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

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TABLE OF CONTENTS

INTRODUCTION	Page l
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 PERCCAPITA RETAIL SALES SUMMARY BY BUSINESS GEOUP, 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, GESOLINE, SERVICE STATIONS, LUMBER, DRUG AND PROPRIETORY STORES, ALL OTHER RETAIL STORES, NON-STORE RETAILERS

3.1 POPULATION ESTIMATES FOR SELECTED CITIES IN THE ARKANSAS VALLEY

4.1	PER CAPITA	RETATI.	SALES	BY	COUNTY	TN	ARKANSAS	VALLEY:	1948-1963
a la sta	T THE OUT TTU	T (T + L T + T)	outano	1 2	OCOUTT	714	VIUTUOVO	A WTTTTT *	T 7 T 0 - T 70 7

- 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

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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

À 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 amounts 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. <u>Trade Centers and Trade Areas in the</u> 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.

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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.

- 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.

SALES LEVEL AND NUMBER OF ESTABLISHMENT CRITERIA FOR RETAIL TRADE CENTERS

Retail Trade Center	Retail Sales	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	ll 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 <u>1</u> 0

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

2 From: Dun and Bradstreet Reference Book

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TYPE OF RETAIL ESTABLISHMENTS WITHIN RETAIL TRADE CENTER TYPES

Selected Retail Functions

		All J.	Any 9–12	Any 4_8	SPI	CIALTY	7 RETAII		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 J	Any 3				Family Shoe Store Farm, Garden Supplies Lumber, Building Mat'ls. Hotel, Motel Mortuary
						Any 2			Appliances, Furniture Jewelry Men's, Boy's, or Women's 61thg. Laundry, Dry Cleaning
						All ↓	CONVEN A ny 2	IENCE	Garage, Auto, Implement Dealer Gen'l. Merch, Variety Store Meat, Fish, or Fruit
and the second second									Gasoline Service Station Grocery Store Drug Store Hardware Store Bank Eating Place
Metropolitan	Primary	Secondary	Complete Shopping,	Partial Shopping	Full Convenience	Convenience	Minimum Convenience		

RETAIL TRADE CENTERS BY LEVEL OF CENTER IN ARKANSAS VALLEY

Minimum Convenience	x x x x x x x x x x x x x x x x x x x x
Convenience	X X X X X X X X X X X X X X X X X X X
Full Minimum Convenience Convenience	X X V X
Partial Shopping	ooxx x
Complete Shopping	
Secondary .	
Primary	××
Metro	
City	Puebla Colorado Spgs. Trinidad Canon City La Junta Lamar Rocky Ford Walsenberg Salida Leadville Las Animas Florence Buena Vista Springfield Fowler Ordway Holly Holly Eads Walsh Cripple Creek

l Lacks general merchandise store

²Lacks auto repair shop

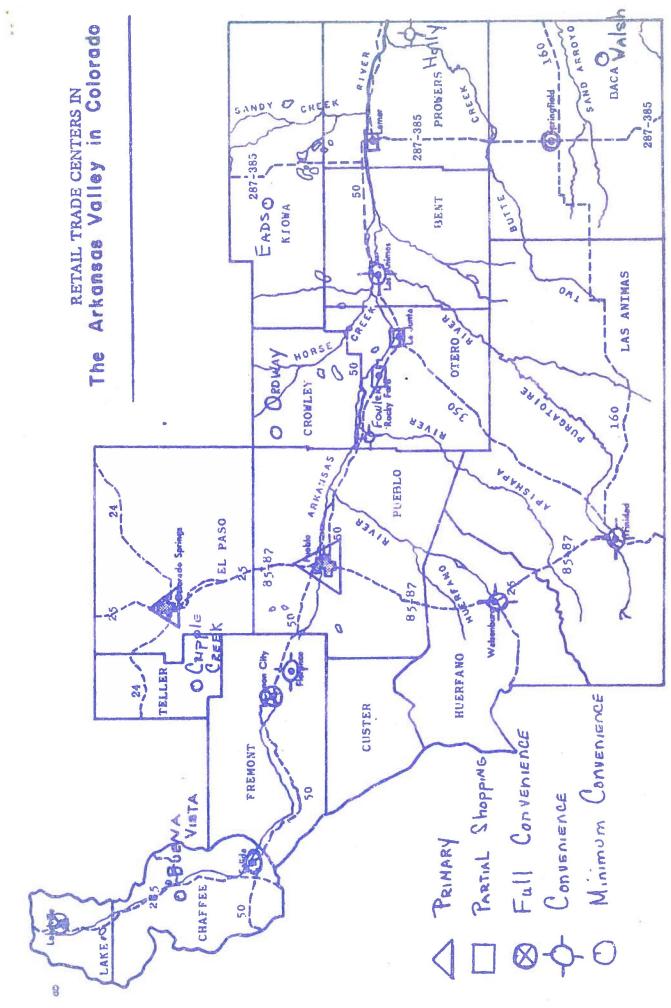
3 Lacks hardware store

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

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X = Current Classification 0 = Potential Classification

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- 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

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Tables

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES BY RETAIL CATEGORY IN SELECTED AFRANSAS VALLEY CITIES: 1948-1953

City Pueblo County Pueblo

	\$ 01	County	Busine	58	Per Capita Sales				
Retail Group	1948	1954	1958	1963	1948	1954	1.358	1963	
L-B-H	68.7	40-40	75.2	53.8	51	92	71	37	
General Merchaniise	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	e# 60		99.5	181	-	-	291	
Gasoline S.S.	76.8	94.2	91.2	82.8	48	70	90	89	
Apparel, Accessory	ningo	-	100.0				78		
Farn., Home Furn. & Equip.	10.001	19-10-	-	enatio	79	C+13		-	
Enting, Drinking	84.3	92.7	86.1	75.6	84	90	88	75	
Drug & Proprietary Stores	un (n		42.425			-		-	
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	994-629				882	961	1060	1066	

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

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CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITLES: 1948-1953

Colerado City Springer

County KL Paso

	\$ 01	County	Busins	86	Per Capita Sales					
Rotail Group	1948	1954	1958	1963	1948	1954	1958	1963		
L-1-1	84.3	92.2	87.1	76.8	130	281	204	155		
General Merchandice	atus	96.5	98.7	erep		170	258			
Pood 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		
Purn., Hoze Aurn, & 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	09-09	94.9	60.4	92.4		25	21	441		
City Total	82,8	90.7	84.8	76.9	1348	2234	2090	2189		
County Total		(1)-C1	-	6969	1012	1335	1238	1295		

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

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

City Trinidad County Las Animas

	% oi	County	Busing	85		Per Capita Sales					
Retail Group	1948	1954	1958	1963	Scont gatting of	1948	1954	1958	1963		
L-8-8	-	98.439	87.5	95.3		C 140	dinate	103	99		
General Merchendise	83.3	72.1	71.2			162	173	166	-		
Food Stores	72.1	89.9	77.8	91.0		289	260	345	387		
Anto	-	100.0	-	100.0			244		342		
Gesoline S.S.	52.4	65.9	57.3	55.5		43	83	80	107		
Apparel, Accessor,		100.0	100.0				56	51	60		
Furn., Home Furn. & Equip.	100.0	89 KB	100.0	100.0		41	100 E	33	52		
Eating, Drinking	64.5	81.3	72.0	83.4		71	97	77	105		
Drug & Proprietary Stores	·			(1994)				_			
Other Retail Stores	85.3	86.5	90.6	411-129		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	1531		
County Total			stream			621	665	821	950		

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

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

City Canon City County Fremont

	Contraction and the set of the set	Per Capita Sales							
Retail Group	1948	1954	1958	1963		1948	1954	1958	1963
∐=B- I	70.8	71.2	58.3	73.5		171	120	109	104
Teneral Merchandiss		78.6	67.4	73.7		en (a	100	127	130
Food Stores	56.1	61.4	64.5	54.5		274	281	317	359
Auto	78.7		54.6	74.2		363	-	191	284
Gasaline S.S.	57.0	66 .5	67.7	68.9		90	186	161	162
Apparel, Accessory	69 60	Rivers	-				-		
Turn., Home Furn. & Equip.	87.0	64.2	4262	63-44)	winned Webbarr	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		244	137	67	46
Non Store Retailers	8000	100.0	-				2		
City Total	67.3	71.3	64.0	72.0		1378	1435	1251	1510
County Total	9	10 pg	-	80-80)		705	747	823	947

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

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

City La Junta County Otero

	% of	County	Busine	88		Per Capita Sales					
Astail Group	1948	1954	1958	1963		1948	1954	1958	1963		
L-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	21.3		
Food Stores	49.8	40.3	39.8	49.7		324	335	325	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		
Pating, 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	89-63				14	88			
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.

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TABLE 1,6

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITLES: 1948-1953

City Lamor County Provers

	% 01	County	Busine	88	Por Capita Sales					
Retail Group	1948	1954	1958	1963	1948	1954	1958	1963		
L-B-R	54.3	62.4	71.4	66.0	440	221	329	342		
Gonoral Merchandise	88.88	90.0	6945	nyen	176	140		an-3		
Food Stores	66.2	78.0	82.1	71.8	260	328	423	468		
Auto	82.1		76.8	82.2	413		374	423		
Gasoline S.S.	46.6	73.4	74.0	71.2	 64	237	251	224		
Apparel, Accessory	-	60 KB	82.8	-		-	114	01403		
Murn., Home Furn. & Equip.		80 MB	(204)D	gam		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		673-682 		100.0	 	100 CD		71		
City Total	66.6	77.6	78.9	72.3	1845	1759	2073	2246		
County Total		(SP 45)	(Dec)	63.65	1227	1123	1403	3.752		

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

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

City Haloenburg County Huerfang

	% of	County	Busine	888		Pa	r Capit	a Salos	
Retail Group	1948	1954	1958	1963		1948	1954	1958	1963
L-B-E		Cindas	67.9	etta etta		-		79	
General Merchandise	65.7	68 .0				85	58	Aprilio -	
Food Stores	87.6	94.0	-	-		290	318		
Auto	100.0	100,0		100.0		263	227	ath any	233
Gasoline S.S.	69.9		94.4			63		207	-
Apparel, Accessory	100.0	100.0	10 MP	100.0	•	ly.ly.	22	-	64
Purn., Home Furn. & Equip.	100.0	100.0	-	100.0		52	18	60	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							Circo		40.00
City Total	86.8	92,8	86.3	90.9		1095	1101	1167	1361
County Total	ce im					612	675	832	954

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

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CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1953

City Rocky Ford County Otaro

	% of	County	Busine	BA		P	or Capit	a Sale	5
Betail froup	1948	1954	1958	1963		1948	1954	1958	1963
<u>1-8-8</u>	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
Casoline S.S.	35.0	31.8	23.1	32.8		123	125	95	148
Apparel, Accessory		-	can dan	45.1					104
Furn., Home Furn. & Equip.	31.7		an ch	50× C0		102	-		
Eating, Drinking	17.7	31.6	34.4	33.3	-	55	116	124	130
Drug & Proprietary Stores	24.6	1	26.3	25.5		43	(15.959	53	56
Other Retail Stores		26.7		15.4		-	53		88
Non Store Retailers	e1000	-	ap 25						
City Total	31.3	36.0	31.2	20.6		1674	1890	1609	1312
County Total		-	10120	an 12		851	935	1007	1336

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

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1953

City Salida County Chaffee

	% 01	County	Busine	88	Pe	er Capit	a Sales	3
Rotail Group	1948	1954	1958	1963	 1948	1954	1.953	1963
L-В-Ң		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			600 das
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.	00	100.0	100.0	198 453		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			are the		957	1173	1328	1662

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

1. 3.

TAPLE 1.10

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

City Leadville County Lake

	% of	Count	y Busine	88		P	r Capit	ta Sale	3
Fotail Group	1948	1954	1958	1963		1948	1954	1958	1963
L-B-H	500 tau	tali-cali	100.0		-			193	
General Merchandise		629-413				-		clineto	-
Food Stores		100,0							- 112
Auto	100.0	100.0	100,0			207	501	391	
Cosoline S.S.		92.8	100 (36)	80			282	-	
Apparel, Accessory	-		(Inclus	100.0					105
Furn., Home Furn. & Equip.	100.0	8009	100.0			38		17	
Fating, Drinking		89.6	88.3	85.2			181	122	140
Drug & Proprietary Stores	100.0	6763				68	6+8020	6545	LEDGA.
Other Retail Stores	63.6	101 53	63:9			70		109	
Non Store Retailers	5-55)	6969					640 CER		
City Total	86.7		75.8	81.4		1247		1665	1757
County Total		6145		-		964	1123	1279	1254

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

1. 1

Note: 1) (D) indicates data not available due to disclosure laws.

2) -- indicates no retail sales in group.

1. 3

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

City Les Animas County Bent

	% 01	County	Busine	68		P	or Capit	ta Sale	8
Retail Group	1948	1954	1958	1963	Divine	1948	1954	1958	1963
L-B-H	-		85.6	eaces		100 dži	(1945)	192	120405
Constal Norahandise	100.0		100.0	au au		121	Lingo	87	
Food Stores	86.8	-	92.6	94.9		391		447	488
Auto		100.0	100.0	100.0		-	468	489	489
Casoline S.S.	63.6	84.5	66.5	an 400		95	116	93	
Apparel, Accessory	100.0		100.0	100.0		53		137	69
Furn., Home Furn. & Equip.	100.0	100.0	100.0	68-4D		36	60	77	
Eating, Drinking	78.4	77.5	72.8	74.2		50	70	71	75
Drug & Proprietary Stores	100.0		cpqa			65			
Other Retail Stores	100.0	100.0	estite	62.8		93	62		50
Non Store Retailors		_	-						
City Total	91.1	94.5	90.4	93.9		1565	1464	1826	1833
County Total	-	Qian (-	67962		618	620	884	897

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

CONCENTRATION OF RETAIL TRADE AND PER CAPITA SALES. BY RETAIL CATEGORY IN SELECTED ARKANSAS VALLEY CITIES: 1948-1953

City <u>Florence</u>

· · ·

County Fremont

	% 01	County	Busine	88	Pe	r Capit	a Sales	
Botail Group	1948	1954	1958	1963	1948	1954	1958	1963
L-B-R	29.2	-	ementoj		168	(Comp	-	
General Merchaidise	26.3	-	16.4		91		93	
Food Stores	29.7	31.9	22.4	19.9	347	386	330	295
Auto	11.9	-			 131			
Gesoline S.S.	13.7	7.8	7.5	23.9	52	58	53	150
Apparel, Accessory		Career		-	-	(3 1 9)		65
Rurn., Hone Rurn. & Equip.	13.0	35.8	89	- i (pella	25	102	canti	87-46 201-201
Eating, Drinking	19.0	15.2	16.1	11.5	63	60	81	54
Drug & Proprietary Stores	enes							-
Other Retail Stores	14.6	20.7		22.9	72	107	chu	55
Non Store Retailers		-		-	 		(B)(2)	-
City Total	20.4	21.1	23.4	18.3	997	1122	1375	1022
Cousty Total		1945			705	747	823	947

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

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

					% Char	lge
Business Group	1948	1954	1958	1963	•48=•63	¹ 58- ¹ 63
Lumber	97	84	106	93	a 402	-22.3
General Merchandise	104	82	117	121	16.3	3.4
Food	197	235	251	273	38.6	8.8
Automotive	147	185	1.96	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	Græ	66.7

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

					\$ 01	Change
COUNTY	1948	1954	1958	1963	1348- 163	153-163
		ł				a bat
Plains Counties	223	3. 5. 63	202	200	×8 /	1 000
	223	127	193	229	38.6	60,2
Bonki are r/sacrossesses to conservation of the	CONTRACTOR OF A CONTRACTOR OF	156	115	224	38.3	1 S.2
Crowley	1.50	111	237	1 203	-52-3	-24.B
<u>Custer</u>	122	147	(0)	1 204	68.5	43-45-43
Fremont	168	1 170	203	252	50.0	3.95
Huersano	161	192	247	264	64.0	6.9
KIORA	1 275	342	200	323	27.4	11.5
Les Animas	183	1 343	230	234	27.2	- L- 2.2.
	122	263	259	330	22.9	1.22.4
Provers	Jamas Refrances on	208	275	368	1 111.5	33.8
LATOT TTWING OL	178	188	855	277	55.6	134.5
fountain Counties						- Andrew
Chaifee	251	262	342	359	43.0	5.3
Lake	246	311	295	328	33.3	111.2
Toller	178	237	206	247	38.8	19.9
COUNTY TOTAL	23/2	277	303	332	63.5	1 2.2
istropolitan Jounties					in of a power - magnitude	and a second sec
El Paso	309	263	ala	262	18.2	1.0
Pueblo	221	252	269	261	18.1	1 4.8
agent (Arth 192) for all of general lives the transformed of a second second second second second second second	1 4.20	626	607	277	1 39,9	1_30
annan-lupa 10(na ang 110-ang 11 mala ng makaging na kang ng makaging ng mataging ng mataging ng mataging ng ma			and the second second second			
15 COUNTY	1				-	
TOTAL	197	235	251	273	38.6	8.8
TATE TOTAL	203	253	273	295	45.3	8,1

Per Capita Retail Seles in Food Group for Arkaness Valley Counties: 1948-1963

Source:

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

113 8	TITE	~3	*)
1.4	BLE	2.	50

Plains Counties 61 25 44 63 3.3 45, Baca 23 36 43 46 100.0 7. Growley 30 18 28 39 30.0 59. Guster 33 42 34 46 39.4 55. Fregont 47 55 72 80 70.2 11. Pierfano 61 76 62 94 54.1 14. Riowa 78 73 36 108 38.5 200. Las Animas 50 59 55 69 38.0 25. Otero 49 66 70 82 67.3 17. Provers 68 84 120 120 76.5 10 COUNTY TOTAL 51 59 68 80 56.9 17. .buntain Counties 66 113 169 165 150.0 - 2. .buntain Counties 77 105 97 97 26.0 <						% of	Change
Baca 61 25 44 63 3.3 $43.$ Bent 23 36 43 46 100.0 7. Crowley 30 18 29 39 30.0 39. Guster 33 42 34 46 39.4 35. Frepont 47 55 72 80 70.2 11. Prepont 47 55 72 80 70.2 11. Prepont 47 55 72 80 70.2 11. Prepont 47 55 72 80 70.2 11. Heat 78 73 35 108 38.5 200. Las Animas 50 59 55 69 38.0 25 Otero 49 66 70 82 67.3 17.4 Prowers 68 84 120 120 76.5 9 Iountain Counties <th>COUNTY</th> <th>1 2.948</th> <th>1.954</th> <th>1 1958</th> <th>1 1963</th> <th>1:48-163</th> <th>158-163</th>	COUNTY	1 2.948	1.954	1 1958	1 1963	1:48-163	158-163
Bent 23 36 45 46 100.0 7. Growley 30 18 28 39 30.0 $59.$ Custer 35 42 34 46 39.4 $55.$ Frerent 47 55 72 80 70.2 $11.$ Huerfano 61 76 82 94 54.1 $14.$ Kiowa 28 73.36 $108.38.5$ $200.$ Las Animas 50 59 55 69 38.0 $25.$ Otero 49 $66.$ 70.82 $67.3.3$ $17.$ Prowers 68 84 120 $120.76.5.5$ $-7.$ O COULTY TOTAL 51 59 68 80.0 56.9 $17.$ Iountain Counties 66 113 169 165 150.0 -2.4 Lake 82 126 80.96 17.1 20.6	Plains Counties						
Crowley 30 18 28 39 30.0 59. Custer 33 42 34 46 39.4 35. Fregent 47 55 72 80 70.2 11. Piterfano 61 76 82 94 54.1 14.4 Kiowa 78 73 36 108 38.5 200. Las Animas 50 59 55 69 38.0 25.5 Otero 49 66 20 82 67.3 17.4 Provers 68 84 120 120 76.5	Baca	61		l holy	63	3.3	43.2
Custer 33 42 34 46 39.4 35. Fronont 47 55 72 80 70.2 11. Puerfano 61 76 82 94 54.1 14. Kiowa 78 72 35 108 38.5 200. Las Animas 50 59 55 69 38.0 25. Otero 49 66 70 82 67.3 17. Provers 68 84 120 120 76.5 10 COUNTY TOTAL 51 59 68 80 56.9 17. 10 COUNTY TOTAL 51 59 68 80 56.9 17. Iountain Counties - - - - 20.0 2. Chaffee 66 113 169 165 150.0 - 2. Ise - 98 114 106 152 55.1 43. A: ropolitan - - - - - <td>Bent</td> <td>23</td> <td>36</td> <td>43</td> <td>46</td> <td>100.0</td> <td>7.0</td>	Bent	23	36	43	46	100.0	7.0
Fremont 47 55 72 80 70.2 11. Puerfano 61 76 82 94 54.1 14. Klowa 78 73 36 108 36.5 200. Las Animas 50 59 55 69 38.0 25. Otero 49 66 70 82 67.3 17. Prowers 68 84 120 120 76.5 10 COUNTY TOTAL 51 59 68 80 56.9 17. Nountain Counties	Crowjey						39.3
Puerfano 61 76 82 94 54.1 14. Niowa 78 73 36 108 38.5 200. Las Animas 50 59 55 69 38.0 25.0 Otero 49 66 20 82 67.3 17.0 Prowers 68 84 120 120 76.5 10 COUNTY TOTAL 51 59 68 80 56.9 17.0 Nontain Counties	Custer	33	42	34	The second second sector and second s		35.3
Kiowa 78 73 36 108 38.5 200. Las Animas 50 59 55 69 38.0 25. Otero 49 66 20 82 67.3 17. Prowers 68 84 120 120 76.5 10 COUNTY TOTAL 51 59 68 80 56.9 17. Sountain Counties	Fremont	47	55	72		70.2	11.1
Las Animas 50 59 55 69 38.0 25 Otero 49 66 20 82 67.3 17. Prowers 68 84 120 120 76.5	Pueríano	61	76	82	1 94		14.6
Otero 49 66 20 82 67.3 17. Provers 68 84 120 120 76.5	Kiowa	78	73	36	1.08	38.5	200.0
Provers 68 84 120 120 76.5 10 COUNTY TOTAL 51 59 68 80 56.9 17. Nountain Counties 66 113 169 165 150.0 2. Nountain Counties 66 113 169 165 150.0 2. Iake 82 126 80 96 17.1 20. Toller 98 114 106 152 55.1 43. 3 COUNTY TOTAL 79 118 125 136 72.2 8. Metropolitan 71 77 75 5.6 -2. 15 COUNTY 65 79 84 88 35.4 4.	Las Animas	50	59	55	69	38.0	25.5
10 COULTY TOTAL 51 59 68 80 56.9 17. Nountain Counties Chaffee 66 113 169 165 150.0 - 2. Iountain Counties 66 113 169 165 150.0 - 2. Iake 82 126 80 96 17.1 20. Toller 98 114 106 152 55.1 43. 3 COUNTY TOTAL 79 118 125 136 72.2 8. Metropolitan Counties 71 71 77 75 5.6 - 2. 15 COUNTY 65 79 84 88 35.4 4	Otero	49	65	1 20	82	67.3	17.1
Jountain Counties 66 113 169 165 150.0 \sim 2.6 Lake 82 126 80 96 17.1 20.6 Toller 98 114 106 152 55.1 43.6 S COUNTY TOTAL 79 118 125 136 72.2 8.6 Metropolitan Counties 77 105 97 97 26.0	Provers	68	84	120	120	26.5	
Chaiffee 66 113 169 165 150.0 ~ 2. Lake 82 126 80 96 17.1 20. Yoller 98 114 106 152 55.1 43. 3 COUNTY TOTAL 79 118 125 136 72.2 8. Metropolitan Counties 77 105 97 97 26.0 Metropolitan Counties 71 71 77 75 5.6 ~ 2. 15 COUNTY 65 79 84 88 35.4 4.	LO COUNTY TOTAL	51	59	68	80	56.9	17.6
Lake 82 126 80 96 17.1 20. Toller 98 114 106 152 55.1 43. 3 COUNTY TOTAL 79 118 125 136 72.2 8. Metropolitan Counties 77 105 97 97 26.0 15 COINTY 65 79 84 88 35.4 4.				260			
Toller 98 114 106 152 55.1 43. 3 COUNTY TOTAL 79 118 125 136 72.2 8. Metropolitan Counties 77 105 97 97 26.0	and the state of t	a paint and the second second second	- Andrew and the second s	which is statistically in property or the little in the	in the second	Date in the second line watches where a particular state of the second s	
3 COUNTY TOTAL 79 118 125 136 72.2 8. Metropolitan Counties Maso 77 105 97 97 26.0		are a same and a second and a second se		or the Apple and the Apple of t			
Me ropolitan Conties <u>M Pase</u> 77 105 97 97 26.0						started for any statement of the statement of the statement of the	43.4
Counties 77 105 97 97 26.0 M Paso 71 71 77 75 5.6 -2. Meblo 71 71 77 75 5.6 -2. 15 COUNTY 65 79 84 88 35.4 4.	3 COUNTY TOTAL	79	118	1.125	136	72.2	8.8
M Pase 77 105 97 97 26.0 eblo 71 71 77 75 5.6 -2. 15 COUNTY 65 79 84 88 35.4 4.		na frank frank					
- 1eblo 71 71 77 75 5.6 -2. 15 COUNTY TOTAL 65 79 84 88 35.4 4.		77	105	97	97	25-0	249 579 554
15 COUNTY TOTAL 65 79 84 88 35.4 4.	The property country of the state of the sta		and the second s	77	75		··· 2.6
TOTAL 65 79 84 88 35.4 4.	B and the second statistical probability of a second probability of a secon				and the second		name and a second and a second and a
TOTAL 65 79 84 88 35.4 4.	NYA	and the second					ngada ang paganganganan ngananan ar i salah
		65	79	84	88	35.4	4.8
	STATE TOTAL	70	83	91	105	50.0	15.4

Per Capita Retail Sales; Eating and Drinking Places

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

		P Dellans who filter a facto M' a company			% of	Change
COULTRY	1948	1.954	1958	1963	148-163	158-163
Plains Counties						dara da
Baca	66	25	83	40	-39.4	-51.8
Bent	44	33	38	(D)	me me Cit	\$770.443
Crowley	47	36	1.5	(0)	5,25-067 ACS	CLUCERCO
Custer	30	(D)	(2)	Crassing and a second	CD-SD-SD-	67-679-679
Frenont	50	47	80	80	60.0	
Huerfano	63	48	37	1 24	-51.9	-35.2
Kiowa	(0)	82	1 151	1 3.33	(Treman)	1-11-2
Las Animas	89	118	121	1 2.2.0	32.6	1 - 2.5
Otero	99	86	99	1 115	16.2	1 16.2
Prowers	88	77	1 91	1.27	44.3	1 42.00
O COUNTY TOTAL	73	73	86	86	17.8	414-010-025
Sountain Counties						-
Chaffee	65	61	68	61	-22.5	-25.0
Lake	22.3	(D)	222	51 (D)	and a factor	1 16209
Lelfer	(D)		- Salar	(E)		604000
COUNTY TOTAL	110	29	119	23	-79.2	-80.2
			1-1-2	1-62-		
Actropolitan						
Counties		1.				
El. Paso	101	96	1.31	143	41.6	9.2
Pueblo	150	41	130	132	- 8.7	5.4
n gapane with diff and and and a second straight a second straight	and and and they Chill growthe warrand	and the second se		and an a straightformer and an		ter a second the second s
e navnej gladno kontekst militalej gapana por svijema, kjenova nadas, dravana teksta da David bardatski navni]	The state of the second st			
15 COUNTY			and the second			
NOTAL	104	82	117	121	16.3	3.4
s and shaded	1	1-05	- inde f	1-64	1 4292	franker.
STAPE TOTAL	145	119	150	1.66	14.5	1 20.2

Per Capita Retail Sales; General Merchandise

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



COUNTY 1948 1954 1958 1963 14863 Plains Counties 41 (D) (D) 51 24_{a} Bent 19 (D) 69 32 68.4 Crowley (D) (D) (D)	1999, Name and Annal and Annal and Annal Anna	taglegger-real Torty burning to press PD of a "db-date of each tas 20.042 [add]	 Bull an Investment Street, well Ballin, and National Street, see 		ny ny svo Norsapet Literatur-J-odra, 2004a dr	ally "administrational provide and according to the	nn. In 1999 - Dalla D. M. Landardon, N. Tantana an Lindalan Janag Harana (Landa Dalla Dalla Dalla Dalla Dalla Dalla Manazina (Landa Dalla
Plains Countles 41 (D) (D) 51 24 ± 4 Bent 19 (D) 69 32 68.4 Crowley (D) (D) (D) Custer (D) (D) (D) Custer (D) (D) (D) Custer (D) (D) (D) Custer (D) (D) (D) State (D) 12 (D) 41 95.2 Niowa 14 (D) 71 Las Animas 35 28 26 (D) Ctero 37 50 55 48 29.7 Prowars 55 42 73 62 12.7 O COUNTY TOTAL 30 27 33 34 13.3 iountais Counties Teller 20 D) D) (D) <th></th> <th>5 of</th> <th>Link, of American Strategy and Company of Strategy</th> <th>a Maranta Jamila dia manjapa dati manjara di Indonesia juwa ya</th> <th>n jana uunimmed, annen essa allu telynemendialaid essa t</th> <th>و د وارد میشود. در در در میکود که در ماند و در میکود که در</th> <th>an and a second statement and the second state of the second statement of the second statement of</th>		5 of	Link, of American Strategy and Company of Strategy	a Maranta Jamila dia manjapa dati manjara di Indonesia juwa ya	n jana uunimmed, annen essa allu telynemendialaid essa t	و د وارد میشود. در در در میکود که در ماند و در میکود که در	an and a second statement and the second state of the second statement of the second statement of
Baca 41 (D) (D) 51 24 s, 4 Bent 19 (D) 69 32 68 s 4 Crowley (D) (D) (D) (D)	158-163	148.163	1963	1958	1954	1948	MARTY
Baca 41 (D) 51 24_{a} Bent 19 (D) 69 32 68_{a} Crowley (D) (D) (D) (D) (D) (D) Custer (D) (D) (D) (D) (D) (D) (D) (D) Fremont 17 28 16 30 76_{c} 55 Huerfano 21 12 (D) 41 95_{c} 816 Kiowa 14 (D) 71 $$ 14 10 71 $$ Las Animas 35 28 26 10 $$ $$ 14 10 71 $$ Las Animas 35 28 26 10 $$ $$ 12.7 73 34 13_{c} <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>							
Bent 19 (D) 69 32 68.4 Crowley (D) (D) (D) (D) (D) (D) Guster (D) (D) (D) (D) (D) (D) (D) Fremont 1.7 28 16 30 76.5 Huerfano 21 12 (D) 41 95.2 Kiowa 14 (D) 71 Las Animas 35 28 26 (D) Ctero 37 50 55 48 29.7 Prowers 55 42 73 62 12.7 O COUNTY TOTAL 30 27 33 34 13.3 Hountain Counties 20 73 58 76.2 13 Chaffee 21 34 36 58 76.2 Lake (D) (D) (D) Teller 20		al. L	25-75	(m)	(83)	AL 2	
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$				and the second distance of the second s		Party and when some party shares and a ready	
Custer (D) <		and of automatical state-automa (sales stated a datagent of and		THE R. DOWNER OF COMPANY AND ADDRESS OF THE OWNER OF	a sa were reading a day and the second second second	Quanter or a sporteristic," performation perpension down-to C	we also founds to prove the construction to an above and the rest of the construction
Fremont 17 28 16 50 76.5 Huerfano 21 1.2 (D) 41 95.2 Riowa 14 (D) 71 Las Animas 35 28 26 (D) Ctero 37 50 55 48 29.7 Prowers 55 42 73 62 12.7 O COUNTY TOTAL 30 27 33 34 13.3 Jountain Counties		Rear for Straphter are reput? 211% - Merger and Steamer approx	The safe data to get we shared a statement of	The summary of all any states and a service of the			stratify during constrained a such as held required of all the strategy pointing pointing of the
Huerfano 21 12 (D) 41 95.2 Riowa 14 (D) 71 Las Animas 35 28 26 (D) Otero 37 50 55 48 29.7 Prowers 55 42 73 62 12.7 O COUNTY TOTAL 30 27 33 34 13.3 Jountaia Counties Chaffee 21 34 38 58 76.2 Lake (D) (D) (D) Teller 20 (D) (D) COUNTY TOTAL 13 15 17 51 COUNTY TOTAL 13 15 17 51 292.3 Setropolitan Pueblo 39 62 59 56 43.6 <td>87.5</td> <td>- Canady to a strategy damage and a set of the set of t</td> <td>staneouslaterical and to be work a sub-to-to-to-to-</td> <td>and promotion bereat all prover way that I</td> <td>SPRINGER, S. S. Brangersteller Programming of the State of the</td> <td>and the statement of th</td> <td>white some methodologic spectre and an and a star for the source and the star product of the source of the source</td>	87.5	- Canady to a strategy damage and a set of the set of t	staneouslaterical and to be work a sub-to-to-to-to-	and promotion bereat all prover way that I	SPRINGER, S. S. Brangersteller Programming of the State of the	and the statement of th	white some methodologic spectre and an and a star for the source and the star product of the source
Niowa 14 (D) 71 Las Animas 35 28 26 (D) Otero 37 50 55 48 29.7 Prowers 55 42 73 62 12.7 O COUNTY TOTAL 30 27 33 34 13.3 Jountain Counties 21 34 36 58 76.2 Lake (D) (D) (D) 61 Teller 20 (D) (D) (D) COUNTY TOTAL 13 15 12 51 292.3 ietropolitan E1 Paso 77 92 77 81 5.2 Fueblo 39 62 59 56 43.6	-f	and the second se	43	And the second is the second second second	such advantage and the surger of the state	New Workshop and the second state of the secon	the manufacture of the second se
Las Animas 35 28 26 (D) Otero 37 50 55 48 29.7 Prowars 55 42 73 62 12.7 O COUNTY TOTAL 30 27 33 34 13.3 Ountain Counties 21 34 38 58 76.2 Lake (D) (D) (D) 61 Teller 20 (D) (D) (D) COUNTY TOTAL 13 15 17 71 292.3 Setropolitan 77 92 77 81 5.2 Fueblo 39 62 59 56 43.6	diorita constanti di constanti		County and the second s	And a state of the			الله الله الم المراجع المراجع المراجع المراجع المراجع المراجع المراجع من
$\begin{array}{c ccccccccccccccccccccccccccccccccccc$				and the second part of the second state of the	29	despect down where the same specify the same	and a second
Prowers 55 42 73 62 12.7 0 COUNTY TOTAL 30 27 33 34 13.3 Jountain Counties	a 1,2.7	and the second s				272	
CO COUNTRY TOTAL 30 27 33 34 13.3 Jountaia Counties Chaffee 21 34 38 58 76.2 Lake (D) (D) (D) 61 Teller 20 (D) (D) (D) S COUNTY TOTAL 13 15 12 51 S COUNTY TOTAL 13 15 12 51 292.3 Setropolitan Counties 77 92 77 81 5.2 Fueblo 39 62 59 56 43.6	Party - Fe and a state of a state	A REAL PROPERTY AND A REAL PROPERTY A REAL PROPERTY AND A REAL PRO	Series and the second of the second of the second s				Could' have sense to to the standing by an information of the sense of
Jountaia Counties 21 34 38 58 76.2 Iake (D) (D) (D) (D) 61 Teller 20 (D) (D) (D) (D) Teller 20 (D) (D) (D) COUNTY TOTAL 13 15 12 51 292.3 Setropolitan El Paso 77 92 77 81 5.2 Fueblo 39 62 59 56 43.6	- 15al	- the !	and a service of the service of the service of the				40000000000000000000000000000000000000
Chaffee 21 34 38 58 76.2 Lake (D) (D) (D) (D) 61 Teller 20 (D) (D) (D) (D) COUNTY TOTAL 13 15 17 53 292.3 Counties E1 Paso 77 92 77 81 5.2 Pueblo 39 62 59 56 43.6	3.0	13.3	34	33	27	30	O COUNTY TOTAL
Teller 20 (D) (D) (D) COUNTY TOTAL 13 15 12 51 292.3 Metropolitan Counties 20 202.2 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3							lountain Counties
Teller 20 (D) (D) (D) COUNTY TOTAL 13 15 12 51 292.3 Metropolitan Counties 20 202.2 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3 202.3	52.5	76.2	58	38	34	21	Chaffee
Teller 20 (D) (D) COUNTY TOTAL 13 15 12 51 292.3 Metropolitan Counties 20 20 20 20 El Paso 77 92 77 81 5.2 Fueblo 39 62 59 56 43.6	LI-MAR		61	(D)	(D)	(D)	Iake
COUNTY TOTAL 13 15 17 51 292.3 Metropolitan Counties 2000 2000 2000 2000 2000 El Passo 77 92 77 81 5.2 Pueblo 39 62 59 56 43.6	rawdta	1219-450	(D)		(0)	20	Teller
Counties <u>El Passo 77 92 77 81 5.2</u> <u>Pueblo 39 62 59 56 43.6</u>	0.005	292.3	and the state of the second se	And the second second second second	a San Provident and a service of the	The state of the s	COUNTY TOTAL
Counties El Paso 77 92 77 81 5.2 Pueblo 39 62 59 56 43.6							(etropolitan
El Passo 77 92 77 81 5.2 Pueblo 39 62 59 56 43.6				1			
Pueblo 39 62 59 56 43.6	5.2	5.2	81	77	02	777	
	- 5.2			Before 1710 Tenning Little Communities and it			descention and the second s
	- Charles - Charles		and the second statements and	free constraints and the second s	an a		en
						aansa jaa tairiin qoo ah yoo ah yo	ταξημική αφηγικά από μετος του μο βος κατά χρην τους τους τους τους από τους το αφαιτοργούς του ποριστηριστικο φυζά έγου
							5 COUNTY
OTAL 43 57 56 60 39.5	7.2	39.5	60	56	57	43	OTAL
STATE TOTAL 52 55 55 63 21.2	14.5	21.2	63	55	55	52	ምልዋም የርማካለጉ

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Per Capita Retail Sales; Appurel Group

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

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Per Cepita Retail Sales; Furniture

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and a set of the set of					10 %	
COULTY	1948	1954	1958	1963	148-163	158-163
Plains Counties						
Baca	22	(D)	(D)	21	- 4.6	ther gag
Bent	13	24	34	(D)	225-016	421-413
Crowley	(D)		(D)	(D)		
Custer	terp-oda-		e0-c27	70 GJ		107-058
Frencht	28	40	40	53	89.3	32.5
Huerfeno	25	10	(D)	28	12.0	,
Kicwa	24	-	8	City allia	-	0.0-10.0
Las Animas	19	20	17	29 66	52.6	70.6
Otero	51	53	42	66	29,4	57.1
Prowers	64	(D)	42	52	-18.8	23.8
O COUNTY TOTAL	31	25	28	40	29.0	42.9
Novatain Counties						
Chaffee	21	53	28	43	4.8	53.6
Lette	26	53 17	10) (D)	-	
Teller	10	13	(D)	(D)	Filme	GP 5.0
3 COUNTY TOTAL	21	33	17	20	= 4.8	17.6
detropolitan						
Corties	-0					
El Paso	78	79	75	78	Man CEN	4.2
Dueblo	57	(D)	56	57	434gu	1.8
15 COUNTY						
LALVI	49	34	52	59	20,4	13.5
STATE TOTAL	48	59	61	64	33.3	4.9

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

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•					% of Change				
OUNTY	1948	1954	1958	1963	148-163	158-163			
lains Counties									
Baca	63	(D)	(D)	226	258.7	-			
Bent .	87	187	214	225	1.3.6	5.1			
Crowley	134	251	374	256	91.0	-31.6			
Custer	gan ritir dita	dia		800 600 eggs					
Fremant	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			
O COUNTY TOTAL	135	146	163	214	58.5	31.3			
fountain Counties									
Chaffee	207	276	269	400	93.2	48.7			
Lake	139	175	228	182	30.9	-20.2			
Teller	145	(D)							
5 COUNTY TOTAL	169	193	214	258	52.7	20.6			
letropolitan									
Counties	1								
El Paso	138	218	207	248	79.7	19.8			
Fueblo	165	196	211	222	34.5	5.2			
	1	-							
15 COUNTY	1 -1 -		1						
POTAL	147	185	196	232	\$7.8	18.4			
STATE TOTAL	170	224	231	266	56.5	15.2			

Per Capita Retail Sales; Automotive Group

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

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				% of Chan				
COUNTY	1948	1954	1958	1963	148-163	158-163		
· · · · · · · · · · · · · · · · · · ·								
Plains Counties	54	220	1 226			1		
Baça	the second se	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	135	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		
O COUNTY TOTAL	52	91	104	124	138.5	19.2		
Nountain Counties	1							
	100				100 1	100		
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		
COUNTY TOTAL	65	117	123	177	172.3	43.9		
letropolitan								
Counties								
El Paso	57	107	107	121	112.3	1301		
lueblo	57	107 54	107	82	82.2	9.3		
						10.1		
15 COUNTY								
OTAL	52	86	97	112	115.4	15.5		
	-	0.7						
STATE TOTAL	61	83	99	114	86.9	15.2		

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

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T. A	BLE	60	0

Per Capita	Retail	Sales;	Lumber
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COUNTY	1948	1954	r 1958	1963	148-163	Change 158-163
		-774	17.00	1702		10-05
Laine Counties	348	149	344	448	25.7	30.2
Bent	160	74	98	125	-21.9	27.6
Crowley	151	114	1.30	66	56.3	49.2
Custer	(D)	(D)	(D)	125		
Frenont	83	63	80	64	22.9	-20.0
Huerfeno	45	35	72	39	-13.3	-45.8
Kiowa	1.77	185	231	262	48.0	13.4
Las Aniras	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
O COUNTY TOTAL	138	90	126	138		9.5
Movntain Counties						
Chaffee	75	138 (D)	132	127	69.3	- 3.8
Lake	75 (D)		112		8900	-39.3
Teller	(D)	40	46	128	eset	178.3
S COUNTY TOTAL	32	69	115	103	221.9	~ 8,0
Aetropolitan Countics						
El Paso	<u>96</u> 54	<u>165</u> (D)	118	94	-2.1	-20.3
Pieblo	54	(D)	71	52	-3.7	-26.8
15 COUNTY						
FOTAL	97	84	106	93	-4.1	-12.3
STATE TOTAL	108	106	117	100	-7.4	-14.5

Source: <u>Census of Business</u> (Retailing): 1948, 1954, 1958, 1963.

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		1		-	% of	
COUNTY	1948	1954	1958	1963	148-163	158-163
lains Counties						1
Baca	39	31	36	48	23.1	33.3
Bent	23	31 (D)	36 (D)	(D)	De	
Crowley	(D)	(D)	(D)	(D)	CTP 428	
Custer	(D)	95	60-65	(D)		1
Fremont	27	26	36	42	55.6	16.7
Huerfano	18	(D)	32	42	133.3	31.3
Kiowa	(D)	36	41	(D)	60400	
Las Animas	17	2]	(D)	(D)	-	
Otero	28	32	40	58	107.1	45.0
Provers	61,	44	49	46	- 24.6	- 6.1
O COUNTY TOTAL	26	25	27	30	15.4	11.1
Aountain Counties Chaffee	25	29	44	56	124.0	27.3
Lake	46	(D)	(D)	(D)		-
Teller	37	67	60	(D)	Circles	
COUNTY TOTAL	35	24	29	26	- 25.7	-10_4
fetropolitan Counties El Paso	53	53	51	46	- 13-2	- 9-8
Pueblo	53 23	53 28	37	47	104.3	27.0
en en al a de la		20			AVT 02	- CCOU
15 COUNTY						
OTAL	32	34	39	41	28.1	5.1
STATE TOTAL	40	50	55	56	40.0	1.8

Per Capita Retail Sales; Drug and Proprietory Stores

· · · ·

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

					% of	
OUNTY	1948	1954	1958	1963	148-163	158-163
laina Countion						
Baca	54	66	40	(0)	1000	670
Bent	34	25	91	37	8,8	-59.4
· Crowley	108	44 *	1 90	(D)	-	-
Custer	45	(D)	46	45	1040	- 2.2
Frenont	71	73	47	41	42.3	-12.8
Huerfano	46	35	40	(b)	een	chen
kiowa	(D)	(D)	(D)	(D)		1
Las Animas	46	49	63	84	82.6	33.3
Otero	49	35	75	120	144.9	60.0
Frowers	74	56	(D)	1,84	148.6	- cristo
O COUNTY TOTAL	55	47	53	76	38.2	43.4
ountain Counties						
Chaffee	93	78	100	143	53.8	43.0
Lake	- 23-	79	99	74	-	-25.3
Teller	93	61	73	49	-47.3	-32.9
COUNTY TOTAL	86	- 25	96	102	18,6	6.3
stropolitus						
ounties	1	2	1		1	and the second second
SI Pase	115	143	107	104	- 9.6	- 2.8
Pueblo	81	63	66	57	-29.6	-13.6
P. 0010000 *		1		1		
5 COUNTY		0-	-0	00		
OTAL	78	83	78	82	5.1	503
	82	91	91	108	31.7	18.7

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Per Capita Retail Sales; All Other Retail Stores

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

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OUNTY	1 1948	SARI	S SACE	30/2	% of	Change
WHAT B	A State	1954	1958	1963	1.40= .05	158-163
Plains Counties						
Baca		(D)	-	(D)		
Bent	-	CHOR	(D)	(D)		00
Crowley			etbert		(1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	~
Custer			etaeto	68-63		estes
Fremont	100 ACC)	1	2	27	60.40	.1250.0
Huerfano	88	(D)	(D)	(D)	40 88	
Kiowa			(24)	12		49.43
Las Animas		4	(D)	1	60 GP	
Otero	10 cd	14	9	27	==	200.0
Provers	Negl. (Pin	(D)	(D)	40		
LO COUNTY TOTAL	400 Ggs	4	2	17	0+09	750.0
Hountain Counties Chaffee	-			37		
Lake		-	(D)	(2)		
Teller	40.00					
3 COUNTY TOTAL				17		
Metropolitan Counties						
El Paso	Dà	14	17	22		29.4
Pueblo		13	8	4		- 50.0
15 COUNTY FOTAL		10	9	15		66.7
STATE TOTAL		30	39	34		- 12,8

Per Capita Retail Sales; Non-store Retailers

Source:

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

TABLE 3.1

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POPULATION ESTIMATES FOR SELECTED CITIES IN THE ARKANSAS VALLEY

	Population Estimates							
City	1948	1954	1958	1.963				
Pueblo	61,378	74,685	85,685	95,500				
Colorado Springs	43,733	55 ₈ 360	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 ₀ 352	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 interpo-lations 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

					% Cha	nge
County	1948	1954	1958	1963	r48~163	°58_°63
Plains:						
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
Klowe	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
Provers	1227	1123	1403	1752	42.8	24.9
TOTAL	775	799	959	1163	50.1	21.3
Mountain:						
Chaffee	957	1173	1328	1662	73.7	25.2
Lake	964	1223	1279	1254	30.1	≈ 2₀0
Teller	672	697	627	833	24.0	32.9
TOTAL	902	1117	1207	1385	53.5	14.7
Metropolitan:						
El Paso	1012	1335	1238	1295	28.0	4.6
Pueblo	882	961	1060	1066	20.9	0.6
Microsoftware and a second						
AV TOTAL	869	1026	1099	1195	37.5	8.7
STATE	978	1154	1262	1371	40.2	8.6

Source: Census of Business

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TABLE 4.2

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

	Arkansas Valley			State		
Retail Group	1948	1963	% Change	1948 1963 % Chan		
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:

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: Census of Business

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STATE No. LINKARY