GWC LOGOS

The three community projects of Great Western Cities—California City, Colorado City and Cochiti Lake—employ separate graphic symbols as working logos for each of these sites. The three logos are similar in shape and consist of elements particular to and representative of each community environment. The following is a short synopsis of the meaning and background of each logo. The Cochiti Lake symbol was designed a year and a half ago, while both the California City and Colorado City logos are very recent creations and replace the logos previously in effect.

The COCHITI LAKE logo is a combination of four symbols which are indicative of the land and culture of the surrounding New Mexico area. This logo is a roundish symbol designed from a basic circle. In nearly all cultures, the circle indicates immortality or eternity, since it has no beginning and no end. Perceptually, the circle is the least static shape and consists of elements particular to and representative of each community environment. The following is a short synopsis of the meaning and background of each logo. The Cochiti Lake symbol was designed a year and a half ago, while both the California City and Colorado City logos are very recent creations and replace the logos previously in effect.

The Southwest Indians' symbol for "life" is the sun. The rays extending from the circle are symbolic of this life-giving body. In addition, these rays represent hope which portray vegetation and growth from the earth.

Intersecting the earth/sun portrayal are a pair of wavy lines which depict the introduction of water (Cochiti Lake) to the land/sea. This middle curve should always dip rather than rise within the circle. Color is also very representative in the Cochiti Lake logo. The Cochiti tribe is made up of two colors: the Pumpkin (or Squash) and the Turquoise. Warm orange (pumpkin or squash) and turquoise are the standard colors. Therefore, the colors employed in the logo become a reinforcement to its meaning. Color placement is also important. The orange is to always appear above the cool blue of the water below. The new logo for CALIFORNIA CITY is also a very recognizable symbol which represents the attitudes and lifestyle prevalent in that community. The sun as a graphic symbol dates back to the recorded history of man. It is a happy, casual, uncontrolled and flowing image.

Both the Colorado City and California City logos have just been created by Los Angeles designer Anthony Goldschmidt. In both cases, much thought has been given to have the logos suggest more than just the surrounding terrain. They are easily recognizable, natural images which attempt to psychologically represent an attitude prevalent in each community.

Colorado means many things to many people, but it is mostly associated with the outdoors and mountain sports. COLORADO CITY is surrounded by the majestic Sangre de Cristo mountains and has much to offer. It is not a ski resort, however, and a logo to suggest more than simply mountains was decided upon. Naturalness in the logo's design was paramount. Therefore, rather than having a professional designer concoct a symbol, a photograph of an actual tree growing on location in Colorado City was taken. The tree is a very special aspect of this mountainous state, and this particular tree is an accurate natural element of the landscape indigenous to Colorado City. The logo itself is a section of the photograph and becomes a free-flowing, organic design with all the randomness of a natural tree. It is, in its natural state; nothing has been changed, removed or added.

In keeping with the other round logo shapes of Great Western Cities, the tree is enclosed in a circular background which also creates a tension between the spreading branches and the circumference of the circle. This tension is to be symbolic of Colorado City's growth in many directions. It is a natural element which is growing, moving, enlarging and changing, just as is the community.

The vivid scenery of the state of Colorado transforms dramatically with the changing seasons. The Colorado City logo is likewise flexible in its color scheme. The tree always remains an opaque white, but the background may change from black to dark blue or warm yellow to signify the changing season of nature.

The logo will also be used in varying sizes and will appear on all company materials and at locations throughout the community. Over a one-year period, it is hoped that the logo will become an integral part of all elements on and away from the Colorado City site.

The artistic rendition of the sun is done in such a manner that the outer as well as the inner circumference of this logo is imperfect. The lines are in varied weights and textures, and those lines radiating from the central circle overlap and intercut, creating a flowing out from the center point. The symbol is not enclosed in a geometric shape and therefore, this flowing movement is not blocked. Psychologically, this logo also suggests growth in all directions.

The sun logo will be used in various earth-tones of red, yellow and blue; but never in black. This is an attempt toward the personal and away from the institutional. The accompanying title of "California City" is to be in a Helvetica typeface which is quite sophisticated. This produces an interesting balance between two totally different elements. The purpose is to create a combination of professionalism and humanity.

As with the Colorado City logo, the California City logo should come into total use over a one-year period and will be an integral part of all the elements on and away from the site.
Colorado's First Crop of Sugar Beets

The beet farm, now a relic, was the only tool for years to get beets into the wagon for delivery to the factory. While the beet was making a good start, the wild out was protecting the advent of a new crop, but was finally whipped by replanting, mowing before cultivating, by thinning.

Cultivating was a very difficult job. The cultivators used were two-rowed, using one horse, often with a boss leading the horse to keep him from trampling on the small beets. During the cultivation of these shallow fields, the Austin winder was introduced by Mark Austin, Agricultural Superintendent. Eight inches was the rule for spacing and the best hoes were four inches wide. The beets were cultivated and thinned in a satisfactory manner and by the middle of July the leaves covered the rows.

The territory north of Loveland had quite a severe hail storm, which destroyed the leaves, followed by a very discouraging to the new beet farmers, but after two weeks' time the fields made a good recovery and the farmers felt by last they had a crop which would not be totally destroyed by hail.

The irrigation went rather well until after the middle of August when some of the ditches ran short of water. Precious to this year there had been no special use for late water for other than domestic use. The introduction of a crop calling for water rather upset the former practices. Through the efforts of Mark Austin, sufficient water was secured by borrowing and buying additional water, and the first sugar beet crop was carried to maturity in a very satisfactory manner.

Under the first contract the growers received $4.50 per ton, beet seed was 10 cents per pound and 20 pounds per acre was recommended. The beet labor was received $2.00 per acre. The field force was used in an advisory capacity, spending their time in the field, conferring with the growers on proper methods of beet cultivation.

The open date for harvest was October 20. There were no provisos for piling and the entire harvest period had restricted deliveries. The pulper used was the school type of plow, going under and lifting the beets which swirled most of the top roots. No A's or V's were used to smooth the land where the beets were piled, the laborers using garden rakes for this purpose, and no hooks were on the beet knives. Rope ears were used in unloading beets at the factory. After a few days the bins were full, the rope net discarded, and all beets showed.

Beet harvest started the first week in October and all beets were harvested before serious freeze. In the first Loveland campaign of 1901, the company paid growers for 6,450 tons of beets, from which 139,000 bags of sugar were extracted. In 1926, a quarter of a century later, progress had changed these figures to 3,875,000 tons of beets brought from farms and 9,250,000 bags of sugar produced.

Mike Nolan

Mike joined Great Western United in mid-September of this year, lost in time for the possibilities but now in full swing. He has been in the business for a good while. He believes that the characteristics badly lacking in a number of leading businesses. Actually, in all thriving, Great Western United Corporation was the only firm that I really wanted to work for in the state.

The Corporate Communication Department is under the Corporate Legal Department, headed by Neil Pick, vice president-legal affairs and secretary of the corporation.

Mike had been serving as director of communication for the Denver-based Rocky Mountain Center on Environment (ROMOCE), before accepting the position with Great Western United. Prior to that, he served for eighteen months as press secretary to former Lieutenant Governor Mark B.℠äumicker. The appointment was made by Governor for Colorado in 1970. From 1959 until 1969, Mike was a reporter for United Press International in Dallas, Texas and in Denver. He covered Colorado politics and Colorado State government primarily for eight years in Denver.

During his UPI years, Mike covered every sort of story imaginable from President Kennedy's visit to Colorado as President, to Mrs. Lyndon B. Johnson's raft trip down the Snake River in Wyoming.

Mike was born in Jacksonville, Florida. He was graduated with honors in 1955 from Northwestern University with a BA in Journalism. While at North Texas, he served as editor of the student newspaper. In the late 1950's Mike served for two years in the U.S. Army and was assigned to the Headquarters, U.S. Army, Main Post, Herrington, Germany, in the Intelligence Division.

Mike's outside interests cover a wide spectrum. They range from politics and reading to hiking around the Colorado mountains.