

## Manufacturers' Department

Index; and hereafter these indices will be issued quarterly.

It is difficult to separate the advancement of the cause of the manufacturers without also taking into account the advancement of the case of the jobbers.

With few exceptions the manufacturers of El Paso job their products. This is especially true of the manufacturer of food products and a group who would have the Manufacturers Department carry out the idea.

"Orders—Orders—and More Orders—Help us get them."

We met this suggestion in the November issue of "Greater El Paso" when we stated:

"Any Chamber of Commerce which sets out to render a special service to an individual or firm which it is not prepared to render to all the individuals and firms of its membership—is not giving that service for which the organization is created.

"In the creation of departments, the activity of a special department cannot be developed to the point where it will mitigate against the well being of another department. In other words, the program of the Chamber of Commerce must be along general lines.

"The Chamber of Commerce can and should do all in its power to stimulate the manufacturing of commodities and assist in a general way to introduce these commodities to the public.

"It can do so by fostering and co-operating with the newspapers in their special program of advertising 'Made in El Paso Products.' It can also do so in the issuance of Trade Bulletins and guides, fairly and impartially presenting all the names and brands of the various articles locally manufactured.

"It can do so in the promotion of Made in El Paso shows and exhibits.

"It can do so in furnishing directly to the trade of the El Paso territory, the names of manufacturing plants which are producing items required or needed by the inquirer. The general program can be so broad as to do almost everything but sell the output of a plant, and there is where the field of competition is encountered, and in that field no Chamber of Commerce has the right to decide for a manufacturer as against a jobber."

We began a series of industrial surveys for the purpose of becoming acquainted with the officers in charge; making a record of articles manufactured and how manufactured, and later to translate that information into publicity that would advance the cause of the manufacturer before the housewife, the club, the store-keeper and the public in general.

Upon these industrial surveys in the jobbing and manufacturing lines the basis for much of the program of 1919 was formed and these surveys were used by all of the departments as a means of studying the resources of El Paso industrially.

Aside from the information contained in the City Directory and the Telephone Directory, there were no trade guides on record at the Chamber of Commerce and as a result of these surveys, the nucleus for trade lists was built up.

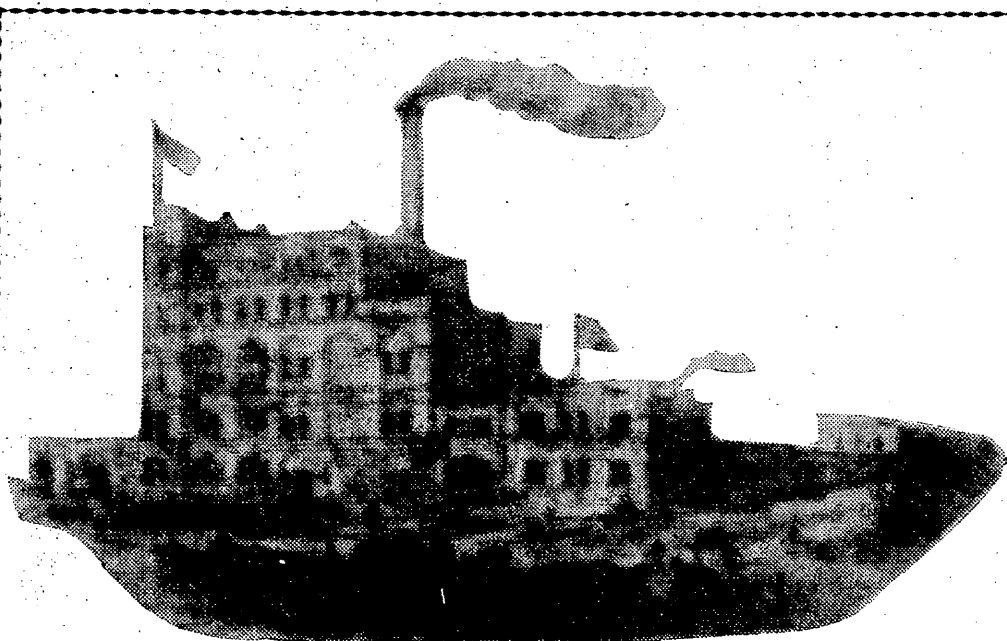
As a follow-up to the industrial surveys this Department began issuing the Manufacturers Bulletin. This was an experiment, not to promote trade and sales, but solely to bring about an esprit de corps among the manufacturers. These bulletins were issued once a week, each bulletin giving several descriptive articles upon El Paso manufacturing plants.

These bulletins paved the way for the eventual issuance of "Greater El Paso," the Chamber of Commerce official publication.

Mr. Flatbush.—"These jellies you put up all taste alike to me, dear."

Mrs. Flatbush.—"But you can tell the difference by the labels."

"Possibly; but I never thought of tasting the labels, dear."—London Statesman.



THE HOME OF



Manufactured by.

# TRI-STATE BEVERAGE CO.

EL PASO, TEXAS

The newspapers have announced that the army retail store at Durango and San Antonio streets will close March 31.

R. B. Wallace and Ralph Valina have opened the United Grocery Co. store at 608 San Antonio.

A new Texas street furniture concern is the Burgie Furniture Co., of which C. C. Burgie and W. C. B. Burgie are owners.

The Purity Feed Co., at 1831 Magoffin avenue, was recently opened with Chris P. Fox and J. C. Hudson as proprietors.

The Midwest creamery at 1420 Texas street has been sold to the Venus Ice Cream Co.

Adolph Lefkowitz and Emanuel H. Lefkowitz recently opened "The Howard" men's furnishings at 215 E. San Antonio.

E. Wood recently sold the People's Cash Grocery, at 1109 Elm street, to W. L. Pullen.

The National Bakery began operations at 207 Mills street early in March.

W. F. Hargrove is proprietor of the Hargrove Feed and Fuel Co. at 2408 Alameda av.