

# Jobbers' Department

John H. Regan, Manager  
Ed. Sanders, Chairman-Director

## GOALS:

Trade Extension  
Trade Trips  
Rebate of Fares  
Buyers' Guides  
Trade Journal

## BIG INCREASE IN SALES OF 1919

Review of years' work in Jobbing Field shows many new firms and better defined and mapped out plans on part of jobbers to make El Paso great trading center for the Southwest.

Salesmen's Institute  
Entertainment of Buyers  
Constructive Legislation  
Improved Traffic Administration  
Direct Advertising

### El Paso Jobbing Center for the Southwest.

When El Paso was first brought to the knowledge of the civilized world, 350 years ago, by the followers of Coronado in 1540, not even those aggressive spirits of Spain could have looked forward into the future and grasped thoroughly the possibilities in this pass city as a distributing point for all manner and character of commodities for a radius in all directions of not less than 600 miles. This ambition was not even anticipated when the Southern Pacific came to El Paso in 1881, followed shortly by the Santa Fe from the north, the Sunset and Texas-Pacific from the east and the Mexican Central from the south.

While accurate statistics upon the volume of business done are difficult of assembling, it is estimated that the value of shipments by manufacturers, jobbers and firms having stock in El Paso, nears a total of \$25,000,000.00 annually, while the annual tonnage represented in these shipments exceeds 800,000,000 pounds. This is on freight shipments only. The average freight movement in El Paso yards is over 2,000 cars per day.

What assures El Paso of eminence as a shipping point is her remoteness from all other large cities. El Paso is 1250 miles from San Francisco—a running time of 38 hours and 15 minutes. It is distanced from Kansas City 27 hours and 30 minutes; St. Louis, 40 hours, and Chicago, 42 hours. El Paso has approximately 65 jobbing houses, 20 merchandise brokers and 50 manufacturers' agents. The investment in wholesale business as represented in stocks, buildings and equipment might well be said to inventory \$10,000,000.00, while it is estimated that the total volume of wholesale business per annum done in El Paso is:

Dry Goods .....	\$4,000,000.00
Groceries .....	7,000,000.00
Drugs .....	400,000.00
Paints and Varnishes .....	300,000.00
Leather Goods .....	200,000.00
Jewelry .....	100,000.00
Boots and Shoes .....	500,000.00
Hardware .....	6,000,000.00
Toys .....	200,000.00
Soaps, etc. ....	100,000.00

In 1911 there were approximately 200 traveling salesmen covering this territory. Today the number passes the 500 mark, and these salesmen are not only selling products which they represent, but are also selling El Paso as a jobbing center. Our business into Mexico since 1910, when the revolution began, has made for a more difficult problem, but, even in the face of all handicaps, the El Paso jobbers have successfully held their own. An improvement in this situation seems to be in prospect, and all the jobbing firms in El Paso are preparing to operate upon a larger scale in Mexico when normal conditions are restored in the Southern Republic.

### Dry Goods, Clothing, Etc.

El Paso has become, during the past 5 years, a distributing center for dry goods, clothing and like articles, and the merchants of this territory may find here as complete lines, both in variety and quality, as may be found in any jobbing center in the United States. Among the representative firms engaged in this field are:

Haymon Krupp & Company.  
Laskin Swatt Company.  
The Lesinsky Company.

Albert Mathias & Company.  
Boretz Mercantile Company.  
Henry S. Beach.  
Western Grocery Company.  
Ackerman & Rosen (New Firm).  
E. Klein (New Firm).  
Zelman-Katosky Company (New Firm.)

### Notions.

Notions, in their true sense of the word, are those articles which make for the garnishment, and decorative side of business, the individual and the home. When we say notions, we call to mind a varied field, taking into account those sundries which enter into dry goods stores, those embellishments and decoratives which enter into department stores and dry goods stores; the small shops and the bazaar, and ornaments utilitarian and non-utilitarian, which are to be found in china and crockery shops, book stores and elsewhere. Notions bring up before the mind those peculiar novelties which are characteristic of Mexico and the Southwest, the Orient and of thoroughly Americanized West. To El Paso then not only do the merchants of this territory turn their eyes in the purchase of notions and novelties, but we are foremost in receiving purchases from fields afar. Among those jobbers who are handling notion lines in El Paso are:

The China Palace.  
Max Atkin Company.  
Henry S. Beach.  
Boretz Mercantile Company.  
The Carter Tobacco Company.  
Haymon Krupp & Company.  
Laskin Swatt Company.  
Albert Mathias Company.  
A. L. Michelson.  
Trueba-Zozaya-Seggerman.  
Western Grocery Company.  
Western Woodenware Company.  
Modern Specialties Agency.

### Groceries and Provisions.

Dating back from the early years before even El Paso had a railroad, and stage coaches and donkey caravans were the only mediums of conveyance and transportation, El Paso was the commissary in itself for the vast territory along the Rio Grande. Since that time, year by year, there have been added to the business life of El Paso new wholesale grocery firms, and the result has been that today with wholesale firms dealing in groceries of the first magnitude. El Paso is reaching out and feeding a majority of the peoples of the Southwest. This was especially emphasized during the world war, and subsequent to the war in the position of leadership which this city took, in not only setting a pace for food conservation, but in the distribution of those food stuffs which brought about savings that in turn helped to win the war.

In an article dealing on a general scale with business, it is not proper that special credit be paid to any firm, or any group of firms, the great credit for placing El Paso upon the map is certainly due men like S. J. Freudenthal, of the H. Lesinsky Company, who was the first president of the Chamber of Commerce, and James A. Dick, who, during a period of a quarter of a century, have built up a business of which he and the community are proud.

There has recently entered into our ranks the big and intensely organized business firm of the Tri-State Grocery Company, under the leadership of Mr. George G. Franklin. This firm promises to bring to El Paso a splendid

trade, as the program which it has started is one that is worthy of any metropolis. The wholesale grocers who are engaged in a strictly wholesale business are:

F. S. Ainsa Company.  
M. Ainsa & Sons.  
American Grocery Company.  
Bray & Company.  
James A. Dick Company.  
Sam Goodman & Company.  
Juan de Stefano & Company.  
Tri-State Grocery Company.  
Trueba-Zozaya-Seggerman.  
Western Grocery Company.

As set forth in the forewords to this article, it is estimated that our grocery firms alone do an annual business of \$7,000,000.00.

### Hardware and Machinery.

It has been recently stated, and with good grounds for the statement, that El Paso ranks among the foremost distributing points for mining machinery and hardware in the world. When this statement is analyzed, it will readily be seen that we take into account the fact that El Paso serves the greatest single mining area in the United States—an area that takes in Arizona, New Mexico, West Texas and southern Colorado and northern Mexico. Arizona has the largest production of copper in the United States, and produces more copper than the next three states combined. This means that the largest payroll and greatest industries in the state of Arizona are among the biggest buyers of El Paso's hardware and machinery. There are 25 major mining companies in Arizona, 30 in New Mexico and 10 in West Texas. With the production curtailed, the mining output of Arizona in 1919 was \$174,559,388. There are approximately 40,000 men engaged in the mining industry in Arizona, 25,000 in New Mexico, 1500 in the Big Bend district of Texas, and more than 1000 American Mining Engineers in Mexico alone. The needs and equipment, therefore, of this special industry are very great, and due to its splendid service, El Paso has become a supply house for hardware and mining machinery for all this vast area.

Among the firms who take the lead in this field are:

### (Machine Work)

Baumgarten & Wyler.  
Snell Machine Co.  
Smith Machine Co.  
Alamo Machine Co.  
Krakauer-Zork Co.  
Momsen, Dunnegan & Ryan Co.  
El Paso Foundry and Machinery Company.  
Mine and Smelter Supply Co.  
The Westinghouse Electric & Machinery Company.  
Southwest General Electric Company.  
Darbyshire-Harvie Iron & Mach. Co.  
Ingersoll-Rand Co.  
Denver Rock Drill Company.  
Slaughter Electric & Machinery Company.  
H. L. Stevens.  
Southwestern Wrecking Company.  
Sullivan Machinery Company.  
Southwestern Electric & Mach. Company.  
George S. Thompson & Company.  
M. J. O'Fallon Company.  
Don A. Carpenter.

In this connection, it is worthy of note that, during the year 1919, the M. J. O'Fallon Supply Company of Denver, Colorado, a \$1,000,000.00 organization, opened up in El Paso a branch house with a stock of \$175,000.00, con-