

THE HISTORIC STRATER HOTEL PRESENTS

ROOM 410: W. DOUG MORRISON

A STAUNCH DURANGO SUPPORTER AND FOUNDER OF THE DURANGO 100 CLUB

A whirlwind of a man, W. Douglas (Doug) Morrison lived a long, productive and generous life. He was a Colorado boy, born in Grand Junction, CO, in 1913 who would grow up to impact the lives of many people in a positive way. Educated at the University of Colorado, he was president of his fraternity, Sigma Phi Epsilon. He studied business and law there and later attended and earned a Master's degree from the Harvard School of Business.

Doing business and doing it well was Doug's passion. Early in his career he sold stocks and bonds, then served with the Army's Quartermaster Corps during WWII, was sales manager for Whitman Candy with a territory covering half of the United States, and eventually opened his own industrial real estate firm specializing in land development. He lectured nationally on a variety of real estate subjects and was a Director of the Society of Industrial Realtors. He was responsible for the development of land around the D&SNGRR train depot which created jobs and revenue for Durango and enjoyment for the many tourists who come to town. Doug brought music to Durango as well; he owned Durango's first AM radio station, KIUP, and created Durango's first FM station, KRSJ. Once they were established and doing well, he sold both

stations to none other than former President Gerald Ford and to former Ambassador to Belgium Leonard Firestone. Like many of Durango's early pioneers, Doug Morrison had an incredibly strong work ethic.



Although he maintained homes in Denver and Durango, Doug had a special affection for Durango. After a raging fire destroyed six buildings here in 1974, causing the death of a policeman and fireman, Doug founded The Hundred Club whose mission,

even today, is the immediate support and financial aid for families of policemen, firemen and volunteers who die in the line of duty. He served as director of The Hundred Club in Denver as well. He was one of nine prominent Colorado businessmen selected by Fort Lewis College to serve on the Advisory Council to the School of Business Administration, thus also impacting the younger generation of the Durango community.

In the 95 years of his life, Doug's thoughts and actions always moved towards concern for others, and for his beloved Durango. In fact, his last words to his grandson, Ken, were:

"Durango is a great town.
Don't ever leave."