

Dairy Founder Succumbs Here

Mrs. Mary S. Price Dies After Long Illness; Funeral Pending.

Mrs. Mary Smith Price, 71, pioneer El Paso business woman who started with one cow and developed the largest dairy organization in the Southwest, died Sunday evening at her home, 2710 Silver Street, after a confining illness of more than a year.

Mrs. Price, an El Paso resident for 32 years, founded Price's Dairy in 1906, slowly increased the number of her pedigreed herd, managed and directed the affairs of the growing company until 1919, when she surrendered some of its responsibility to her older sons.

Remained Active.

However, she continued her active connection with the dairy company and served as its president until 1929. She retired from active participation in the management in 1930, but kept in touch with its affairs until illness forced her to give up all activity.

Mrs. Price was born April 1, 1866, at Ashton, West Virginia. She was graduated from Denison University, Granville, Ohio, and married Mark E. Price at Newark, Ohio, in 1890. She lived there until 1905, when she came to El Paso.

Two of her children, a daughter,

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Frances, and a son, Thomas Dwight Price, died here in childhood. Her husband died in 1908. Despite the responsibilities of a growing business she was able to educate her four sons and personally train them to take over control of the dairy company.

With all her family and business responsibilities, she found time to take part in the work of her church, the First Baptist Church. She held a deep and abiding affection for the old church building at Magoffin Avenue and Virginia Street, where her brother, Dr. Robert Bruce Smith, served as pastor from 1898 to 1908.

Repaired Old Church.

When the old church was abandoned, it was through her generosity that it was later repaired and remodeled and used as a mission Sunday School and for preaching services.

Mrs. Price is survived by four sons, Russell A. Price of Albuquerque, Robert B. and David E. Price of El Paso and Paul Price of Vinton, Texas; a brother, David W. Smith of West Asheville, N. C., and two sisters, Mrs. W. F. Burdette of Elizabethtown, N. J., and Mrs. T. W. Meadows of Roanoke, Va.