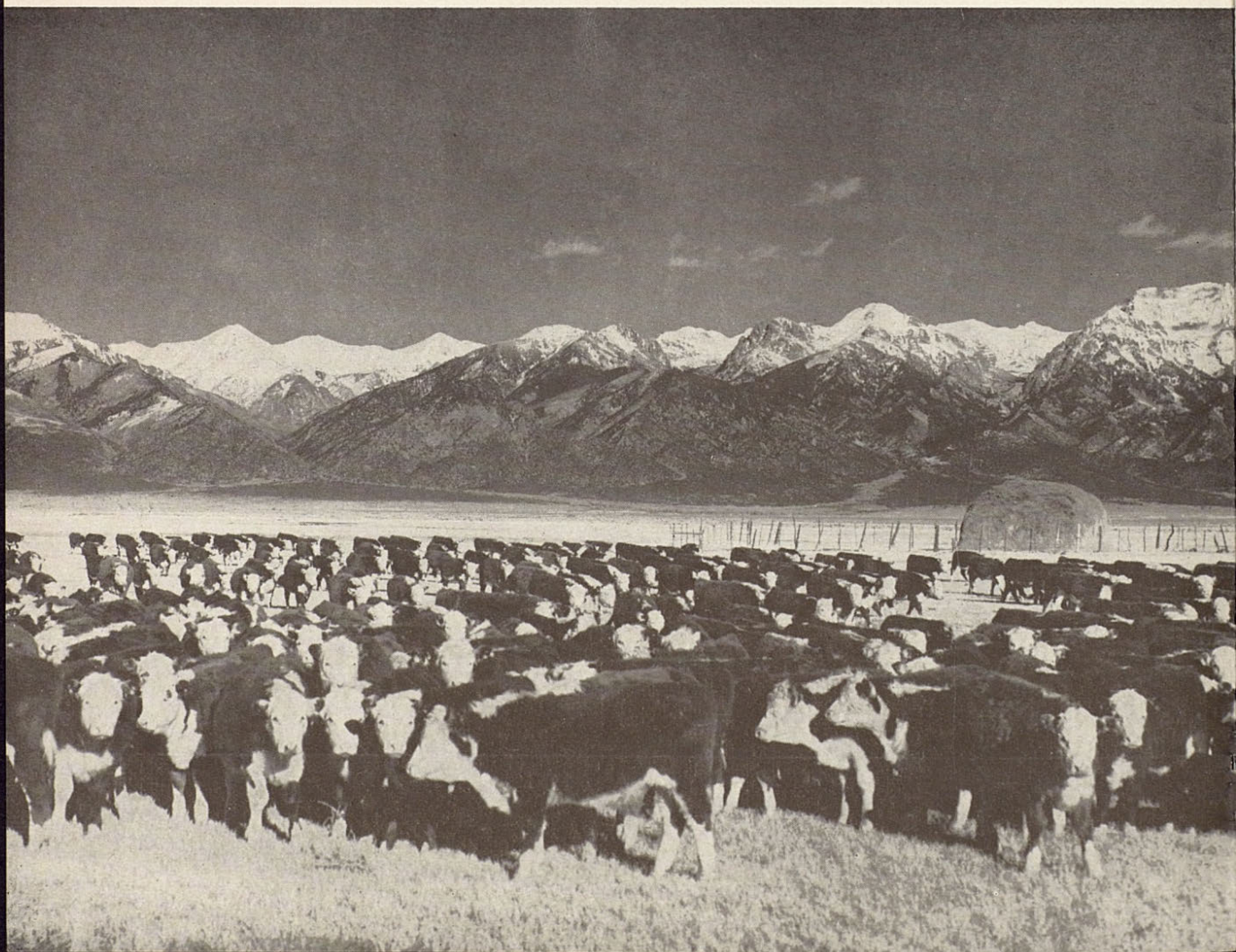


San Luis Valley

America's Fabulous

Valley of the WEST

Beef and potatoes from the Valley feed millions across the country



Natives of Texas, Oklahoma and Kansas will tell you it is the greatest place on earth. They should know because some of them have retired from work in their native states to live full time here and others make a beeline to their summer homes as soon as the first blossoms spring out in the foothills of this cool, lofty valley.

Areas that have an elevation averaging 7,500 feet are not usually called valleys . . . but then few points in the country with an area the size of the San Luis Valley are entirely surrounded by mountains with altitudes up to 14,363 feet. In South-Central Colorado lies such a valley . . . it is America's fabulous valley of the west.

Bordered by towering snow-capped peaks of the Continental Divide on the north and west and the colorful peaks of the Sangre De Cristo Range, Mount Blanca and a host of other mountain ranges on the east and south . . . the valley has often been called 'the garden spot of Colo-

rado'. It is the largest self-enclosed valley in the world, measuring about 100 miles long and more than 50 miles wide.

The San Luis Valley is one of the most interesting spots in America, yet millions of tourists yearly pass within a two-hour drive of the valley without visiting it. Other millions have probably never heard of the San Luis Valley.

The very fact that makes this valley beautiful, unusual and interesting . . . completely enclosed by mountains . . . probably explains why, to an extent, that it is also unfortunately bypassed by tourists each year.

Modern highways make it accessible from every direction, but the mere fact that it is slightly off the beaten path to other attractions and through the years has been 'suspiciously' labeled 'shut-in' has tended to hold tourist traffic through the valley down. But as a result of this off-the-path idea, it is one place left where vacationers can enjoy themselves without being

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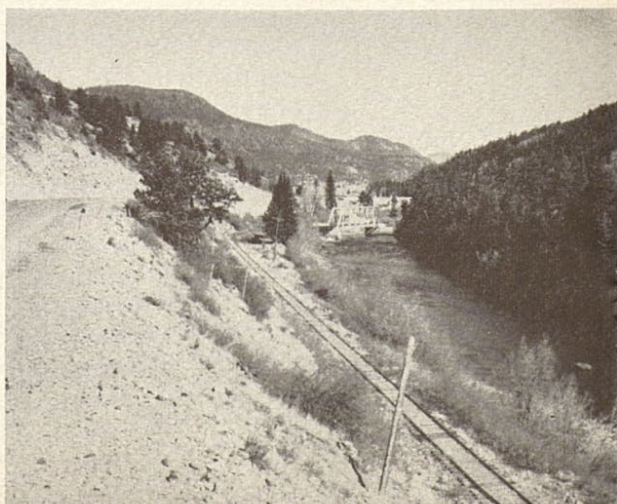
crowded and hemmed in except for the encircling beauty of nearby mountains.

This is not to imply that the valley does not enjoy a great tourist business each season . . . it does, in spite of location, false notions and otherwise. But, if the number of tourists visiting the valley each year were used as a criteria, the valley could not be classified as a resort center compared to other prominent spots—though it is conceivable how it someday may be.

The valley is gradually attracting nationwide attention and more and more new faces

appear each year. Every newcomer is amazed at what he sees. First he is impressed with the mountains that overlook the modern towns, then the clean, fresh mountain air, the cool, clear water of the rivers and mountain trout streams, and the colorful historic background of famous people and places reflecting a culture dominantly influenced by early Spanish pioneers who settled along the banks of the Rio Grande and down the Navajo Trail.

Visitors are quickly impressed by the prosperous farmers and businessmen who are suc-



cessfully expanding the influence of the rich valley as it affects the state of Colorado, the entire west and even all America.

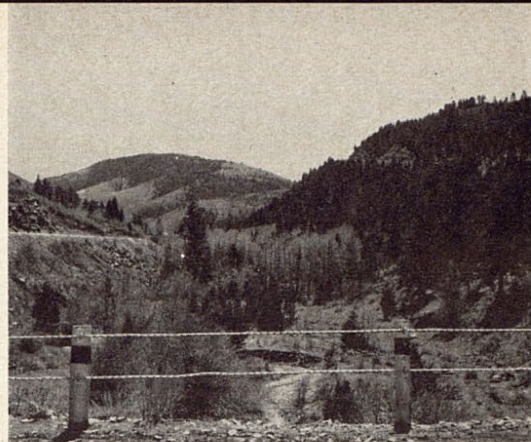
Agriculture and cattle and sheep raising have jumped into the spotlight as the valley's major source of income which reached \$40,000,000 in 1954. Years ago, valley residents depended on scattered mining activity, small-scale ranching, farming and some lumbering. In the early days some of the valley settlements were important rail centers when mining camps were flourishing.

Only memories, with miles and miles of both narrow gauge and standard gauge tracks serving as proof of early activity, remain today.

Alamosa, lying almost in the center of the valley, is still the transfer point between standard gauge and narrow gauge trains of the Denver and Rio Grande Western Railroad. A narrow gauge passenger engine of 1883 and a plush

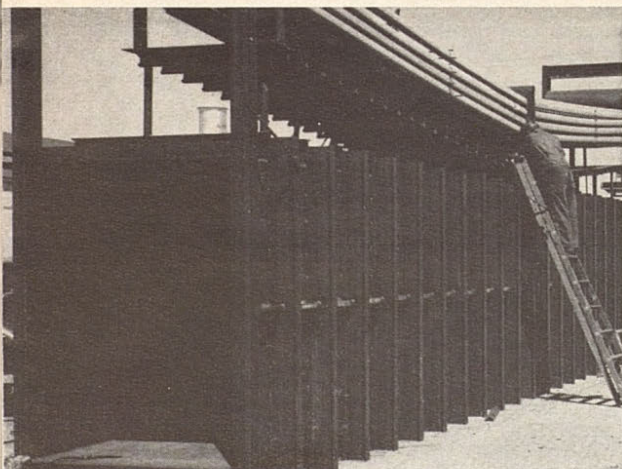
private car of the same era serves as the Alamosa Chamber of Commerce information center, located in the city park.

A narrow gauge museum, one mile south of Alamosa, believed to be the only one in the country, displays relics of the early railroad at a station fashioned after those of the early 1880's.



Along the Navajo Trail . . . U. S. Highway 160

◁ *Beautiful Mount Blanca towers like a sentinel near Alamosa*

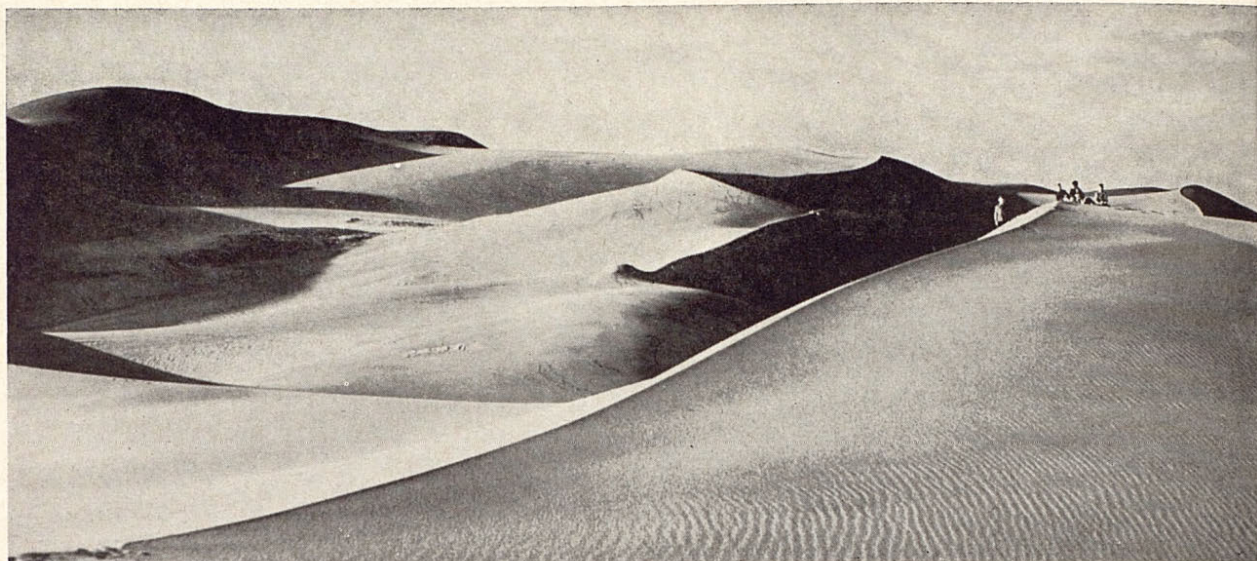


Left, cattle grazing summer range and one of many roadside streams winding its way around the mountains. Upper left, new lettuce vacuum plant under construction in Alamosa. Right, one of the many large potato warehouses in valley.

Old fashioned tracks, four locomotives, including the engine *Cumbres*, the oldest in Colorado, and many other pieces of old rolling stock, including one of the first "Galloping Goose" are on display.

This new museum was opened in 1953 commemorating the 75th Anniversary of the arrival of the first train in Alamosa and the founding of the city.

Alamosa, a modern city with more than



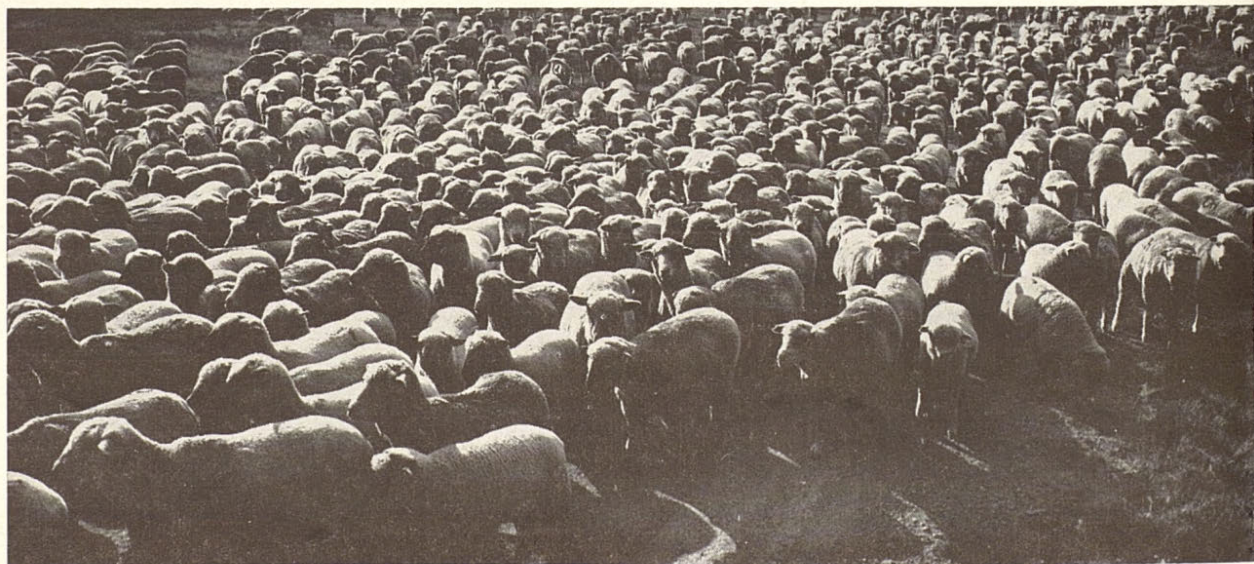
6,000 progressive citizens, has long passed its era of importance as a rail center, but still thrives as an important trade center for the rich valley.

Monte Vista, a picturesque little town 17 miles northwest of Alamosa, is also a trade center for a wide area. 3,500 civic-minded people help to keep this town in the limelight when the valley is mentioned. Close ties of cooperation among all valley towns are immediately obvious, as reflected in their unselfish devotion

to the valley.

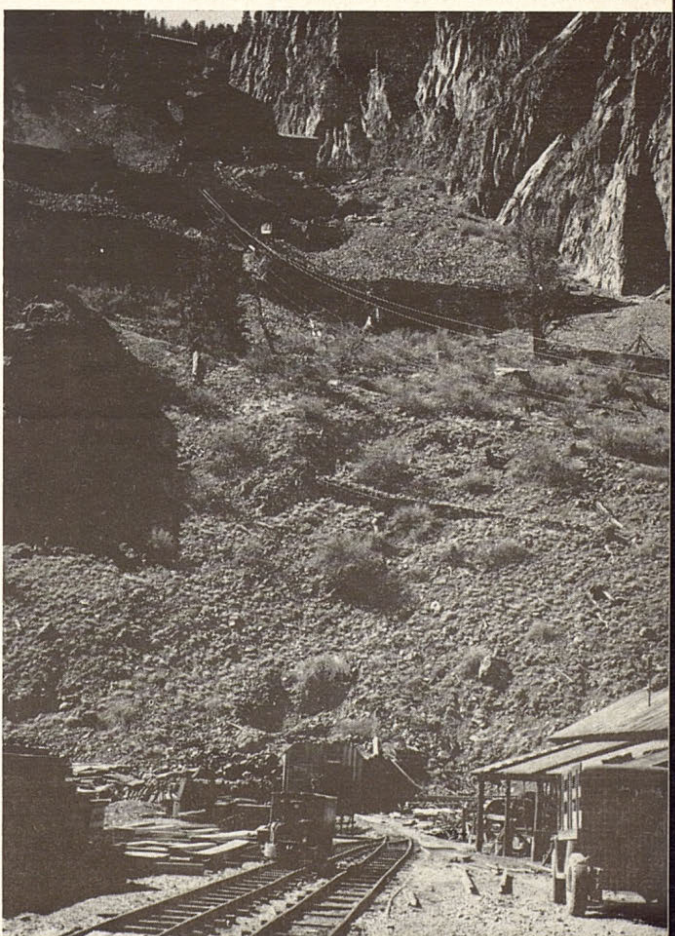
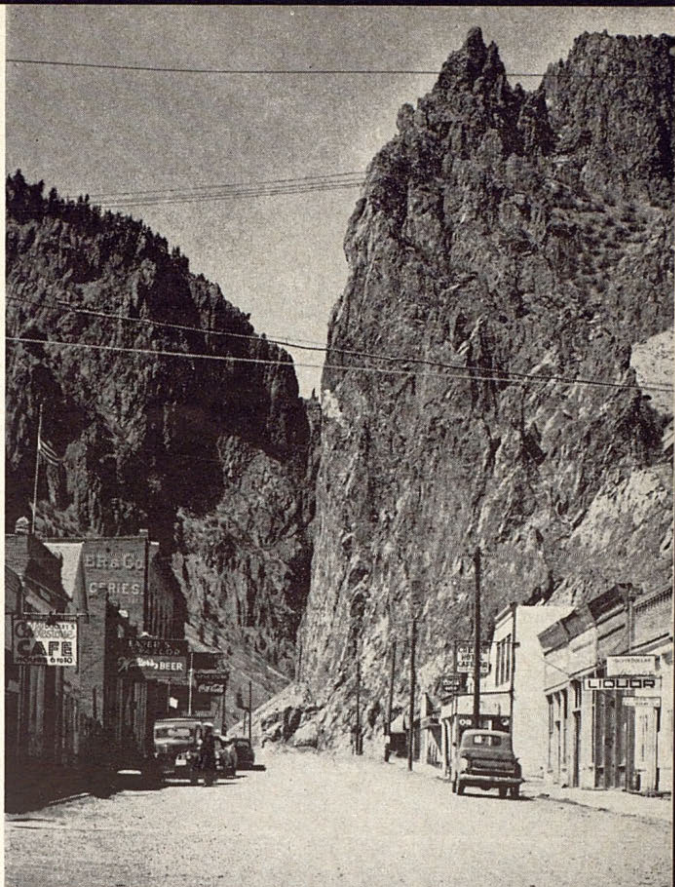
Foremost among the crops in the valley is the nationally-known Red McClure potato. The Red McClure potato can be grown successfully only in the San Luis Valley, where irrigation practices are almost as old as the valley itself. The first Red Men couldn't help noticing the natural supply of water spurting from the artesian wells and the steady flow of clear pure water in the Rio Grande.

Through modern practices valley farmers





Upper left, Great Sand Dunes National Monument. Scenes of Creede, Colorado, on this page above are, original townsite of Creede and present townsite. Below left, the Mineral County courthouse in Creede and right, one of the active mines still in operation. Left page below is a sheep drive to summer pastures in the valley.



Alamosa, with a population of more than 6,000, is a modern city with modern schools and public facilities. Wide paved streets reflect the progressive spirit of Alamosa citizens. Some Spanish architecture remains to recall memories of some of early pioneers of valley.



have doubled potato yields in recent years without increasing their acreage . . . potato business is truly big business in the San Luis Valley. Almost 12,000 carloads were shipped from the valley in 1954.

Large potato cellars and processing plants are commonplace in most valley towns and the Red McClure potato is commonplace on most western supermarket shelves.

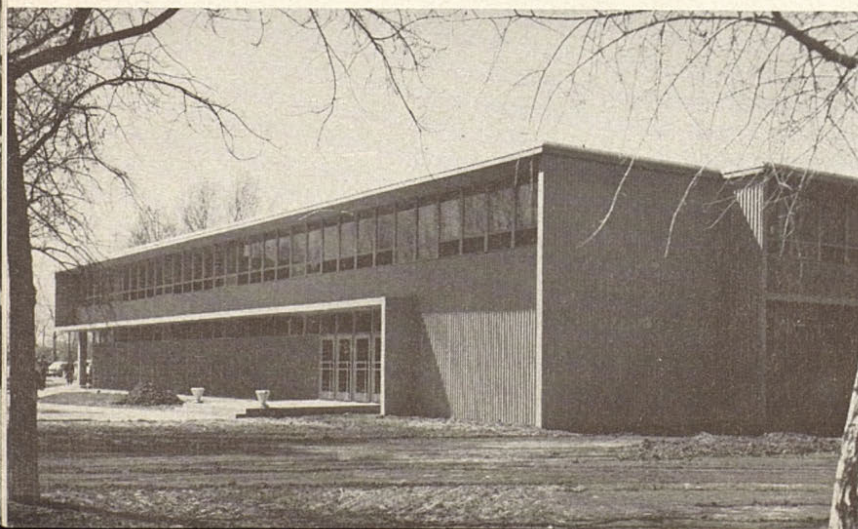
A new potato starch plant has been constructed in Monte Vista and there is no other quick-process type machinery like it in the country. A group of West German potato growers are expected to visit the plant for tips on the latest improvements. The starch plant buys and processes culls that farmers would ordinarily lose as waste.

Other crops are steadily gaining more attention in the valley in line with the attempt

to diversify farm practices and beat the unstable price situation in the potato business.

Lettuce growers in the area south of Alamosa shipped about 4,000 carloads of vegetables last year and with this year's construction of a vacuum plant to freeze the lettuce shipment, the figure will grow. The new plant uses a process developed by a California firm which will cool the lettuce for shipment at less cost than has ever been possible before. This is expected to be a boon to the growers as shipping expense has always been the big problem of the lettuce farmer.

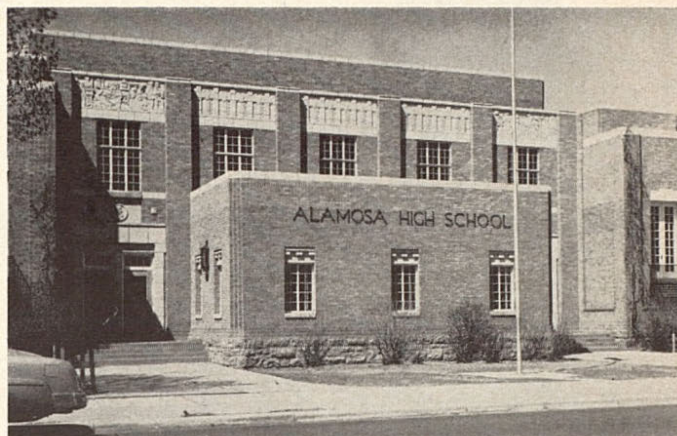
Excellent crops of other vegetables in addition to alfalfa, wheat, oats, barley, corn and hay thrive in the fertile valley. Farmers depend on the rivers and the magic supply of water from artesian wells for an ordinarily steady water supply to irrigate their crops. Droughts have



Alamosa is the home of Adams State College. A new modern library is in the late stages of construction on the campus at Alamosa.



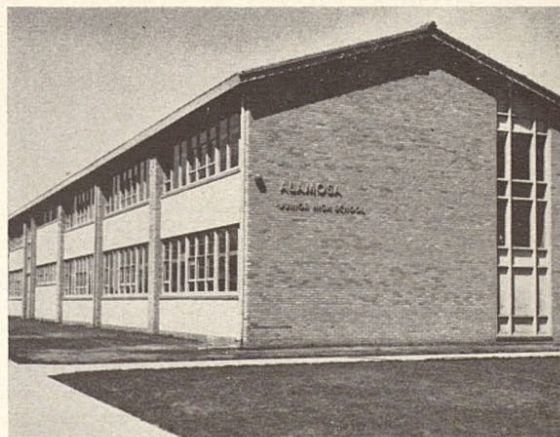
Alamosa's public school facilities rate with the best in the Southwest. Below are examples of the city school systems, the Alamosa High and Junior High.



plagued a wide area of the west including the valley but federal legislation is pending in connection with dams that may help relieve this irregular water shortage. Mountain snow is ordinarily a sure source of water for the San Luis Valley and adjacent areas.

Some of the finest cattle in America are raised in the San Luis Valley and next to the gigantic potato industry, this business excels in importance through the 100-mile long region. Cattle raising is divided among farmers, small ranchers and a few ranches with more than 100,000 acres.

Regardless of size, the cattlemen pursue the same routine that has made cattle raising profitable throughout the valley rangeland. In the summer cattle are driven up the mountain ranges to the cool air and greener pastures. In the winter the drive down begins to the low-



Residential areas of Alamosa are filled with pretty homes and are neatly landscaped and maintained.



Ski-Hi Valley

lands and canyons where there is natural protection from the chilling winds of extreme temperatures. Natural ideal conditions prevail for cattlemen who frequently "top the market" at centers like Denver, Kansas City and Chicago. About the same can be said for the sheep raising industry in the valley.

Choice and prime "clover" lambs from the San Luis Valley consistently set the pace at the world's largest sheep outlet in Denver during the summer market season.

Mining in the valley does not compare with the historical days of the wild and robust 1880's and 90's but even today the valley enjoys national distribution of its silver, lead and zinc

Ski-Hi Stampede season in Monte Vista brings a flock of people from far and near to view the rodeo and gala festivities. Below are scenes of the event and the main street of the Ski-Hi valley town.



which comprises a million-dollar annual industry.

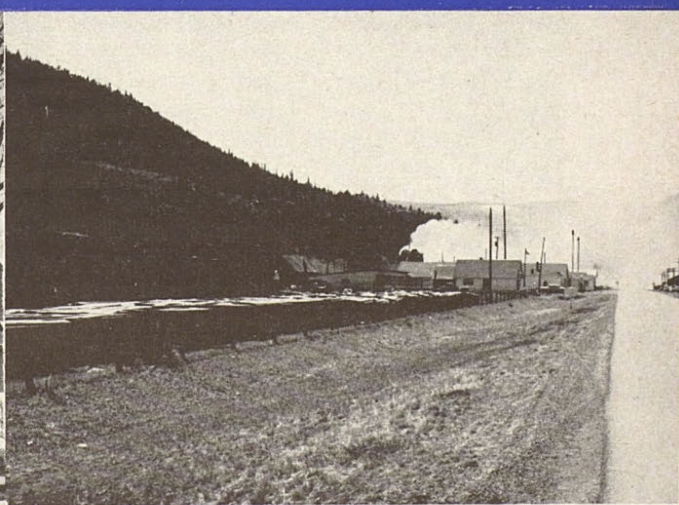
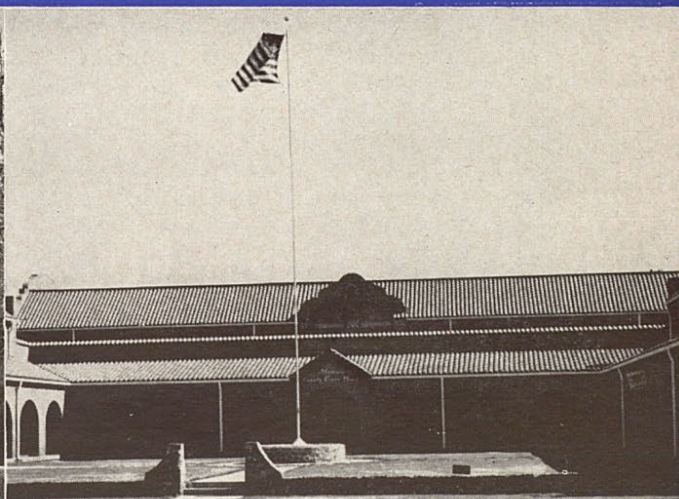
Loaded with colorful early-day mining history and for years the largest producer of silver ore in Colorado, Creede, the county seat of Mineral County, still is a mining town and a popular tourist attraction. Silver, lead and zinc are shipped from Creede in carload lots.

At the peak of the discovery during the mining boom days in 1892 more than 10,000 prospectors, miners and scheming promoters poured onto the scene. But the boom ran its course and was short lived. Creede gradually took on the appearance of a ghost town as the price of silver slumped and a disappointed

populace moved on.

A mild revival in the price of metals in the early 1930's and its fame as a tourist attraction

Top pictures (below) are two outstanding courthouses in the valley which form a striking contrast architecturally . . . the modern Rio Grande County courthouse in Del Norte and the building with the Spanish architectural design in Alamosa serving Alamosa County. (Lower left) residential section of Monte Vista. Lower right, lumbering community of Southfork.



kept the town alive. Today some 400 people reside in Creede, whose elevation is almost 9,000 feet. Bob Ford, who killed Jesse James, was slain in Creede and is typical of many historic characters that lived there during the rugged mining boom days.

Lumbering has been an important factor in the economy of the valley for years and the tempo of the lumber business is steadily increasing. A Chicago company, manufacturers of box and crate materials, recently built a new plant at South Fork to process lumber materials.

The San Luis Valley is probably the most uncommercialized recreational area in the United States relative to what it has to offer . . . the local people resent their communities being tabbed 'resort towns' because they are not. Rather they are independent communities with stable economies based on home activity. Tourists will find few places where a heartier welcome is extended but the valley is far from dependent on this income.

There is plenty of room for more lines in every trout stream and good fishing runs the width of the valley and for miles north and south.

Far from overcrowded, the valley has escaped the rush-rush and familiar panic of thousands who speed to prominent resorts for their few precious days outing and spend more energy fighting traffic than trout.

In addition to excellent fishing and hunting there is an almost unlimited array of interesting sights to see and things to do. The San Luis Valley is the home of the Great Sand Dunes National Monument—mountains of ever shifting sand that are the highest in the United States and are often called the 'singing sands' because of the unusual tones brought on by the wind whipping across the sand dunes. The sands are located a short drive north of Alamosa.

The valley plays host to annual visitors who are engrossed with historic old Fort Garland, old mining towns and the history of the old narrow gauge railroads. Indian camp sites and trails abandoned by the Red Man centuries ago and artifacts to support the claim are still found in the valley.

Famous Mount Blanca, 14,363 feet high, weird rock formations of the Wheeler National Monument to the west and a magic flow of water from artesian wells which freeze over in the winter and countless other miraculous

sights lie within a few hours drive through the scenic valley.

Mountain climbing, skiing, swimming in warm mineral spring pools and horseback riding through scenic mountain trails near guest lodges and ranches are a part of the recreational facilities available.

Tourist accommodations to fit the average pocketbook are the rule in the valley and free public camp grounds maintained by the forestry service dot the countryside.



Narrow Gauge Museum in Alamosa

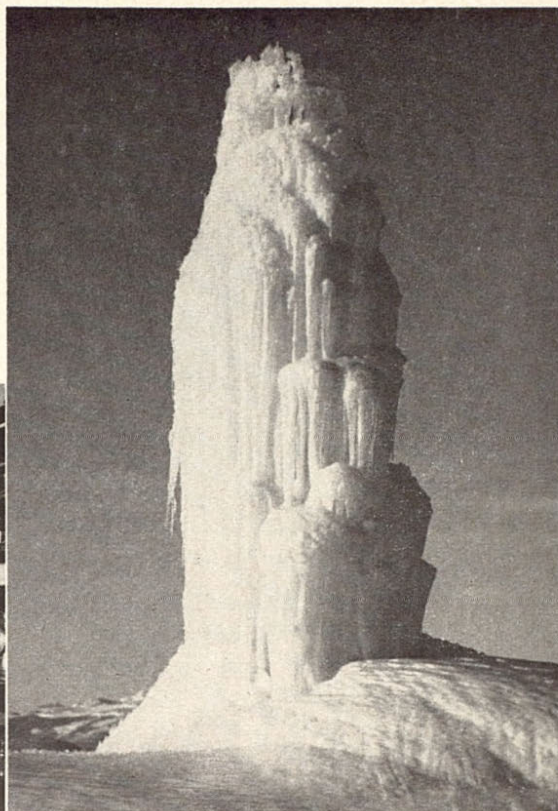
There are three days during the year when part of the valley is also working alive with people from all over the country. It is during the season of one of the West's most exciting and colorful celebrations . . . the Ski-Hi Stampede at Monte Vista.

The annual celebration features one of the classics in western rodeos. Horse racing and other gala attractions fill the three-day activity which will get underway in late July this year.

This gay event has been rated with the best in the west.

In spite of relatively little commercialization, the San Luis Valley is gradually gaining recognition as one of the west's richest unexploited frontiers. Commercial deposits of uranium may not be found but daily search parties are in the area. Industrial expansion may not flourish though there have been hints of a limited trend toward a greater era of industrialization in some parts of the valley.

Below are partial views of the exterior and interior of Alamosa's narrow gauge museum. The valley scenes to the right include: an artesian well frozen over in the winter, sheep and cattle grazing in the foothills and the main street of Antonito in the southern end of the San Luis Valley.



These possibilities, however, do not worry natives of the valley because they have prospered and grown without the benefit of either and expect to continue at an accelerated rate.

In addition to Texans, Oklahomans and Kansans who have either summer homes or who have permanently migrated to the valley, recent years have witnessed a swelling population of others who have discovered and are attracted to this 'garden spot of Colorado'.

If the pioneer founders of the 80's and gay 90's could see their country now—they would surely be pleased. It has remained unabused and unspoiled. The land has been wisely tilled with modern equipment and its production has marked it a land of plenty. Wild and rugged days of fighting indians and outlaws have passed from the scene. There's still game to hunt and fish to catch but now hunting and fishing are sports rather than necessary chores to keep meat on the table.





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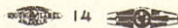
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The Wise Vacationer



One of the biggest thrills that go with a vacation is the planning. The family hovered over a map on the living room carpet is a familiar scene at this time of year . . . they are planning their vacation route.

Smart vacationers plan their departure time early enough each day to insure a safe and pleasant drive to their destination . . . **SPEED IS STILL AMERICA'S TOP VACATION KILLER.**

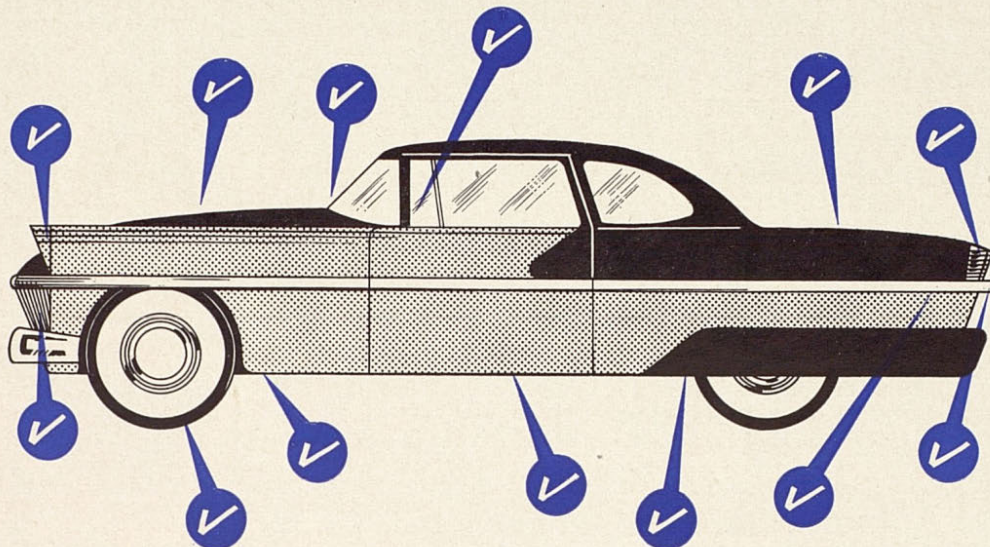
Sufficient rest stops are scheduled and an early stop for lodging each evening will prevent driver's fatigue.

The wise family also plans their vacation packing . . . they do it systematically and keep items most often used where they can be conveniently located.

Newspaper and milk deliveries are discontinued . . . neighbors have been asked to take mail deliveries after the postman has been notified . . . refrigerators have been defrosted and cleaned out . . . electrical outlets are unplugged . . . all possible fire hazards are eliminated . . . bills are paid in advance . . . locks on doors and windows are put in proper working order and secured before leaving.

The family car has been inspected for top operating condition and the driver has made a resolution to be alert and safety-conscious throughout the trip . . . he believes that this is his best vacation insurance and he knows that the best vacation is a safe one.

Vacation Checkpoints



PLAY IT SMART

*prepare your car for vacation NOW . . .
save trouble and \$ \$ \$*

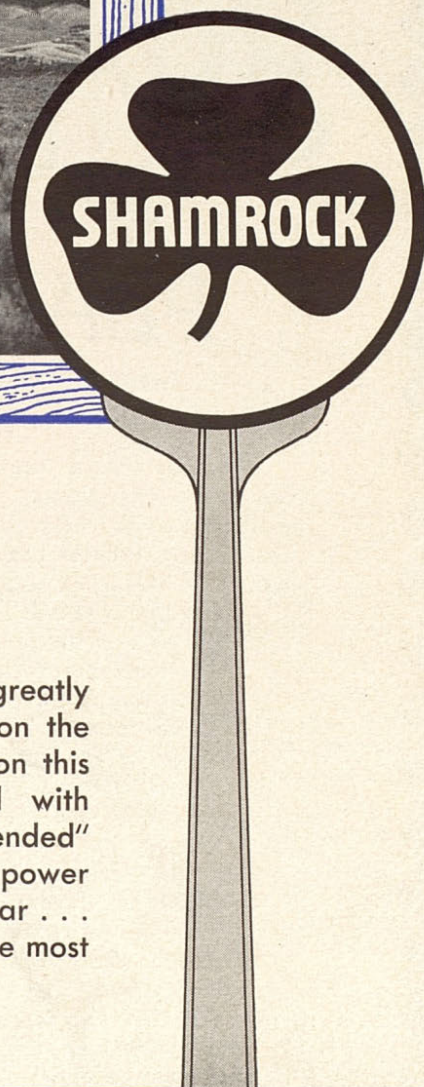
Another record number of people are hitting the highways in vacation trips across the country. Some of these vacationers will take precautionary measures and properly plan the servicing of their automobiles before departure time. Others, however, will neglect such planning and end up with unnecessary repair bills and a not-so-pleasant trip motoring wise.

A few tips that will help insure a trouble-free auto trip are listed below.

1. Plan early the pre-trip servicing and maintenance of your car.
2. Have major repairs completed well in advance to make sure the troubles have been completely corrected. An engine tune-up is recommended.
3. Have your local Shamrock Service Dealer suggest minor maintenance when he washes and greases your car and changes its oil for the miles ahead. Items such as worn fan belts and water hoses and connections should be corrected right on the spot.
4. Forget tire worries with a new set of Goodyear's 3-T Super Cushion tubless tires.
5. While on the road, keep close check on tire inflation, temperature and oil pressure gauges. Don't forget to inspect spare tire occasionally.

Remember that your Shamrock dealers in parts of Oklahoma, Texas, Colorado, New Mexico, Arizona, Kansas, Nebraska and Wyoming are pleased to help make your trip more enjoyable.

Stop at the sign of your friendly Shamrock dealer on your visit through the Southwest and Rocky Mountain states.



Make it a carefree vacation . . .

travel with **SHAMROCK**

The enjoyment of your vacation this summer greatly depends upon how your automobile performs on the highway. Assure your family a carefree vacation this year by keeping your gasoline tank filled with Shamrock. With clean burning, "seasonally blended" Shamrock gasoline you'll enjoy fast, smooth power and greater all-around performance from your car . . . certainly a big step toward making this one of the most enjoyable vacations ever!