

# Pioneer EP Auto Dealer Robert Goff Dies Thursday

Robert L. Goff, 79, of 233 Pennsylvania Circle, El Paso resident and automobile dealer for more than 40 years, died Thursday.

Mr. Goff had been the owner of Goff Motor Co., and its subsidiary, Goff Investment Co., before his retirement a few years ago.

He came to El Paso in September, 1919, from Silver City, N.M. He first went to work for Tri-State Motor Co., which was owned

by the late J. W. Kirkpatrick. He worked for the firm only eight months, before starting his own Reo car dealership on the Hotel Knox ground floor, 216 W. San Francisco Ave., now the Greyhound Bus Depot location.

Mr. Goff later added DeSoto and Plymouth cars to his line. He stayed at his first location for 24 years. In 1942, he bought property at 1420 Texas Ave., and reportedly invested \$250,000 in a new plant. He was also selling Packards at that time.

He moved his DeSoto-Plymouth agency to Willow street and Wyoming avenue in 1957. He had invested more than \$350,000 in building the new plant.

Mr. Goff was a member of the First Baptist Church, El Paso; Masonic Lodge No. 130, El Paso; Scottish Rite bodies, El Paso; Shrine; Disabled American Veterans and American Legion Del Norte Post No. 58.

He was a World War I veteran.

Survivors include a nephew, Dr. Julius Rogoff of New York City.

Arrangements were pending with Harding-Orr and McFarland Montana Avenue Chapel.