

History of El Paso Chamber of Commerce, 1899 to 1920, As Set Forth in Summarized Annual Reports of All the Past Presidents

amount of stock or the securing of a bonus of cash or land.

"We do not think the Chamber, nor the city of El Paso has available cash, bonuses, or free sites to subsidize this class of new industries, or to bolster up weak business organizations. The manufacturer who locates chiefly by reason of such artificial inducements, frequently discovers that other elements outweigh the temporary aid, if they have not indeed wrecked his business."

In five years Mr. McNary estimates the increase in industrials in El Paso to have been 157%.

(j) Discouragement of the patronizing of mail order houses as against local merchants who cannot only furnish the identical articles, but at less cost; and in many cases superior in quality.

(k) Good roads and auto lines received especial attention during this year, and full expectation was entertained of eventually establishing connections with the Pecos country, Tularosa and Alamogordo, and placing El Paso on the route of the National Public Highway from Winnipeg via Galveston; to the Pacific Coast via Deming, Douglas and Phoenix—resulting in bringing thousands of auto tourists to and through El Paso.

(l) Special work looking to the enlargement of Fort Bliss.

(m) Compilation of information and statistics for manufacturers, business men, farmer and homeseeker, who write or come to El Paso seeking to know what El Paso has to offer. Emphasis is placed upon the proper preparation of this data.

(n) Plans for a public celebration on the admission of New Mexico and Arizona into the Union as States.

(o) Necessity for enlarging advertising and publicity program, the fact being presented that the most El Paso has ever spent in a year for this purpose has been \$3,000 while Deming, a town of a few thousands spends \$5,000 and many cities no larger than El Paso, \$10,000 a year.

(p) Distribution of 1,000 copies of statistics on pumping water; 10,000 pamphlets of potential facts on El Paso; 4,500 copies of the 1911 Report of the Chamber of Commerce; 15,000 panoramic views of El Paso; 5,000 copies of the 1910 report of the El Paso Chamber of Commerce; and 10,000 booklets prepared by the Reclamation Service on the Elephant Butte Dam project; in addition to much other advertising of an effectual character.

(q) El Paso during this year received more notice in periodicals than ever before.

(r) Bureau or committee to investigate soliciting schemes—much good being effected. (Today this work is reflected in joint activities along these lines by the Chamber of Commerce and the Adclub.)

(s) A broad traffic program, with considerable attention to merchandise schedules of the lines leading from this city into El Paso's trade territory as this is considered just as essential as freight rates. Further improve-

ments in package car schedules are expected soon.

Further reductions during 1911 were obtained in rates to points on the Santa Fe Coast lines and Santa Fe, Prescott and Phoenix Ry. in New Mexico and Arizona; a substantial reduction in rates on machinery and iron and steel articles to the Globe district.

Bringing the rich Pecos Valley into the El Paso trade district. Various commodity rates assured and many put into effect:

An active part in the Express Rate case.

(t) Influence in the building of a modern fire proof hotel; the construction of a viaduct in the west end of the city; the establishment of El Paso as a base for observations by the United States Geodetic Survey; the establishment of the District Court of Appeals.

(u) Mr. McNary states excellent reasons why every man should be a member of the Chamber of Commerce and expresses the hope that the membership may be brought up to 1,000. In 1920 the membership in the Chamber is approximately 1,200 with 1,800 individuals represented in these memberships. Here Mr. McNary finds his wish granted.

In closing Mr. McNary says:

"The success of this chamber does not depend upon the resourcefulness of any of your officers, nor the conscientiousness of any board of directors, but depends rather upon the continuity of purpose which is the conspicuous attribute of the great body of its membership; a continuity of purpose directed inflexibly toward making the city of El Paso a great city in all that the word implies."

—1912—

The annual report for the year 1912 was presented by President W. S. Clayton at the final meeting held on the evening of January 23d, 1913. Among the recordings are:

(a) Loss of trade with Mexico as result of internal unrest in the Southern republic, making it necessary for the business men of El Paso to develop more than ever before the immediate trade territory of Arizona, New Mexico and West Texas.

(b) Building record for this year twice that of any previous year; with like increase in bank deposits and clearings.

(c) Five general meetings of the Chamber; 22 regular and 12 special meetings of the board of directors.

(d) Decision by the board not to use the hall for religious or political meetings.

(e) Weekly luncheons on Thursday of the membership as a means to keeping up interest.

(f) Meetings in hall: Humane Society; the Automobile Club; the gathering of citizens to provide shelter and food for the Mormon refugees from Chihuahua; the meeting of the water users of the valley with Engineer Hill of the reclamation service; a mass meeting to ask President Taft for protection from Juarez rioters.

(g) Rental of ten offices in Chamber to firms bringing in rentals of \$223.50 and allowing \$126.50 rental for use of space by the

Chamber management. Approximately \$6,000 is invested in furniture and equipment.

(h) Special activities by the Traffic Department, are set forth and recommendation that it be placed upon a self sustaining basis.

(i) \$45,000 expended during the year for the various activities promoted by the Chamber of Commerce, among which were the:

Spring Convention of the Panhandle and Southwestern Stockmen's Association.

Excursion to the Twentieth Irrigation Congress at Salt Lake City.

The Valley Interurban.

The Keynote Trade Excursion.

The Osaple Jubilee.

Campaign for enlargement of Fort Bliss.

Of the \$45,000, \$18,000 was for Chamber of Commerce activities; the approximate amount of \$12,000 for the Trade Excursion; and \$15,000 for the Interurban were paid by men particularly interested in those certain enterprises, although the benefits were enjoyed by all.

(j) Recommendation that a mining bureau be established. Mr. Clayton points out that while the committee on Mines and Mining carried out this work ably, they were handicapped for funds. This department was successful in securing the enactment of more equitable mining laws by the Texas legislature, through El Paso's representatives and in other ways.

(k) No special progress along new industries.

(l) Interest and assistance toward the realization of the Rio Grande Irrigation project with the building of Elephant Butte Dam.

(m) Compilation of statistics, comparative statements and tables with view of publishing literature favorable and interesting to the outside world; no booklets printed in 1912, a reserve stock being used from 1911.

(n) The Board in reference to Chamber of Commerce literature recommended that all such matter should be free from private advertisements and that all projects asking the endorsement of the Chamber as a lever to influence our people to subscribe advertising money to be rejected.

(o) Withdrawal of pictorial exhibit in Southern Commercial Congress hall at Washington, same not doing any appreciable good. Cost \$600.

(p) Membership at close of year 385. Mr. Clayton in his plea for members, says: "The Chamber needs the help of the farmers, cattlemen and miners residing in and around El Paso, as well as the professional and business element."

(q) Plans for a budget to provide for conventions, publicity and entertainment suggested by First Vice President Orndorff.

(r) The report of the Secretary indicates a financial condition similar to that of the previous year, with just enough money received from fees, dues and traffic bureau contributions to meet fixed expenses.

(s) Among the distinguished guests entertained during the year were Major General Wood, chief of staff of the army and party;