



Jobbers' Department



quickly crystalized against going into Mexico because of unrest. The committee in charge of the excursion and securing members for the party worked hard and long, but because of lack of interest the excursion was called off on May 7th.

It was proposed that a Winter excursion be made by the Business Men of El Paso and emphasis was laid upon making a trip into Eastern New Mexico and West Texas.

The next activity of the Jobbers Department was the working out of a program for Trade Excursion in the form of Rebate of Fares to merchants buying in El Paso.

After weeks of investigation of this plan in other cities, it was finally decided by the committee of management to adopt the following program:

1. To all merchants residing within a radius of 300 miles of El Paso, whose purchases amount to \$1,500 or more, railroad fare both ways will be refunded.

2. To all merchants residing within a radius of 300 miles of El Paso whose purchases amount to \$750, one way fare will be refunded.

3. To all merchants residing beyond a radius of 300 miles of El Paso, whose purchases amount to \$2500 or more, railroad fare both ways will be refunded.

4. To all merchants residing beyond a radius of 300 miles of El Paso, whose purchases amount to \$1,250; railroad fare one way will be refunded.

In connection with this plan the El Paso Chamber of Commerce caused to be issued a rebate fare slip. This slip was furnished in quantities of 100 to all the jobbers and manufacturers participating in this privilege.

Our list shows that 41 firms entered into the agreement to rebate fares.

In like manner with the Manufacturers' Department, prior to the issuance of Greater El Paso, it was the program to issue weekly jobbing bulletins. These bulletins were not intended to serve as trade extension, but the data which went into them was assembled for the purpose of surveys; and the publication of these bulletins were solely to link up one jobber with another and bring about a spirit of co-operation.

This Department is of the opinion that were we not facing unusual trade conditions that the rebate of fares would have been more successful and a trade trip into Arizona and New Mexico would have been held during the Fall and Winter.

The situation, summed in a nut shell, is: Lack of production makes it difficult for the jobber to carry large reserve stocks and such stocks as he does get almost change hands on the bill of lading, much less being opened and distributed through the storerooms of the warehouses.

Being able to sell, conditional only upon having staple lines on hand, the jobber has been centering all his effort upon securing stocks. He has withheld from the ordinary reaching out after new trade, in the usual trade extension manner.

When stocks become normal, such programs as we have instituted will become appreciated. Participation in these trade extension activities by the jobbers is after all a matter of preparing against those days when production will assume normality.

We have been of special service in the matter of Traffic and Legislation to the jobber, but this service has been through other agencies than this department.

We have carried on considerable correspondence in the matter of trade extension; furnished many names of jobbers and trade lists to prospective customers for El Paso; we have conducted interesting and fruitful surveys; lost no opportunity to advertise El Paso as a trading center in all of our advertising, general

and special; emphasizing it in our industrial briefs; and re-emphasizing it in our special communications.

Through reference of letters to the trade; and the broad use of our Buyers' Index, we have been of direct service to the jobber and their co-operation in the building up of the Trade Index from quarter to quarter is the best demonstration that could be asked of their interest in this special program. The Index goes to 5000 merchants in the El Paso Trade Territory.

New Jobbing Firms During 1919

M. J. O'Fallon Supply Company—Stock \$175,000, handling plumbing and heating supplies, pipe valves and fittings, water work equipment, mill supplies etc.

Graham Paper Company—Stock of \$175,000—Paper and paper products.

Crown Cork & Seal Company—Branch house.

Roe-Beers Hardware & Implement Company—Capital stock \$100,000—Handling of all kinds of farm equipment and implements.

Juan de Stefano—Wholesale grocery.

Tri-State Beverage Company—Reorganized and placed upon bigger basis of operation than when known as El Paso Brewing Association.

Jessen Coal Company—Jobbers of feeds and fuel.

Frank B. Ezell Company—Reorganized during year.

Farrow-Crouch-Logan Company—Drugs, sundries and chemicals.

Sterchi Furniture Company—Retail furniture company which on the first of year took on wholesale business.

West Texas Saddlery Company—This firm has added a wholesale department to a business which formerly was retail.

Zelman-Katosky Company—Shoes and dry goods.

Tri-State Accessories—Exclusively engaged in wholesale of auto accessories.

Myer & Talbot—Branch house of Los Angeles firm, engaged in wholesale jewelry business.

Ackerman & Rosen—Wholesale dry goods and clothing.

Whistle Beverage Company—Manufacture and jobbing of soft drinks.

E. Klein—Dry goods.

The Titsworth Company—Wholesale and retail general merchandise, groceries and dry goods.

EL PASO OFFERS MOUNTAIN CLIMBING

(Continued from page 80)

is covered with blossoms, sometimes from 20 to 60 at one time. They are pink and yellow and are suggestive of a flame when seen at a distance. They are the last blossoms of summer. Following the flowers comes an egg shaped fruit with black seeds which is good to eat. The outside pulp is sour and allays thirst. None of the cacti is poisonous.

Pretty Blossoms.

One of the species of cacti which is most widely distributed all over the mountain, both near the base and on the ridge, is the ocotilla. Its stalks are blue gray in color and are covered with thorns. In summer they have very tiny leaves. The portion of the stalks near the base is wrapped up with several layers of parchment-like leaves. Its blossoms are red, growing in clusters at the tips of the stalks.

The century plant or maguey, grows on Center Franklin especially. Its growth is very rapid. It blossoms only once and dies immediately afterwards.

Larger plants are found also. On some of the shoulders of Center Franklin you will find dwarf cedar, dwarf oak and dwarf fern. The fern does not exceed four inches in height. The dwarf oak in many cases is not over three feet high, but it makes up for their discrepancy in its toughness.

The cottonwoods grow to be big trees. There are a great number of these around Canutillo Spring.

Where there is underground water the desert willow will reach over 50 feet in height. Its blossoms are pale purple and are funnel shaped.

Few Wild Animals.

There are few animals on the mountain. Those found are gray fox, wild cats, rabbits, jack rabbits and skunks. The horns of an antelope were found on Center Franklin.

Blacksnakes and black-tailed rattlers are found.

Among the birds there are hawks, night hawks, doves and humming birds. There is a very pretty humming bird nest in the arroyo above Cottonwood Spring.

BASINS TO NORTH OF EL PASO TO PROVIDE NEXT BIG OIL FIELD.

The discovery of oil in the Pecos-Toyah country, and the interest which has been manifested in this field by El Paso, has been the big oil news item of the new year. The actual presence of oil in the Pecos field substantiates the expectation that in due time discoveries will be made closer to El Paso. It can be said with a good deal of dependence that there is little acreage in the Southwest which is not in some way leased with a view to prospective oil developments; and when these developments materialize, El Paso will be a center of activity, of greater interest and results than any of the fields in North or East Texas.

The discovery of oil near El Paso will accomplish in one year what normal development can scarcely bring about in at least ten. Within six months after the Tularosa or Hueco Basins strike, down town rents will double and an already limited housing capacity will have to expand quickly to take care of a doubled population, and every city in the Southwest will be greatly benefitted.

This possibility is not idle conjecture. The discovery of a new oil field is much quicker and more intense than the old time "gold rush." The eyes of the oil world are on El Paso now. Six wells are drilling within ninety miles north of El Paso. Fifteen more will start soon. A strike on any one of them will mean a rush of eager, excited souls and capital into the new activity, the center of which will be El Paso.

Some sixteen geological reports have voiced an opinion as to oil north of El Paso. There has been no dissenting voice. There is a more positive opinion among the practical oil men of the Texas fields, that the basins to the north of us will provide the next big oil field, than there is at home. They are backing their opinion with heavy purchases of acreage.

1920 opens up with great activity in the Tularosa and Hueco Basins.

Oil investors of the Southwest are seeing possibilities of legitimate oil development. They will be largely instrumental in developing the vast oil possibilities at our doors. And we make bold to predict an Aladdin-like prosperity during 1920 as a result of oil production at our very gates. The possibility is here, backed by the opinions of the best geologists, and oil men in the country. And the nerve, brains and capital of the men who are trying to make this a reality stand more than an even break to be successful.