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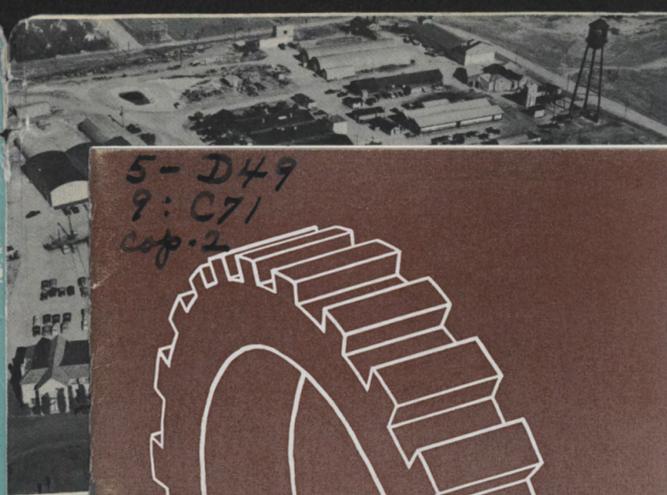
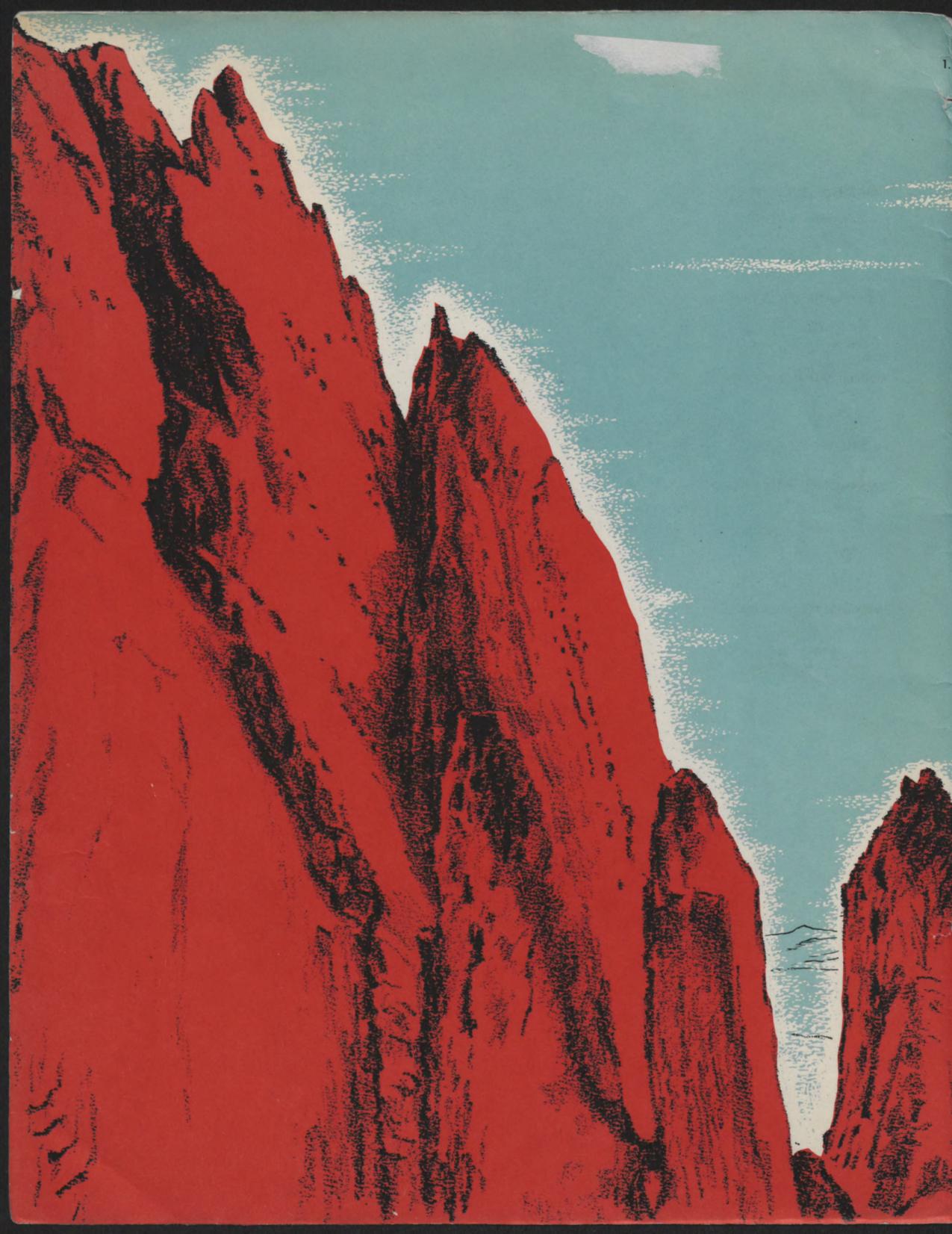


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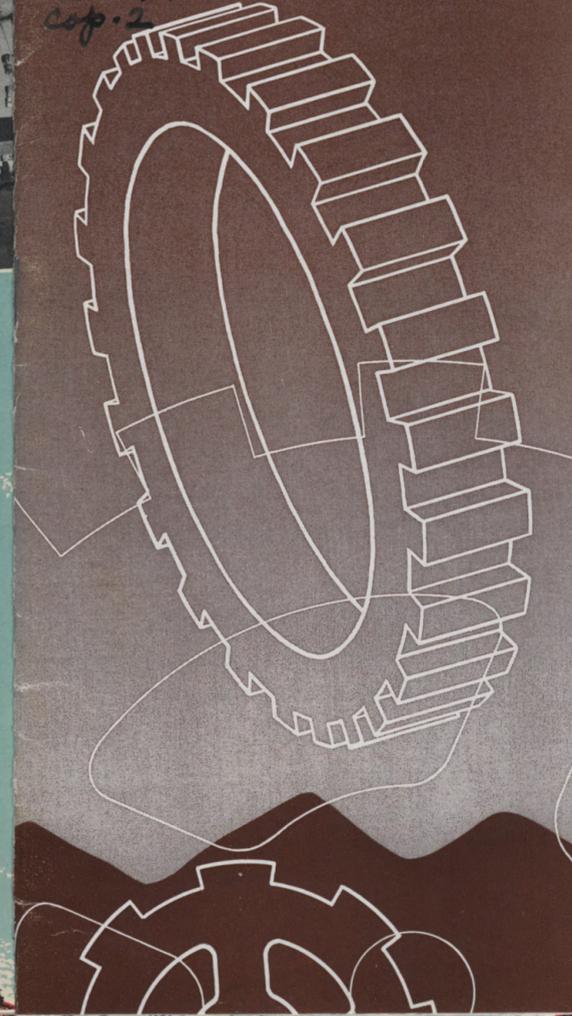
# Colorado

**capital of the  
industrial west**





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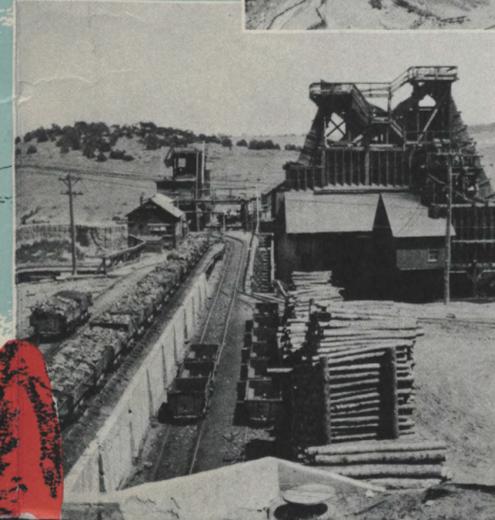
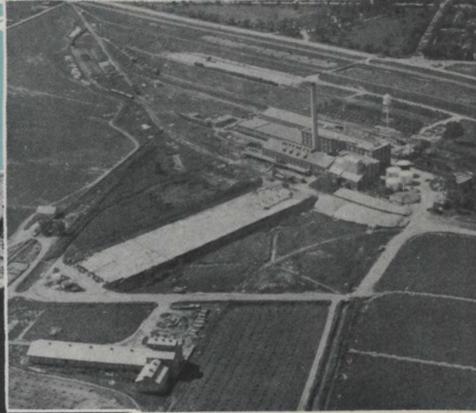
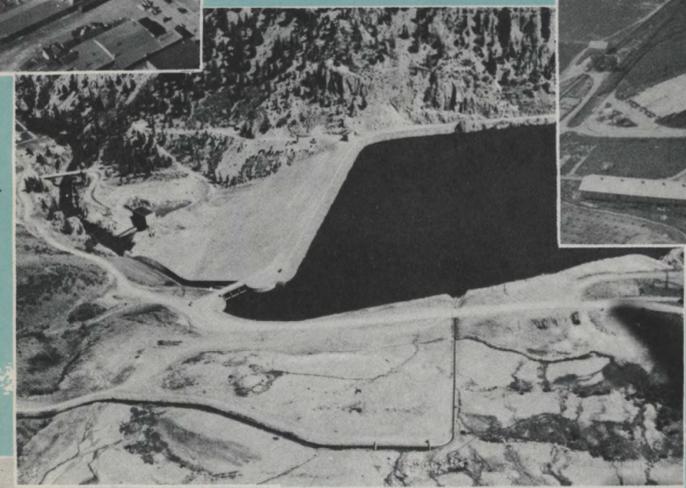
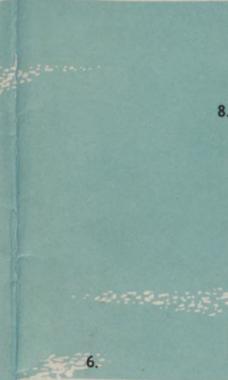
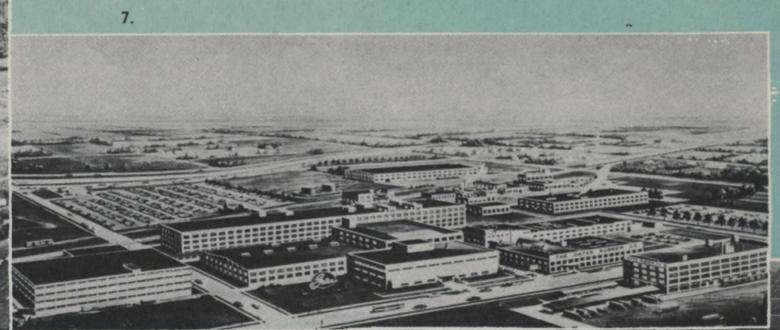
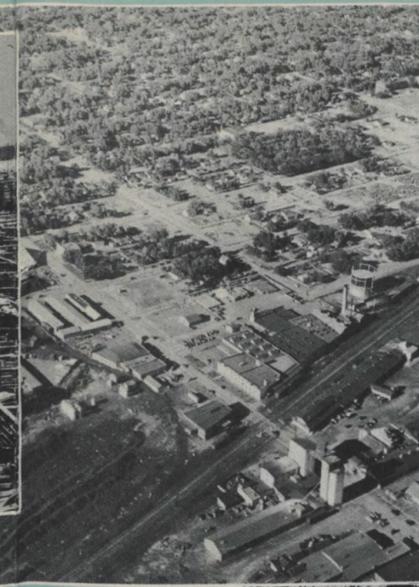


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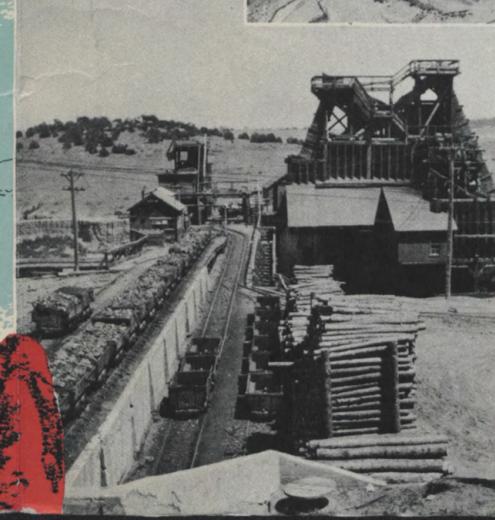
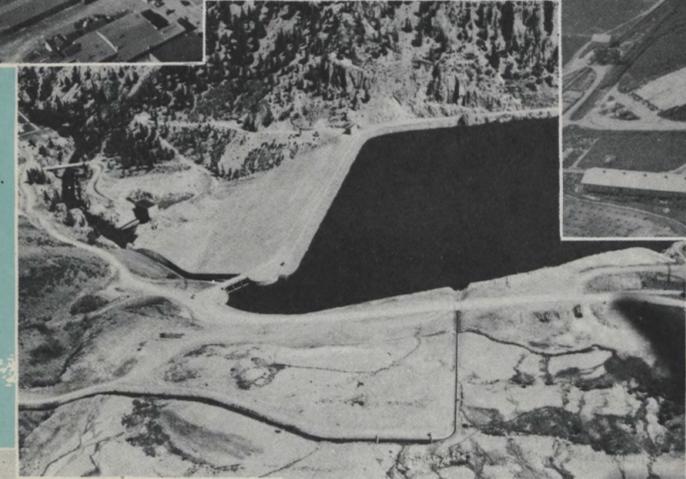
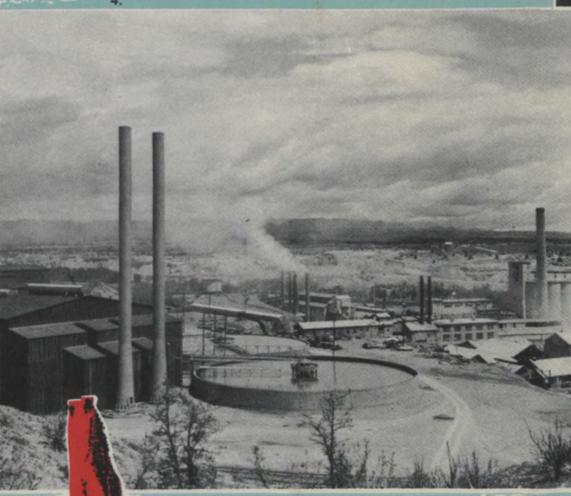
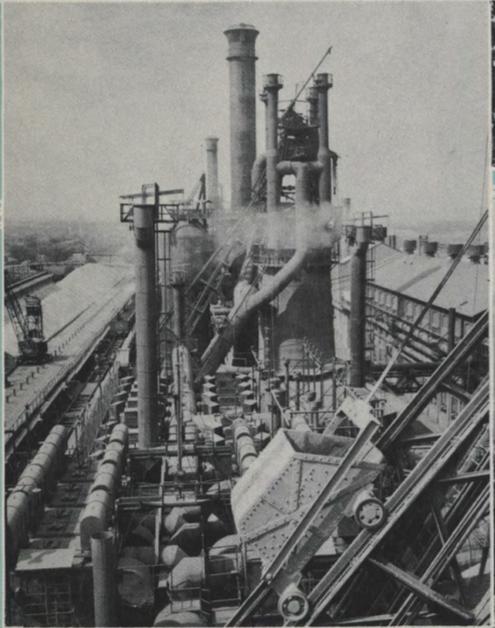
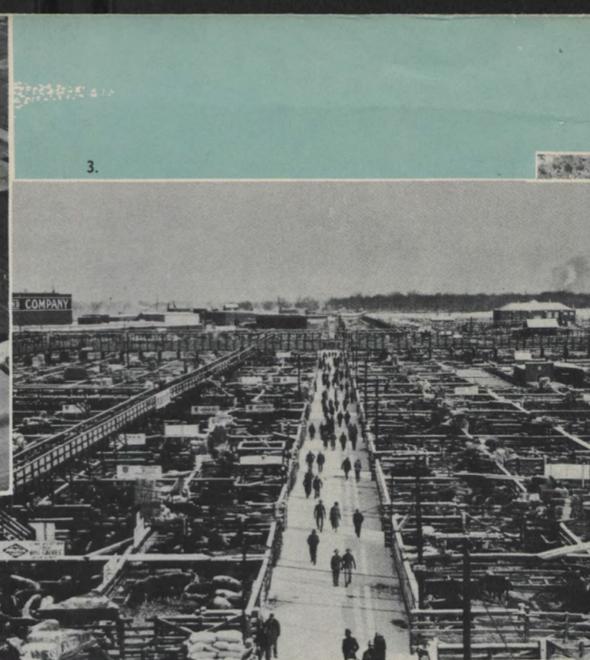


AN  
ANALYSIS  
OF  
**INDUSTRIAL  
COLORADO**



Typical of Colorado's industrial economy are these installations in widely separated areas of the State:

1. Alexander Film Company at Colorado Springs.
2. Blast furnace at Colorado Fuel & Iron Company, Pueblo.
3. Denver Union Stockyards.
4. Ideal Cement Plant at Portland.
5. Grand Junction, major western Colorado distribution center.
6. Coal mining is extensive in northwestern Colorado.
7. Plants of the Gates Rubber Company, Denver.
8. Green Mountain Dam Unit of the Big Thompson Reclamation Project.
9. Great Western Sugar Refinery at Sterling.



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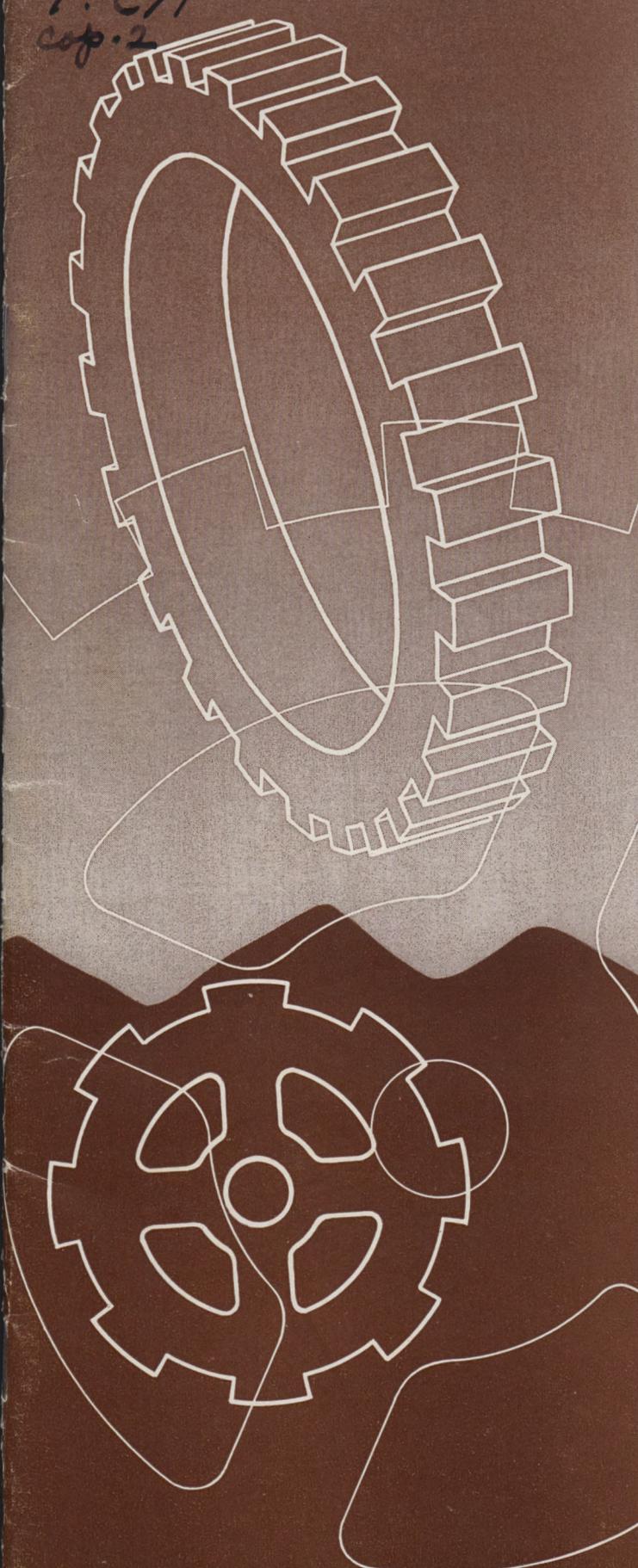
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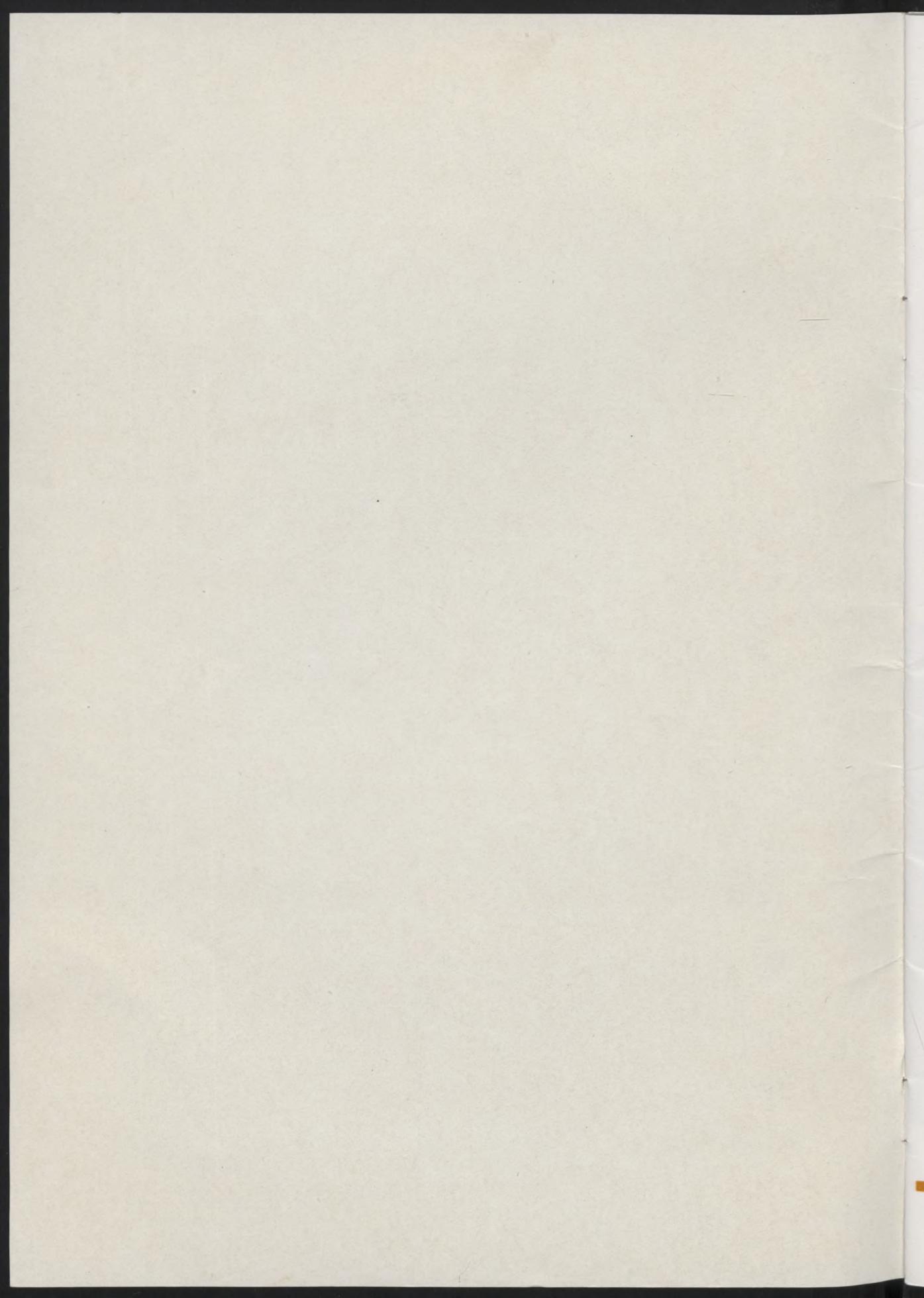
KNOW HOW

KNOW WHERE



AN  
ANALYSIS  
OF  
**INDUSTRIAL  
COLORADO**  
AND ITS  
POTENTIAL FOR  
INDUSTRIAL  
DEVELOPMENT





AN  
ANALYSIS  
OF  
INDUSTRIAL POSSIBILITIES  
IN COLORADO



## GENERAL DEFINITION

Colorado is the geographical link that binds the East to the West . . . the focal area of the rapidly-changing economic pattern of the United States that began taking form during World War II and has continued to accelerate.

Geographically, Colorado sweeps from the Western edge of the Great Plains across the Continental Divide of the Rocky Mountains and into the Western Slope towards the Pacific Ocean. It lies midway between the Canadian border and the Southern border of the United States. Seventh largest state of the Union, Colorado's total area comprises 66,718,080 acres or 104,247 square miles. Its extreme length—east to west—is approximately 387 miles; its extreme width—north to south—is 276 miles.

The magnificent Rocky Mountains, running through the west-central portion of the state, from north to south, provide one of the world's great year-around recreation attractions. In this continental divide are 52 of the nation's highest peaks, all of them with a summit elevation of 14,000 feet or more.

The eastern half of the state is characterized by rolling and productive plains, broad farm lands—much of them under irrigation. Colorado's Western Slope extends through heavily-timbered slopes, rich mineral areas and across impressive and fertile plateaus, valleys and mesas. From the Rockies, wide rivers flow through the state both to the East and to the West, numbering some of America's most famous streams.



## CLIMATE PERFECTION

At work or at play, the high, dry, sunny climate of Colorful Colorado is most certainly one of the "Top-of-the-Nation" state's outstanding assets.

Altitude in Colorado ranges from 3,385 to 14,431 feet above sea level. The mean elevation of 6,800 feet makes it the highest state in the union.

The sun shines on an average of 3,333 hours a year. The mountain air, dry and invigorating, fills one with a zest for any task or recreation. There are no collar-wilting, energy-sapping heat waves—no depressing cloudy spells. Snowstorms that can block transportation for as much as one day are a once-a-decade phenomenon. Summers are cool, calling for covers at night . . . winters are mild and open, with abundant sunshine. Insect pests are rare and at higher Colorado elevations there is complete freedom from pollen-borne hay fever.

Annual average precipitation is 15.2 inches. Humidity, averaging .33, is lower than in any other area in the nation except a few points that are in completely arid plains or desert country.



### COLORFUL COLORADO WEATHER

Month	Average Daily Temperature Chart			Average Sunshiny Days	Average Precipitation	Average Humidity 11:30 A. M.
	Max.	Min.	Av.			
January .....	42.8	18.5	30.7	25	.75	.42
February .....	44.7	21.0	32.8	21	.85	.40
March .....	51.3	27.2	39.3	24	1.15	.35
April .....	59.8	35.6	47.7	23	1.61	.32
May .....	68.9	44.5	56.7	25	1.76	.30
June .....	80.2	53.5	66.8	26	1.46	.26
July .....	85.7	59.5	72.6	27	1.90	.27
August .....	84.3	58.3	71.3	26	1.77	.29
September .....	76.5	49.3	62.9	25	1.29	.29
October .....	64.6	38.4	51.5	26	1.12	.31
November .....	52.6	27.8	40.3	23	.76	.35
December .....	44.5	20.5	32.5	25	.78	.42
Yearly Averages and Totals....	63.0	37.9	50.4	296	15.20	.33

## POPULATION

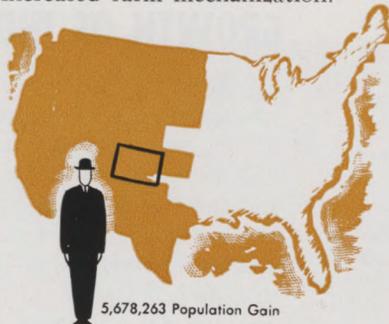
Ten years ago, one of ten Americans made his home in the eleven Western states. The 1950 U. S. Census reveals that one of eight now live in this area.

This is part of the population story that not only shows a rapid shifting in the consumers' market, but strikingly indicates a growing labor and service pool within these areas. While most of this population increase developed within the three Pacific Coast states, it is significant that (except for the largely agricultural states of Montana and Idaho) every state in this group was well ahead of the average national population increase.

The Western states increased in the ten-year period at a rate of 40.9 per cent compared to the national 14.5 per cent increase rate. Population gain for this area was 5,678,263.

The 1950 census gives Colorado a population of 1,325,089, an increase of 201,793 or 17.6 per cent over the total count of 1,123,296 in 1940. This increase in population was marked by phenomenal growth in metropolitan areas. There were some population losses in rural regions. Greatest numerical increase was recorded by the City and County of Denver. Denver's population increased by 93,374 persons, or 29 per cent between 1940 and 1950. The 1950 population of the city proper was 415,786 as compared with 322,412 ten years earlier. Population of the four-county Denver metropolitan area is 563,832.

Other concentrations of population are found in El Paso county, of which Colorado Springs is the county seat, and around Pueblo, seat of Pueblo county. El Paso county has a population of 74,523, an increase of 37.9 per cent over the 1940 population figure of 54,025. Population of Pueblo county is 90,188, a 31 per cent increase over the ten-year figure. Population decreases in some rural areas largely are accounted for by increased size of farms, and increased farm mechanization.



Colorado's net population gain of nearly 18 per cent in the past decade puts it in 15th place among the 48 states insofar as percentage-wise increase in permanent residents is concerned.

Following is the population rating of the eleven western states, with a comparison of the national figures.

State	1940 Population	1950 Population	Per Cent Gain	Per Cent of Total U. S. Population	
				1940	1950
Arizona .....	499,261	749,587	50.1	.37	.49
California ..	6,907,387	10,586,223	53.3	5.42	7.02
Colorado ....	1,123,296	1,325,089	17.6	.85	.87
Idaho .....	524,873	588,637	12.1	.39	.39
Montana ....	559,456	591,024	5.6	.41	.39
Nevada .....	110,247	160,089	45.2	.08	.10
N. Mexico..	531,818	681,187	28.1	.40	.45
Oregon .....	1,089,684	1,521,341	39.6	.82	1.09
Utah .....	550,310	688,862	25.2	.41	.45
Washington	1,736,191	2,378,963	37.0	1.31	1.57
Wyoming ..	250,742	290,529	15.9	.19	.12
Total .....	13,883,265	19,561,528	40.9	10.65	12.94
U. S.....	131,669,275	150,697,528	14.5		

Per cent of total U. S. population represented in 11 western states 12.94. Per cent of total U. S. 1940-1950 population gain represented in 11 western states 29.0.



**1700** INDUSTRIAL FIRMS  
 55,000 Employees  
 \$163,310,000 Payroll  
 \$340,795,000 Added By Manufacture

## GROWTH OF INDUSTRIAL COLORADO

Discovery of gold in Clear Creek Canyon in 1859 was the magnet which first attracted population to Colorado. Mining was Colorado's first industry. To serve this industry and its people—with food, supplies, machinery—agriculture and manufacturing emerged. Even at that early date, Colorado's importance as a natural distribution and supply center was established, and it largely was this geographical factor that pushed Denver to major status in the marketing area embracing the Western states.

Colorado continues to maintain a balanced economy. Metal mining no longer is the state's major industry. Exploitation of coal, non-metallic minerals and of petroleum deposits, however, maintain the commonwealth's extractive industry income on a high level.

Development of more rapid transportation and communication with the markets of America brought agriculture rapidly to the fore as the backbone of the state's economy. In more recent years, Colorado's livestock industry has enjoyed phenomenal growth, and Colorado raised and fattened livestock not only is among the nation's best but is being placed on broader markets and in greater quantity than ever before.

With World War II, the industrial importance of Colorado was given a major and continuing impetus. Prior to 1941, the state had shown a steady increase in the number and size of manufacturing and processing factories and plants. Physically, Colorado's industry was equipped to assume a major role in conversion and production for war needs. A deeper labor pool was created.

Industry—for competitive reasons—voluntarily began decentralizing its production and distribution facilities. More recently, governmental requests for decentralization and the added incentive of greater physical security in this atomic age have accelerated this program.

In the period from 1946 through August of 1951, a survey of the Colorado Development Council reveals that 221 new industrial and processing firms have entered active production in Colorado. These firms range in size from employe staffs of 300 to as few as two employes. This survey discloses migration of complete operations of some firms, establishment of branch or distribution facilities of others. Approximately 50 per cent of the new firms represent outside capital and personnel and about the same number represent local capital and personnel.

Colorado's growth industrially is reflected in the following table:

Year	Number of Industrial Establishments	Number of Employees	Wages and Salaries	Value added by Manufacture
1939	1,219	32,234	\$ 43,953,000	\$ 90,330,000
1947	1,602	54,071	144,207,000	286,774,000
1950	1,705	55,555	163,310,000	340,795,000

For latest information on Colorado Industry, contact Colorado Bureau of Business Research, University of Colorado, Boulder, Colorado.



## MARKETS

In analyzing Colorado's position in regard to economical distribution, market development and expansion, one inescapable fact must be kept constantly in mind: The nation's markets are moving West.

Preliminary 1950 figures of the U S Bureau of the Census show that the 11 western states — of which Colorado is the easternmost — had a numerical gain of 5,678,263 over the 1940 population for this area. This accounts for 29.8 of the entire population gain of the United States, and is at a rate of 40.9 per cent as against the national average gain for the period of 14.5 per cent.

Colorado not only serves this 11-state Western area, but is a market, manufacturing and distribution factor through the southwestern states and the midwest. Many sharply competitive products, manufactured in Colorado, are successfully sold in increasing quantity throughout the United States and on the world markets.

Thus Colorado's markets — both primary and extended — are expanding both as to area and in volume and nature of goods shipped. The clear logic of industrial decentralization has contributed to this expanding Colorado economy. Population shifts have hastened the process. The gaining importance of the Pacific Coast states in world commerce is a further factor.

Markets served from Colorado are divided into four areas:

- 1—The immediate market including Colorado, all of New Mexico, Wyoming and Montana; the Black Hills region of South Dakota, Western Nebraska and that part of Utah contiguous to the Green and Colorado river drainage area.
- 2—The extended, or secondary, market embracing the mountain states of Arizona, Idaho and Nevada, and the plains states of Kansas, Oklahoma and Texas.
- 3—National markets, served by the growing number of Colorado firms producing both consumers and hard goods.
- 4—World markets. In point of fact, Colorado is one of the world's prime sources for mining machinery and mine equipment. Additional products — notably rubber and industrial porcelains and ceramics — are finding world markets.

An analysis of the immediate market area provides a measurement of marked gain in individual purchasing power both dollar-wise and compared with national purchasing power increase. Using the inflation year of 1929 as a base, comparative figures follow:

	Per Capita Income 1929	Per Capita Income 1951	Per Cent Increase
United States	\$680	\$1584	133
Rocky Mountain States	\$569	\$1551	172
Colorado	\$616	\$1568	155

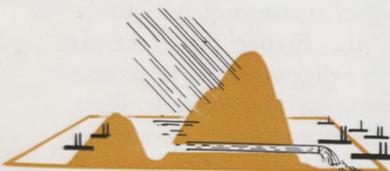
Two other decisive aspects, insofar as the quality of any market area is concerned, are distinctly favorable to this region. These concern construction activities per capita, and average annual family buying income. At the present time, dollar volume of construction per capita is \$549 in the United States, \$822 in the Rocky Mountain Region and \$780 in Colorado. Effective family buying income is \$4,531 in the United States, \$4,556 in the Rocky Mountain Region and \$4,749 in Colorado.

Lastly, a new geographic advantage for manufacturing and distributing firms in Colorado is becoming increasingly evident. Not only is Colorado centrally located with respect to trade in the Rocky Mountain Region; it is centrally located between the two great areas of population concentration in America—the East and midwest upon one side and the Pacific coast upon the other.

Colorado and her sister states in the mountain and midwest regions constitute, in a sense, the last frontier, economically speaking. This region is now in the midst of a continuing population and industrial expansion. As it grows, those firms located in Colorado have an unparalleled opportunity to grow with it.

## WATER RESOURCES

The Rocky Mountains—America's great watershed—have endowed Colorado with the liquid wealth essential to support industry, agriculture and large population. Six of the nation's major rivers have their headwaters within the commonwealth. These are the Rio Grande, Colorado, Arkansas, South Platte, North Platte and Republican rivers. These and their tributaries, important to Colorado as it exists, are even more vital in the dispersion both of industry and population which will continue in the adult life of the United States.



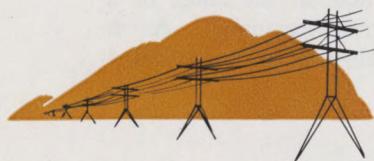
Colorado possesses 75 per cent of the area 10,000 feet or more in elevation in the United States. Areas above 9,000 feet are those most productive of surface water runoff in the spring and summer months. As a result, Colorado's mountain regions are the source of 99,000,000 acre feet of water annually in normal years. Much of this is utilized in other states as well as in Colorado.



A long-range water conservation program—vital to Colorado and at least five other Western states—has been implemented in this state. This program has three objectives: to divert surplus water on Colorado's Western slope to metropolitan and agricultural areas on the Eastern slope; to secure water for hydroelectric power generation; to increase storage capacity.

Thirty-seven per cent of Colorado's area is west of the Continental Divide, with 69 per cent of the water surface yield in this area. The eastern slope shows 31 per cent of the surface water yield and 63 per cent of the land area.

Current and growing water needs of Eastern Colorado were satisfied through boring of water diversion tunnels under the Continental Divide, diverting surplus Western slope water into the headwaters of Eastern slope streams. The pioneer bore of the Denver & Rio Grande Western Railroad Moffat tunnel (separate from the railroad bore) was utilized to bring more water to Denver's mains in 1936. The Colorado-Big Thompson project, with 1951 completion, provides supplemental water for irrigation of 615,000 acres in fertile Northeastern Colorado. Water from this project also will be made available for municipal water supplies and hydroelectric power generation.



Currently, the Blue River-South Platte diversion project will make more water available to the rapidly-expanding Colorado Springs area, Denver and adjacent municipalities. Pueblo and Southeastern Colorado water supply will be augmented with completion of the Frying Pan-Arkansas project. At the same time, care is being exercised to protect present and potential requirements of the western slope. The economic potential of the resource-rich empire west of the Continental Divide is tremendous.

Conservation and development of Colorado's water resources continues with sound planning for industry, agriculture, power and urban use. Full assistance is given existing and potential industry in analysis of water properties, sanitary engineering and proper utilization of the state's abundant water resources.



## LABOR

Colorado, with an abundance of natural resources, a healthy climate, recreational advantages and a strategic location also has a solid core in its human resources—its labor supply. Any employer with a long-range view wants to look closely at the human resources in any community where he may locate. Colorado invites intense scrutiny of its human resources—they will not be found wanting.

Because of seasonal factors—especially in mining, lumbering and agriculture—both the total number employed and the total labor supply fluctuate between 500,000 and 546,000 persons annually. In July, 1952, a representative month, 536,713 persons were employed and 9,485 persons, less than 1.7% of the total labor force, were unemployed. Many, if not the majority of this unemployed group, were simply “between jobs” and were not out of work for long periods of time.

The minimum labor force of 513,079 persons, according to one recent study, contains 376,486 men and 136,593 women. An impressive portion of this employed labor force is engaged in occupational fields requiring experience and training above the laborer classification.

The percentage of distribution by major occupational groups of employed workers 14 years old and over follows:

Major Occupational Group	Percentage Figure
All Employed .....	100.0%
Professional, Technical and Kindred.....	10.2
Farmers and Farm Managers.....	8.6
Managers, Officials and Proprietors except Farm .....	10.1
Clerical and Kindred Workers.....	12.4
Sales Workers .....	7.4
Craftsmen, Foremen and Kindred Help.....	13.1
Operatives and Kindred Workers.....	13.2
Private Household Workers.....	1.8
Service Workers, except Private Domestic	8.8
Farm Laborers and Foremen.....	6.0
Laborers, except Farm and Mine.....	6.2
Occupation not Reported.....	2.2

(Changing conditions, because of defense program, may cause slight variance in percentage.)



It is notable that the educational standards of Colorado's labor force are higher than the national average, making for a working force above average intelligence and thereby having the ability to learn new skills faster. The following table shows the percentage of school attendance for persons 5 to 24 years of age, by age groups in Colorado and in the nation as a whole:

Per Cent of Population Attending School—By Age Groups

Age Group	Colorado	U. S. Average
5 and 6 years old	43.5	43.0
7 to 13 years old	97.1	95.0
14 and 15 years old	91.6	90.0
16 to 20 years old	45.9	41.6
21 to 24 years old	6.8	5.1
Total Persons 5 to 24 years old	60.4	57.7

Colorado's labor legislation closely parallels similar federal regulations and laws in other states. Employers and employes in Colorado are protected by legislation affecting relations concerning the health, safety, workmen's compensation, minimum wages and working hours. Most of the state's labor legislation is administered by the Colorado Industrial Commission, created in 1915.

Through the years, Colorado has achieved an outstanding record of labor harmony. Excellent relations between management and labor have been the rule rather than the exception in Colorado. Work stoppages and lockouts have been fewer in number than in other states, and many of those which did occur were so-called "industry-wide" strikes affecting the same industry throughout many states.

During a two-year period from July-1946 to July-1948—a period marked by many labor disputes on the national scene—some 545 notices of intent to alter wages, hours of work or other working conditions were filed either by employers or unions with the state industrial commissions. Over 80% of these cases were settled by mutual agreement. A random selection of 364 of the 545 cases indicates an intent to strike or to lock out was contained in only 33 of the notices—less than 10%. In only 11 of 33 instances did a strike or lock out actually occur.

Colorado has another prime ingredient to add to its labor picture, one of the most vital factors of all—labor productivity. It is a proven fact that Colorado labor, man for man, is more productive than that of workers of similar ability and occupations in the East or middle West. Depart-

ment of Commerce survey of labor productivity placed Colorado labor—on comparative jobs throughout the nation—29.6 per cent more productive than the national average.

A large firm engaged in making transportation equipment parts found that their plant employes in Colorado were more stable, more interested in their work and had a higher efficiency rating in comparison to employes in the firm's Chicago plant. A large Denver manufacturing firm has a branch plant, similar to its Denver home plant, located in Detroit. Worker productivity, it was found, was decidedly greater in Denver than in Detroit. Many other instances of similar comparisons exist. Reasons for this greater productivity of Colorado workers include year-round temperate climate without extremes of heat or cold, the recreational advantages offered by Colorado's mountain playgrounds, the large percentage of home ownership. These and many more factors make Colorado labor a major asset in the consideration of location of industry.

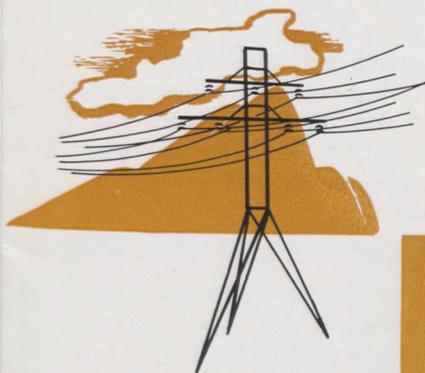
## ELECTRIC POWER

Colorado possesses the abundance of resources essential to adequate production of electric power. These include ample water supplies, streams with rapid fall conducive to hydroelectric power generation, huge supplies of coal for low-cost steam plant power generation, and ample natural gas supplies for fueling steam plants.

Electric power in Colorado is generated and/or sold by 43 separate agencies. Of these 43 firms, eight are private utility companies, 23 are municipal power operations, ten are Rural Electrification Association cooperatives and two are federal agencies.

Following is a summary of Colorado electric generating data:

Type of Agency	Steam KW	Hydro KW	Diesel KW	Total KW
Private Utilities	451,848	57,732	2,400	511,980
Municipalities	50,645	8,500	21,875	81,020
R E A				
Cooperatives	5,250	865	6,545	12,660
Bureau of				
Reclamation	.....	74,700	.....	74,700
Rocky Mountain				
Arsenal	7,500	.....	.....	7,500
<b>TOTALS</b>	<b>515,243</b>	<b>141,797</b>	<b>30,820</b>	<b>687,860</b>



Improvements and new construction will increase the state's generating capacity to 890,000 KW by the end of 1954. Colorado's great reserves of coal and the ready availability of natural gas make inexpensive steam-generated electric power possible in abundant quantities. Steam generating capacity will be closely coordinated with the development of an additional hydroelectric potential of 600,000 KW as demands require.

Production of electric energy in Colorado in 1951 amounted to 2,263,192,000 kilowatt hours as compared with 1,592,067,000 kilowatt hours in 1948.

The average rate for all commercial and industrial users of electric power in Colorado amounts to 1.9c per KWH. One maximum quantity user who consumed approximately 75 million KWH enjoyed a rate of 7.14 mills.

With completion of the Colorado-Big Thompson project of the U. S. Bureau of Reclamation (1953) and other projects now assured, Colorado's electric power production shortly will exceed four billion kilowatt hours annually.

## TRANSPORTATION

Direct communication by rail, by highway and by air ties Colorado to the nation for movement of freight, business transportation, general pleasure and business travel. With Denver as its major transportation center, Colorado and its sister midwest and mountain states link the nation North and South, East and West with modern, alert, completely adequate transportation for present and for growing needs.

Reference to the accompanying map immediately discloses the complete network of all means of transportation within the state, to the Pacific slope, to the midwest and the east, to Canadian, Mexican and Southern United States points. Freight — and passengers — move quickly and economically to and from Colorado.

### RAILROADS

Three transcontinental rail systems move through Colorado for East and West service. Union Pacific serves the midwest, Kansas City and Chicago on the East; Cheyenne, Boise and Salt Lake City; Los Angeles, Portland, Seattle and other Pacific Coast points; San Francisco via Southern Pacific and Western Pacific from Ogden and Salt Lake City.

Atchison, Topeka and Santa Fe, serving Chicago and the Southwest to Los Angeles, connects through Colorado at La Junta and Trinidad, and to Pueblo, Colorado Springs and Denver through La Junta.

The third trunk system is a combination of four railroads. Three of these feed Colorado eastward. They are the



Chicago, Burlington and Quincy and the Chicago, Rock Island and Pacific to the midwest and Chicago; the Missouri Pacific through the Pueblo gateway to Kansas City, St. Louis and to the Southeast. These combine with the Denver and Rio Grande Western through central Colorado to provide a through route to San Francisco via Southern Pacific and Western Pacific at Ogden and Salt Lake City. Connections to Los Angeles are made at Salt Lake City.

High-speed, heavy-duty steel highways; dieselized freight and passenger operation; modern, efficient yard facilities; and Centralized Traffic Control and Automatic Electric Block Signals are up-to-date features of railroads serving Colorado and the Rocky Mountain Empire. Low operating ratios are indicative of these carriers' progressive management, and their alert operation in the territory they serve.

Colorado also possesses a strategically-situated Class I railroad for North-to-South freight and passenger transportation. This is the Colorado and Southern Railway Company, a subsidiary of the Chicago, Burlington and Quincy, which extends from the oil- and livestock-rich Wyoming country through the heart of Texas with its connecting line, the Fort Worth and Denver Railway Company. This line connects Wichita, Fort Worth, Dallas, Amarillo, Houston and San Antonio and is becoming an increasingly important rail service in this expanding area. It is the only main North-South carrier between the Missouri River and the Pacific Coast.

That this capacity continues to carry a major portion of the greatly accelerated freight flow in the expanding western economy is graphically proved in Interstate Commerce Commission figures on tonnage carried in 1940 and in 1949. The 1940 loadings, originating and terminating, totalled just over 15,000,000 net tons. In 1949, these same roads showed in excess of 21,500,000 tons.

The complete table follows.

Nature of Products	Net Tons			
	1940		1949	
	Originated	Terminated	Originated	Terminated
Agriculture	2,104,727	1,995,912	3,378,978	2,317,726
Animals and Products	344,620	203,573	417,251	231,622
Mines	4,263,636	3,166,578	4,418,379	5,168,025
Forests	25,909	236,816	113,051	416,315
Manufactures and Misc.	1,144,315	1,705,515	2,544,744	2,600,234
Total All Commodities	7,883,207	7,308,394	10,872,403	10,733,922

During World War II and the Korean conflict, these railroads strikingly demonstrated not only adequate capacity for swollen freight movement, but operating performance that proved conclusively the ability of these roads to move both normal and emergency freight.

In addition to the seven Class I railroads operating in the state, Colorado has a complement of local-service railroads serving, largely, agricultural and mining areas for freight haulage. There are, altogether, 16 operating companies within the state with a main-track operation of 4,292 miles.

### AIR TRANSPORT

Long a railway and highway transportation hub, Colorado has reached the point where it is equally well served by commercial air lines—a necessity in this complex age when speed is a must.

Some 100 public airports are now in operation in Colorado, ranging in size from huge commercial airports such as Stapleton Airfield in Denver to local airports in smaller communities. It is notable, too, that many private airports exist on ranches and industrial properties. Private flying has increased greatly in the state during the past few years. In 1942, only 226 aircraft were certified in Colorado, whereas almost 1300 were certified in 1950. In addition to flying for pleasure, the small plane has been adapted for ranching and farming operations and aerial photography. Industries and other businesses also have found the light plane useful in many phases of their activities.

Colorado's licensed commercial air lines, not only serve every industrially strategic point within the state, but connect with every major East-West transcontinental air line.

United Air Lines, through Denver, operates to major Pacific Coast, Central, and East Coast cities and extends scheduled service to Hawaii. Non-stop flights are scheduled between all key cities. United also maintains scheduled Cargo-liner freight service for the Colorado area through Denver.

The chart on the following page indicates principal air service points for the lines operating through Colorado. In addition to direct points, Braniff International Airways connects with American Airlines at Dallas, Texas, and Tulsa, Oklahoma. Continental Air Lines connects with American Airlines at Tulsa, Oklahoma, and at El Paso, Texas.

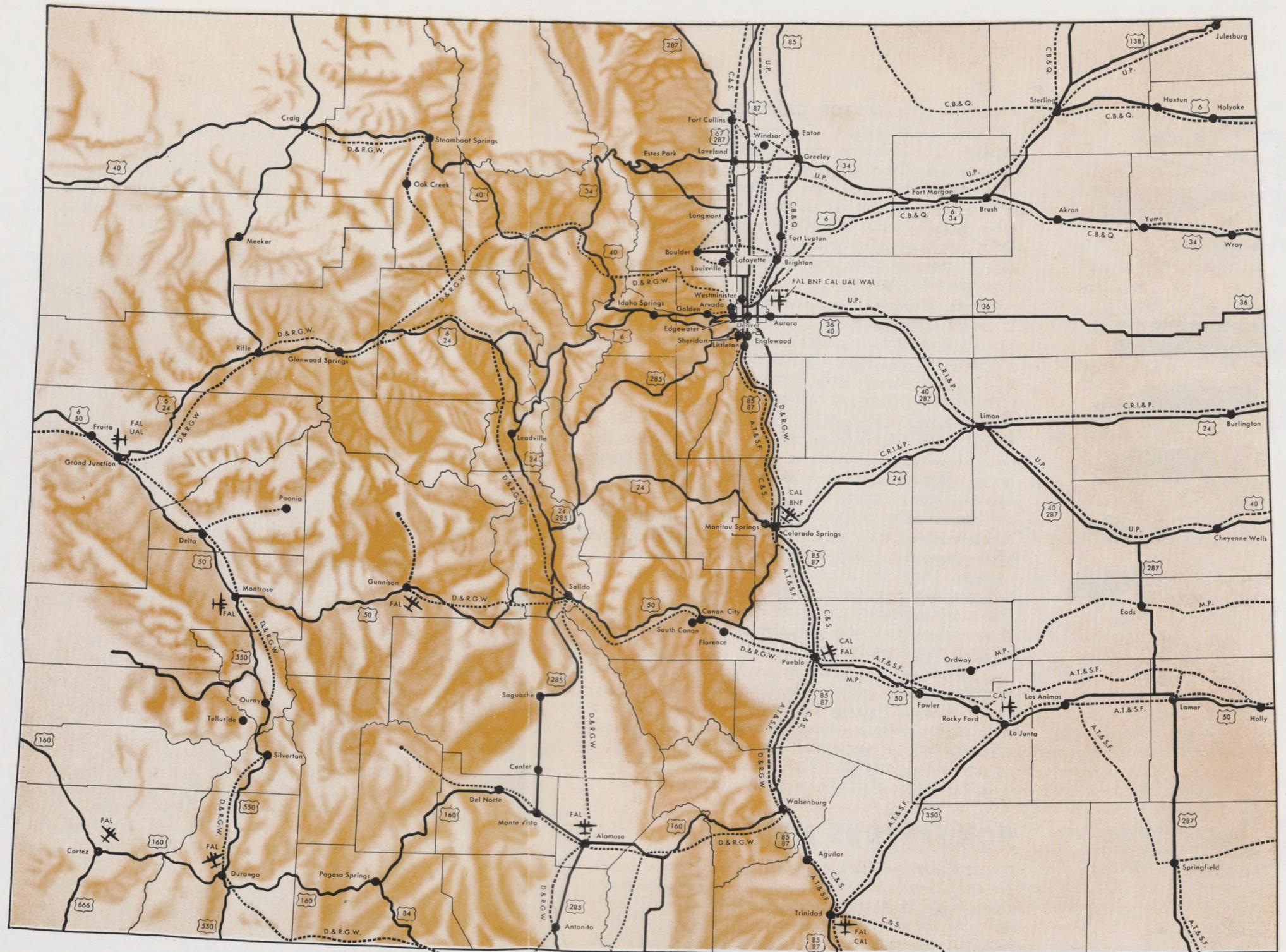
Frontier Airlines, a local service operation serving the seven-state area of Arizona, New Mexico, Utah, Wyoming, Montana, Colorado and Texas, connects with all four major East-West air lines. These are Northwest at Billings, Montana; Trans-World Airline, Inc., at Phoenix, Arizona; and American Airlines at Phoenix and Tucson, Arizona; United Air Lines at Denver, Grand Junction and Salt Lake City.



The state is served by five commercial air lines handling passengers, mail, express and cargo. These carriers include:

Company	Colorado Cities Served	Principal Out-of-State Points Served
Braniff International Airways	Denver, Colorado Springs, Pueblo.	Dallas, Ft. Worth, Houston, Texas; Oklahoma City, Tulsa, Okla.; Miami, Fla.; Havana, Cuba, Rio de Janeiro, Buenos Aires and principal central and South American points.
Continental Air Lines, Inc.	Denver, La Junta, Trinidad, Colorado Springs, Pueblo.	Kansas City, Hutchinson, Kan., St. Louis, Albuquerque, Tulsa, Oklahoma City, Okla., Houston, San Antonio and El Paso.
United Air Lines	Denver and Grand Junction	Omaha, Chicago, New York, Boston, Washington, D. C., Salt Lake City, Pacific Northwest, San Francisco, Los Angeles, Hawaii and the Pacific.
Western Air Lines	Denver	Cheyenne, Casper Wyo., Great Falls, Montana; Canadian points and Dakota points, Twin Cities.
Frontier Air Lines	Local service line serving Denver, Pueblo, Monte Vista, Alamosa, Durango, Cortez, Gunnison, Montrose and Grand Junction.	Cheyenne, Casper, Wyo., Salt Lake City, Albuquerque, Farmington, N. M., Phoenix, Flagstaff, Tucson and Nogales, Arizona; Billings, Montana; El Paso.

# COLORADO TRANSPORTATION MAP



## LEGEND

Colorado Cities shown are Incorporated Cities  
of 1,000 population or over—Official 1950 U.S. Census

———— Primary Federal Aid Highways

- - - - - Class 1 Railroads

✈ Scheduled Air Line Points

## CLASS 1 RAILROADS

A.T. & S.F. .... Santa Fe  
C.B. & Q. .... Burlington  
C. & S. .... Colorado & Southern

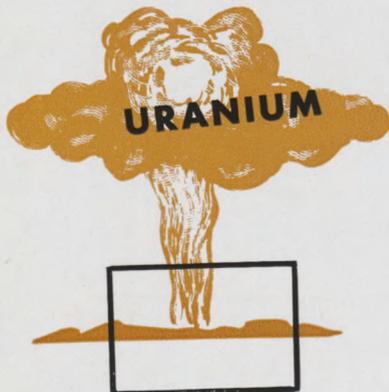
C.R.I. & P. .... Rock Island  
D. & R.G.W. .... Rio Grande  
M.P. .... Missouri Pacific  
U.P. .... Union Pacific

## AIRLINES

BNF. .... Braniff  
CAL. .... Continental  
FAL. .... Frontier  
UAL. .... United  
WAL. .... Western



78,884 Miles of Highway



## MOTOR CARRIERS

Once again, Colorado's fortunate position in relation to markets and supplies is demonstrated in its well-planned highway system providing rapid over-the-road freight haulage. Colorado has 4,002 miles of federal aid primary roads, 3,538 miles of federal aid secondary roads, 4,876 miles of other state highways, and 66,429 miles of country roads. Colorado's 78,884 miles of highways adequately support both the passenger-car traffic and an ever-increasing volume of over-the-road shipping.

Some 75 intrastate common carrier trucking firms and 25 interstate carriers give Colorado and its industries both an intensive local motor carrier network and transcontinental freight outlets and connections in all directions. Here—as with the railroads—the great distances between major cities permits added mileage per highway hour.

The larger trucking firms include such well-known carriers as Pacific Intermountain Express, Denver-Amarillo Express, Denver-Chicago Trucking Company, Weicker Transfer and Storage, Rio Grande Motorway, Burlington Truck Lines, Gallagher Transfer & Storage, Ringsby Truck Lines, and Illinois-California Express. This is but a partial list.

In addition, there are many specialized carrier services hauling livestock, perishables, heavy machinery and petroleum products. More than 30 class A carriers and scores of class B carriers operate in the area. The trucking industry also is vital to mines, timber regions and ranches largely contained in the mountainous area of Colorado where other transportation means are less feasible.

The state is also served by several thousand miles of scheduled bus lines, including such large operations as Greyhound Lines and National Trailways Bus System. This network of bus systems—national, regional and interurban—completes the passenger service system for Colorado's growing population. In addition, there are many local carriers and feeders operating efficiently and safely within Colorado.

## NON-FERROUS METALS

It is common knowledge that the non-ferrous metals, generally, have been in short production and demand during recent years. Pegging the price of gold, for instance at \$35 per ounce, has made many gold operations unprofitable. Colorado currently ranks second in gold production among the states, first in molybdenum, first in uranium and vanadium, and first in radium. In addition, the state is a major producer of silver, lead, zinc and several lesser metals.

With the continued world-wide defense emergency, two significant facts bear on the resurgence of this industry in Colorado.

- 1—Increased demand for the non-ferrous metals beyond normal domestic needs.
- 2—Increased demand for uranium for atomic usage.

These factors are intensifying both the active mining and processing of ores and essential exploration and development work to assure continued supply.

Non-ferrous mining largely is concentrated in the central and southern sections of Colorado. The largest uranium and vanadium deposits in the nation are located in western and southwestern Colorado. Production data are restricted for security reasons.

## NON-METALLIC MINERALS

Nature has been prodigal in her bestowal of the non-metallic minerals within the borders of Colorado. Constantly increasing demand and broadening markets within this field have doubled Colorado's production since 1946, and in 1950 the non-metallics represented 14.2 per cent of Colorado's total mineral output.

The more important industrial minerals found in quantity in this state include clay, fluorspar, perlite, feldspar, gypsum, limestone, dolomite, cement rock, travertine, crush stone, sand and gravel, mica, beryl and dimension stone.

Clay deposits exist in many sections of the state. Commercial development, however, largely is confined within the region just east of the front range of the Rockies, with annual production of 210,000 tons. This commercial clay includes brick clay, fire clay and pottery clay. Existence of these deposits has been instrumental in developing industries manufacturing brick, pottery, sewer pipe, terra cotta, and refractories. Much of the clay is of such high quality that it is contributing to an expanding Colorado industry in scientific and industrial porcelains and thermo porcelain products.

Fremont county contains the state's largest developed deposits of feldspar, with estimated annual production of 75,000 tons. Other deposits of this non-metallic, essential to glass and pottery making, have been worked in Boulder, Gunnison and Douglas counties.

Fluorspar, used for acid making, ceramics and metallurgical purposes, was produced at an annual rate of 65,000 tons during World War II and output is increasing from a normal 20,000 tons yearly.





Limestone and shale output in Colorado is quite extensive. Limestone and shales are produced for cement manufacturing in Larimer County at Boettcher and in Fremont County at Portland. Two plants of the Ideal Cement Company located at those communities have a capacity of three million barrels of cement annually. A huge limestone quarry is operated at Monarch by the Colorado Fuel and Iron Company and other extensive operations are carried on by beet sugar manufacturers and private quarrymen. Dolomite, travertine and crushed basalt are also produced in large quantities, deposits of all these minerals being extensive. Crushed stone output in Colorado is valued at \$1,725,000 annually. Sand and gravel excavating is also carried on extensively throughout the state.

Perlite, a volcanic glass, is found in many Colorado localities though principal production has been in Custer County. Perlite is being used as a lightweight aggregate plaster and concrete and for thermal insulation. The fastest expanding market, at this time, seems to be for plaster aggregate. Production figures are not currently available.

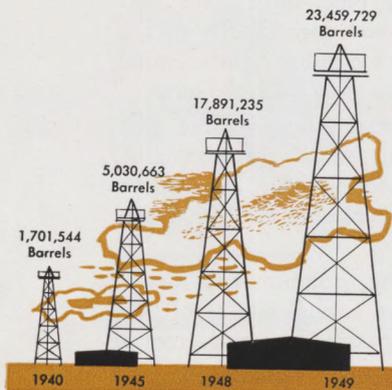
Beryl is the only commercial mineral containing beryllium ore. Deposits have been worked in Fremont, Gunnison, Boulder and Larimer Counties, though not on a consistent basis.

Many deposits of gypsum, a mineral used in cement and plaster manufacturing, are found in the state, though only two are currently being worked commercially. Some gypsum of alabaster grade is also being mined for the manufacture of novelties. Mica has also been found and produced in Colorado.

With the increasing importance of non-metallics in industry, and particularly in the construction field, Colorado's resources provide opportunity for intensive and profitable development.

## PETROLEUM

Shortly before outbreak of World War II, the nation's major oil companies began exploration and development work in many new fields to replenish lagging oil reserves. One of these successfully exploited fields is the great Rangely area in northwestern Colorado. This field largely is responsible for the increase in Colorado petroleum production:



Year	Output (Barrels)
1940	1,701,544
1945	5,030,663
1948	17,891,235
1950	23,353,000
1951	27,558,000

Production is continuing on an increased basis, and further drilling and exploration being undertaken in widely-separated areas of the state. Latest field to come into production is in northeastern Colorado in the so-called Denver-Julesburg area.

Even greater current activity is taking place in the San Juan basin in southwestern Colorado, especially around Durango and neighboring cities. Tempo of development is increasing with proving of vast quantities of natural gas and extensive oil pools.

Colorado now ranks 19th in number of producing wells, is 11th among the states in output, and has 7.1% of proven United States crude oil reserves. Total state crude oil reserves in 1952 were placed at 337,088,000 barrels.

## OIL SHALE

One of the most significant developments in the petroleum industry is the experimental work in refining Colorado's vast oil shale deposits. Beginning in 1944, as a war essential, the U. S. Bureau of Mines established a pilot plant in western Colorado. This plant, at Rifle, is the center of a continuing operation in mining of shale and development of refining process.

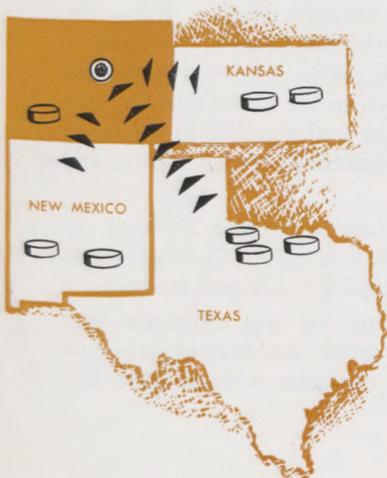
An idea of the importance of the development of commercially feasible processes for refining oil from shale is disclosed by the fact that an estimated 270,000,000,000 barrels of oil are contained in the shales in this area. The area itself covers an area of 2,592 square miles, principally in Garfield, Mesa and Rio Blanco counties.

Experimentation now has developed processes which make possible production of gasoline, lubrication oils, diesel fuel and by-products at a cost approaching a basis competitive with that of liquid petroleum. Indications are that operations on a commercial basis shortly will be possible.

## NATURAL GAS

Colorado currently consumes in excess of 100 billion cubic feet of natural gas annually. The state's ten natural gas fields produce somewhat over sixteen billion cubic feet of this needed supply. The balance is supplied through pipelines from natural gas producing areas in adjacent states.

Key industrial areas on Colorado's eastern slope draw their major natural gas supply from the Amarillo, Texas, field via a 340-mile pipe line operated by the Colorado Interstate Gas Company of primary service to Pueblo and cities in the Arkansas river valley, Colorado Springs and



Denver. A connection with this line serves Boulder, Fort Collins and other cities in the northern industrial area. Other lines are being projected throughout the state, including one linking Denver and the Sterling fields in northeastern Colorado.

Durango, hub of the rich San Juan basin in southwestern Colorado, is served by pipe line from New Mexico. Lamar, Holly, Springfield and other cities in the agriculturally rich, and food processing center, of southeastern Colorado, are supplied from the Hugoton, Kansas, field. This field also services communities of the upper Arkansas river valley.

Fifty-two per cent of all natural gas consumed in Colorado is by industrial users. The balance is consumed by domestic and commercial customers. In the first six months of 1952, over 50,400,000,000 cubic feet of gas was used in Colorado, and use is expected to increase.

The average rate for natural gas for all industrial users is 14.8c per MCF. One maximum-quantity user (in excess of two million MCF) enjoyed a rate of 12c.

## COAL

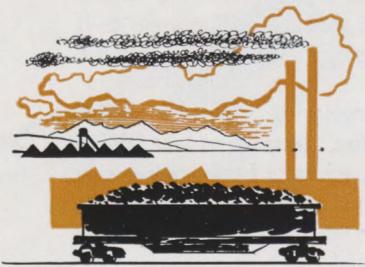
Coal—a greater bituminous reserve than in any other state of the nation—adds a current wealth and a potential industrial bulwark to Colorado. The U. S. Geological Survey lists Colorado's bituminous reserves at 317,346,000,000 tons. The state ranks first in bituminous reserves, second in sub-bituminous reserves and fourth in anthracite coal.

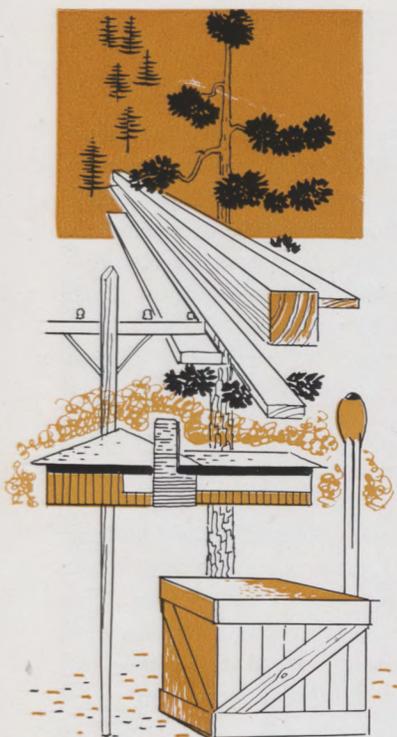
Colorado's current production largely is used for domestic fuel, for electric power generation and for making of coke in the giant Colorado Fuel & Iron Company's Pueblo mills. Production reached a peak in 1918 when 12,658,000 tons of coal were mined. Current output is slightly under 5,000,000 tons annually.

The wide occurrence of coal fields—in 34 distinct sections of the state—is significant for many reasons. Primarily, it means short hauls for industrial use. Again, for production of electric energy in steam plants it assures continued supply of low-cost fuels. Further, in the nation's widespread dispersion program, industry has coal supplies in Colorado adjacent to other needed raw materials, transportation and labor pools.

In the tremendous fields into which the chemical industry has drawn coal tar and its derivatives, Colorado's vast coal deposits are worthy of searching study and analysis.

Under the most intensive mining and utilization program, the coal of Colorado can satisfy demands of industrial and domestic consumption for centuries without depletion.





## LUMBER

Of Colorado's 20,500,000 acres of forest land, 15,561,000 acres consist of commercial forests. Approximately one-third of the state is forested, with the greatest commercial possibilities concentrated on the western slope of the Rockies.

Saw timber stands in the commonwealth are estimated at 27,657,500,000 board feet. Of this, 23,566,000,000 are in the national forests. A breakdown by timber type follows:

	Millions of Feet Board Measure
Hardwoods .....	915.5
Softwoods:	
Ponderosa Pine .....	3,735.4
Engelmann Spruce .....	13,778.0
Lodgepole Pine .....	5,487.7
Douglas Fir .....	1,473.4
True Firs .....	2,165.8
Others .....	101.7
Total Softwoods .....	26,742.0

Lumber production, which was 112 million board feet in 1946, had by 1950, increased to 120 million board feet annually. Products include sawed lumber, railroad ties, heavy mine timbers, telephone poles and cordwood. The 225 sawmills, large and small, handling this output are most heavily concentrated in the San Juan Basin area of southwestern Colorado, the middle park area West of Denver and the Gunnison-Montrose region.

Consumption of timber products in Colorado is 318 million board feet annually, placing the state on an import basis for this commodity. Principal imports are softwoods—largely from the Pacific Northwest—and hardwoods, principally from the Great Lakes states.

Colorado's forests offer not only development for supplying a greater portion of self-consumed lumber, but for by-products of many kinds. Notably, portions of the state's forests produce a fibre of unusually tough characteristics, valuable in the making of kraft-type paper and boxes. Currently, this has become an export product.

Development of additional production for lumber, wood products and by-products holds a broadening promise for Colorado. By virtue of location, such developments will occur in areas adequately served with power and transportation yet virtually untouched industrially at this time.

## MINING

Though mining of precious metals has declined since the turn of the century, Colorado's overall mineral industry picture is healthy. Petroleum, and new strategic metals such as molybdenum and uranium, plus industrial minerals, have filled the gap left by decline in precious metal production. In 1946, for example, petroleum output represented 20 per cent of total Colorado mineral output. By 1949, petroleum accounted for over 43 per cent of current mineral production.



Coal, of which Colorado has the largest reserves, offers a potential for future chemical industrial development. Hydrogenation, the processing of coal for the production of gasoline and fuel oils, as well as the extraction of hundreds of other by-products, would be extremely important in the event of war and the limitation of foreign supplies. This factor or the reduction of present processing costs may well place the importance of hydrogenation plants in Colorado and other Western states on a par with oil shale processing.

The value of all products of mines—metals, industrial minerals, petroleum, coal—averages between \$100,000,000 and \$150,000,000 annually, with output during the past two or three years totalling nearly \$140,000,000 annually. Of this total, coal accounted for \$24,000,000; metals, \$36,000,000; industrial minerals, \$20,000,000 and petroleum, \$60,000,000. Percentagewise, the ranking is coal, 16.7%; metals, 26.0%; industrial minerals, 14.2% and petroleum products, 43.1%.

## CURRENT INDUSTRIAL POSITION

### MANUFACTURING

Completely current statistics are not available as to a detailed analysis of the nature, location and scope of manufacturing firms in Colorado. The latest figures are those prepared by the U. S. Department of Commerce early in 1948, the latest date in which every factor was completely delineated:

Type	No. Plants	Employees	Salaries & Wages	Value Added By Manufacture	Spent for New Plant Expansion
Food Products.....	442	15,295	\$ 39,195,000	\$ 92,675,000	\$ 8,701,000
Textile Products.....	4	116	199,000	363,000	19,000
Apparel, etc.....	45	1,632	3,138,000	5,234,000	87,000
Lumber & Products.....	188	2,282	5,020,000	8,106,000	953,000
Furniture, etc.....	40	672	1,486,000	2,655,000	148,000
Printing, Publishing.....	293	4,596	11,503,000	22,386,000	1,576,000
Chemicals.....	62	1,275	3,792,000	8,271,000	1,575,000
Petroleum Products.....	14	791	2,844,000	9,607,000	4,712,000
Leather Products.....	19	1,180	2,894,000	4,370,000	87,000
Stone, Clay, Glass Prod...	108	2,430	5,796,000	11,966,000	3,964,000
Primary Metals.....	47	7,880	24,001,000	37,395,000	5,113,000
Metal Fabricators.....	83	2,326	6,360,000	11,261,000	522,000
Machinery.....	101	4,504	12,645,000	22,550,000	1,546,000
Transp. Equipment.....	16	663	1,985,000	3,100,000	86,000
Instruments.....	18	360	1,013,000	1,737,000	85,000
Other Major Ind.....	29	6,265	18,408,000	38,894,000	2,766,000
Miscellaneous.....	93	1,804	3,928,000	6,204,000	249,000
<b>TOTAL.....</b>	<b>1,602</b>	<b>54,071</b>	<b>\$144,207,000</b>	<b>\$286,774,000</b>	<b>\$32,189,000</b>

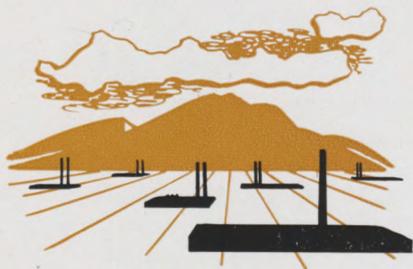
This manufacturing economy has undergone further expansion, with over 1700 companies now operating within the state. Major industrial classifications for 1950 estimate the following dollar value added in processing and manufacture:

Food and kindred products.....	\$ 96,921,000
Primary metals.....	64,076,000
Machinery (except electrical).....	25,157,000
Stone, clay and glass products.....	18,936,000
Fabricated metal products.....	10,281,000
All others.....	125,424,000
Estimated 1951 total.....	\$340,795,000

The great bulk of Colorado's manufacturing is concentrated in the bank of counties resting on the East slope of the Rocky Mountains, extending from the vicinity of Pueblo to the Wyoming border. It was here the first con-

centration of population developed, and the advantages of transportation and accessibility to markets to the East, North and South have continued to contribute to this industrial growth. Establishment of the Colorado Fuel & Iron Corporation at Pueblo, where steel for rails first was rolled in 1888, is the basis for the solid industrial pattern of that area.

Lack of manufacturing and industry in many counties does not indicate either a backward economy or a lack of opportunity for solid industrial installations and development. Colorado's western slope holds myriad advantages for industries requiring non-ferrous or non-metallic minerals resources, tremendous possibilities for the chemical industries, and for lumber, pulp and allied basic materials and finished products. Transportation advances in recent years, particularly, place this virtually untapped industrial storehouse close to the nation's markets.



## INDUSTRIAL SITES

Under the urgency of decentralization—both for competitive economic purposes and for national defense reasons—industry is faced with the problem of choosing plant locations with great care. Even those plants created for defense or emergency production must possess a potential economic justification for conversion to production of goods for normal economic periods.

With this realization, the State of Colorado in this booklet makes no attempt to suggest any single location, or group of locations, for consideration. Rather, the factual material presented is offered to provide basic information about the many factors with which a provident mother nature and a productive population have endowed this state.

Colorado's industrial belt now largely is concentrated on the eastern slope of the Rocky Mountains, extending approximately 175 miles from North to South, and 20 miles from East to West. Dependent entirely on specific needs and requirements, raw materials, nature of labor supply, transportation, utilities, soil and water, practically every populated area of Colorado offers industrial sites meeting practically every demand for primary or dispersion operation.

Complete information and facts about locating or establishing industries in various sections of Colorado may be obtained from the Colorado Bureau of Business Research, University of Colorado, Boulder, Colorado.

The Industrial Development Department, State of Colorado, Capitol Building, Denver 2, Colorado, also is at your disposal for this purpose. Traffic and industrial departments of railroads and trucking companies in Colorado provide another source of inquiry.

## TAXES

The taxes herein discussed are those Colorado levies of significance to industry.

### STATE INCOME TAXES

The Colorado State income tax is levied upon the net income of all residents, of all non-residents derived from sources within the State and of corporations and fiduciaries. Basic tax rates on individual incomes start at one per cent on net income (after exemptions) under \$1,000 and graduate to ten per cent on net taxable income over \$11,000. There is a surtax of two per cent on income of individuals derived from interest, dividends and royalties. The basic corporation net income tax rate is five per cent. In the cases of both individuals and corporations, the full amounts of federal income and excess profits taxes are deductions from net income which results in an average Colorado income tax bill actually comparable with that of other states which have much lower rates. Colorado levies no excess profits tax on businesses or corporations and has no withholding provisions.

Colorado's Legislature, recently faced with general fund surpluses as a result of governmental economies, immediately granted a blanket 20 per cent reduction in income taxes to be collected in 1952 and 1953.

### WORKMEN'S COMPENSATION AND UNEMPLOYMENT OBLIGATIONS

Employers of more than four persons are required to carry insurance for protection of employees coming under the Act. An Occupational Disease Law also applies to employers subject to the Compensation Act. Information on specific industries or problems may be obtained from the State Industrial Commission.

Weekly unemployment benefits range from \$7.00 to a maximum of \$22.75 for 20 weeks. The program is financed by taxes levied upon employers with eight or more employes. The base rate for the unemployment compensation tax in Colorado is 2.7 per cent of the employee wage up to \$3,000.



**Current Corporate  
Income  
Tax Rate 4%**



State Real and Personal Property Levy 2.71 Mills

However, employers that have good employment records with a minimum of discharges and layoffs can reduce or eliminate the sum they have to pay. The average tax rate is now about .6 of one per cent, and about 40 per cent of all Colorado employers have established merit ratings so good that they pay no State Unemployment Tax at all.

### MISCELLANEOUS TAXES APPLICABLE TO INDUSTRY

Principal source of revenue for highway purposes is a six cent tax per gallon, levied by the State, on motor fuel. The law which increased this tax from four to six cents will expire June 30, 1953. Another source of highway revenue is the State Carrier Tax levied on commercial trucks and buses.

Colorado Sales Tax is levied on retail purchases at the rate of two per cent. Colorado Use Tax is levied on purchases outside the State for use and consumption within Colorado. This tax applies only to tangible personal property.

The State mill levy on real and personal property for all state purposes is 2.71 mills. This is in addition to local and county levies which vary under local conditions.

Domestic Colorado corporations pay a State Tax at time of incorporation of \$27.50 for the first \$50,000 of capitalization and 22 cents for each additional \$1,000 capitalization. The fee for foreign corporations is \$30.00 for the first \$50,000 and 30 cents for each additional \$1,000.

### AGRICULTURE AND LIVESTOCK

Agriculture and livestock form the backbone of Colorado's stable economy. Colorado's farm and livestock income provides major purchasing power. Almost one-fourth of the state's manufacturing firms are food processors. Colorado's rural wealth is drawn from the fertile plains area in the eastern portion of the state and the rich mountain valleys and mesas of the western and southern slopes.

U. S. Census Bureau statistics for 1950 disclose the sound and prosperous condition of Colorado's farm and ranch population. All the farms and ranches in Colorado were worth \$1,234,993,841, the bureau reports. This was more than \$700,000,000 more than their 1945 value. Value of farm land in this state is higher than during the land boom after World War I, a condition reflected in only a few other states.



Products of Colorado's farms and ranches were valued at \$537,000,000 in 1951, compared to their 1944 valuation of \$250,000,000. More than half this amount was from sale of livestock and livestock products.

Only about six per cent of the state's population is engaged in farming and ranching. Average acreage of the 45,578 farms and ranches is 832, with 37,953,099 acres in agricultural use. Despite the fact that one fourth of Colorado's farms and ranches are operated only part time and are mainly for living purposes, the average gross sales (1951) were \$11,782.

Principal crops grown are wheat, sugar beets, corn, potatoes, hay and alfalfa, small grains, beans; lettuce, celery and other truck crops; peaches, cherries, apples and miscellaneous items. In the more arid plains regions and in the mountain valleys, huge herds of cattle and of sheep graze on fertile ranges.



## COLORADO LIVING

The magic ingredient of life in Colorado is its climate . . . temperate, delightful, zestful. The statistical report on temperatures, humidity, rainfall and other data recorded earlier in this booklet can tell only a part of the delightful enjoyment of living in Colorado the year around.

Only when one breathes Colorado's clear, pure air . . . gazes into the unbelievable blue of Colorado's skies . . . listens to the purling of clear mountain streams cascading through virgin forest slopes . . . sweeps his eye over the lush and verdant plains—only then is it possible to realize the contentment and joy this state offers its growing population.

These are qualities which even the most heavy industrialization cannot dim. For, even in the most congested areas, the tranquility of mountain retreat, of family pleasures at recreation of one's choosing are only a matter of short miles and moments away. The Rocky Mountains crown the state with a glory of beauty and recreation unmatched in America and doubtfully equalled anywhere in the world.

It is this combined God-given heritage of perfect climate and surrounding delights—both of nature and man-made—that breathes content for those living and working here. This is the quality that keeps the working man and his family happy, productive . . . a primary reason for greater executive and employe efficiency in Colorado.

Every year more than three million persons from all over the world come to Colorado to enjoy this vacation paradise, their dollar expenditures are more than \$250,000,000 annually—making this the state's third largest industry. For Coloradoans, this all-year vacationland is home!

As shown in an earlier table, Colorado educationally is far above the national average in school attendance. Both in facilities and in progressive educational methods, the state is equipped for its present classroom load and for expansion in student enrollment. There are 1,896 public schools, including 1525 elementary schools, 76 junior high schools, 276 senior high schools, six junior colleges and seven evening schools. In addition, nearly 19,000 children are educated in Catholic parochial schools, both elementary and secondary.

More than 35,000 persons are enrolled in Colorado colleges and universities. In 1949, Colorado had 28.9 enrollments per 1,000 population, second highest in the United States. The national average is 16.4 per 1,000 population. Of Colorado's 12 senior colleges and universities, six are privately operated and six state supported.

In addition to the foregoing institutions, there are a number of business and trade schools throughout the state.

Virtually every religious denomination and sect is represented in Colorado. Church attendance is extremely high, and the influence of the various churches on their membership contributes markedly for the state's general economic and social stability.

**KNOW HOW**



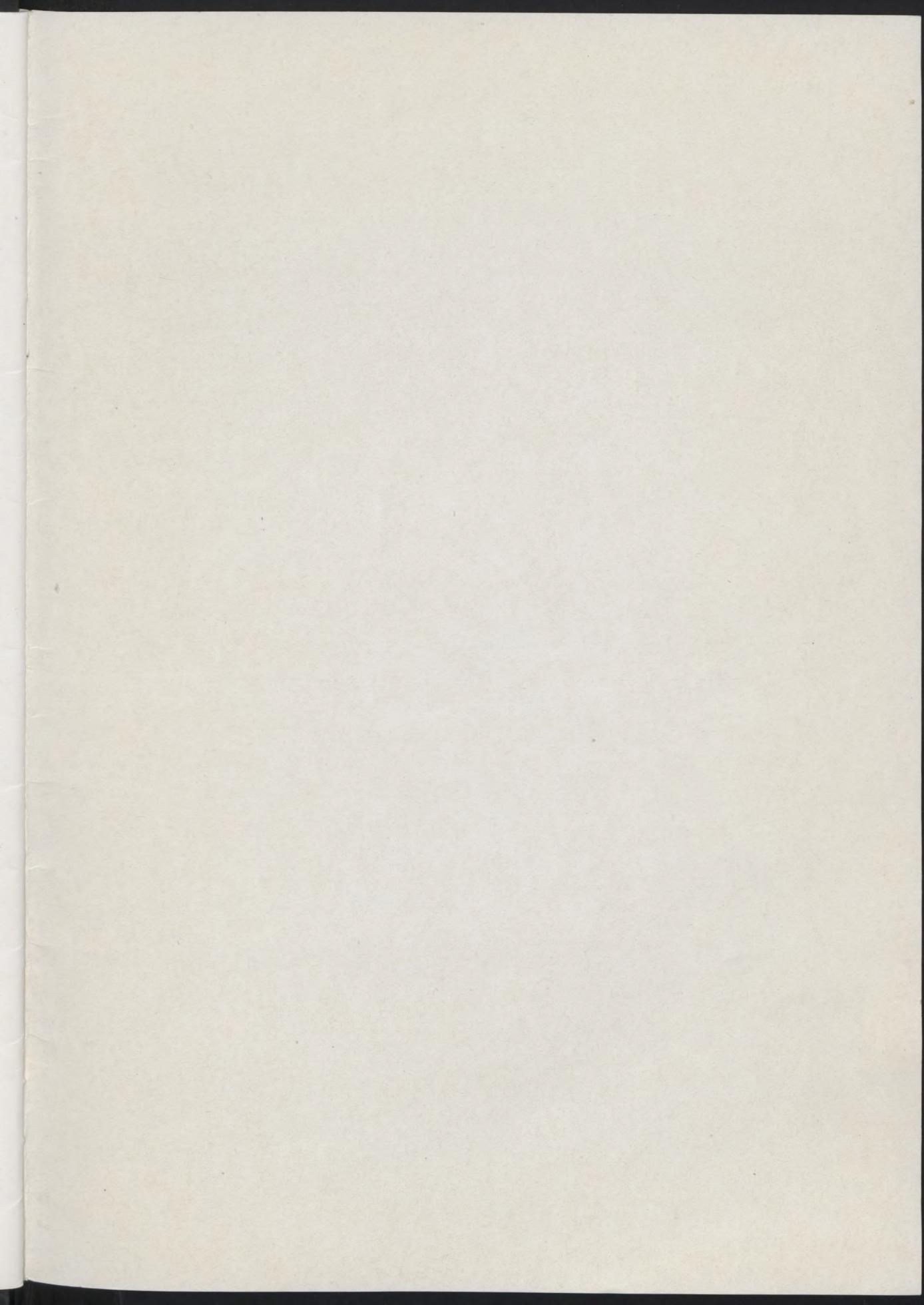
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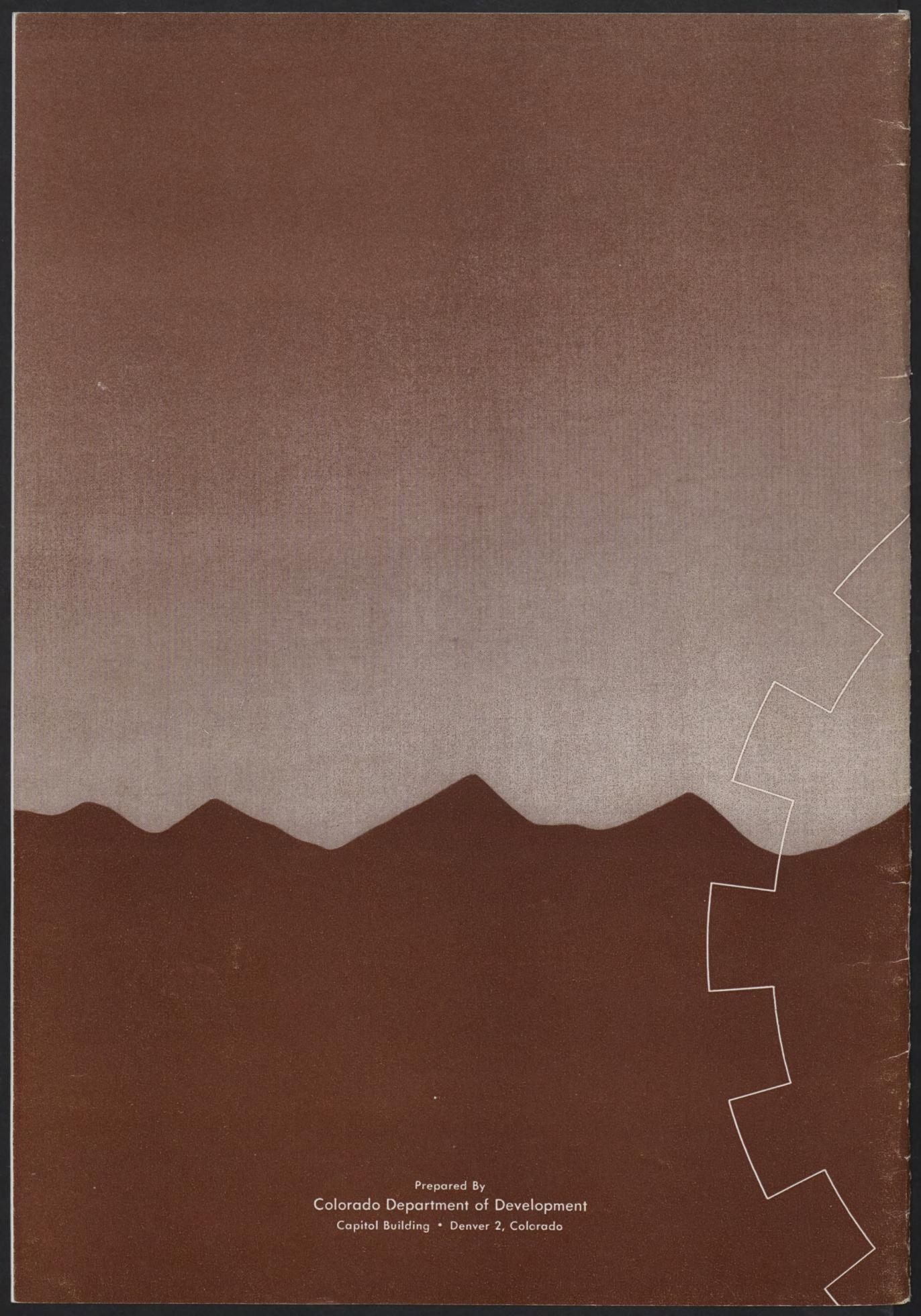
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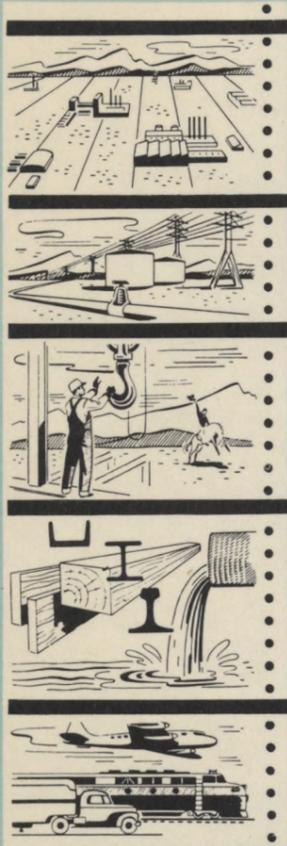




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room to grow in

# Colorado



**LOCATION** — The Rocky Mountains, linking the East Coast and the West Coast, provide an ideal geographical location in Colorado for key operation. Either to serve consumer, industrial or foreign markets, Colorado is centrally situated.

**UTILITIES** — Electric power, natural gas, abundant coal provide adequate energy to supply all industrial needs now and in the foreseeable future with power and fuel costs favorable to economical operations.

**LABOR** — Labor in Colorado is 29.6% more productive than the national average. Labor productivity is a telling factor both in dependable manufacture as well as in reducing unit cost. Colorado possesses ideal climate, a wide variety of recreational facilities for workers and their families.

**NATURAL RESOURCES** — Colorado's resources are prodigal . . . a vast storehouse open to development as joint demands for goods and greater industrial output focus attention on the West. From non-ferrous minerals through the non-metallics . . . from giant stands of pine and spruce through choice ceramic clays, Colorado has both quantity and quality. Colorado also has an adequate supply of water chemically adapted to a wide range of manufacture and processing.

**DISTRIBUTION** — Whatever your distribution pattern, your source of raw materials and sub-assemblies, Colorado possesses ideal distribution facilities. Seven Class I railroads, six major airlines, complete over-the-road motor freight service on primary East-West and North-South highways provide rapid, through access to every compass point.



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# Colorado

**your part in its future**

Colorado's gold rush days of the 1850's are gone. But the 1950's are bringing a new—and more significant—rush. This new rush is a sound expansion of the fabric of this strategic industrial state.

Colorado offers proof to you that business frontiers still exist, that here is an area boundless in industrial opportunity, yet soundly based in manpower, in materials, in know-how to provide immediate, profitable operation. The West of Buffalo Bill . . . of the Pony Express . . . of the final resisting surge of the Red man against the White belongs to history. But that same rugged, pioneering spirit remains . . . a flame of unquenchable ambition to grow to the full promise that Nature and Man have bestowed in this great and fruitful area.

Industry is on the march westward. Both the competitive problems of business and the necessity for maximum security in this atomic age clearly mark the way. Men, materials and opportunity await you in Colorado.



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