

University of Colorado
SCHOOL OF BUSINESS

Arkansas Valley Study

TRADE AND SERVICES SECTOR OF THE
ARKANSAS VALLEY ECONOMY
IN COLORADO

Working Paper #8: Retail Trading Centers in the Arkansas Valley

by

Dr. B. J. La Londe



July, 1965

TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	1
THE CONCEPT OF A TRADE CENTER	2
THE CONCEPT OF A RETAIL TRADING AREA	2
METHODOLOGY	3
RETAIL TRADE CENTERS IN THE ARKANSAS VALLEY	4
SOME GENERAL CONCLUSIONS	4
APPENDIX	

LIST OF FIGURES

- 1 SALES LEVEL AND NUMBER OF ESTABLISHMENT CRITERIA FOR RETAIL TRADE CENTERS
- 2 TYPE OF RETAIL ESTABLISHMENTS WITHIN RETAIL TRADE CENTER TYPES
- 3 RETAIL TRADE CENTERS BY LEVEL OF CENTER IN ARKANSAS VALLEY
- 4 RETAIL TRADE CENTERS IN THE ARKANSAS VALLEY IN COLORADO

LIST OF TABLES

- 1.1-1.12 CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

PUEBLO, COLORADO SPRINGS, TRINIDAD,
CANON CITY, LA JUNTA, LAMAR, WALSENBURG,
ROCKY FORD, SALIDA, LEADVILLE, LAS ANIMAS,
FLORENCE,
- 1.13 PERCAPITA RETAIL SALES SUMMARY BY BUSINESS GROUP, FOR ARKANSAS VALLEY: 1948-1963
- 2.1-2.11 PER CAPITA RETAIL SALES FOR ARKANSAS VALLEY COUNTIES: 1948-1963

FOOD GROUP, EATING AND DRINKING PLACES,
GENERAL MERCHANDISE, APPAREL GROUP,
FURNITURE, AUTOMOTIVE GROUP, GASOLINE,
SERVICE STATIONS, LUMBER, DRUG AND
PROPRIETARY STORES, ALL OTHER RETAIL
STORES, NON-STORE RETAILERS
- 3.1 POPULATION ESTIMATES FOR SELECTED CITIES IN THE ARKANSAS VALLEY

- 4.1 PER CAPITA RETAIL SALES BY COUNTY IN ARKANSAS VALLEY: 1948-1963
- 4.2 AVERAGE SALES PER STORE IN ARKANSAS VALLEY AND STATE BY RETAIL CATEGORY: 1948-1963
- 4.3 AVERAGE SALES PER EMPLOYEE IN ARKANSAS VALLEY AND STATE BY RETAIL CATEGORY: 1948-1963

INTRODUCTION

Since World War II, some important structural changes have occurred in the economy of the Arkansas Valley. These changes are generally expressed in terms of population and employment shifts, personal income changes and other measures of economic activity. Regardless of how these changes are expressed, a change in the level or type of economic activity results in a corresponding impact upon the Trade and Services Sector.

One of the economic sectors most responsive to shifts in basic economic activity is the Trades and Services Sector. It is primarily a derived economic sector in that the level and scope of retailing, wholesaling and services is determined by other basic income generating economic determinants.

Certain locational factors are important in explaining differences in performance from one trade center to another. These include such factors as population, transportation network, proximity and size of larger trade centers, agricultural and industrial base and traditional consumer buying habits. However, these factors alone do not usually explain the differences in performance between trade centers. Observation and discussion emanating from the field work segment of the research make it quite obvious that community attitude is of major significance in explaining differential performance between trade centers in the Arkansas Valley. On the one hand, there are trade centers in the Arkansas Valley which have more trade and services activity than their locational position would warrant. The opposite is also true; there are a number of communities which have not exploited potential trade and services within their trading area to its fullest extent. The only explanation for this phenomena and an explanation substantiated by field work evidence would seem to lie in the area of the attitude of the community. Basic conservatism, defeatism and lack of entrepreneurial thrust have left some communities far back in the race to effectively serve the fullest range of consumer and business needs.

As an economy matures, there is a tendency to spend less money on retail consumption and channel more of consumer spending power into the service area. This has been true generally in the United States and is true in the Arkansas Valley. This tendency has two types of effects in the Arkansas Valley. First, the level of retail sales, while it will rise in absolute sales volume, will decline as a percentage of personal income. The consumer will spend more in personal services, medical care, entertainment and other spending categories of a service nature. The second effect is that trading centers tend to develop into a full-service market center rather than a market center serving specifically retail, wholesaling or service-type needs. A community which provides only retail facilities without corresponding medical and dental facilities, newspapers and community facilities can find its share of retail sales declining due to the lack of a full-service mix.

A third factor to consider is that population distribution in the Arkansas Valley precludes the development of major trading centers in all communities of the Arkansas Valley. The most orderly development of trade and services facilities in the Arkansas Valley would be one where facilities are matched to market needs. Duplication of retail facilities in adjoining

small communities are wasteful from an economic point of view. There exists a serious need for community planning and cooperation in developing adequate facilities to meet market needs. A broad-based planning effort involving the retail community, services, professions and government must be developed if progress is to be made in a building of an active, vital trade center consistent with community needs.

THE CONCEPT OF A TRADE CENTER

A trading center, simply defined, is a definable geographic location (generally an urban place by census definition) where trade and services activity takes place in measurable amounts.

A given economic region in the long run will generally evolve a number of trade centers of different sizes and types to serve this economic need. As noted earlier in this report, a trade center develops to a level consistent with the level of market needs. A small trade center with limited population in its trading area might provide primarily retail facilities. As the level and complexity of the needs increase, the level and complexity of the trade center also increases.

The function of a trade center then, is dependent upon the level of market needs that it serves. In the large trade center, the consumer expects to find not only a complete range of retail services but also specialized services. For example, in a large trade center the consumer could probably find medical specialists, convention facilities, advanced educational facilities, advertising agencies and similar kinds of specialized business and consumer services. In a small trade center the consumer would probably only find basic retail facilities rather than specialized business services and consumer conveniences.

Trade centers evolve spatially in a geographic pattern to serve the needs of a region most economically and conveniently. In any given region there are a series of trade centers ranging from the very small retail center to the large metropolitan trading area.

In summary, a trade center is a geographic concentration of trade and services activity. A large trade center provides a full range of economic activity including retail, wholesale, personal service, medical, financial and other services. As the level of trade center declines, the number and types of trades and services available in any given area decline.

THE CONCEPT OF A RETAIL TRADING AREA

A trade center meets the needs and wants of customers who move about within a spatially ordered framework. This movement may be related to the place of residence, work, recreation or other activities, but the movement occurs within a specific area. The economic function of the trade center is to provide goods and services to its potential customers. The trading area is a geographic representation of the sphere of influence of a given trade center.

Ideally speaking, one could draw a line between two competing retail trade centers and calculate the retail trading area of the individual centers in this manner. However, it is an economic reality that the market place is not perfect, either spatially or otherwise. Changes in shopping habits, transportation network, merchandising practices and store mix often cause alteration of trading area patterns. It would be difficult, if not impossible, to draw a line around a given geographic location and state that this was an accurate representation of the trading area of the trade center. Certain retail units such as automobile dealers or large general merchandise stores might attract a significant amount of business from a radius of 25 to 50 miles. Other stores located in the same retail complex such as food stores or drug stores might do 95 percent of the sales volume with customers living within three miles of their store location. In some cases, retail units of the same type (gasoline stations) will have wide variations in trading area patterns. Depending on location, one service station could serve primarily local trade while another could serve the tourist trade.

Due to the above factors, it seems most meaningful to analyze trading areas in terms of trade centers and trade volume rather than trading areas. The summary report for the study will include a model of trade potential analysis. From this model it will be possible to determine the level of potential retail sales in a community if the income level and distribution are known.

METHODOLOGY

Three criteria were used to develop a comprehensive classification of retail trade centers in the Arkansas Valley. The three criteria were: 1) the level of retail sales; 2) the distribution by type of retail units within the center; and 3) the total number of retail units. These criteria were supplemented by analysis of secondary data and field work observation. The classification scheme used in this study is similar, but not identical, to the scheme developed for the Upper Midwest Economic Study.*

The principle difference between the two studies is that in the Arkansas Valley study the wholesale and retail trade centers are separated and in the Upper Midwest study they are combined into one trading center classification. There were two causes for this variation in classification between the Upper Midwest and the Arkansas Valley. First, patterns of wholesale trade in the Rocky Mountains are different from those in the Upper Midwest. Wholesale trade is generally more concentrated in the large urban areas in the Rocky Mountain region than in the Upper Midwest. A second reason for the revision of the basic classification scheme is that the retail trade patterns of the Rocky Mountain region are different from those of the Upper Midwest. Generally speaking, retail trade centers in the Rocky Mountain Region are either large-scale or small-scale centers. The medium-sized retail trade center is relatively rare in the Rocky Mountain Region due to population distribution and density.

* John Borchert and Russel B. Adams. Trade Centers and Trade Areas in the Upper Midwest. Urban Report No. 3. (September 1963)

The relevant criteria used in classification are specified in Figures 1 and 2. Figure 1 specifies the level of retail sales and the number of units required to meet the various levels of retail trade centers. Figure 2 specifies the distribution by type of retail unit necessary to meet minimum qualifications for each level of trade center.

RETAIL TRADE CENTERS IN THE ARKANSAS VALLEY

After applying the classification scheme outlined above to the Arkansas Valley a relatively clear pattern of retail trade centers emerges. The trade center structure is outlined in tabular form in Figure 3 and in graphic form in Figure 4.

In Figure 3, the cities are ranked in order of population (1965 estimate-- State Planning Division). The following observations could be made on the basis of Figures 3 and 4 and supported by the statistical material in the Appendix to this paper.

1. Trinidad and Canon City should qualify as either partial or complete shopping centers. The store mix and level of sales considering the retail potential available indicates a probable lack of aggressive merchandising in these communities. A significant amount of retail trade is leaking out of their trading areas into other Arkansas Valley communities.
2. Walsenburg and Salida should both be classified as Full Convenience Retail Trade Centers. There is adequate potential in both areas for this classification but store mix and level of sales indicators suggest that the trade is going elsewhere.
3. Buena Vista, Springfield and Ordway should classify as convenience-type centers. There is sufficient population base in the immediate trading area to support a convenience-level trading center.

SOME GENERAL CONCLUSIONS

1. The Arkansas Valley is a self-contained region as measured by the level and type of retail trade activity. That is, there are trade leakages between the communities of the region but very little leakage outside the Arkansas Valley.
2. Colorado Springs and Pueblo are key retail trade centers in the Arkansas Valley, with Colorado Springs primarily a retail-service center and Pueblo a retail-wholesale trade center.
3. La Junta, Lamar and Rocky Ford are secondary trade centers in the Arkansas Valley. These communities are primarily retail centers but provide a moderate range of service and wholesale facilities.

FIGURE 1
 SALES LEVEL AND NUMBER OF ESTABLISHMENT CRITERIA
 FOR RETAIL TRADE CENTERS

Retail Trade Center	Retail Sales ¹	No. of Establishments ²
Metropolitan	Over 500 million	Over 3,000
Primary	100 to 500 million	Over 750
Secondary	40 to 100 million	Over 300
Complete Shopping	11 to 40 million	Over 200
Partial Shopping	5 to 11 million	Over 100
Full Convenience	Over 1 million	Over 60
Convenience	Over 1 million	Over 25
Minimum Convenience	No Minimum	Over 10

¹From: Projection based on U.S. Census of Business

²From: Dun and Bradstreet Reference Book

FIGURE 2

TYPE OF RETAIL ESTABLISHMENTS WITHIN RETAIL TRADE CENTER TYPES

								Selected Retail Functions		
All ↓	All ↓	All ↓	Any 9-12	Any 4-8	SPECIALTY RETAIL			Antiques Camera Store Children's Wear Florist Music Store Photo Studio Paint, Glass, Wallpaper Plumb., Heating Supplies Radio, TV Store Sporting Goods Stationery Tires, Batteries, Access. Women's Accessories		
			All ↓	All ↓	Any 3				Family Shoe Store Farm, Garden Supplies Lumber, Building Mat'ls. Hotel, Motel Mortuary	
					All ↓	Any 2				Appliances, Furniture Jewelry Men's, Boy's, or Women's Clthg. Laundry, Dry Cleaning
						All ↓	CONVENIENCE Any 2			Garage, Auto, Implement Dealer Gen'l. Merch, Variety Store Meat, Fish, or Fruit
							All ↓			Gasoline Service Station Grocery Store Drug Store Hardware Store Bank Eating Place
Metropolitan	Primary	Secondary	Complete Shopping.	Partial Shopping	Full Convenience	Convenience	Minimum Convenience			

FIGURE 3
RETAIL TRADE CENTERS BY LEVEL OF CENTER IN ARKANSAS VALLEY

City	Metro	Primary	Secondary	Complete Shopping	Partial Shopping	Full Convenience	Convenience	Minimum Convenience
Puebl ^o		X						
Colorado Spgs.		X						
Trinidad					O		X	
Canon City					O	X		
La Junta					X			
Lamar					X			
Rocky Ford					X			
Walsenberg						O	X	
Salida						O		X
Leadville						X		
Las Animas							X ¹	
Florence							X ¹	
Buena Vista							O	X
Springfield							O	X ³
Fowler							X	
Ordway							O	X
Holly							X ²	
Eads								X
Walsh								X ³
Cripple Creek								X

¹Lacks general merchandise store

²Lacks auto repair shop

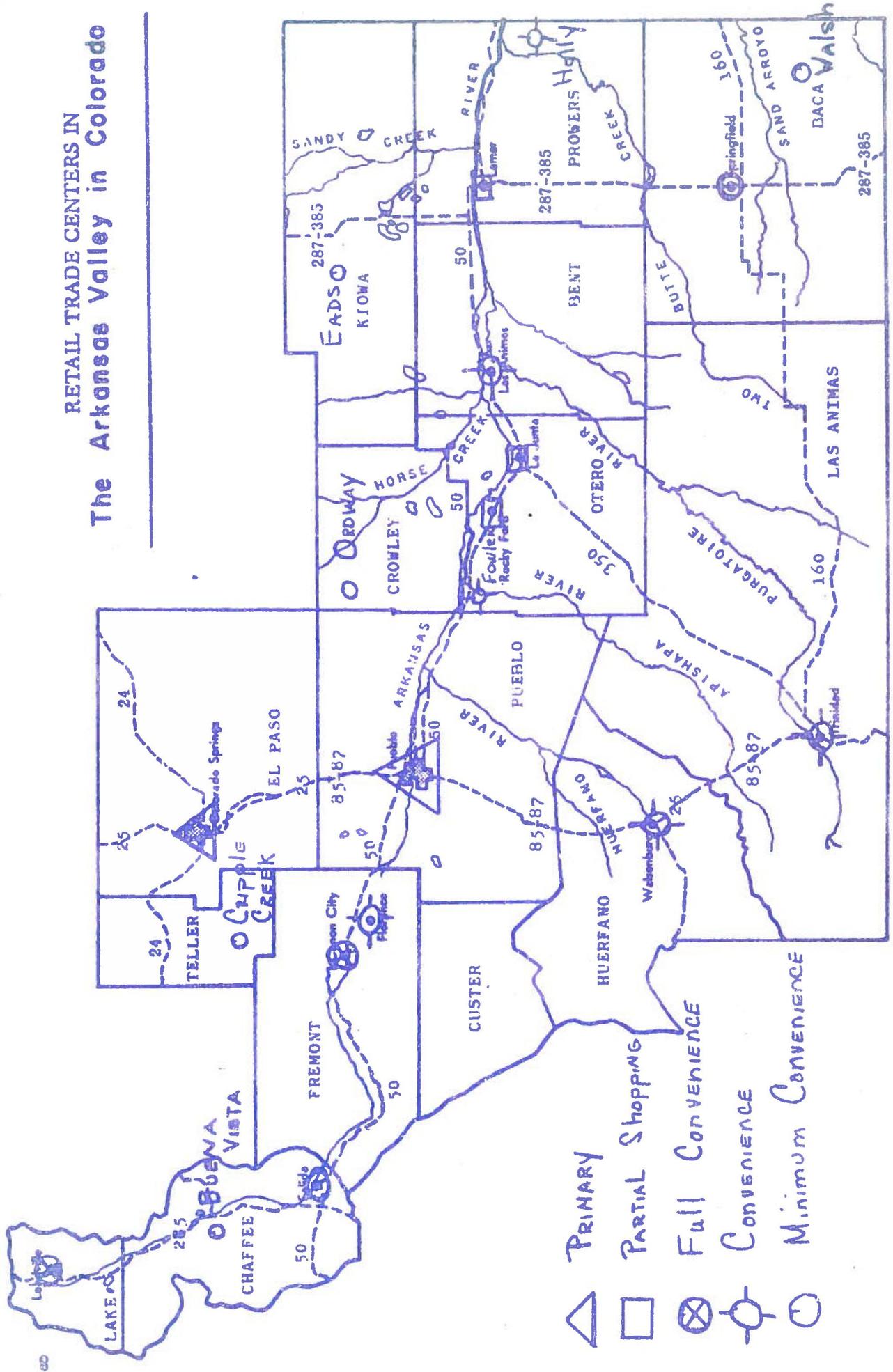
³Lacks hardware store

Note: All other AV towns are below minimum convenience centers.

X = Current Classification

O = Potential Classification

FIGURE 4



4. With few exceptions, the downtown business districts of the communities in the Arkansas Valley are in need of upgrading both in condition and appearance as well as store mix. If cooperative community action and intelligent planning do not bring facilities upgrading to pass, the appearance of shopping centers (even in small trade centers) will cause further deterioration of the downtown business district. This continued deterioration could result ultimately in tax base problems to the community as well as a general diffusion of community-trade center vitality.
5. The strongest single retail trade center in the Valley is located in the Colorado Springs area. This retail trade center probably pulls specialty merchandise and service business from the entire Arkansas Valley including Pueblo. Pueblo has an adequate number of retail stores and sales volume to qualify as a primary retail center. However, the stores are generally smaller in size than Colorado Springs stores and store mix is lacking particularly in specialty merchandise categories.
6. The weakest retail area in terms of adequacy in meeting potential is found in the lower Arkansas Valley in the Trinidad and Walsenburg area. Both Trinidad and Walsenburg are under their potential strength as retail trade centers.
7. There have been significant and broad-based increases in all sectors of trade and services activity in the Arkansas Valley. Retail sales increased almost 93 per cent between 1948 and 1963. Wholesale trade increased almost 96 per cent during the same period and selected services were up almost 43 per cent between 1948 and 1963.
8. On the basis of field work investigation, it could be concluded that there exists a general feeling among business and community leaders in the Arkansas Valley that "business is bad" in the Arkansas Valley. The statistical evidence does not support this point of view but would more likely lend support to an opposite view. It is interesting to note that there appears to be a clear tendency to blame the nearest larger urban center with siphoning off community retail trade. That is, the small communities point to Pueblo, Colorado Springs and in some cases Denver as siphoning off retail trade potential from the small communities. Pueblo and Colorado Springs point to Denver as siphoning off trade from their natural trading area. While there is undoubtedly some leakage of trade into Denver, particularly in specialty merchandise and services, it is probably negligible in terms of total retail trade in the Arkansas Valley. It is at least partially offset by tourist expenditures (leakage into the area).



APPENDIX

Tables

TABLE 1.1

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

City Pueblo County Pueblo

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
L-B-H	68.7	--	75.2	53.8	51	92	71	37
General Merchandise	95.8	98.6	99.1	--	201	122	170	--
Food Stores	87.0	95.2	90.2	89.7	241	326	320	328
Auto	78.1	--	--	99.5	181	--	--	291
Gasoline S.S.	76.8	94.2	91.2	82.8	48	70	90	89
Apparel, Accessory	--	--	100.0	--	--	--	78	--
Furn., Home Furn. & Equip.	100.0	--	--	--	79	--	--	--
Eating, Drinking	84.3	92.7	86.1	75.6	84	90	88	75
Drug & Proprietary Stores	--	--	--	--	--	--	--	--
Other Retail Stores	94.0	95.7	95.7	92.2	106	83	83	69
Non Store Retailers	--	100.0	--	--	--	18	--	--
City Total	87.3	96.9	93.1	90.3	1077	1267	1301	1270
County Total	--	--	--	--	882	961	1060	1066

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

Note: 1) (D) indicates data not available due to disclosure laws.
2) -- indicates no retail sales in group.

TABLE 1.2

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

Colorado
City Spring County El Paso

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
L-B-W	84.3	92.2	87.1	76.8	130	281	204	155
General Merchandise	--	96.5	98.7	--	--	170	258	--
Food Stores	80.3	89.6	73.2	82.1	285	435	363	460
Auto	96.6	97.2	96.8	88.0	215	392	400	467
Gasoline S.S.	58.4	77.2	79.1	71.8	53	153	168	186
Apparel, Accessory	--	98.8	99.0	88.9	--	167	153	153
Furn., Home Furn. & Equip.	95.6	95.1	93.3	94.4	120	139	139	159
Eating, Drinking	69.4	82.2	69.7	72.4	86	159	135	151
Drug & Proprietary Stores	84.4	87.9	86.7	--	72	86	88	--
Other Retail Stores	77.2	86.0	75.5	78.7	143	227	161	175
Non Store Retailers	--	94.9	60.4	92.4	--	25	21	44
City Total	82.8	90.7	84.8	76.9	1348	2234	2090	2189
County Total	--	--	--	--	1012	1335	1238	1295

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

Note: 1) (D) indicates data not available due to disclosure laws.
2) -- indicates no retail sales in group.

TABLE 1.3

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

City Trinidad County Las Animas

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
I-B-H	--	--	87.5	95.3	--	--	103	99
General Merchandise	83.3	72.1	71.2	--	162	173	166	--
Food Stores	72.1	89.9	77.8	91.0	289	260	345	387
Auto	--	100.0	--	100.0	--	244	--	342
Gasoline S.S.	52.4	65.9	57.3	55.5	43	83	80	107
Apparel, Accessory	--	100.0	100.0	--	--	56	51	60
Furn., Home Furn. & Equip.	100.0	--	100.0	100.0	41	--	33	52
Eating, Drinking	64.5	81.3	72.0	83.4	71	97	77	105
Drug & Proprietary Stores	--	--	--	--	--	--	--	--
Other Retail Stores	85.3	86.5	90.6	--	87	86	110	--
Non Store Retailers	--	100.0	--	100.0	--	8	--	1
City Total	81.7	86.3	81.4	88.7	1113	1166	1286	1571
County Total	--	--	--	--	621	665	821	950

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

Note: 1) (D) indicates data not available due to disclosure laws.
2) -- indicates no retail sales in group.

TABLE 1.4

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

City Canon City County Fremont

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
L-B-H	70.8	71.2	58.3	73.5	171	120	109	104
General Merchandise	--	78.6	67.4	73.7	--	100	127	130
Food Stores	56.1	61.4	64.5	64.5	274	281	317	359
Auto	78.7	--	54.6	74.2	363	--	191	284
Gasoline S.S.	57.0	66.5	67.7	68.9	90	186	161	162
Apparel, Accessory	--	--	--	--	--	--	--	--
Furn., Home Furn. & Equip.	87.0	64.2	--	--	71	69	--	--
Eating, Drinking	50.7	72.9	64.8	69.4	70	108	109	122
Drug & Proprietary Stores	79.1	--	--	--	61	--	--	--
Other Retail Stores	69.8	69.8	60.1	51.7	144	137	67	46
Non Store Retailers	--	100.0	--	--	--	2	--	--
City Total	67.3	71.3	64.0	72.0	1378	1435	1251	1510
County Total	--9	--	--	--	705	747	823	947

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

Note: 1) (D) indicates data not available due to disclosure laws.
2) -- indicates no retail sales in group.

TABLE 1.5

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

City La Junta County Otero

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
I-B-H	36.2	28.9	31.1	32.5	153	98	112	124
General Merchandise	73.1	66.6	68.4	66.2	238	181	207	213
Food Stores	49.8	40.3	39.8	49.7	314	335	315	458
Auto	61.9	59.7	60.0	56.5	329	301	294	429
Gasoline S.S.	34.5	35.6	36.1	39.9	64	79	88	105
Apparel, Accessory	54.2	59.4	57.7	--	66	94	97	--
Furn., Home Furn. & Equip.	68.3	73.8	60.6	70.9	115	123	77	130
Eating, Drinking	66.1	44.1	45.7	44.6	107	92	98	102
Drug & Proprietary Stores	51.6	55.2	51.0	58.5	48	57	62	76
Other Retail Stores	49.0	56.8	--	28.0	79	64	--	94
Non Store Retailers	--	32.7	--	--	--	14	--	--
City Total	54.0	48.6	47.8	49.8	1512	1438	1471	1857
County Total	--	--	--	--	851	935	1007	1336

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

Note: 1) (D) indicates data not available due to disclosure laws.
2) -- indicates no retail sales in group.

TABLE 1.6

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
 BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

City Lamar County Provera

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
L-B-W	54.3	62.4	71.4	66.0	440	221	329	342
General Merchandise	88.8	90.0	--	--	176	140	--	--
Food Stores	66.2	78.0	82.1	71.8	260	328	423	468
Auto	82.1	--	76.8	82.2	413	--	374	413
Gasoline S.S.	46.6	73.4	74.0	71.2	64	237	251	224
Apparel, Accessory	--	--	82.8	--	--	--	114	--
Furn., Home Furn. & Equip.	--	--	--	--	--	50	--	--
Eating, Drinking	55.3	77.2	76.6	75.6	85	131	172	161
Drug & Proprietary Stores	58.2	66.9	70.6	--	81	59	65	--
Other Retail Stores	61.1	91.6	--	33.6	102	103	109	109
Non Store Retailers	--	--	--	100.0	--	--	--	71
City Total	66.6	77.6	78.9	72.3	1845	1759	2073	2246
County Total	--	--	--	--	1227	1123	1403	1752

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

- Note: 1) (D) indicates data not available due to disclosure laws.
 2) -- indicates no retail sales in group.

TABLE 1.7

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

City Malcoenburg County Huerfano

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
L-B-H	--	--	67.9	--	--	--	79	--
General Merchandise	65.7	68.0	--	--	85	58	--	--
Food Stores	87.6	94.0	--	--	290	318	--	--
Auto	100.0	100.0	--	100.0	263	227	--	233
Gasoline S.S.	69.9	--	94.4	--	63	--	207	--
Apparel, Accessory	100.0	100.0	--	100.0	44	22	--	64
Furn., Home Furn. & Equip.	100.0	100.0	--	100.0	52	18	--	43
Eating, Drinking	77.3	88.3	78.3	86.8	97	118	104	127
Drug & Proprietary Stores	--	--	--	--	--	33	--	--
Other Retail Stores	--	100.0	82.7	--	--	62	54	112
Non Store Retailers	--	--	--	--	--	--	--	--
City Total	86.8	92.8	86.3	90.9	1095	1101	1167	1361
County Total	--	--	--	--	612	675	832	954

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

Note: 1) (D) indicates data not available due to disclosure laws.
2) -- indicates no retail sales in group.

TABLE 1.8

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

City Rocky Ford County Otero

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
L-B-E	41.7	58.0	33.0	22.0	336	349	199	142
General Merchandise	17.7	22.4	17.6	26.9	110	108	89	147
Food Stores	32.8	40.1	37.8	36.3	395	590	501	572
Auto	33.0	33.5	31.3	29.8	335	300	257	386
Gasoline S.S.	35.0	31.8	23.1	32.8	123	125	95	148
Apparel, Accessory	--	--	--	45.1	--	--	--	104
Furn., Home Furn. & Equip.	31.7	--	--	--	102	--	--	--
Eating, Drinking	17.7	31.6	34.4	33.3	55	116	124	130
Drug & Proprietary Stores	24.6	--	26.3	25.5	43	--	53	56
Other Retail Stores	--	26.7	--	15.4	--	53	--	88
Non Store Retailers	--	--	--	--	--	--	--	--
City Total	31.3	36.0	31.2	20.6	1674	1890	1609	1312
County Total	--	--	--	--	851	935	1007	1336

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

Note: 1) (D) indicates data not available due to disclosure laws.
2) -- indicates no retail sales in group.

TABLE 1.9

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

City Salida County Chaffee

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
L-B-R	--	85.0	64.3	62.0	--	196	150	142
General Merchandise	86.9	77.7	--	90.6	90	80	--	83
Food Stores	85.9	--	82.2	78.4	343	--	496	509
Auto	100.0	--	--	--	329	--	--	--
Gasoline S.S.	37.8	50.6	54.8	45.0	65	109	134	182
Apparel, Accessory	100.0	100.0	100.0	--	34	57	67	--
Furn., Home Furn. & Equip.	--	100.0	100.0	--	--	89	50	--
Eating, Drinking	74.8	74.5	45.9	53.5	79	140	138	160
Drug & Proprietary Stores	100.0	--	--	--	40	--	--	--
Other Retail Stores	83.3	81.6	77.7	67.6	122	106	138	175
Non Store Retailers	--	--	--	--	--	--	--	--
City Total	83.6	84.1	76.9	75.2	1270	1651	1803	2264
County Total	--	--	--	--	957	1173	1328	1662

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

- Note: 1) (D) indicates data not available due to disclosure laws.
2) -- indicates no retail sales in group.

TABLE 1.10

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

City Leadville County Lake

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
L-B-H	--	--	100.0	--	--	--	193	--
General Merchandise	--	--	--	--	--	--	--	--
Food Stores	--	100.0	--	--	--	--	--	--
Auto	100.0	100.0	100.0	--	207	501	391	--
Gasoline S.S.	--	92.8	--	--	--	282	--	--
Apparel, Accessory	--	--	--	100.0	--	--	--	105
Furn., Home Furn. & Equip.	100.0	--	100.0	--	38	--	17	--
Eating, Drinking	--	89.6	88.3	85.2	--	181	122	140
Drug & Proprietary Stores	100.0	--	--	--	68	--	--	--
Other Retail Stores	63.6	--	63.9	--	70	--	109	--
Non Store Retailers	--	--	--	--	--	--	--	--
City Total	86.7	--	75.8	81.4	1247	--	1665	1757
County Total	--	--	--	--	964	1123	1279	1254

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

Note: 1) (D) indicates data not available due to disclosure laws.
2) -- indicates no retail sales in group.

TABLE 1.11

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
 BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

Retail Group	City <u>Los Angeles</u> County <u>Bent</u>				Per Capita Sales			
	% of County Business							
	1948	1954	1958	1963	1948	1954	1958	1963
L-B-H	--	--	85.6	--	--	--	192	--
General Merchandise	100.0	--	100.0	--	121	--	87	--
Food Stores	86.8	--	92.6	94.9	391	--	447	488
Auto	--	100.0	100.0	100.0	--	468	489	489
Gasoline S.S.	63.6	84.5	66.5	--	95	116	93	--
Apparel, Accessory	100.0	--	100.0	100.0	53	--	137	69
Furn., Home Furn. & Equip.	100.0	100.0	100.0	--	36	60	77	--
Eating, Drinking	78.4	77.5	72.8	74.2	50	70	71	75
Drug & Proprietary Stores	100.0	--	--	--	65	--	--	--
Other Retail Stores	100.0	100.0	--	62.8	93	62	--	50
Non Store Retailers	--	--	--	--	--	--	--	--
City Total	91.1	94.5	90.4	93.9	1565	1464	1826	1833
County Total	--	--	--	--	618	620	884	897

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

- Note: 1) (D) indicates data not available due to disclosure laws.
 2) -- indicates no retail sales in group.

TABLE 1.12

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES
BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1963

City Florence County Fremont

Retail Group	% of County Business				Per Capita Sales			
	1948	1954	1958	1963	1948	1954	1958	1963
L-B-N	29.2	--	--	--	168	--	--	--
General Merchandise	26.3	--	16.4	--	91	--	93	--
Food Stores	29.7	31.9	22.4	19.9	347	386	330	295
Auto	11.9	--	--	--	131	--	--	--
Gasoline S.S.	13.7	7.8	7.5	23.9	52	58	53	150
Apparel, Accessory	--	--	--	--	--	--	--	--
Furn., Home Furn. & Equip.	13.0	35.8	--	--	25	102	--	--
Eating, Drinking	19.0	15.2	16.1	11.5	63	60	81	54
Drug & Proprietary Stores	--	--	--	--	--	--	--	--
Other Retail Stores	14.6	20.7	--	22.9	72	107	--	55
Non Store Retailers	--	--	--	--	--	--	--	--
City Total	20.4	21.1	23.4	18.3	997	1122	1375	1022
County Total	--	--	--	--	705	747	823	947

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

- Note: 1) (D) indicates data not available due to disclosure laws.
2) -- indicates no retail sales in group.

TABLE 1.13

PER CAPITA RETAIL SALES SUMMARY
 BY BUSINESS GROUP, FOR ARKANSAS VALLEY: 1948-1963

Business Group	1948	1954	1958	1963	% Change	
					'48-'63	'58-'63
Lumber	97	84	106	93	- 4.1	-12.3
General Merchandise	104	82	117	121	16.3	3.4
Food	197	235	251	273	38.6	8.8
Automotive	147	185	196	232	57.8	18.4
Gasoline	52	86	97	112	115.4	15.5
Apparel	43	57	56	60	39.5	7.1
Furniture	49	34	52	59	20.4	13.5
Eating & Drinking	65	79	84	88	35.4	4.8
Drug & Proprietary	32	34	39	41	28.1	5.1
All Other Retail	78	83	78	82	5.1	5.1
Non Store Retailers	--	10	9	15	--	66.7

Data taken from 15 County Per Capita Total Expenditures, by each Business Group.

TABLE 2.1

Per Capita Retail Sales in Food Group for Arkansas Valley Counties: 1948-1963

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Plains Counties						
Baca	223	127	193	309	38.6	60.1
Bent	162	156	211	224	38.3	6.2
Crowley	150	111	137	103	-31.3	-24.8
Guater	121	147	(D)	204	68.6	---
Freemont	168	170	209	252	50.0	20.6
Huerfano	161	192	247	264	64.0	6.9
Kiowa	125	342	200	223	27.4	11.5
Las Animas	163	143	230	234	27.9	1.2
Otero	192	263	259	330	71.9	27.4
Prowers	174	208	275	368	111.5	33.8
10 COUNTY TOTAL	178	188	228	277	55.6	21.5
Mountain Counties						
Chaffee	251	262	341	359	43.0	5.3
Lake	246	311	295	328	33.3	11.2
Teller	178	237	206	247	38.8	19.9
3 COUNTY TOTAL	234	277	303	331	41.5	9.2
Metropolitan Counties						
El Paso	221	263	249	261	18.1	4.8
Pueblo	198	252	269	277	39.9	3.0
15 COUNTY TOTAL	197	235	251	273	38.6	8.6
STATE TOTAL	203	253	273	295	45.3	8.1

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 2.2

Per Capita Retail Sales; Eating and Drinking Places

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Plains Counties						
Baca	61	25	44	63	3.3	43.2
Bent	23	36	43	46	100.0	7.0
Crowley	30	18	28	39	30.0	39.3
Custer	33	42	34	46	39.4	35.3
Fremont	47	55	72	80	70.2	11.1
Huerfano	61	76	82	94	54.1	14.6
Kiowa	78	73	36	108	38.5	200.0
Las Animas	50	59	55	69	38.0	25.5
Otero	49	66	20	82	62.3	17.1
Prowers	68	84	120	120	76.5	---
10 COUNTY TOTAL	51	59	68	80	56.9	17.6
Mountain Counties						
Chaffee	66	113	169	165	150.0	- 2.4
Lake	82	126	80	96	17.1	20.0
Teller	98	114	106	152	55.1	43.4
3 COUNTY TOTAL	79	118	125	136	72.2	8.8
Metropolitan Counties						
El Paso	77	105	97	97	26.0	---
Heblo	71	71	77	75	5.6	- 2.6
15 COUNTY TOTAL	65	79	84	88	35.4	4.8
STATE TOTAL	70	83	91	105	50.0	15.4

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 2.3

Per Capita Retail Sales; General Merchandise

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Plains Counties						
Baca	66	25	83	40	-39.4	-51.8
Bent	44	33	38	(D)	---	---
Crowley	47	36	15	(D)	---	---
Custer	30	(D)	(D)	---	---	---
Fremont	50	47	80	80	60.0	---
Huerfano	63	48	37	24	-61.9	-35.3
Kiowa	(D)	82	151	133	---	-11.9
Las Animas	89	118	121	118	32.6	-2.5
Otero	99	86	99	115	16.2	16.2
Prowers	88	77	91	127	44.3	41.0
10 COUNTY TOTAL	73	71	86	86	17.8	---
Mountain Counties						
Chaffee	65	61	68	51	-21.5	-25.0
Lake	223	(D)	222	(D)	---	---
Teller	(D)	9	---	(E)	---	---
3 COUNTY TOTAL	110	29	119	23	-79.1	-80.7
Metropolitan Counties						
El Paso	101	96	131	143	41.6	9.2
Pueblo	150	91	130	132	-8.7	5.4
15 COUNTY TOTAL	104	82	117	121	16.3	3.4
STATE TOTAL	145	119	150	166	14.5	10.7

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 2.4

Per Capita Retail Sales; Apparel Group

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Plains Counties						
Baca	41	(D)	(D)	51	24.4	---
Bent	19	(D)	69	32	68.4	- 53.6
Crowley	(D)	(D)	(D)	---	---	---
Custer	(D)	(D)	(D)	(D)	---	---
Fremont	17	28	16	30	76.5	82.5
Huerfano	21	12	(D)	41	95.2	---
Kiowa	---	14	(D)	71	---	---
Las Animas	35	28	26	(D)	---	---
Otero	37	50	55	48	29.7	- 12.7
Prowers	55	42	73	62	12.7	- 15.1
10 COUNTY TOTAL	30	27	33	34	13.3	3.0
Mountain Counties						
Chaffee	21	34	38	58	76.2	52.6
Lake	(D)	(D)	(D)	61	---	---
Teller	20	(D)	(D)	(D)	---	---
3 COUNTY TOTAL	13	15	17	51	292.3	200.0
Metropolitan Counties						
El Paso	77	92	77	81	5.2	5.2
Pueblo	39	62	59	56	43.6	- 5.1
15 COUNTY TOTAL	43	57	56	60	39.5	7.1
STATE TOTAL	52	55	55	63	21.2	14.5

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 2.5

Per Capita Retail Sales; Furniture

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Plains Counties						
Baca	22	(D)	(D)	21	- 4.6	---
Bent	13	24	34	(D)	---	---
Crowley	(D)	---	(D)	(D)	---	---
Custer	---	---	---	---	---	---
Fremont	28	40	40	53	89.3	32.5
Huerfano	25	10	(D)	28	12.0	---
Kiowa	24	---	8	---	---	---
Las Animas	19	20	17	29	52.6	70.6
Otero	51	53	42	66	29.4	57.1
Prowers	64	(D)	42	52	-18.8	23.8
10 COUNTY TOTAL	31	25	28	40	29.0	42.9
Mountain Counties						
Chaffee	21	53	28	43	4.8	53.6
Lake	26	17	10	(D)	---	---
Teller	10	13	(D)	(D)	---	---
3 COUNTY TOTAL	21	33	17	20	- 4.8	17.6
Metropolitan Counties						
El Paso	78	79	75	78	---	4.0
Pueblo	57	(D)	56	57	---	1.8
15 COUNTY TOTAL	49	34	52	59	20.4	13.5
STATE TOTAL	48	59	61	64	33.3	4.9

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 2.6

Per Capita Retail Sales; Automotive Group

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Plains Counties						
Baca	63	(D)	(D)	226	258.7	---
Bent	87	187	214	225	158.6	5.1
Crowley	134	251	374	256	91.0	-31.6
Custer	---	---	---	---	---	---
Fremont	159	140	149	173	8.8	16.1
Huerfano	128	129	156	148	15.6	-5.1
Kiowa	97	(D)	(D)	(D)	---	---
Las Animas	101	120	143	188	86.1	31.5
Otero	161	159	160	272	68.9	70.0
Prowers	223	244	259	284	27.4	9.7
10 COUNTY TOTAL	135	146	163	214	58.5	31.3
Mountain Counties						
Chaffee	207	276	269	400	93.2	48.7
Lake	139	175	228	182	30.9	-20.2
Teller	145	(D)	---	---	---	---
3 COUNTY TOTAL	169	193	214	258	52.7	20.6
Metropolitan Counties						
El Paso	138	218	207	248	79.7	19.8
Huebilo	165	196	211	222	34.5	5.2
15 COUNTY TOTAL	147	185	196	232	37.8	18.4
STATE TOTAL	170	224	231	266	56.5	15.2

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 2.7

Per Capita Retail Sales; Gasoline Service Stations

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Plains Counties						
Baca	54	112	116	115	113.0	- .9
Bent	54	55	61	76	40.7	24.6
Crowley	30	(D)	62	70	133.3	12.9
Custer	110	--	190	165	50.0	-13.2
Fremont	55	104	101	106	92.7	5.0
Huerfano	44	103	155	177	302.3	31.1
Kiowa	108	274	211	458	324.1	117.1
Las Animas	38	62	73	107	181.6	46.6
Otero	56	70	80	95	69.6	18.8
Prowers	61	160	181	177	190.2	- 2.2
10 COUNTY TOTAL	52	91	104	124	138.5	19.2
Mountain Counties						
Chaffee	108	129	139	224	107.4	61.2
Lake	24	115	106	131	445.8	23.6
Teller	47	92	115	154	227.7	33.9
3 COUNTY TOTAL	65	117	123	177	172.3	43.9
Metropolitan Counties						
El Paso	57	107	107	121	112.3	13.1
Huebilo	45	54	75	82	82.2	9.3
15 COUNTY TOTAL	52	86	97	112	115.4	15.5
STATE TOTAL	61	83	99	114	86.9	15.2

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 2.8

Per Capita Retail Sales; Lumber

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Plains Counties						
Baca	348	149	344	448	25.7	30.2
Bent	160	74	98	125	-21.9	27.6
Crowley	151	114	130	66	56.3	-49.2
Custer	(D)	(D)	(D)	125	--	--
Fremont	83	63	80	64	22.9	-20.0
Huerfano	45	35	72	39	-13.3	-45.8
Kiowa	177	185	231	262	48.0	13.4
Las Animas	43	42	61	57	32.6	-6.6
Otero	128	107	118	136	6.3	15.3
Prowers	359	175	246	292	-18.7	18.7
10 COUNTY TOTAL	138	90	126	138	--	9.5
Mountain Counties						
Chaffee	75	138	132	127	69.3	-3.8
Lake	(D)	(D)	112	68	--	-39.3
Teller	(D)	40	46	128	--	178.3
3 COUNTY TOTAL	32	69	112	103	221.9	-8.0
Metropolitan Counties						
El Paso	96	165	118	94	-2.1	-20.3
Pueblo	54	(D)	71	52	-3.7	-26.8
15 COUNTY TOTAL	97	84	106	93	-4.1	-12.3
STATE TOTAL	108	106	117	100	-7.4	-14.5

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 2.9

Per Capita Retail Sales; Drug and Proprietary Stores

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Plains Counties						
Baca	39	31	36	48	23.1	33.3
Bent	23	(D)	(D)	(D)	--	--
Crowley	(D)	(D)	(D)	(D)	--	--
Custer	(D)	95	--	(D)	--	--
Fremont	27	26	36	42	55.6	16.7
Huerfano	18	(D)	32	42	133.3	31.3
Kiowa	(D)	36	41	(D)	--	--
Las Animas	17	21	(D)	(D)	--	--
Otero	28	32	40	58	107.1	45.0
Prowers	61	44	49	46	- 24.6	- 6.1
10 COUNTY TOTAL	26	25	27	30	15.4	11.1
Mountain Counties						
Chaffee	25	29	44	56	124.0	27.3
Lake	46	(D)	(D)	(D)	--	--
Teller	37	67	60	(D)	--	--
3 COUNTY TOTAL	35	24	29	26	- 25.7	-10.4
Metropolitan Counties						
El Paso	53	53	51	46	- 13.2	- 9.8
Pueblo	23	28	37	47	104.3	27.0
15 COUNTY TOTAL	32	34	39	41	28.1	5.1
STATE TOTAL	40	50	55	56	40.0	1.8

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 2.10

Per Capita Retail Sales; All Other Retail Stores

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Main Stem Counties						
Baca	54	66	40	(D)	--	--
Bent	34	25	91	37	8.8	-59.4
Crowley	108	44	90	(D)	--	--
Custer	45	(D)	46	45	--	-2.2
Freemont	71	73	47	41	42.3	-12.8
Huerfano	46	35	40	(D)	--	--
Kiowa	(D)	(D)	(D)	(D)	--	--
Las Animas	46	49	63	84	82.6	33.3
Otero	49	35	75	120	144.9	60.0
Probers	74	56	(D)	184	148.6	--
10 COUNTY TOTAL	55	47	53	76	38.2	43.4
Mountain Counties						
Chaffee	93	78	100	143	53.8	43.0
Lake	74	79	99	74	--	-25.3
Teller	93	61	73	49	-47.3	-32.9
3 COUNTY TOTAL	86	75	96	102	18.6	6.3
Metropolitan Counties						
El Paso	115	143	107	104	-9.6	-2.8
Pueblo	81	63	66	57	-29.6	-13.6
15 COUNTY TOTAL	78	83	78	82	5.1	5.3
STATE TOTAL	82	91	91	108	31.7	18.7

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 2.11

Per Capita Retail Sales; Non-store Retailers

COUNTY	1948	1954	1958	1963	% of Change	
					'48-'63	'58-'63
Plains Counties						
Baca	--	(D)	--	(D)	--	--
Bent	--	--	(D)	(D)	--	--
Crowley	--	--	--	--	--	--
Custer	--	--	--	--	--	--
Fremont	--	1	2	27	--	1250.0
Huerfano	--	(D)	(D)	(D)	--	--
Kiowa	--	--	--	12	--	--
Las Animas	--	4	(D)	1	--	--
Otero	--	14	9	27	--	200.0
Prowers	--	(D)	(D)	40	--	--
10 COUNTY TOTAL	--	4	2	17	--	750.0
Mountain Counties						
Chaffee	--	--	--	37	--	--
Lake	--	--	(D)	(D)	--	--
Teller	--	--	--	--	--	--
3 COUNTY TOTAL	--	--	--	17	--	--
Metropolitan Counties						
El Paso	--	14	17	22	--	29.4
Pueblo	--	13	8	4	--	- 50.0
15 COUNTY TOTAL	--	10	9	15	--	66.7
STATE TOTAL	--	30	39	34	--	- 12.8

Source: Census of Business (Retailing): 1948, 1954, 1958, 1963.

TABLE 3.1

POPULATION ESTIMATES FOR SELECTED CITIES IN THE ARKANSAS VALLEY

City	Population Estimates			
	1948	1954	1958	1963
Pueblo	61,378	74,685	85,685	95,500
Colorado Springs	43,733	55,360	65,248	76,500
Trinidad	12,407	11,600	10,996	10,735
Canon City	6,414	7,396	8,447	9,300
La Junta	7,578	7,838	7,963	8,700
Lamar	6,352	7,045	7,261	7,620
Walsenburg	5,648	5,386	5,176	5,100
Rocky Ford	3,968	4,424	4,761	5,100
Salida	4,636	4,556	4,559	4,750
Leadville	4,220	4,052	4,023	4,300
Las Animas	3,224	3,295	3,366	3,435
Florence	2,688	2,792	2,811	3,500

Note: 1948, 1954 and 1958 populations based on straight line interpolations from the 1940, 1950 and 1960 census reports. 1963 populations estimated by State Planning Commission.

TABLE 4.1

PER CAPITA RETAIL SALES BY COUNTY IN ARKANSAS VALLEY: 1948-1963

County	1948	1954	1958	1963	% Change	
					'48-'63	'58-'63
<u>Plains:</u>						
Baca	973	717	1082	1430	47.0	32.2
Bent	618	620	884	897	45.1	1.5
Crowley	680	612	868	574	-15.6	-33.9
Custer	426	367	527	631	48.1	19.7
Fremont	705	747	832	947	34.3	13.8
Huerfano	612	675	832	954	55.9	14.7
Kiowa	774	1162	958	1759	127.3	83.6
Las Animas	621	665	821	950	53.0	15.7
Otero	851	935	1007	1336	57.0	32.7
Prowers	1227	1123	1403	1752	42.8	24.9
TOTAL	775	799	959	1163	50.1	21.3
<u>Mountain:</u>						
Chaffee	957	1173	1328	1662	73.7	25.2
Lake	964	1223	1279	1254	30.1	- 2.0
Teller	672	697	627	833	24.0	32.9
TOTAL	902	1117	1207	1385	53.5	14.7
<u>Metropolitan:</u>						
El Paso	1012	1335	1238	1295	28.0	4.6
Pueblo	882	961	1060	1066	20.9	0.6
AV TOTAL	869	1026	1099	1195	37.5	8.7
STATE	978	1154	1262	1371	40.2	8.6

Source: Census of Business

TABLE 4.2
 AVERAGE SALES PER STORE
 IN ARKANSAS VALLEY AND STATE BY RETAIL CATEGORY: 1948-1963
 (000)

Retail Group	Arkansas Valley			State		
	1948	1963	% Change	1948	1963	% Change
L-B-H	\$129.6	\$172.2	32.9	\$123.0	\$182.2	48.1
General Merchandise	211.5	396.9	87.7	330.8	560.5	69.4
Food Stores	81.7	387.2	251.5	79.5	281.9	254.6
Auto	188.1	274.2	98.9	209.0	425.1	103.4
Gasoline S.S.	39.0	81.3	108.5	36.9	82.0	122.2
Apparel, Accessory	41.3	94.6	129.1	84.6	127.1	50.2
Furn., Home Furn. & Equip.	91.4	151.1	65.3	79.3	120.6	52.1
Eating, Drinking	32.1	45.6	42.1	32.9	59.5	80.9
Drug & Proprietary Stores	99.4	118.6	19.3	85.3	174.8	104.9
Other Retail Stores	39.2	57.2	45.9	43.9	72.0	64.0

Source: Census of Business

RECEIVED
 SEP 21 1968
 COLORADO STATE LIBRARY
 State Publications Division

