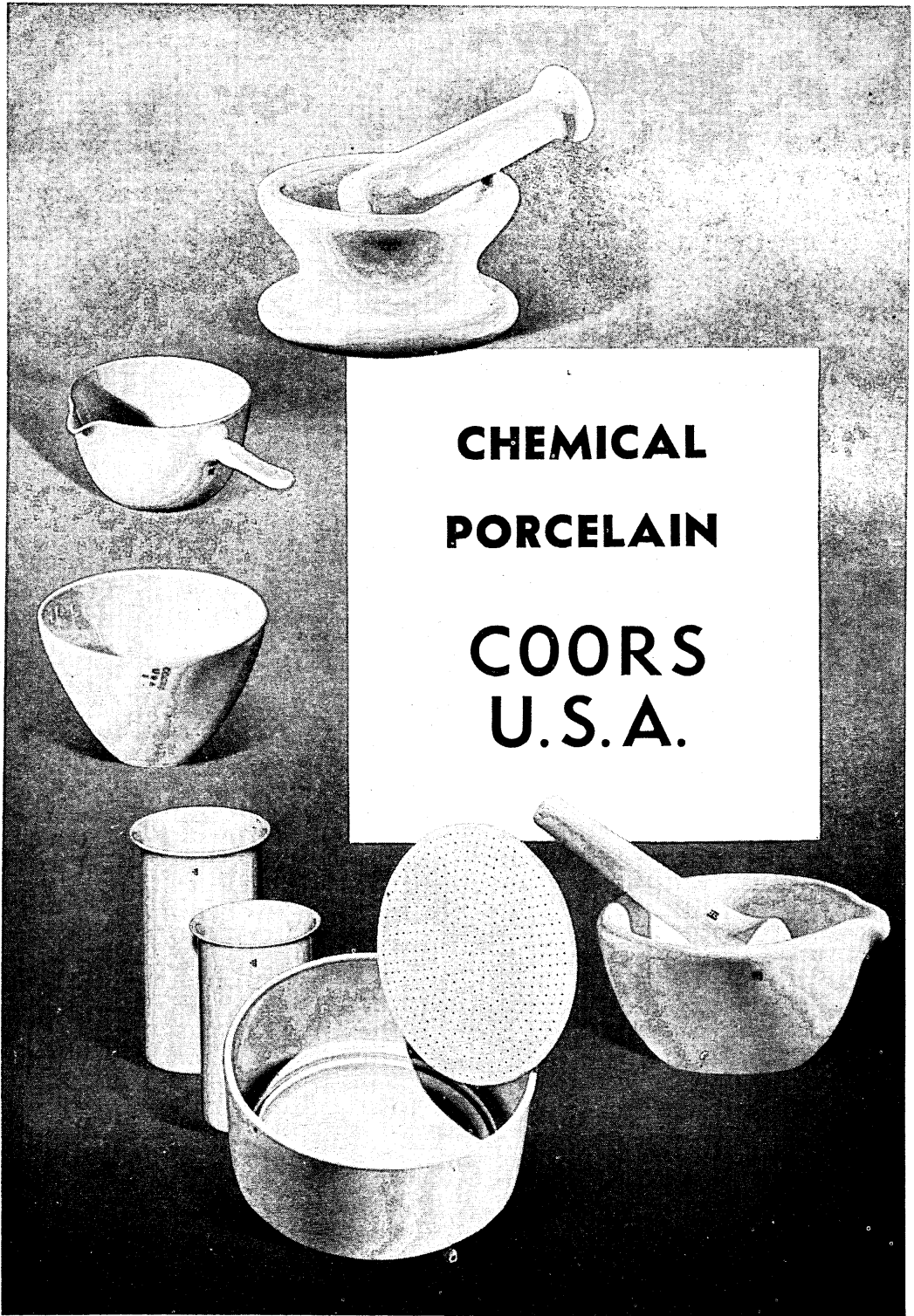




from the complexity of the line, the requirements for extremely high quality, and the relatively limited sales volume. It evidently has not appeared to others to be an attractive enough business to justify their making the necessary investment to get into it.

*Location of Coors*

The only factory of the Coors Porcelain Company is located in the city of Golden, Colorado, which has an estimated population of 8,000. This company along with its parent company, the Adolph Coors Company, manufacturer of