

**put
your
plant**



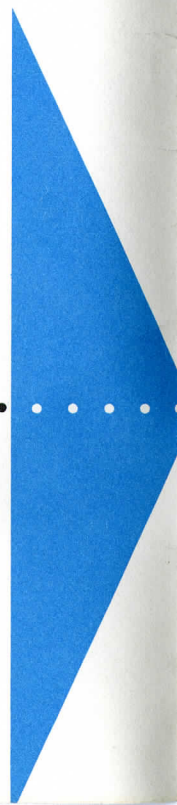
in

**BROOMFIELD HEIGHTS
COLORADO**

"DENVER'S FASTEST-GROWING SUBURBAN CITY"

a new industrial area.... *planned for you!*

America's most perfectly planned community



An aerial photograph of a suburban development in Broomfield Heights, Colorado. The image shows a grid-like street pattern with numerous houses. A large, irregular blue overlay covers a significant portion of the upper and middle sections of the image, highlighting a specific area of interest. The text "BROOMFIELD HEIGHTS" and "COLORADO" is printed in bold, black, sans-serif capital letters across the lower part of the blue overlay. A dotted line is visible to the left of the word "BROOMFIELD".

BROOMFIELD HEIGHTS
.....
COLORADO

Industry

looks to the suburbs...

Industry, until recently, sought locations in the heart of the big city.

Today, industry is looking to the suburbs.

And for good reason. As more and more industry has been concentrated in America's major cities, congestion has increased and intensified. A point of diminishing returns has been reached for the location of additional industries within the big city.

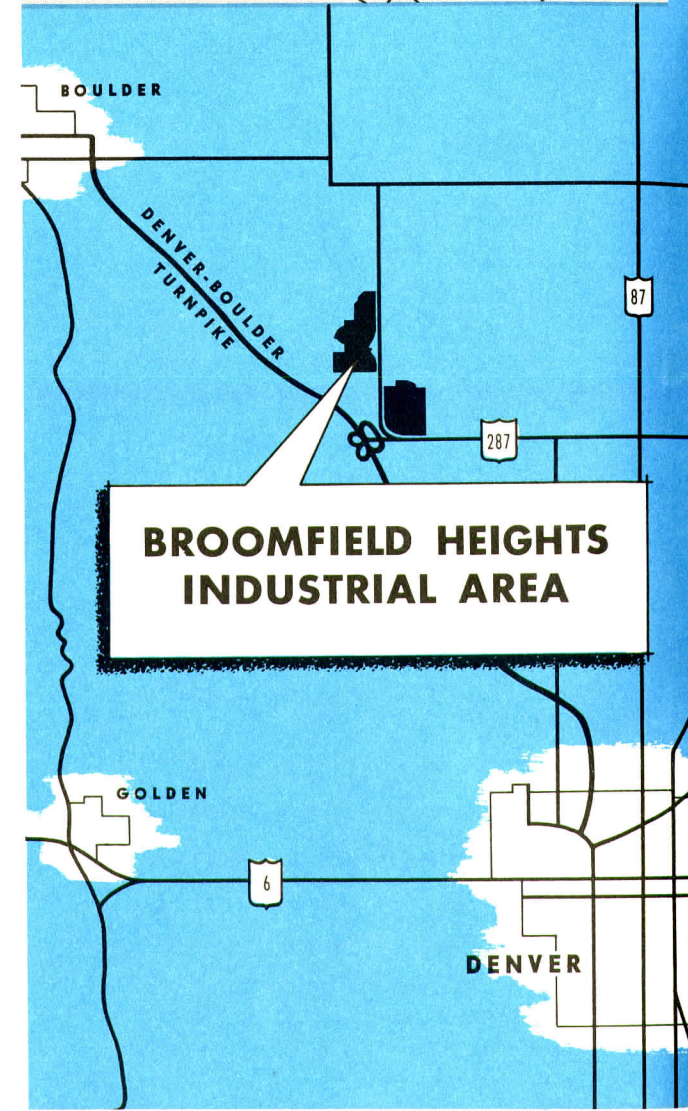
Industry is looking—and locating—in the suburbs of America which offer the best advantages. Broomfield Heights, Colorado, is such a site.

Strategically situated 17 miles from the heart of downtown Denver just off the all-weather Denver-Boulder Turnpike, Broomfield Heights is gaining nationwide recognition as America's most perfectly-planned city.

Nestled in rolling prairieland at the foot of the Colorado Rockies, Broomfield Heights is busily in pursuit of its ambitious goal to become one of Colorado's largest cities by 1960.

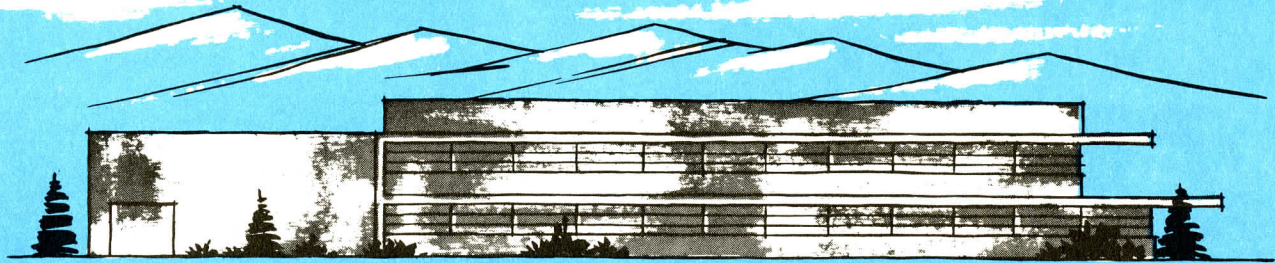
Broomfield Heights—in the southeast corner of tax-favorable Boulder county—offers this attractive combination package: one of the finest residential developments in the fast-growing Rocky Mountain area, and a carefully-planned industrial area free of big city congestion problems and limitations, yet offering every service facility. Transportation facilities are unexcelled. The water supply is unlimited. Natural gas, electricity and sewage facilities are already installed.

Broomfield Heights enjoys a combination of mile-high altitude, low humidity, and cloudless blue skies. The almost limitless number of nearby recreational advantages contribute to the pleasant environment. Happy, congenial surroundings are just as necessary as a paycheck. The inviting surroundings of Broomfield Heights contribute not only to the higher efficiency of labor, but just as importantly, to greater executive satisfaction.



an ideal

Location
for
industry...



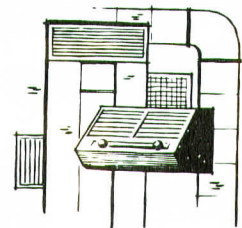
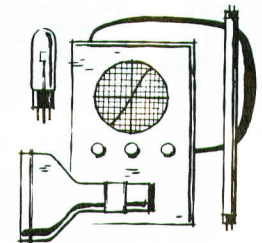
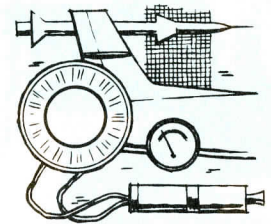
The community's strategic location makes Broomfield Heights a highly desirable area for virtually all types of industry.

All of the muscles that industry needs to operate efficiently and profitably—water, utilities, skilled labor, transportation—are here or within easy reach.

The Denver-Boulder industrial heartland is fast becoming one of the nation's leading centers of scientific research. Scientific studies of all kinds are being conducted by the giant Boulder laboratories of the U. S. National Bureau of Standards; Shell Chemical; Carrier Corporation; Dow Chemical; Gates Rubber Co.; Rocky Flats Atomic Energy Plant; Ball Bros. Research Corp.; Western Electronics; Hathaway Instrument Division, Hamilton Watch Co.; Heiland Research Division of Minneapolis-Honeywell; Coors Industrial Porcelain; and a host of others.

The area has gained worldwide recognition as a center of futuristic aeronautical development. Glenn L. Martin Co. has established a giant plant near Denver for the development of guided missiles. The roster of industries establishing plants here for the manufacture of aircraft components includes such names as Sundstrand, Stanley Aviation, Beech Aircraft, and Ramo-Wooldridge.

Broomfield Heights—squarely in the middle of this activity—offers convenient accessibility to all other plants as well as a prime location for your own manufacturing, assembling or distributing business. Now locating in the area are Carrier Corporation and a magnesium casting and machining plant of Sequoia Metalcraft, Inc.



how
Broomfield Heights
is being built...

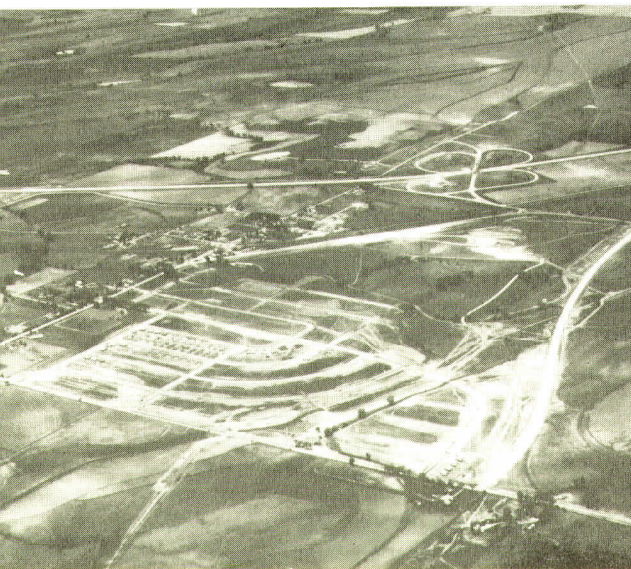
From the outset, nothing was left to guesswork in developing Broomfield Heights. Every phase of growth has been painstakingly planned, financed and executed.

The first Broomfield Heights show homes went on the market in August, 1955. Before that happened, however, more than three million dollars had been spent for water, sewage, lights, streets and development of a comprehensive master plan.

No expense has been spared at Broomfield Heights to combine the charm of country living with the shopping and social conveniences of city life. The master plan includes a projected 10-million-dollar shopping and office center, schools, churches, medical-dental-hospital facilities, curvilinear streets, parks, etc.

Broomfield Heights has its own water and sewage system—one of the finest in Colorado—its own storage reservoir, pumping and filtering facilities. Engineering and planning of facilities were designed to provide for a city of more than 30,000 people.

Public recognition of the master plan by which the community is being developed has resulted in an astonishing rate of growth. Only a year after the public got its first look at the infant community, Broomfield Heights had firmly established itself as Colorado's fastest-growing community.



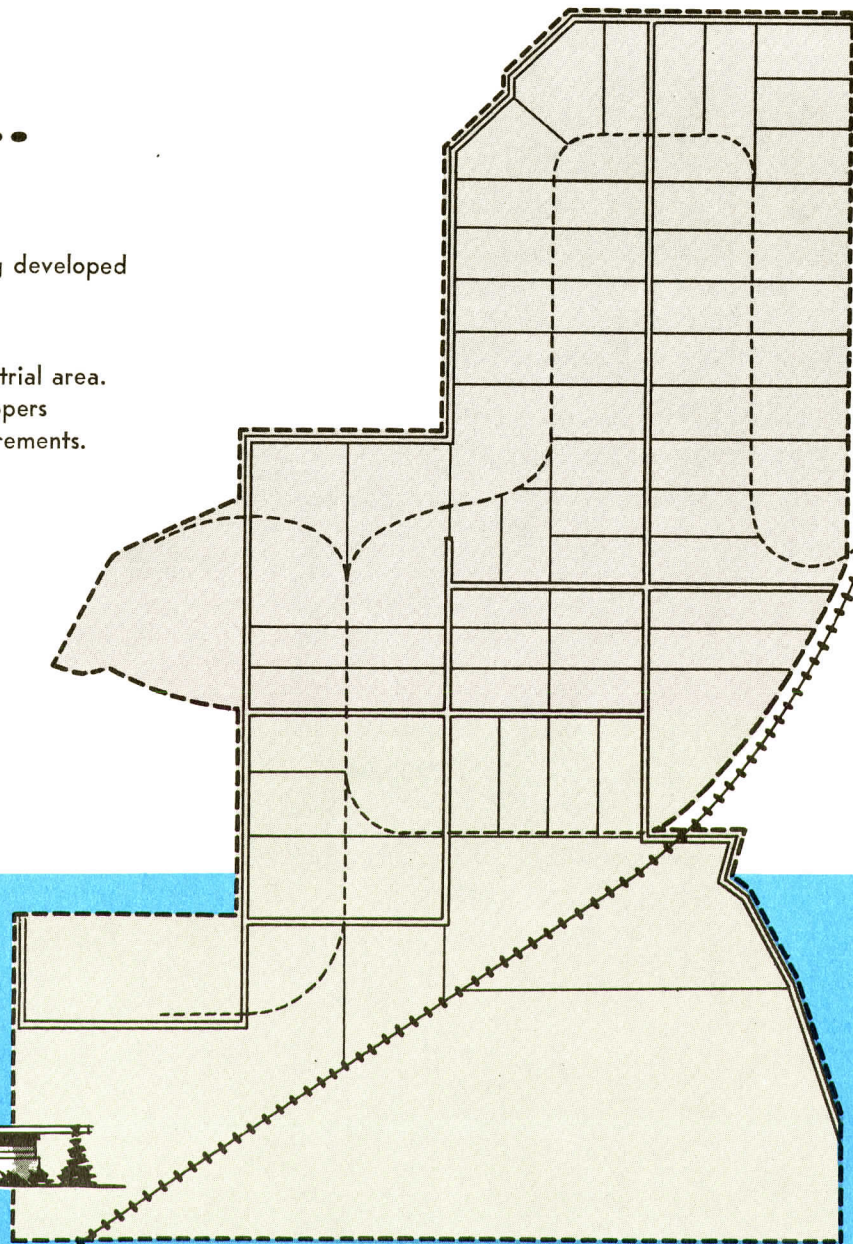
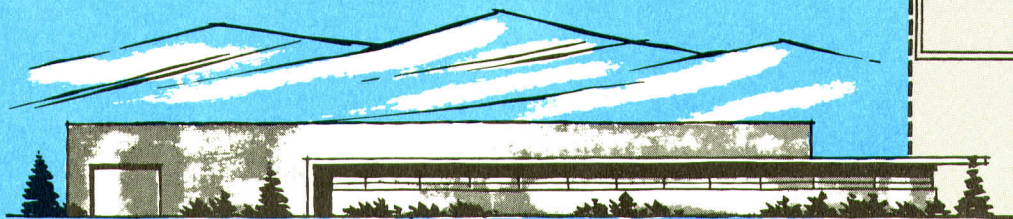
put *Your Plant* in this picture...

The Broomfield Heights industrial area, like the residential section, is being developed according to master plan to insure highly desirable manufacturing, industrial and commercial neighbors.

Service and utility are being stressed in development of the 700-acre industrial area. Industrial prospects will receive wholehearted cooperation from the developers of the industrial area in tailoring of sites to fit individual needs and requirements.

The industrial area, situated north and west of the Broomfield Heights residential section and served by a network of all-weather highways, is served by the Chicago, Burlington & Quincy Railroad. Service trackage will be available. All utilities will be installed by the developer. Water supply is available. Drainage problems have been worked out in advance.

Whatever your requirements, large, medium, or small, there is an outstanding site available for you in the Broomfield Heights industrial area.



"Birth of a City"



Narrated by NBC commentator Alex Dreier, "Birth of a City" is a 14-minute technicolor film which dramatically illustrates how rolling farmland is being converted into a complete, modern city. Built according to the most modern concepts of planning and design, Broomfield Heights is destined to become one of the leading cities in Colorado. This well-paced, remarkably complete film shows why.

Prints of "Birth of a City" are available for screening. If you would like a print, write to:

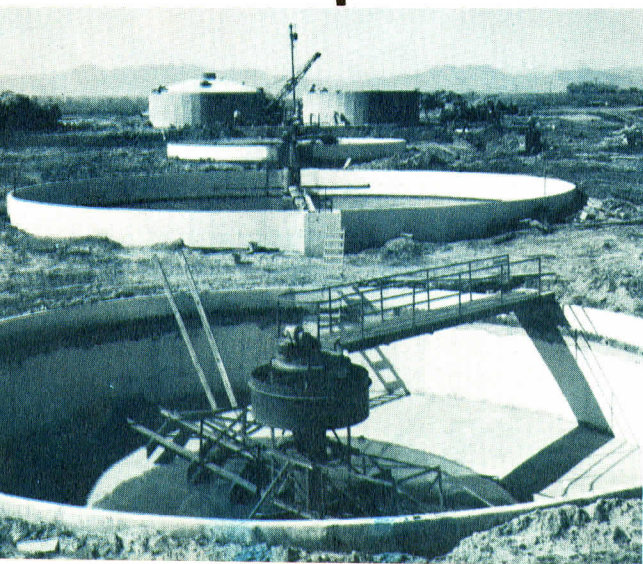
THE BROOMFIELD COMPANY

A Division of Turnpike Land Co.

No. 8-A GardenCenter

Broomfield Heights, Colorado

(Denver's Fastest-Growing Suburban City)



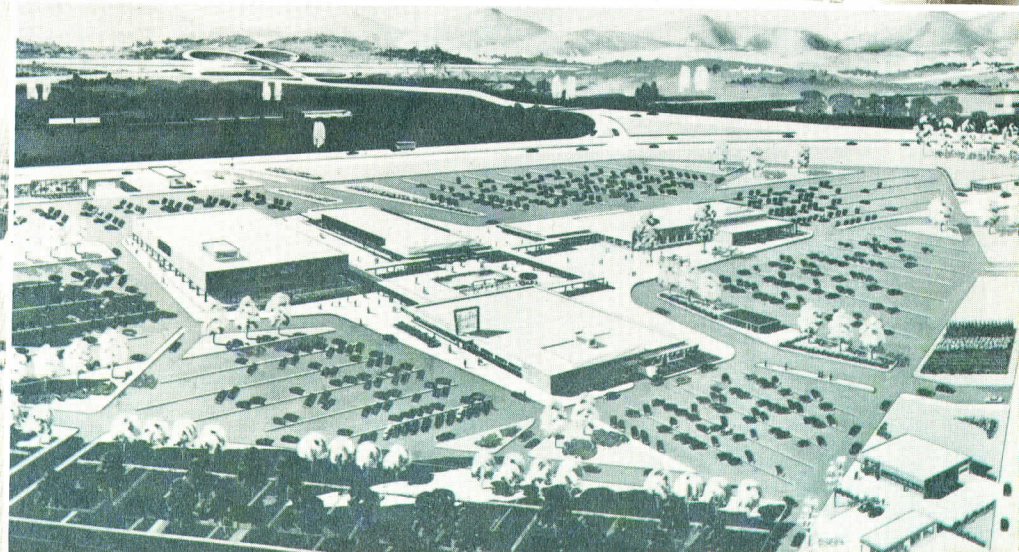
the *Garden Office* center...

For those who are interested in establishing headquarters and branch offices rather than industries, the Garden Office Center in Broomfield Heights offers a myriad of exciting possibilities.

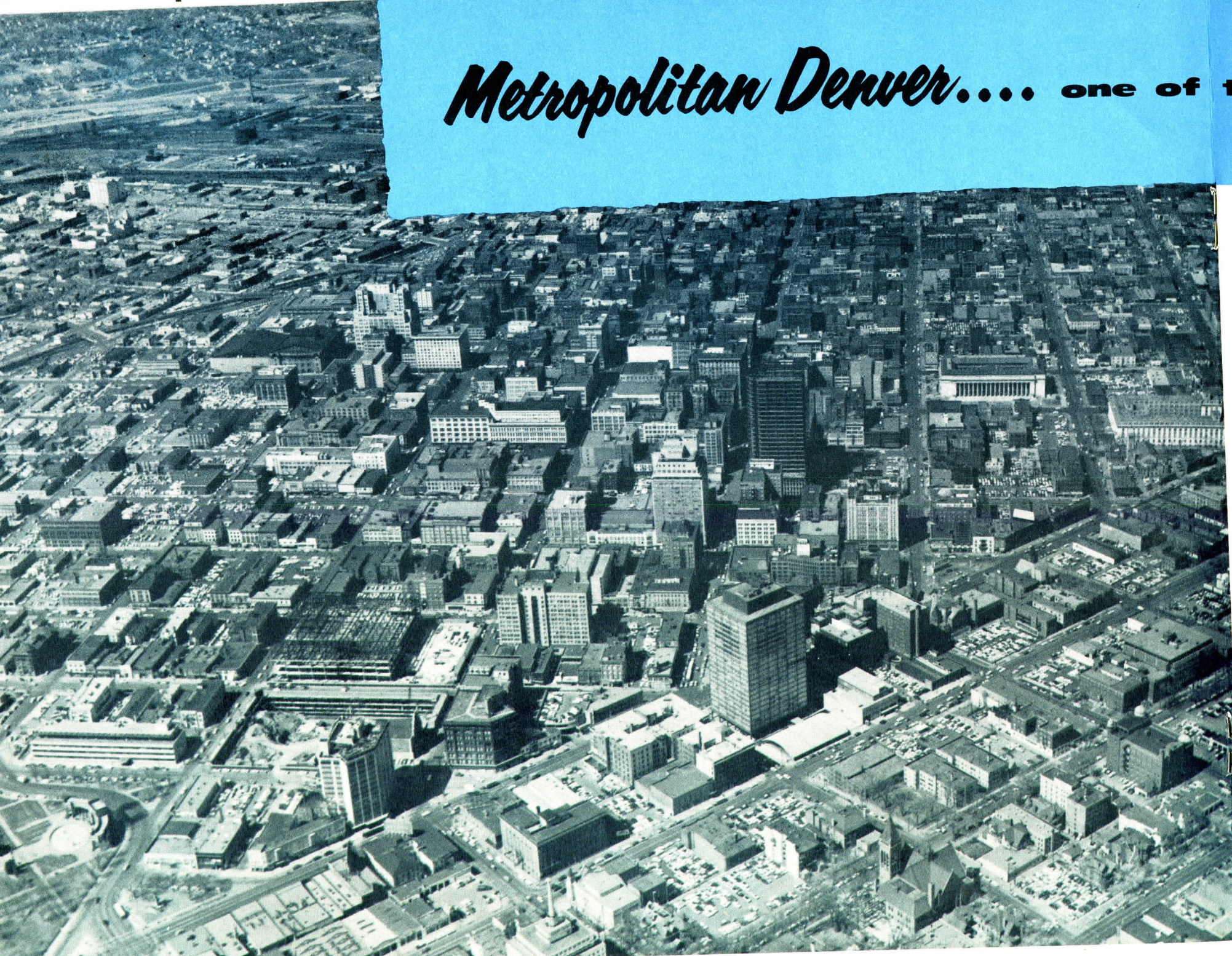
The 53-acre retail shopping center area at the southwest corner of Broomfield Heights is being expanded to include a Safeway supermarket and a wide variety of other retail firms. Adjacent to the retail shopping area, the 22-acre Garden Office Center already is the home of a \$175,000 branch of Empire Savings Building and Loan Association; Turnpike Land Co., the developer of Broomfield Heights; the Broomfield Co., a division of Turnpike Land Co.; the Family Health Center, a modern medical and dental clinic; a complete clinical laboratory; offices of attorneys, architects, construction firms, etc. Plans are being drawn for construction of a modern hospital complete with every medical facility.

On completion, the Garden Office Center will offer a comprehensive array of business and professional services to the residents and neighbors of Colorado's fastest-growing community.

Here in the heart of an all-new community which unquestionably is becoming one of the brightest new stars in the expanding western economy, the Garden Office Center offers a whole host of outstanding business opportunities.



Metropolitan Denver.... one of t



the most rapidly expanding markets in the nation...

Facing the urgency of decentralization—both for competitive economic purposes and for maximum security purposes—industry is moving westward.

In metropolitan Denver, the geographical link between the East and West Coasts, manufacturers have found an ample supply of men, materials and opportunity. This centrally situated area has become one of the fastest-growing manufacturing and distribution centers in the United States.

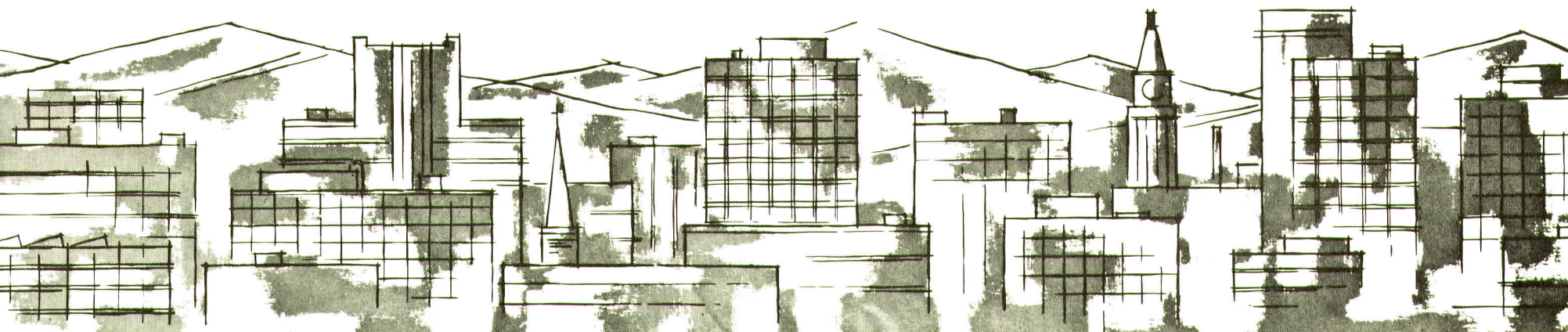
Manufacturing replaced agriculture in 1954 as Colorado's principal industry, and continues a steady, healthy expansion rate. According to the University of Colorado Bureau of Business Research, the number of manufacturers in Colorado increased from 1,762 in 1950 to 2,440 in early 1957.

The bulk of this expansion is centered in metropolitan Denver. The manufacturing total in metropolitan Denver was \$311,545,000 in 1956, up 70 per

cent from the 1950 level, according to the Denver Chamber of Commerce research division. Population of the metropolitan area zoomed from 563,832 in 1950 to 770,000 at the end of 1956.

Surrounded by a great storehouse of natural resources and unsurpassed as a transportation center, metropolitan Denver is a dynamically expanding consumer market with a growth potential that staggers the imagination. Flying time to New York City is 6 hours; to Los Angeles, 3 hours and 35 minutes; to Kansas City, 2 hours and 15 minutes. Many Denver area manufacturers enjoy world-wide markets.

Denver and its booming suburban neighbors like Broomfield Heights offer proof of a vital, expansive business frontier of boundless industrial opportunity.



the *Labor* supply...

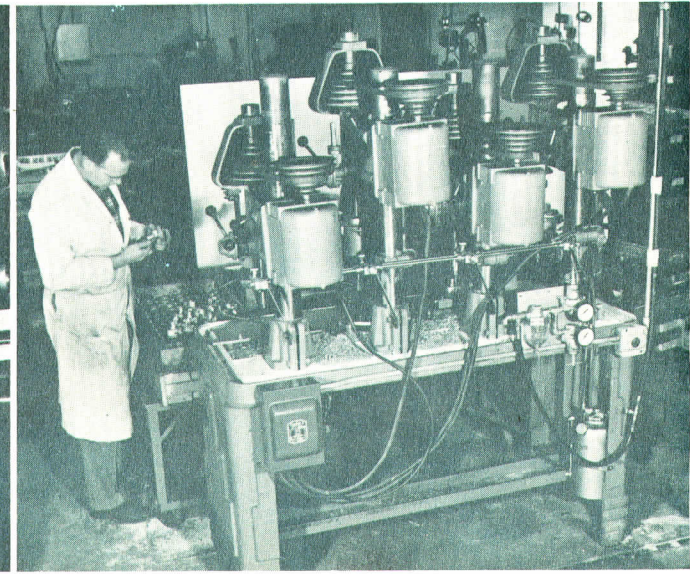
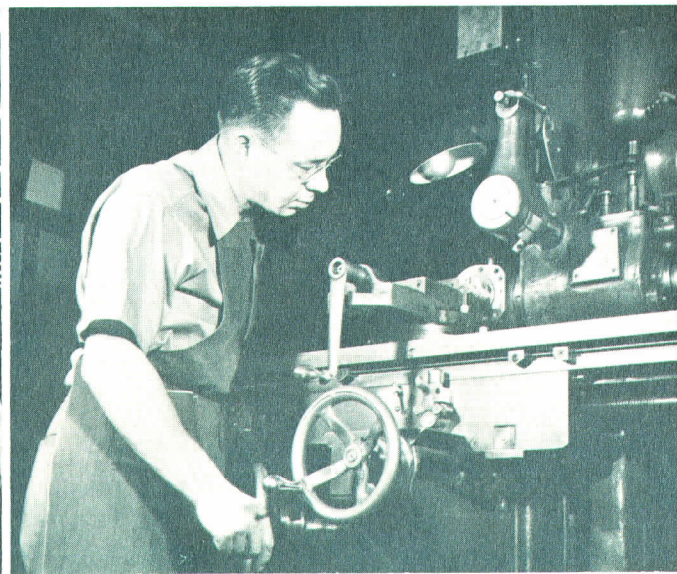
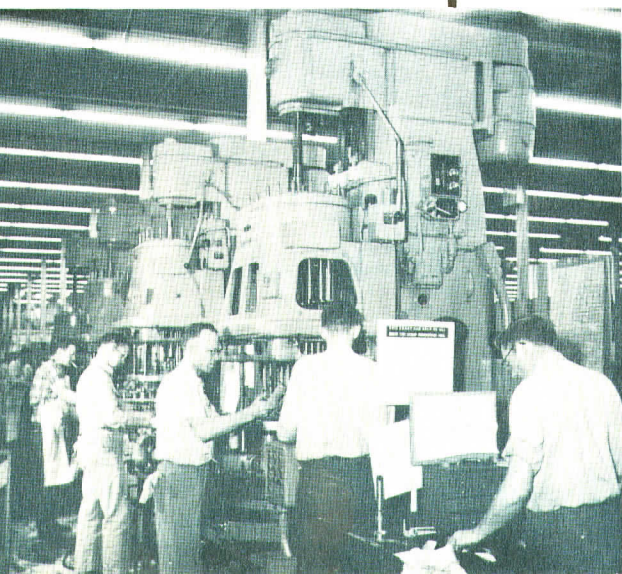
The metropolitan Denver area has an ample supply of intelligent, American-born workmen.

As proof, consider this statement from the personnel manager of Sundstrand-Denver, a division of the Sundstrand Machine Tool Co. of Rockford, Ill., which began its Denver operation Nov. 1, 1955, and hired its 1,000th employee Aug. 2, 1956: "One of the main reasons that Sundstrand came to Denver was a survey showing that this area has an excellent pool of capable personnel. This has been proved true by our experience in planning for accelerated production schedules.

"All but 10 of our 1,000 employees were hired in Denver. Of these, many have come into our company as trainees, but because of their ability in adapting to the close tolerance work that we do, we have been able to maintain a continued growth pattern."

Many other manufacturers new to the metropolitan Denver area have had equally satisfying experiences with the area's labor pool.

Labor is plentiful, cooperative and productive. A recent report of the U. S. Survey of Manufactures shows that the value added by manufacturing per production worker in Colorado is markedly above the national average.



ample *Housing*

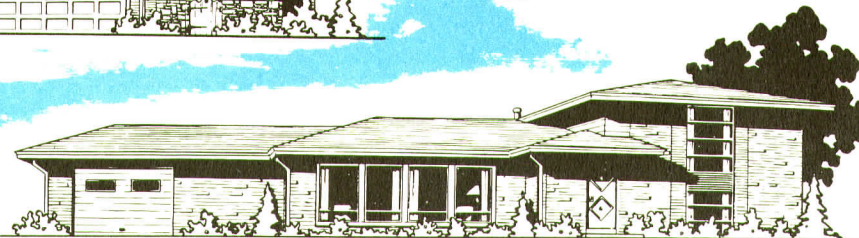
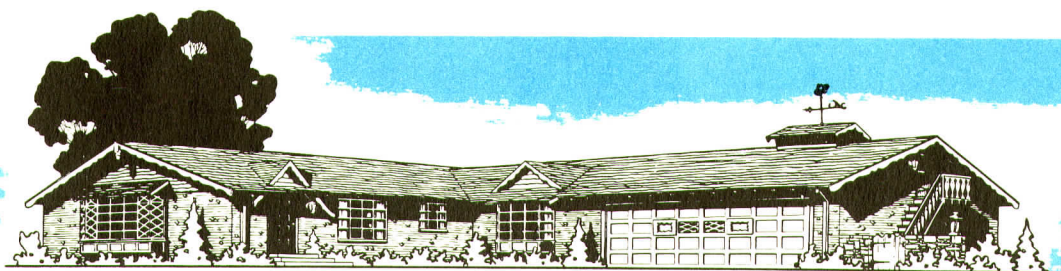
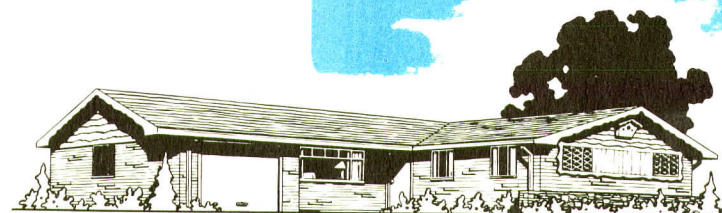
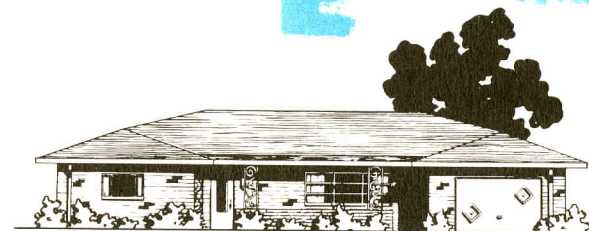
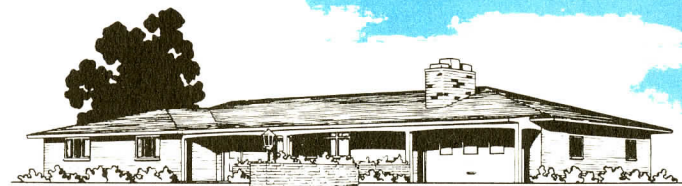
Broomfield Heights is fully aware that before any city, regardless of its size, can invite inspection by potential industry, it must show substantial evidence that the personnel of the new business can be satisfactorily housed. Ample housing in homes already built, under construction and planned—is available in Broomfield Heights to take care of the needs of new employees and executives coming into the area.

Broomfield Heights is all-new, all-brick . . . quality-built by Colorado's best builders. A prospective homebuyer has nearly 100 different types of homes from which to choose . . . or if he prefers, he can design his own and have it custom-built.

Homebuyers get an attractive package: already in and paid for are gas, water and sewer lines, street lights and paved streets, curb, gutter and sidewalk.

Lots are roomy. They range from 60 to 120 foot frontage, and no lot is sold containing less than 7,000 square feet. Wide curvilinear streets lend charm and distinction. A rigid set of building restrictions and architectural controls maintain the quality and value of the entire area.

Most appealing of all to many Broomfield Heights homebuyers are the charm of country atmosphere and the enchantment of owning a home at the foot of Colorado's magnificent Rocky Mountains.



Utilities

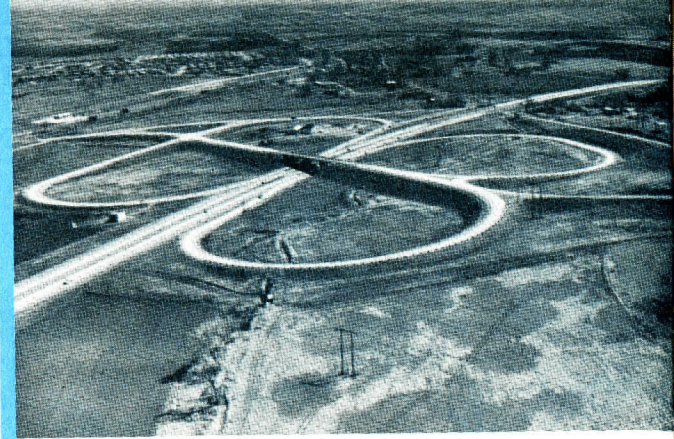
Water in Broomfield Heights is plentiful. Its use is unrestricted. The community owns Great Western Reservoir, a 320-acre body of water five miles from Broomfield Heights. The reservoir is continually fed by clear, sparkling mountain waters from Coal Creek and Clear Creek.

The community's sewage treatment plant, situated three miles east of Broomfield Heights, is designed to meet the maximum expectations of the future.

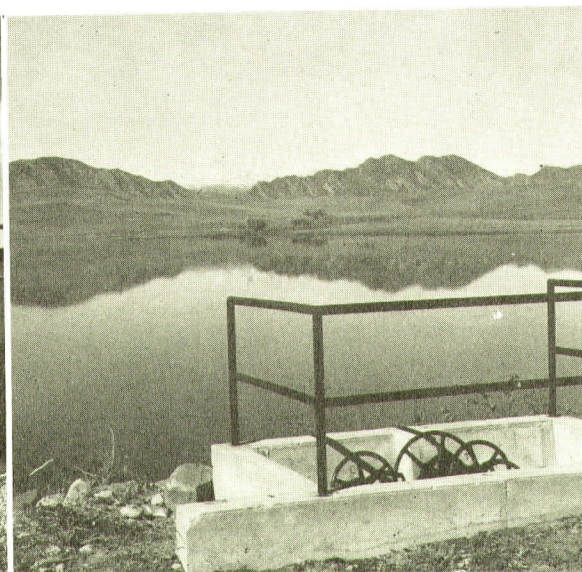
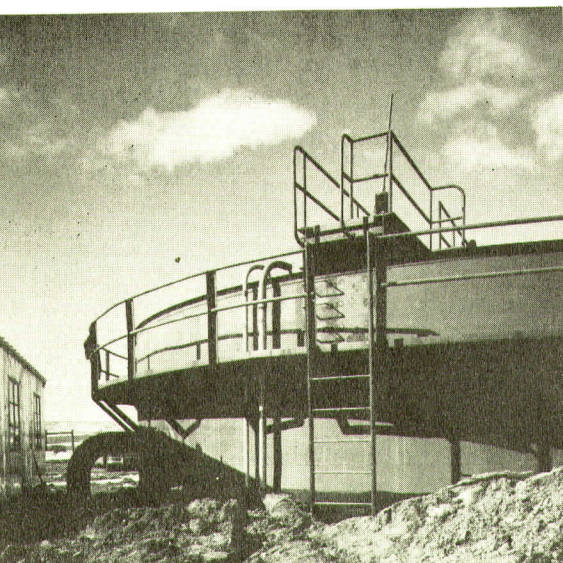
A modern filtering plant assures residents an ample supply of clean, pure water.

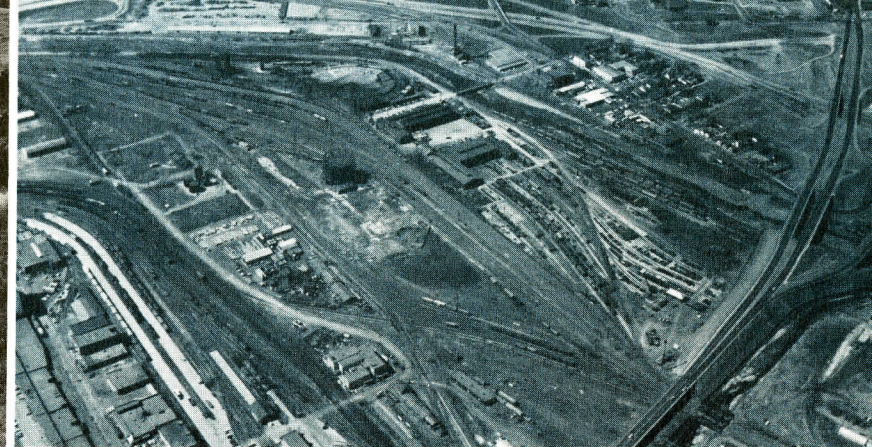
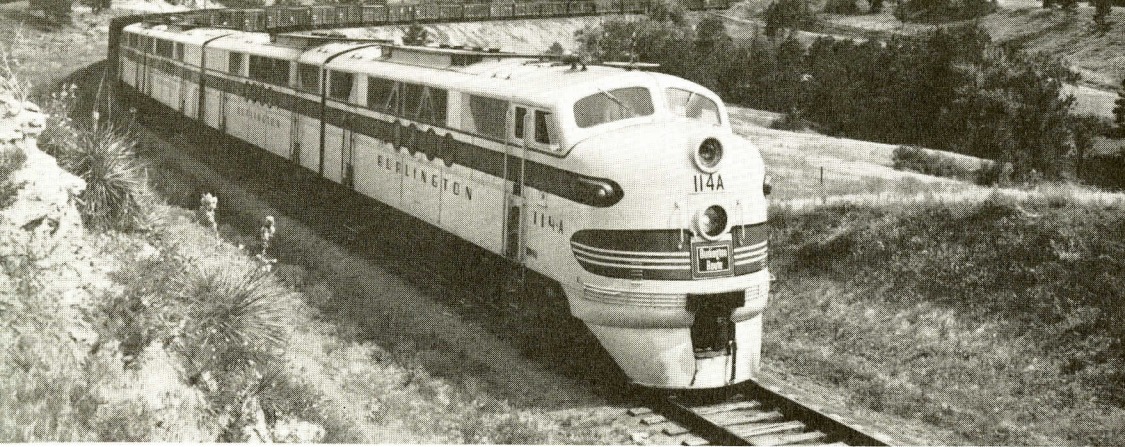
This rapidly-expanding area is provided with electric and natural gas service by the Public Service Company of Colorado. The primary source of electricity is only 10 miles distant. Pipelines from Texas, Kansas, Oklahoma, northeastern and southwestern Colorado bring a plentiful supply of cheap natural gas to the Broomfield Heights area. Based on the present rate of consumption in the area, gas reserves available for Public Service customers are equal to a 24-year supply. Additional reserves are steadily being acquired to assure users of the unrestricted use of natural gas for years to come.

The Mountain States Telephone and Telegraph Co. has invested \$1 million in capital improvement, lines and equipment to install a new telephone exchange in Broomfield Heights.



Transportation

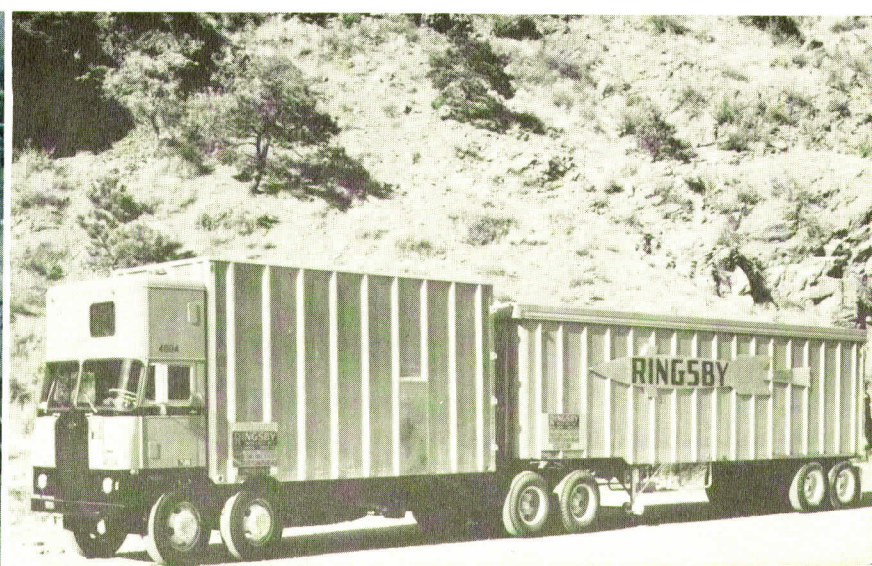




Broomfield Heights offers outstanding transportation facilities for the needs of industry. The industrial area is served by the Chicago, Burlington and Quincy Railroad . . . a complete network of all-weather highways including the Denver-Boulder Turnpike . . . bus service 46 times each day.

In nearby Denver—only 17 minutes away—one of the nation's best inland transportation webs carries the products of industry to their destinations swiftly and efficiently. Seven airlines—Braniff, Continental, TWA, United, Western, Central, and Frontier; seven railway systems—CB&Q, Denver & Rio Grande, Colorado and Southern, Missouri Pacific, Union Pacific, Santa Fe, and the Rock Island; eight bus lines and fifty-seven interstate motor carriers serve the city from every direction.

Freight rates are favorable for manufacturers and distributors of the metropolitan Denver area to compete with other cities in serving a large territory.





folks enjoy

Good Living

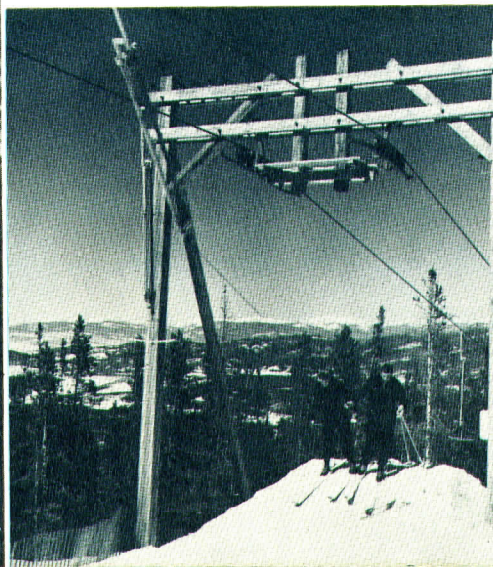
in colorful colorado...

CLIMATE...

Broomfield Heights enjoys the mild, sunny, semi-arid climate that prevails over much of the central Rocky Mountain region without the extremely cold mornings of the high elevations and restricted mountain valleys during the cold part of the year, or the hot afternoons of summer at lower altitudes. Extremely warm or cold weather is usually of short duration. Humidity is low, averaging 33 per cent. The clear, dry, rarified atmosphere and bright, sunny days give you zest for doing things. You and your employees will profit in every way by living and working in Broomfield Heights.

EDUCATIONAL FACILITIES...

Broomfield Heights youngsters attend classes in attractive, professionally-staffed schools. Situated at Boulder, only 15 minutes away, is the University of Colorado. At Denver, Broomfield Heights residents may avail themselves of the



services of the University of Denver, University of Colorado Extension Center, University of Colorado Medical School, Regis College (Catholic-men), Loretto Heights College (Catholic-women), Colorado Woman's College, and other educational facilities. Other major Colorado colleges and universities—including Colorado A&M, Colorado School of Mines, and Colorado State Teachers College—are within short driving distance of Broomfield Heights.

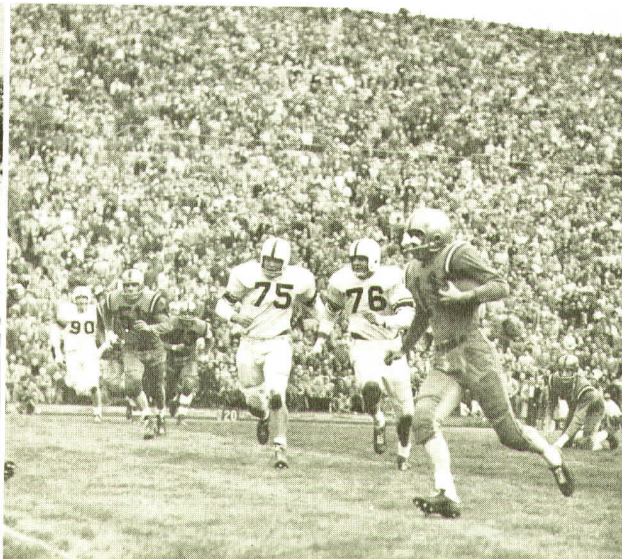
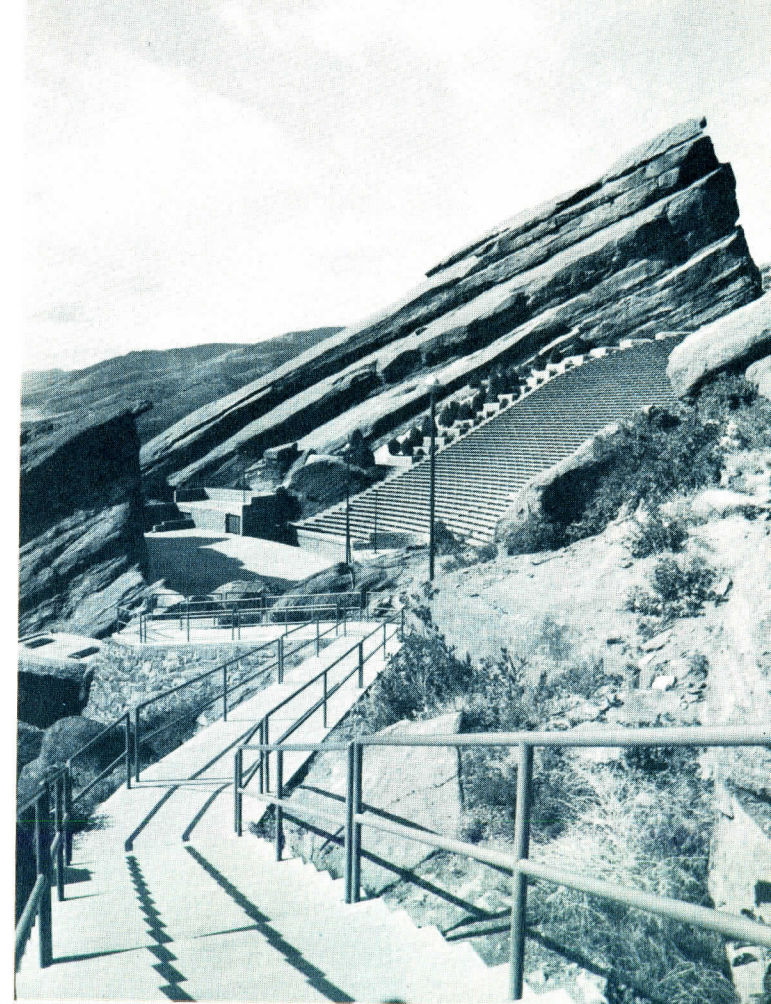
RECREATION . . .

If you and your employees like to fish, hunt, hike, ride, sail, swim, ski, play golf, etc., this is the place. Rocky Mountain National Park is but 45 minutes away. The beautiful Rocky Mountains offer some of the nation's best trout streams and lakes, unexcelled hunting, and breathtaking scenery. With 52 peaks that top 14,000 feet, 11 national forests, 2 national parks, and over 13,000 miles of sparkling trout streams, it's funtime anytime in colorful Colorado, where the sun shines five days out of six year-around.

RELIGIOUS AND CULTURAL FACILITIES . . .

The metropolitan Denver area is the religious and cultural center of the Rocky Mountain region. Newcomers to the area are always impressed with the large number of beautiful churches.

The Denver Symphony Orchestra, Central City operas, art museums, summer concerts featuring stage and screen stars at the great outdoor Red Rocks Theatre, the Denver Museum of Natural History, and a host of other cultural attainments of the Denver area contribute to gracious living for you and your employees.





the *Developers* **of broomfield heights...**

The foresight, financial backing and tireless efforts of five men have been chiefly responsible for the distinction which Broomfield Heights has won as the dream city of the picturesque Rocky Mountain Area. They are the quintet of Denver businessmen who originally formed Turnpike Land Co., developer of Broomfield Heights. The founders — all of whom are still active in the company—are, from left, Roger D. Knight, president of the U. S. National Bank; Bal F. Swan, president of Empire Savings Building and Loan Association; K. C. Ensor, president of K. C. Ensor Construction Co.; Aksel Nielsen, president of Title Guaranty Co.; and John J. Sullivan, president, Bosworth, Sullivan and Co., Inc., investment bankers. Newest members of Turnpike Land Co. are O. A. King, semi-retired Denver financier, and C. A. Norgren of C. A. Norgren Co., Denver pneumatic products manufacturer.

Your inquiry is invited...

We cordially invite your further inquiry into the details of locating your plant in the Broomfield Heights industrial area. We will gladly arrange for your personal inspection of the site and the metropolitan Denver area at your convenience. Additional information regarding specific factors relative to this new location for your plant will also be provided upon request. We will welcome a collect telephone call or telegram.

THE BROOMFIELD COMPANY

(A Division of Turnpike Land Company)

No. 8-A Garden Center

Phone Denver ALpine 5-7838 or Broomfield Heights 80

Broomfield Heights, Colorado

(Denver's Fastest-Growing Suburban City)

78.3.4
General

BROOMFIELD HEIGHTS COLORADO

"DENVER'S FASTEST-GROWING SUBURBAN CITY"

