

Resort City Draws Industry

U. S. A.); keep military installations in the suburbs of the city as permanent bases; and go after the tourist business bigger and better than before, expanding into fall (the region enjoys Indian Summer through December), and winter and spring attractions (ski developments on Pike's Peak).

Chief problem was how to attract industries to the city. Industrial surveys of water supply, transportation, rental units, source of raw materials, utility rates, available labor and rates, markets in the Rocky Mountain area, entire western area, the Southwest and the west coast, were conducted by local experts. Then two attractive advertising booklets were produced. Mailing lists were compiled from Polk & Co. (Chicago) and Thomas' Directory.

Two direct mail letters, written by D. O. Collins (Broyles agency) were sent to a selective list of 5,000 manufacturers. Both letters brought more than 10 percent return requesting a booklet with the self-explanatory title "Fit Your Plant Where You and Your Workmen Can Keep Fit."

Special surveys for certain industries were also conducted, and direct mail folders and booklets sent on request. Second step in the campaign was national magazine advertising. Single insertions brought upwards of 200 inquiries, showing a greater business interest in this part of the country than even the Colorado Springs Chamber of Commerce dared hope. Such points as "a debt-free city . . . low taxes . . . a clean city—wonderful recreation facilities—healthful . . . more work per worker . . . excellent transportation facilities . . . close to western and South American markets . . . city-owned utilities, low rates," all were included in the magazine campaign.

The trend began. Executives from eastern companies started coming to look over the town. They apparently liked what they saw. Some of the companies transferring to Colorado Springs were: The Frank Shepard Co. (Shepard Citations) from New York City, employing 200, which built a 60,000-square foot building; the Timken Roller Bearing Co., with its new plant to serve western, South American, and Canadian markets and employing 125; the Universal Electrical Co. (fractional horsepower motors) from Ohio, employing 150; the Hobby Stationers from Kansas City, with 60 employees; the Farmers' Insurance Group, just completing its \$100,000 building to employ 100 persons; and now, the Nestle Co. from New York City with its \$1 million building.

The city's chamber of commerce budget has almost doubled—from \$75,000 in 1940 to \$130,000 this year. Over-all advertising budget has averaged \$45,000 per year during the last 5 years, making Colorado Springs one of the best advertised small communities in America, rating with San Diego, Phoenix, St. Petersburg, or Tucson.

(Reprinted from May 1949 Western Advertising)

**Plants ARE GOING UP IN
Colorado Springs**



Send today for a new booklet, packed with facts and pictures, which tells the story of why 30 New Industries have recently located in Colorado Springs. Industries such as Timken Roller Bearing Co., Canton, Ohio; Hobby Stationers of Kansas City, Frank Shepard Company, New York City, and many other important firms.

Colorado Springs, at the foot of Pike's Peak, is in the heart of the new multi-billion dollar Western market. Debt-free city, low taxes, municipally owned utilities. Abundant pure water—310 sunny days a year. Here you will find a Chamber of Commerce that gets things done and is experienced in locating industries. Send now for your copy of "What's Happening in Colorado Springs."

Send for New Book

WRAPS RESPONSE TO
Colorado Springs
NEW WESTERN RESORT

**Colorado Springs
and MANITOU SPRINGS**
at the foot of PIKES PEAK

Colorado Springs Chamber of Commerce
234 Pike Peak Ave., Colorado Springs, Colo.
Please send me a copy of your new book.
"What's Happening in Colorado Springs."

Name _____
Address _____

AMERICA'S FINEST YEAR 'ROUND CLIMATE

A Decentralization
Story of Facts
Not Fiction

This started out as a story about the Nestle's Milk Products Co. moving its executive and administrative headquarters from New York City to Colorado Springs, Colo., where the company is constructing a million-dollar building. A quick look into reasons for the move led us straight to the Colorado Springs Chamber of Commerce, wherein lies a rather amazing story of how advertising and selling has been building a city.

Early in 1945 a planned program of advertisements to entice new industries to Colorado Springs began to appear in Time, Newsweek, Fortune, the Chicago Journal of Commerce, the Wall Street Journal, the United States News, and Nation's Business. It was a new adventure for the city's chamber of commerce, which before had concentrated solely on tourist advertising.

To date more than 35 new industries (adding a \$6 million annual pay roll) have transferred to the city, ranging from small companies employing 10 persons, to the Nestle Co., which will employ 250.

Colorado Springs, essentially a summer tourist town, was hard hit in the last depression. Just before the Second World War, city fathers began planning how to convert their annual three lucrative summer months of tourist trade to 12 months of steady pay rolls. The town of 30,000 population (now 45,000) needed steady pickings to keep itself out of the red. And so the local chamber of commerce conferred with its agency (Galen E. Broyles Co., Inc.), and set up a four-point postwar advertising program: attract small industries and businesses which employed skilled and white collar workers, and which would not detract from the clean, tourist-appealing appearance of the city; entice families to move there (some 50,000 to 60,000 families change residence annually in the