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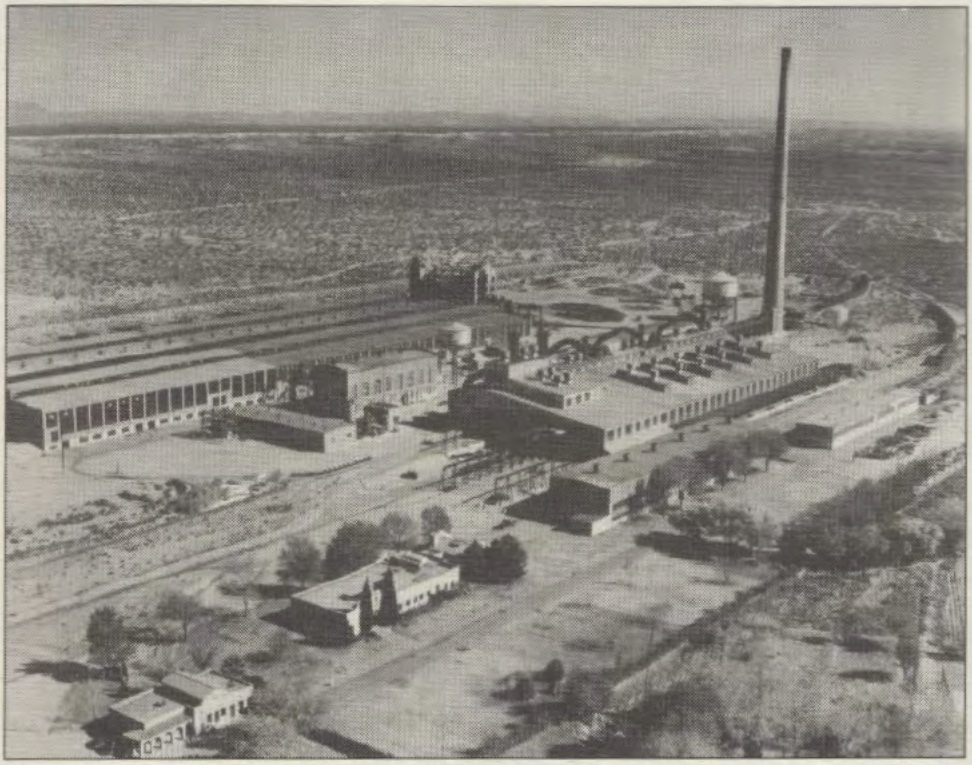

Phelps Dodge in the 1940s looking northeast.
All photos in this article were provided by the author.

Entered as periodical mail at El Paso, Texas

phelps dodge

Red Metal on the Río Grande: How Phelps Dodge Came to El Paso

By George Bailey

In the late 1920's, the dusty border town of El Paso was chosen over Los Angeles, New Orleans, and Houston as the site of the world's largest copper refinery—a facility that would, in time, handle nearly a quarter of the world's copper and employ nearly one thousand people. How the mining giant Phelps Dodge and its partners came to El Paso is a study in three of the cornerstones of American economic history: railroads, mining, and the United States industrial juggernaut of the early 20th century.

Phelps Dodge and its president, Walter Douglas, were already well known in El Paso when he and a retinue of secretaries and accountants arrived in his private rail car in August of 1928. They had come to the city in 1902 as the El Paso and Southwestern Railroad, with Douglas as superintendent. Since before the turn of the century, Phelps Dodge had operated the Arizona and Southeastern railroad, connecting its outlying mines and smelters with the established Southern Pacific and Santa Fe railroads. Douglas decided to build his own railroad to El Paso when he found the Southern Pacific's terms for hauling the company's Arizona copper to be unacceptable. An industrial company couldn't build its own main line railroad today, but the Southwest was still a developing frontier in 1902, and Phelps Dodge was fast becoming a powerful company.

The El Paso and Southwestern ran from Bisbee, Arizona and points south and west, through Hachita, Hermanas, and Mount Riley, New Mexico, south of Deming, and into El Paso with yards

and a freight depot at Florence and Campbell streets. Construction started in 1901, and an agreement on routing through downtown El Paso was concluded by Douglas, after long and acrimonious negotiation, with Mayor Hammett and city council on May 16, 1901.[1]

The history of the El Paso & Southwestern includes an astounding skirmish between the Southern Pacific and Phelps Dodge in the desert near Deming. The Southern Pacific didn't want Phelps Dodge in the main line railroad business, and did everything in its power to prevent completion of the competing line to El Paso. Materials needed for construction had to be brought in by rail, and, ironically, the only railroad in the vicinity was the SP, which promptly raised freight rates to the maximum. Not to be outdone, Douglas decided to build a branch line to Deming to connect with the friendly Santa Fe Railroad, assuring prompt and cost-effective delivery of the materials.

The only problem was the necessity of crossing the Southern Pacific main line en route to Deming. The Southern Pacific wouldn't permit it. Douglas sent an engineer named Darbyshire to the scene with orders to get the crossing accomplished. When he arrived, he found an SP switch engine parked at the crossing site, and two guards marching up and down the tracks, with orders to prevent the crossing from being built, or any materials brought across. What happened next was remarkable, even for 1902. Darbyshire abducted the SP guards at gunpoint and locked them in a boxcar. He then flagged down and stopped all SP trains on either side of the crossing until the branch line could be completed and the materials brought across. Before the stunned SP could respond, Darbyshire had brought five hundred cars across, including eighty cars of construction materials. The rail line went on to El Paso, and Darbyshire remained in good standing with the company, despite Southern Pacific protests.[2]

Railroad magnate E. H. Harriman took over the Southern Pacific shortly after the El Paso & Southwestern was completed, and decided that it was better to have Phelps Dodge as a customer than a competitor. The SP had had enough of Walter Douglas and his wild-west business methods. Peace was made, and the SP bought the EP&SW from Phelps Dodge in 1924 and operated it successfully for many years. Douglas became a member of the board of the Southern Pacific, and remained on it until his death.[3]

Douglas' business in El Paso in 1928 was copper, not railroading. He had often been in the city on El Paso & Southwestern business, and planned to see old associates while putting up at the Hotel Hussmann, now the Cortez building. "Mr. Douglas is almost an El Pasoan," the *El Paso Herald* had said. He was especially welcome on this visit, since he carried in his satchel papers finalizing the purchase of 580 acres of land near the valley community of Ascarate, to be used for the location of the world's largest copper refinery. It would be financed by Phelps Dodge and built and operated by the Nichols Copper Company. A third partner was the Calumet and Arizona Copper Company, miners in the Bisbee area, soon to be merged with Phelps Dodge. Douglas, as president, had brought his fledgling mining company from little more than a group of prospectors looking over their shoulders for hostile Indians at the Copper Queen Mine in Bisbee, to a position of leadership in the booming American copper industry. A Phelps Dodge miner since before the turn of the century, and president of the company since 1917, the El Paso refinery was to be his last big undertaking.

If Phelps Dodge was the financial muscle behind the project, the Nichols Copper Company, a 1920's version of a high-tech company, was the brain. Founded by the chemical genius William Henry Nichols, the company was the pioneer copper refiner in the United States, and was recognized worldwide as the technological leader. Nichols is considered one of the inventors of modern electrolytic copper refining. Since the 1870s, his company had operated a copper refinery and occasional custom smelter at Laurel Hill on Long Island, New York. He began refining Phelps Dodge's copper at Laurel Hill in 1895. He was also chairman of the Allied Chemical and Dye Company. Nichols would be seventy-nine years old in 1929, but he and his son, Charles W. Nichols, still actively ran the company. Their plan was to refine Phelps Dodge's Arizona copper at El Paso, and to free Laurel Hill to handle imported copper and copper scrap generated in the eastern United States.

A white-haired old man who still worked hard six days a week, William Henry Nichols was not only a great chemist, but a formidable businessman, who wasn't afraid to take action and risk his money and that of others when he had an idea. A story from his chemical career gives insight into his character.

Shortly before World War I, Nichols was being honored by a group of German industrialists at Ludwigshafen, on the Rhine River. During dinner, he asked the man on his left, "Why is it that we in America don't make aniline oil?" The German answered arrogantly that American coal was not suitable for the distillation of oil. Nichols was provoked. He later said, "Just like the little boy who never thought of shoving beans up his nose until somebody told him not to do it, I had never thought of making aniline oil until they told me I could not do it." When he returned to the United States, he organized a company for that purpose with the help of officials of an earlier company who had been driven bankrupt by the Germans. For three long years, Nichols fought stubbornly against the German trusts, selling oil far below production costs in order to put pressure on his competitors. Just when bankruptcy threatened, he and Nichols Copper Company were saved by the bell—the bell being the outbreak of World War I. The company prospered with wartime orders, and eventually grew into the giant Allied Chemical and Dye Corporation. The German competitors, with the rest of Germany, went down in defeat.

The refinery in El Paso would be Nichols' last project. He died in Hawaii less than a month after the plant startup.

Chimney under construction. Look carefully—is that a scaffold beside the letter P?

Copper refineries are expensive to build. The Nichols refinery in El Paso cost four million dollars in 1929. The cost today of building a new plant of the size of the present Phelps Dodge refinery would be over $600 million. Due to the high capital cost, only twenty refineries have been built in the United States—five were built in 1891-92, and ten of the twenty had been built by 1911. Nearly all the early plants were "custom" refineries, built by refining com-

panies which would sell the service of copper refining to mining companies. The exceptions were two Montana refineries, at Anaconda and Great Falls, built by the Anaconda Copper Mining Company and the Boston and Montana Consolidated Copper and Silver Mining Company. These two companies slugged it out in the famous "War of the Copper Kings" in Montana, and both refineries were eventually owned by the Anaconda Company—by far the boldest mining company of that day. No other mining company was to build its own refinery until 1950.[4]

Kennecott built a big, new refinery and smelter at Garfield in Utah, in 1950. The first manager of that facility was Harry Shaw, who later became the assistant works manager for Phelps Dodge at El Paso. Harry's son, John Shaw, later managed the American Smelter and Refining Company, better known as ASARCO, in El Paso for many years.

Copper of the high purity produced by electrolytic refining is used mainly for drawing through dies into wire. High purity is essential for both ductility and for the electrical conductivity of the wire. Before 1891, there was little electrification, and much copper was fire refined in furnaces to be used for brass, cast shapes, and other fabricated products. Electrolytic refining was little more than a highly technical way to get gold and silver out of copper. In 1891, the electric power generator was improved significantly, which both encouraged further electrification projects and made the operation of electrolytic copper refineries more economically viable. This development, an example of synergy between two industries, caused a rapid expansion in the refining business. The number of privately operated custom refineries increased to ten by 1911.[5]

It has always taken a crisis to bring about big changes in the copper industry. A crisis occurred in 1921, when a postwar drop in the demand for copper left companies like Phelps Dodge, ASARCO, and Kennecott with a problem of oversupply and unsold inventories. These companies consistently lost money throughout the twenties. Meanwhile, Anaconda responded with characteristic aggressiveness, implementing a strategy to stabilize its markets and inventories. Within a few months, the Montana copper giant purchased both the largest fabricator of copper in the country, The American Brass Company, and the world's biggest body of

copper ore, the Chuquicamata in Chile. Anaconda thus became the first fully integrated—mine to finished products—copper company in the United States.[6]

The success of this strategy was not lost on the other companies, all of whom moved to integrate during the twenties and thirties. One by one, the custom refineries, as well as many of the fabricators, were bought up and became part of the integrated mining companies. Phelps Dodge was on the road to integration when it agreed with Nichols to finance the western refinery through purchase of Nichols Company stock, amounting to about forty per cent of the company. It was one of the last mining companies to integrate. It was, and still is, a characteristic of Phelps Dodge to be late to move, but to move very successfully.

Phelps Dodge also had options on land in Los Angeles, Houston, and New Orleans, but the company selected El Paso as the site for their refinery. A look at a map shows that El Paso is a bottleneck through which copper coming from Arizona mines and bound for the East or Midwest must pass. The plot of land that Douglas would purchase that day was adjacent to the main line of the Southern Pacific and to U. S. Highway 80, then the main highway into El Paso from the East. A second SP line, also originally built by Phelps Dodge, ran northeast, out of the city toward Tucumcari, New Mexico, and beyond. Transportation costs are a major consideration in the copper business. If the refinery were being built today, it would almost certainly be located with access to port facilities, so El Paso would not be selected. In the 1920s, however, little copper was exported, and imported copper came to the east coast.

An important consideration was energy. West Texas was an excellent area for an industry that used natural gas, which would provide the fuel for the plant's furnaces. Gas supply was already in place in El Paso, supplying many homes as well as the American Smelter and Refining Company's Smelter.

Electric power was another matter. A copper refinery is a prodigious user of electricity. An efficient refinery using the Nichols technology of 1929 would require about 200 kilowatt-hours of electricity per ton of copper produced. A large refinery, then, would have a power requirement equal to that of a small city such as Roswell, New Mexico. Power in this quantity was not immediately available.

The problem was solved by the El Paso Electric Company. Because of the anticipated demand of the copper refinery, the utility constructed the new Rio Grande Power Plant at a cost of five million dollars. Mayor R. Ewing Thomason was on hand to throw the switch starting the plant in November of 1929. Electric power for the Nichols plant was thus assured. In some succeeding years, the power demand of the refinery approached twenty five percent of the total generation of the utility.[7]

Labor was not a concern, although it became apparent during construction that skilled labor was in short supply, a problem that companies still face in El Paso. The wages to be paid at the refinery would approximate those at the copper mines in Arizona. Nichols was a firm believer in paying competitive wages as he had always done successfully at Laurel Hill. "Cheap labor," he said, "is always expensive."[8]

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El Paso's financial institutions also helped convince the partners to choose El Paso. "I know of no city," said Charles W. Nichols, "with better banks than El Paso." C. N. Bassett, president of the State National Bank, with Mayor Thomason, was a featured speaker at a banquet given by Nichols to mark the plant opening on January 28, 1930, at the Hussmann.[9]

Walter Douglas bought a tract of land that wouldn't have attracted many speculators at the time. Leaving the farming hamlet of Ascarate toward the east, both the railroad and Highway 80 made a sharp right turn, generally paralleling the course of the Rio Grande. This curve became known to railroaders as Texaco Curve, and to motorists of the thirties and forties by the more ominous name of Dead Man's Curve. El Paso Drive and Alameda Avenue meet here now. North Loop Road started here, at Womble Boulevard, which crossed the tracks and continued east toward Ysleta. Just off North Loop Road and about eight miles east of downtown El Paso were five hundred-plus acres of desert, sloping slightly from north to south, about a mile and a half from the border with Mexico. The biggest arroyo in the area ran

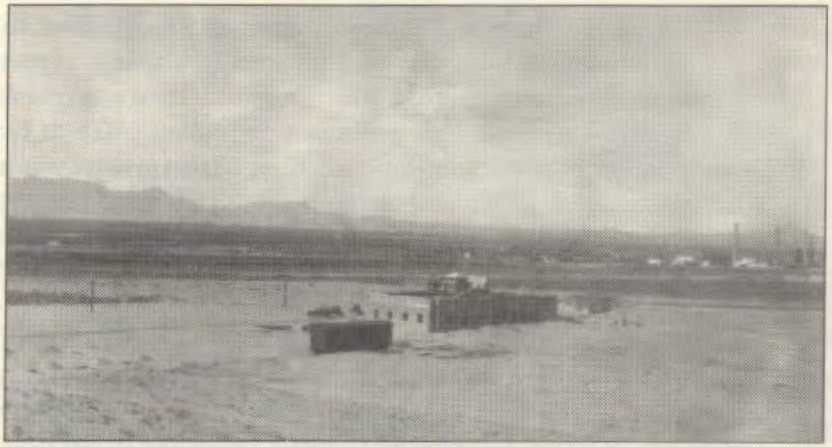
down the middle of it—the arroyo is normally dry 364 days of each year but a raging torrent on the 365th day. This storm water runoff was an annoyance to the refinery in 1929, and became a serious environmental problem in later years. Connection to the railroad and the utilities was easy. Oil refineries were already going in just to the west. This then was the land that Douglas bought.

North Loop Road in 1928 divided the desert from the town. Just south of the road, and continuing to the bosques along the river, were cotton fields, crossed by irrigation and drainage ditches lined by ancient cottonwoods. This area was one of the most productive cotton growing regions, acre for acre, in the country. Groves of fruit and pecan trees were common along the Franklin Canal. Through these fields ran Highway 80 and the railroad. Some families had been here for hundreds of years, since the days of the Spanish. This was the old Lower Valley, a long-gone corner of the world. The neighborhoods of Ramona and Lakeside would be built here in the late 1940's and early 1950's.

The oldest building in Texas was five miles away, in Ysleta. Highway 80, running right down the middle of the valley, was a classic rural highway—farmhouses, and cotton gins sharing the roadside with tourist courts and the occasional honky-tonk. The road was lined with big cottonwoods that formed an arch over the highway, so the drive to and from Ysleta was a favorite activity for El Pasoans, who tend to appreciate trees on the rare occasions when they see one. A surprising number of drunks crashed into these trees over the years.

The equally pleasant upper valley, west of El Paso, tended to attract the more affluent country club set, then as now, while the lower valley was more working class. There seemed to congregate there a fair number of people whose idea of a good back yard was a couple of junked cars and a mean dog. Many of the tradesmen and construction workers on the refinery project came from the area, and valley agricultural workers were among the first and hardest working of the plant's hundreds of laborers. The valley boys were convinced that men from El Paso or from other cities were not equal to the hard work of copper refining.[10]

The area was less civilized in 1928 than it is now, largely because of the Rio Grande and its bordering bosques. The river meandered around, often changing its course, and creating a wide flood plain, overgrown with salt cedars, known as the bosque. If



Early 1929, looking toward downtown El Paso. The Juárez Mountains and Mt. Cristo Rey are in the background.

you went into the bosque, you were not quite sure which country you were in. What is now Ascarate Park, for example, was sometimes on the south side of the river. Smugglers and cattle rustlers from both countries haunted the area. It was a true no-man's land.

The site was well outside the city. Except for the settlement at Ascarate, the nearest buildings were three miles away, near the present Loretto Academy. Highway bus service from El Paso stopped near the present Fox Plaza. Douglas and Nichols didn't relish the distraction of coming under a city government, and had elicited a promise from Mayor Thomason that the refinery would never be annexed. This may say something about politicians' promises, but the explosive growth of the city could not have been foreseen in 1928. The Phelps Dodge plant was annexed in 1949, and is today near the population center of El Paso.[11]

The land was typical Chihuahuan Desert—sand dotted with mesquite hummocks and the ubiquitous creosote bush, called "gobernadora" in Mexico. From the site of the plant the desert continued to the distant Hueco Mountains, interrupted only by the lonely Carlsbad Highway. As late as the late 1980s, Phelps Dodge retained nearly 300 acres of unspoiled desert right in the middle of El Paso, bounded by the curve of Hawkins Boulevard and by North Loop Road on the south. Coyotes roamed here as late as the sixties—an occasional unfortunate ending up as roadkill on North Loop or I-10. The Copperfield Industrial Park is there now.

Word of a new major project spreads like wildfire through the metallurgical industry, and invariably attracts experts and would-be experts in the field who are in search of opportunity. In the twenties El Paso was perceived as a good place to live and work compared with most mining camps. When ground was broken in December of 1928, Nichols had already recruited several key people who would go on to high positions with the company, including the future New York office Vice President J. P. "Jack" Dyer, and future works manager Bill Knowles, both out of the South American mining industry. W. H. Hubbard of New York, a former Laurel Hill manager, was brought in as a consulting engineer, and spent most of the thirties in El Paso. Retired General William Jefferson Glasgow of El Paso, a member of the prominent Magoffin family, and at one time the oldest living graduate of West Point, took over the Personnel Office.

Nichols hired Frederick M. Shaw as project manager. A common practice of the time was for the engineer who built a plant to run it, and Shaw would become the first works manager of the refinery. During construction, and as manager, Shaw lived in the Toltec Club on East San Antonio Street, and, in addition to managerial duties, hosted many dinners and banquets for visiting and local business dignitaries both in El Paso and at his favorite place in Juarez, the Central Café. An *El Paso Times* photo from 1929 shows Shaw as a smiling, youngish man in a white John B. Stetson hat.

Archer Wheeler, consulting metallurgical engineer with offices in New York, was retained as chief design consultant for the plant. Wheeler was closely associated with the Nichols company, and was the world's best known engineer in his field at the time. He was also to participate in design and construction of Canadian Copper Refiners' plant in Montreal East, Quebec, now the principal refinery of the Canadian copper company, Noranda. Design similarities between the two plants are striking, even today. They resemble each other the way adult brothers or sisters often do, enough alike to be recognizable, and different enough to be individuals. The Montreal refinery was also a Nichols project, in collaboration with Canadian mining companies. Phelps Dodge and CCR were associated for many years, and still retain a close relationship. The first CCR manager, H. S. McKnight of Nichols, initially reported to El Paso manager Jack Dyer. CCR General

Mules belonging to Chris P. Fox doing excavation work.

Superintendent George Kent came to El Paso from Montreal in the fifties to supervise the El Paso tankhouse, and retired in El Paso.

The construction project was a great thing for area jobbers. All the major construction-related companies were involved, including The H. T. Ponsford and Sons, general contractors; Joseph E. Morgan, general contractor; Robert E. McKee, general contractor; and the Weeks Roofing Company, which must have been delighted to roof the four-acre tankhouse. Braunton & McGhee, a New York firm, were the architects. Chris P. Fox, later county sheriff and "Mr. El Paso," did hauling and erection work through Chris P. Fox, Inc. The Fox firm handled some of the biggest equipment, including the fifty-five-ton transformers, and performed excavation work in many cases with mule and horse-drawn equipment. The International Brick Company provided fifty carloads of radial hollow tile for construction of the chimney. The Houston Cooperate and Tub Company built a $75,000 plant to provide barrels.

As a construction feat, it was remarkable. Ground was broken in December, 1928, and the plant was officially opened in January, 1930. This means that one of the world's big industrial plants—a 100,000 ton per year copper refinery—was built and started up in just a little over one year, using animal-drawn excavation equipment and extensive manual labor. What mechanized equipment there was would today be welcome in museums. Some was steam-powered. This feat could not be duplicated today—not in the United States or anywhere else. The obtaining of permits alone would

take longer than the entire Nichols project took in 1928 and 1929. The cost was four million dollars; cost to build a similar facility today would exceed two hundred million, and the project would take a minimum of three years to complete.

"I never saw so many rattlesnakes in my life," remembered a pipefitter who worked on the project. "One fella had a fruit jar full of rattles he'd collected. Another guy was bit by a centipede. You never know how many animals are out there 'til you start digging up the country."[12]

The people who built the Nichols plant had a wild west look to them. Many wore the slouch hats and long dusters seen in early cowboy photographs, and others the big Mexican sombrero. Not a single man is seen bareheaded in the early photographs of the plant and its construction. None of them wore glasses, except for welders and ironworkers, who wore goggles. Tradesmen dressed in overalls. There were no women. This group got together in 1931 for an anniversary dinner at the Central Café in Juarez. A group picture which was made was displayed in an historical exhibit at El Paso's Central Library in 1998.

Unemployment was low in El Paso in 1929, although the same wouldn't be true a year or two later. The first problem faced by Mr. Shaw's Nichols construction team was the shortage of skilled labor, such as mechanics, millwrights, and electricians.

Unemployment was low in El Paso in 1929, although the same wouldn't be true a year or two later. The first problem faced by Mr. Shaw's Nichols construction team was the shortage of skilled labor, such as mechanics, millwrights, and electricians. Most of these had to be recruited from outside, many from the western mining camps, and a few, with Nichols connections, from New York. Carpenters and bricklayers were available, if not abundant, in both El Paso and Juarez, and local labor was available and willing.

Nichols was its own general contractor, and subcontracted special jobs, which included the construction of the substation, by Stone and Webster, and leadburning. El Paso firms were hired to pour concrete, do rigging and hauling, and to construct the offices and residences.

There is one Phelps Dodge structure that is well-known to all El Pasoans. The 410-foot brick chimney, located just south of Cielo

Vista Mall and just north of Ascarate Lake, dominates the skyline of the Lower Valley. This was a remarkable construction feat in itself, and something the Nichols crowd was happy to turn over to experts.

It is not properly a smokestack, although through the sixties much wood smoke and copper oxide came out of it. It is actually a draft chimney for the reverberatory furnaces, which require draft as does a fireplace. When built, it was the tallest structure in Texas, the highest chimney west of the Mississippi, and the second highest in the United States. Nichols hired the Custodis Chimney Construction Company of New York to build it.

The newspapers mentioned the structure frequently, saying once that the base was "big enough to hold a dance therein." The diameter on the inside is actually thirty-three feet at the bottom, and thirteen feet at the top. Seventeen hundred tons of radial chimney blocks, all laid by hand, were used to build it. Workmen stood on scaffolds, which were hoisted higher as construction progressed. Brick and mortar were hoisted up by a small boom crane using an electric hoist motor on the ground.

Two thirds of the way through the project, two bricklayers got into a fight on the scaffold, some three hundred feet in the air. No one remembers the reason for the high-altitude altercation, but it must have seemed like a good one at the time. At another time, an engineer was inspecting the work about a third of the way up, and decided to ride down on the "ball" of the hoist, that is, the hook. This is a practice that is strictly forbidden today, but common in those days. When the hoist operator brought him to a halt just short of the ground, his hands had to be pried off the cable.

Steel bands were placed around the chimney for support, and two landings, one halfway up and one at the top, were added. Today, construction and repair supervisor, Andy Lopez, is the only refinery employee who has been to the top of the chimney. In years past, night patrol watchman Eddie Davidson climbed to the top at night. Davidson, a former boxer, had a reputation for boldness. He would surely have been fired if this expedition had come to light.[13]

A 700 foot deep well was drilled to provide water for the plant. The original system pumped 800 gallons per minute from the ground. This was expanded over the years by the drilling of nine new wells, reaching a pumping capacity of 1600 gallons per

minute, until recent equipment was installed to reclaim most of the water. Phelps Dodge still operates its own water system, using city water only for the residences and emergencies.

The 1,152 electrolytic tanks in the tankhouse were lined with 1200 tons of lead sheet, and the miles of piping were also lead. This was the best material at the time to withstand the corrosive acid solutions used in the process. The job of leadburner, a trade that specializes in the fabrication and repair of lead equipment, became one of the highest paid at the refinery. Some two hundred pumps and their lines were installed in the tankhouse, for the pumping and handling of over a million gallons of acid solution, as well as water and steam.[14]

Six miles of narrow gauge railroad were built for material handling. Motive power was by battery-powered electric locomotives, plugged into direct current chargers at the power house every night. The power house contained the motor-generator sets that converted incoming alternating current from the substation to the direct current used in refining copper.

The furnace refinery was a big plant in itself, second only to the tankhouse in size. Three big reverberatory furnaces were constructed, each with a waste heat boiler attached. These furnaces were of complicated and unique construction. They were completely lined with refractory brick inside, silica brick used above the "metal line" of the molten copper, and chrome and magnesium-based bricks below the metal. The brick liner was supported by a steel shell which was in turn supported by steel beams called buckstays. Huge springs separated the buckstays from the shell, allowing it to expand and contract with temperature. The entire structure was free to move, which was necessary to avoid cracking the brick. A leak in a furnace floor is dreaded above all things.

The roof, also of brick, was suspended, each pair of steel-clad bricks attached to a steel hook, and hung from a steel cross-rod. The hardest job ever done at the plant was the replacement of these roof bricks while the furnace was operating. The bricklayer had to climb out over the crossrods above the glowing hearth of the furnace and hang replacement bricks with their hooks. The heat was unimaginable. The union later fought long and hard to allow some cooling of the furnaces before roof brick replacement was done.

The furnaces had three large doors on one side for charging the copper, and a small door on the end for removing slag and for "poling," the insertion of wood poles which reduced the oxygen

content of the copper as they burned. Big hardwood tree trunks, up to thirty feet long and two and a half feet in diameter, were used for this purpose; a large pole completely burning away in about twenty minutes. Smoke from these poles is what was seen exiting the chimney in years past.

The poles came from Alabama and Oklahoma, since big hardwood trees are not abundant around El Paso. Strange animals often arrived with the pole shipments, like skunks, snakes, and feral cats from the Alabama woods. Raccoons took up residence at the cooling lakes. Once a beehive in a hollow trunk routed the employees unloading the poles, who fled from their crane and abandoned a pickup, the motor still running and the doors standing open, and the cab full of swirling clouds of angry Alabama bees. On their way back with C02 fire extinguishers to "freeze 'em out," they were stopped by manager Billy Spoon, who happened to be a beekeeper. Spoon donned protective clothing and captured the bees, who later proved to be productive and successful Texas immigrants.

Although construction was not complete until mid-1930, the first refined copper, in the form of starting sheets, came out in October of 1929, and the first cast wirebars, the plant's finished product, came in January, 1930. Ernest "Cowboy" Clark ladled the first 250 pounds of molten copper into the wirebar mold.

The Nichols refinery was off and running.

These furnaces are now obsolete, although one of them was still operating as late as 1991, the last in the United States to use wood poles. More modern melting and fire-refining equipment uses piped-in reformed natural gas to reduce oxygen.

GEORGE BAILEY is a native El Pasoan, born and reared in the Lower Valley. He graduated from Ysleta High School and from the University of Texas at El Paso in 1969 with a degree in metallurgical engineering. He joined Phelps Dodge as a foreman in 1969 and retired in 1998 as vice-president and manager of El Paso operations. He is currently a director of the United Bank of El Paso del Norte.

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Growing Up Next to Fort Bliss

By Frank G. McKnight

It was the summer of 1930 when my parents, Arthur and Frances McKnight built a house in Austin Terrace. My father, the manager of Aetna Life Insurance Company, had selected a site about five blocks from the "south" gate of Fort Bliss which gave me the privilege of entering the newly built Coldwell School in September of 1930.

My first memory of Fort Bliss is a two and a half ton canvas-canopied truck which followed a route from Coldwell School to Fort Bliss, thence east on Hastings to the vacant McNary estate, now a Franciscan monastery, where the truck had to slow down to make the turn onto Crescent Circle. That truck was the school bus for me and for perhaps ten or fifteen children from Fort Bliss. To avoid the five block walk from school to my house, it didn't take me long to make friends with some of the kids from Fort Bliss and somehow talk my way onto the Fort Bliss bus. Among these early friends were Bobby and Jane Stickman, Jack Boniface, Lowell Cannon, and Billy Shrout. Incidentally, Billy was the son of Master Sergeant Shrout, an excellent horseman who taught advanced equitation to Fort Bliss children. Somehow I managed to get into some of these classes.

A group of El Paso men, which included attorney Louis Scott and banker Charles Bassett, as well as my father, went on an annual deer-hunting trip to a ranch near Marfa. Sergeant Shrout, who was called to active duty as a major in 1940, was a regular member of this group. The commanding general of the 1st Cavalry division was often invited to join the group and was quickly told that no one in the group was to recognize rank and that every one was on a first-name basis. It must have worked out well as most of the commanding generals attended several hunts.

Actually, our family's connection with Fort Bliss goes back a lot earlier than 1930. My mother moved to El Paso as a young lady in 1914 and was courted by two or three officers from the fort. One, a Lieutenant Annins, wrote to her while she was visiting her brother in Hillsboro:

> This is the general program that I have been following each week. Monday night a small and 'select' crowd of us go over to the club and dance to the music of the nickel piano; Tuesday the post hop takes place; Wednesday, the country club; Thursday, I try to make a few calls around the Post; Friday night we get a crowd together and go down to "Struggls"; and Saturday the club again.

It would appear that the officers stationed at Fort Bliss had a fairly active social life in 1914.

My father was courting my mother in 1914 and on April 27 she wrote:

> Are you excited over the Mexican American situation? Everyone here has been much wrought up, and we have read "Extras " by the dozens, but things are now quieter and we feel there is no danger even if there is a war. We are so well protected and the army is so alert. The 6th Field Artillery has just passed by returning to Fort Bliss. They camped last night somewhere in town where they could protect us.

The assassination, on June 28, 1914 of Archduke Francis Ferdinand furnished an excuse for Austria-Hungry to settle its quarrel with Serbia. Europe had been divided into two camps. Germany, Austria-Hungary and Italy were members of the Triple Alliance, or Central Powers: Russia, France and England formed the rival Triple Entente Powers, later called the Allies. Mexico was a shaky neutral. Germany tried to get Mexico to join the Central Powers and made an offer which might have appealed to Mexico. In secret negotiations Germany offered to back Mexico in its claim to regain Texas and the land ceded to the United States at the conclusion of the War of 1848. Failing this, Germany wanted Mexico to remain neutral.

The troops at Fort Bliss were deployed along the Mexican border to keep a watchful eye on our neighbor to the South. This

deployment is recorded in a letter to my mother from Lieutenant Roy Henry of the 12th Cavalry, it reads:

> We had a quite uneventful trip here. Stopped for five hours in San Antonio to feed and rest our horses . . . . . At a most desolate place by the name of Harlingen the squadron split up, B remaining there, A to San Benito, D to Douma and good old C, with yours as ever, coming here to Mercedes.

Service with the Cavalry in the 1930's was fairly unique in that there were only a few posts with cavalry units. Among these were: Fort Bliss, Fort Clark, Fort D.A. Russell, Fort Huachuca, Fort Riley, the Philippines, and the Panama Canal Zone. Thus, the children of cavalry officers who were transferred to Fort Bliss often found friends that they had known at another post.

Around 1933 Lieutenant Colonel and Mrs. Lucius Patterson, the "post" doctor, moved into our Austin Terrace neighborhood with their son Pat, who quickly made neighborhood friends. He was, however, particularly close to Louis Scott and Buddy Roderick as they were about the same age. At the time, the Officer's Club contained a number of nickel and dime slot machines. Mrs. Patterson was a slot machine addict and once several of us kids were present when she hit the jackpot on one of the nickel machines. She let each of us grab a handful of coins.

I would often attend the movies at Fort Bliss on Friday or Saturday nights, as the "adult" price was fifteen cents versus a quarter in the theaters in downtown El Paso. After attending the movies one summer night, Tommy Polk and I were walking home when we saw the commanding general on the parade ground in front of his quarters, resplendent in his nightshirt. He was trying to turn off a sprinkler that was shooting water about thirty feet in the air. He was getting soaked and we were having a good laugh until the military police came and took us to the MP station. They had us call our parents to come and pick us up. Our parents refused. The MP's gave us a warning and sent us walking.

Pat Patterson, Louis Scott, and Buddy Roderick had also attended the movie and were walking home about five minutes ahead of us. Tommy, the son of Col. and Mrs. Harding Polk, and I were sure that they were the culprits who had turned on the

water. I told them the next day that the MP's knew that they had turned on the sprinkler and that Louis and Buddy would be barred from the Post unless they went to the MP's and confessed. No confession was made; I think they just avoided the post for the next few weeks.

My Coldwell school classmate, Lowell Cannon, was the son of an army Major. About this time I was in the chicken business and traded him two chickens for a pair of mallard ducks. My father heard of the trade, he told me that I had taken advantage of my friend, as the ducks were far more valuable than the chickens. He instructed me that I was to offer to trade back if Lowell was not happy. Lowell was satisfied. The duck's wings were trimmed and the fishpond in the patio became their happy home. They were named "This" and "That." Alas, a couple of years later, after they had eaten all of the goldfish, they ended up on our dinner table.

Every fall, a horse show was held on the parade field at Fort Bliss to which civilians were invited to participate. There were various classes of events for both children and adults. In 1934, Arthur and Charlie Bassett concocted to have me enter a children's walk, trot, and canter class riding a sway-backed retired draft horse that stood over 18 hands. His hooves were the size of dinner plates and they had to use stove wire to extend the cinch in order to get an English saddle on him. I entered the class but was never able to make him canter. Nevertheless, I was awarded a white ribbon as the horse had turned white with age.

In the 1930's the pay was not exactly generous for army officers. One way to increase one's income was to own your own mount. In addition to maintaining and feeding the horse, I think the government paid the officer who owned his own mount fifteen or twenty dollars a month. This was a fantastic return on a two hundred dollar horse and increased the officer's take-home pay by perhaps ten percent. The limit was two horses.

Another benefit of army service during the depression was cheap gasoline. Hal Gambrell remembers going to Fort Bliss with his father and purchasing gasoline for six cents a gallon. Hal's father was a colonel in the reserves who had "post privileges."

There was a close business and social relationship between El Paso and Fort Bliss in the 1930's. Annual receptions and dinner dances were given at the El Paso Country Club to honor the officers and ladies of Fort Bliss and William Beaumont Hospital. I learned from a newspaper clipping that one such formal dinner was given on November 9, 1935 and that Mrs. Arthur McKnight was chairman of the ladies committee. Dinner was served in the dining room from 7 to 9 pm at a cost of $1.50 per person. Incidentally, first class stamps in 1935 cost two cents each.

The Officers' Club had one of the best swimming pools in the city and officers' children were permitted to bring guests. If we couldn't find a friend to admit us, we would sneak in. The lifeguards had seen us so often; they thought we belonged there.

On many Sunday afternoons, there was a polo game at the fort. I remember one around 1935 in which Major Terry Allen was playing. His horse fell and broke his leg. The crowd was aghast as Major Allen shot the horse while the band played funereal music. A pair of mules dragged the horse from the field. There was not a dry eye in the audience. Nonetheless, the match continued with Major Allen riding a fresh horse.

Tommy Polk, who was one of my close friends, had an older sister and two older brothers, Jimmy and Jack, both of whom were West Pointers. Tommy was quite proud of the fact that his father was the third or fourth generation to serve as a professional army officer. In a way, the Polks and McKnights had a couple of long-standing connections. My grandfather, James Gillespie, who served as a twenty-year-old private during the Civil War in the Seventh Tennessee Cavalry, had a close friend by the name of Private W. A. "Billy" Polk.

James Polk, who married El Pasoan Josephine Leavell, later became a four-star general and commander of Allied Forces in Europe. He was quite proud of his ancestor, Episcopal Bishop Lioniedos Polk, a Confederate general but didn't often talk about his other ancestor, Private Billy Polk.

When Tommy graduated from Austin High School in 1938, he attended Millard's Preparataory School for West Point, in Washington D.C. While a student, he walked the halls of Congress looking for a Senator or Congressman who might give him an

appointment to West Point. He ultimately found one, but flunked the physical because of flat feet. He secured an appointment to Annapolis, graduated, and retired from the navy as a Captain.

Col. A. H. "Jingles" Wilson was stationed at Fort Bliss during the 1930's. He had a scar running from the back of his neck to his Adam's apple. He had been in the Philippines in the 1920's attempting to extinguish the Moro Insurrection. A Moro pigmy, not over five feet tall, attacked Wilson in the jungle and after receiving five 38-caliber bullets in the torso, proceeded to attack Wilson, nearly decapitating him. It was Wilson's testimony before Congress that resulted in the changing of the Army's side arm from the 38 caliber revolver to the 45 caliber automatic. He had been awarded the Congressional Medal of Honor, presumably for action in the Philippines.

Harry Wilson, the son of "Jingles," attended New Mexico Military Institute and also was a polo player. In the early 30's the NMMI team played a match against the 7th Cavalry team, headed by "Jingles" Wilson—opposing teams captained by father and son. NMMI won! Harry attended West Point and was probably the best ever polo player at West Point. He later married Molly Polk, the sister of Jim, Jack, and Tommy.

Approximately in 1939, the army built new bachelor officer quarters a little south of the Officers' Club. My brother, Tom, then serving with the 7th Cavalry was assigned a set of quarters in the new BOQ. In the summer of 1940, I attended summer camp at Fort Bliss. France had just fallen to the Germans, causing most of us to take our training fairly seriously. The 7th Cavalry departed for maneuvers in Louisiana at the time that the NMMI contingent arrived for reserve officer training camp. Tom gave me a key to his BOQ, giving me a perfect air-conditioned place to take an afternoon nap.

One of the camp requirements was that we qualified with "mounted pistols." This involved riding a slow galloping horse and firing six or seven shots at targets to the right of the horse, reload our pistols at the turn and then firing six or seven shots at targets to the left of the horse. The horses had done this so many times that they didn't need any guiding from the riders. Amazingly, I qualified as an "expert."

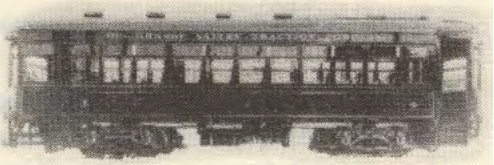
Our routine day started with reveille about 5:30 and ended about 2:00 pm, unless one was stuck with K.P., as the duty of "kitchen police," or work in the kitchen, was affectionately known. The afternoons were for sleeping and the nights for playing in Juárez. The last two weeks of camp were spent on maneuvers in New Mexico. We were joined by infantry and field artillery trainees from other Reserve Officers Training Corps training posts for a total of perhaps six or seven hundred cadets, split into "red" and "blue" forces.

We took our horses in specially built trailers that held about twelve horses each. We had mock battles at Hot Springs, now Truth or Consequences; also near Santa Fe, Roswell, and Carlsbad, all in New Mexico. The citizens of the town watched our efforts and were only mildly irritated when our smoke screens entered their houses.

I can't think of a better environment for raising children than that offered by Fort Bliss in the 1930's. The fact that, as a civilian, I was able to enjoy many of these benefits is something that I hold dear and will long remember.

FRANK McKNIGHT, a native El Pasoan, graduated from Austin High School, New Mexico Military Institute, and was awarded a BBA degree from the University of Texas at Austin. He served in Great Britain, Norway, and Germany during World War II and was released from the army in the grade of major. He was associated with Anderson, Clayton and Company in the cotton business and in 1969 he received a presidential appointment to serve in the Department of Agriculture in Washington. He is a past president of the El Paso County Historical Society.

Photo page 19: Nineteenth-century life at a frontier military post is interpreted at the Army's post museum, Fort Bliss, Texas. (Photo courtesy of U.S. Army, www.achp.gov)



The Interurban to Ysleta: The Río Grande Valley Traction Company, 1913-1929

By Ron Dawson

The Interurban Railway in America

Buried among the many inventions and discoveries credited to Thomas Alva Edison are streetcars and street railway systems. A collaborator who would work with any inventor who specialized in a field in which Edison was interested, he worked for a while with Frank Sprague, a Virginian. It was said "Frank Sprague's first electric railway, built at Richmond, Virginia, in 1887, as a complete system is generally hailed as the true pioneer of electric transportation in the United States. Thereafter the electric railway spread quickly over the land, obliterating the old horsecars and greatly enlarging the circumference of the city."[1] The work of Edison and Sprague bore fruit, and El Paso received some of the benefits of this work.

Sometime after the turn of the century, the interurban railway came into widespread use particularly in the East and Midwest. These were electrically powered railcars similar to streetcars, but generally heavier and faster. They connected urban centers, running through the countryside at high speed and often competing for passengers with steam railroads. Although not as

Editor's Note: *On meeting Ron Dawson and hearing him talk about his avocation, I suggested that he write an article for* Password. *He did and it became his book! Since the original idea came from* Password, *I felt perfectly free to ask permission to publish at least one of his chapters. He obliged.*

common in Texas as in the more densely populated portions of the country, the cities of Dallas, Ft. Worth, Waco, Denison, Houston, Galveston, and even El Paso boasted interurban service at one time or another. The first interurban in Texas was between Dallas and Sherman, constructed in 1901. The largest came to be the Texas Electric System with more than 200 miles of track, which was not abandoned until 1948.

Developing an Interurban to Ysleta

From the time Tobin Place began to be developed in 1907, there was agitation among the public and civic leaders in El Paso and the Lower Valley to construct an interurban from downtown east to Ysleta and perhaps beyond. Frank Hadlock and Frank Tobin were also initially involved in this project, although Hadlock was to withdraw later in disagreement with the Stone and Webster Corporation of Boston, who would ultimately complete the project. A number of El Paso pioneers and influential businessmen were pushing for the interurban including Richard F. Burges, James McNary, Felix Martinez, and Hadlock.

As often was the case, the proposed interurban line would enter and leave the city over existing street railway trackage, which would require the cooperation of the El Paso Street Railway, a Stone and Webster property. In this case, the western terminus would be the Union Depot and the line would travel via Overland Street to San Antonio Street, thence out the Washington Park line via Myrtle and Alameda Streets to the end of the El Paso Street Railway line at Alameda and Conception Streets. This was common practice in interurban routing. As an example, the large Texas Electric Railway accessed its Dallas terminal over the tracks of the Dallas Street Railways.

Several investment companies were interested, including one from Seattle and one from London, England; however the Stone and Webster Corporation of Boston, the parent company of the El Paso Electric Railway, was in the best position to construct the line. Two plans were proposed to the public. In one design, an independent company would lay the track and build a power plant, necessitating a large outlay of capital funds. In the other plan, the work would be done in conjunction with Stone and Webster as that concern already had car barns, equipment, and construction expertise in place. Sensing that success in securing the line was

near, local engineers surveyed the line, and most of the land for the right-of-way was secured prior to construction. Stone and Webster then announced that they would build the line if the citizens of El Paso would raise $60,000 toward its cost.

During the month of February 1912, H. S. "Harry" Potter, Winchester Cooley, and Mayor C.E. Kelley, went to Washington to lobby for a larger Fort Bliss, thence on to Boston to meet with the Stone and Webster people. At the end of that meeting, it was noted by Cooley that "an interurban railway would not be a paying proposition for at least the first year, and the outlay would be heavy. For this reason, the Stone and Webster people would not be willing to take up the building of the interurban at this time without the bonus of [the locally raised] $60,000."[2] The line would run from the end of the Washington Park line to Ysleta. Extensions beyond Ysleta to Clint, Fabens, and Tornillo, had been considered at one time, but were determined not to be feasible initially. In a classic text, *Electric Interurban Railways in America,* Hilton and Due stated that an extension to Fabens was cut back to Ysleta in 1918 and the line to Ysleta was abandoned in 1932.[3] In reality, although there was discussion of a line to Fabens, it was never built. Additionally, the line to Ysleta was cut back to Ascarate in 1925, not 1932.

In a March 1912, meeting at the Chamber of Commerce, a letter from Stone & Webster was read which reiterated the $60,000 bonus requirement and pointed out that a fifty foot right-of-way along the route would have to be secured.

In a March 1912 meeting at the Chamber of Commerce, a letter from Stone & Webster was read which reiterated the $60,000 bonus requirement and pointed out that a fifty foot right-of-way along the route would have to be secured. In the letter, Stone and Webster agreed to provide a frequency of a least one car per hour during the day, with a greater frequency if traffic warranted. The line would be incorporated as the Rio Grande Valley Traction Company, a wholly owned Stone & Webster subsidiary. Everyone present seemed willing to help accomplish these goals. There was a committee selected to help in the raising of the bonus and in obtaining the rights-of-way needed. J. A. Smith was the chairman and members were J.G. McNary, Frank R. Tobin, Robert L. Dorbandt and Felix Martinez. Although Tobin's own northeast

development had failed, he played a major role in the development of the Ysleta interurban line.

By May of 1912, only $8,600 of the bonus money had been raised. Frank Tobin reported that the right-of-way already obtained was valued at $18,000. In a scheme to raise more funds, 50,000 souvenir tickets for the interurban were printed to be sold to the public for one dollar each. The tickets indicated they were good for one round trip from either terminus and advertised "including admission to the Southwestern Ostrich Farm. Visit the old historic town of Ysleta, first county seat of El Paso County. See the old Mission and boost the interurban. Good at any time within one year of the sale date." The ticket also included the caveat "Failure to have said interurban in operation within two years from June 1, 1912, entitles the holder to surrender this ticket to T. M. Wingo, Trustee, or his successor, and procure one dollar therefore."

Civic and fraternal organizations including the Shriners, the Elks, the Beavers, the Knights of Columbus, the Moose, and the Toltec Club all joined in to sell the tickets to the public, but fell considerably short of the goal. Stone and Webster announced on June 3rd that the bonus requirement had been reduced to $15,000, of which $12,000 had already been raised. By June 5th the news arrived that a contract with Stone and Webster to build the line for the bonus and the right-of-way had been completed. However, it was necessary for Mssrs. Frank Tobin, Robert Dorbandt, Winchester Cooley, Lamar Davis, John M. Wyatt, Walter Clayton, Felix Martinez, Tulius M. Wingo, James McNary, and James A. Smith to sign a pledge to make good the remaining $3,000, personally, if necessary.

The petition for a franchise was submitted to the County Commissioners Court on June 10, 1912. The commissioners, however, felt that the franchise as presented was too sweeping and vague. They preferred to approve an exact route and wanted to be able to specify a time-line for the completion of the construction. The court worded the franchise to say that

> This franchise is granted upon the condition that the grantees shall commence construction of said line of railway from the eastern limits of the city of El Paso to a point within a half of a mile of the old church at Ysleta, Texas, within six months and shall complete the same within 18 months.

The County Commissioners visited Ysleta on June 11th to inspect the town in connection with the interurban, and were assured by the local residents that the line could enter the town on any street it wanted. They were even willing to have the line enter the village on the main road to the old church. The commissioners thereby granted the franchise with authority to extend in the county beyond Ysleta if needed.

Deeds were finally secured by December, 1912. The engineering department of Stone & Webster cooperated by furnishing unsigned deeds drawn up to show a legal description of the right-of-way, and committee members then went out to secure the signatures of the property owners. Mark Lowd was selected as chief engineer and the total estimated cost of the line, including rolling stock and all accessories, was to be $236,000. There were subcontracts let and the firm of Dudley and Orr put fifty teams of mules and horses and laborers to work grading. They were under contract to finish the grading in forty days.

Construction Begins

The local newspaper reported the ceremony of the turning of the first shovel of dirt—the honor being given to Frank R. Tobin.[4] The ceremonies took place just below the Clardy tract, about one half mile east of Washington Park, approximately at the present location of Alameda and Concepcion Streets.

Materials used in the construction as recorded in company records, and as researched by George E. W. Love, included 23,237 pine ties, 915 tons of 60-pound rail, and 21,863 pounds of trolley wire, to mention only a few of the materials.

The traction company leased a block of property in the Cotton addition near the existing carbarn to store construction materials. The Texas & Pacific Railway cooperated and connected a spur to the company's tracks so that carloads of material could be routed directly to the end of the track without having to be transloaded. Materials used in the construction as recorded in company records and as researched by George E. W. Love, included 23,237 pine ties, 915 tons of 60-pound rail, and 21,863 pounds of trolley wire, to mention only a few of the materials. One bridge was constructed along the line over the Franklin Canal approximately one block from the Val Verde

Interurban right-of-way at the side of County Road No 1. Collection of the Paso del Norte Streetcar Preservation Society. All images provided by the author.

stop at Alameda and Concepcion. In the interest of economy and time, the grading and fill of the roadbed was minimal.

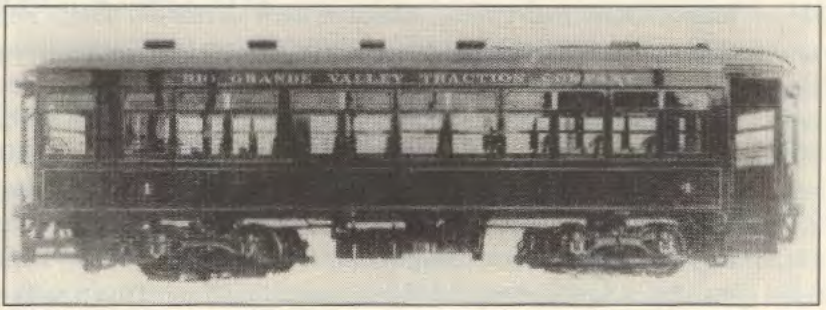
The interurban did not follow the Franklin Canal all the way to Ysleta as is frequently reported. A legal description of the right-of-way is found in the El Paso County Archives which gives the date of the dissolution of the Rio Grande Valley Traction Company as 1929, when the property was sold to other utilities.[5] The route through present Ascarate was along the side of County Road No. 1, which became "U.S. Highway 80" and is now Alameda Street.

It was at this point that some controversy arose between the company and Frank Hadlock, one of the early proponents of the line. The company wanted to double track the line in front of Mr. Hadlock's property, about where Jefferson High School is today, but Hadlock objected, stating that the company had not obtained the rights to his property. He refused them access. The engineer, a Mr. James White, seems to have solved the problem by simply laying the disputed trackage at night without Hadlock's knowledge. No other difficulties were encountered and track was being laid at the rate of one-half mile per day. Track along Alameda on the Park line was initially on the south side of the street, but was later double-tracked in the center median. This was the route the interurban would use to approach the city from the east. There was ample precedence for this type of arrangement.

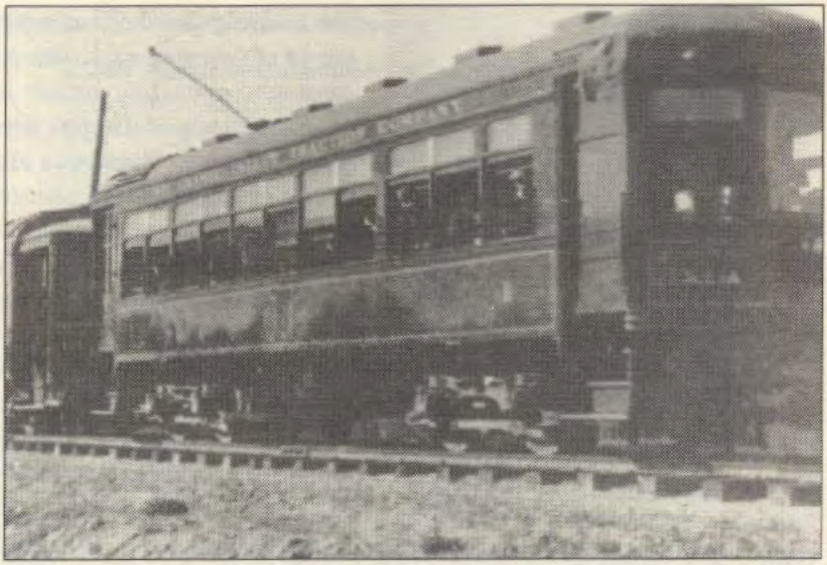
Power and Equipment

Most streetcar lines and many interurbans were operated at 600 volts direct current. To pass direct current voltage over long distances involved significant losses of power, therefore most systems used substations along the longer lines, where higher voltages could be "stepped down" to 600 volts DC. A case in point was the substation of the El Paso Street Railway—later the substation of El Paso Electric—on the Fort Bliss line on Copia near Altura. The same was true of the interurban, there being two substations, one at Val Verde already in use on the Park line, and a new one built at the West Ysleta stop, still in use today by the electric company. It is located about one block east of where the interurban left the banks of the Franklin Canal and made a gentle turn to the southeast toward Ysleta.

The Rio Grande Valley Traction Company ordered four interurban passenger cars from the St. Louis Car Company. These were high speed forty-four passenger cars and were numbered 1 to 4.[6] The cars were single enders which meant they had to be turned at each end of the line on a loop or a wye track, which was a Y-shaped section of track. A loop was available at the Union Depot end and it is believed a wye track was used at Ysleta. High speeds were obtainable with the 200 horse power motors and the cars were generally able to make the Union Depot to Ysleta "run" in forty-five minutes. There would be a fifteen-minute layover, then the car would make the return run. On weekends and holidays, there was often a trailer car, which was not powered, but which supplied additional passenger capacity. An express or freight motor was obtained and designated No. 50. In an article in *The Pass* Magazine, it was anticipated that express goods would be received



One of the four St Louis interurban cars ordered for the Rio Grande Valley Traction Company. Builder's photo from the St. Louis Car Company, 1913.



The Interurban motor pulling a trailer at speed between El Paso and Ysleta. Aultman photo, collection of the Paso del Norte Streetcar Preservation Society.

and delivered by the interurban from any point in El Paso.[7] It was seldom used, however, and was soon sent to another Stone & Webster property, the Galveston-Houston interurban.

Service was to begin after the passing of an ordinance which allowed the operation of the cars on city streets. The ordinance was passed by City Council easily and the traction company was given the right to operate on Alameda, Myrtle, San Antonio, Texas, Campbell, Mills, El Paso, and Cotton Streets. It was also given the use of the Cotton Street carbarns. The inaugural runs of the service took place on August 27, 1913. Two of the new cars in dark green with gold leaf lettering pulled up in front of the Electric Building at five in the afternoon and a party of prominent businessmen were treated to the first ride through the valley. The cars ran to Ysleta, and then returned to the Knoblach Ranch where a special barbecue had been prepared. Regular passenger service began soon thereafter.

There were eight platforms and shelters built for stops and there were ten regular stops: Val Verde, Bosque, Awbrey, Franklin, Porcher, Cadwallder, Cinecue Park, Valdespino, West Ysleta, and Ysleta. Fares ranged from ten cents to Val Verde to thirty cents for the ride all the way to Ysleta. Cars left on the hour from each end of the line between 6 AM and 11 PM and passed each other at

Two-man crews meeting at the passing track. Collection of the Paso del Norte Streetcar Preservation Society.

the midway point. There were four crews of two men each, one a motorman who operated the car and the conductor who collected fares and was in charge. Residents along the way so appreciated the service that mothers would often flag down a passing car to hand the trainmen pieces of cake or pie.

El Pasoans who had ridden the interurban recalled that the leather seats were high-backed and very comfortable. There was a smoking compartment at the front of the car where men congregated to smoke and talk politics. It was said that no self-respecting lady would dare ride in the smoking compartment. Crews were courteous and patient and often waited as a would-be passenger sprinted toward the car. Before the construction of a high school in the Lower Valley, some students rode the interurban into town to attend the original El Paso High on Arizona and Campbell Streets. They had the option of getting off near Myrtle and Cotton, then walking north for a couple of miles or getting off downtown and transferring to the Arizona Street carline.

In a letter to *Ask Ann Carroll,* Leola Freeman recalled:

> My father, my brother and I were regular customers on the interurban. We had our own private stop just beyond the first station at Val Verde. . . . The rear of each coach was filled each morning with students finishing homework or carrying-on teenage flirtations. There were four regular crews of two men each; I remember the names of some of them: Mr. Williams, Mr. Lucas, Mr. Dew. A Mr. Sherman was a preacher on Sundays at the Holy Roller Mission in Ysleta. Sometimes, in his religious enthusiasm, he sang songs and the cars seemed to rock from side to side. He always seemed in a high good humor and was very popular. A dignified gentleman of about sixty whose name was Schwankhaus sported a handsome walrus moustache. I suffered much teasing because he showed me special attention, always saving a seat for me and tidbits from his lunch."[8]

Marie Jensen Oeschner wrote:

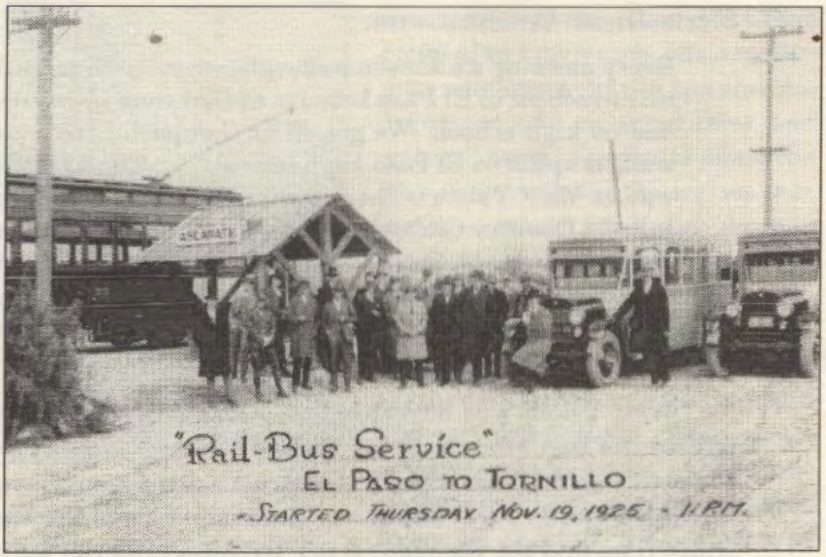
> Every morning we Jensen redheads ran to catch an early ride to school in El Paso because at that time the county had no high school. We got off at Campbell Street and walked uphill to El Paso High School. . . . The first stop was at West Ysleta. There was a large adobe building called a Country Club where we used to attend Saturday night dances. At the Valdespino station, we welcomed aboard the Ponder boys. They were the sons of Judge J. D. Ponder. . . . At the Porcher stop, we saw some of the first pecan trees planted in the El Paso Valley."[9]

West Ysleta was advertised as a lovely development which offered the best of rural living with the conveniences of the city. Much like Tobin Place, it failed to attract a great many buyers and remained mostly rural in nature. The completion of the Elephant Butte Dam and the Elephant Butte Irrigation District led to high hopes that development would take place in the Lower Valley at a faster pace.

The Decline of the Interurban

The problem was that the interurban served primarily a rural area and the town of Ysleta had not kept up with El Paso's growth. Unfortunately, although the service was a boon to the residents of the valley, there were too few riders overall, and as early as 1921, the traction company ordered five single truck Birney streetcars from the St. Louis Car Company to replace the big interurbans. With the need for passenger service declining by the early 1920's, two of the original interurban cars went to the Galveston-Houston property where they were operated by Houston Electric on the Park Place line as late as 1936. The advantage to the local company of using the twenty-one passenger Birneys was primarily one of economy of operation, in addition to the fact that it was a one-man car. The motorman collected the fares as the passengers boarded. The disadvantage, in the eyes of the patrons, was that the single truckers rode quite roughly and had the tendency to buck and dip over uneven track, earning the nickname "Toonerville Trolley." Even that economy measure could not save the interurban and it was cut back to Ascarate in 1925.

The "King Cotton Express" bus then met the interurban at Ascarate and continued as far as Tornillo. With the advent of the single truck Birneys, the remaining two interurbans served



The King Cotton Express at the Ascarate interurban shelter. Collection of the Paso del Norte Streetcar Preservation Society.

variously on the Fort Bliss and Juárez lines, often pulling unpowered trailers for more passenger capacity. Residents of the Lower Valley were sad to see the big, fast, comfortable interurbans go, but understood the profit-loss realities of the parent company.

At its maximum, the Rio Grande Valley Traction Company operated 9.34 miles in the county and 3.49 miles in the city. Along the county road leaving El Paso there were 0.775 miles of right-of-way, while on private right-of-way was another 8.113 miles and on Main Street in Ysleta were 0.454 miles. There were 0.5 miles of side tracks and wyes.

In 1929, the Ascarate track was cut back to Concepcion Street, and the Park line streetcar terminated at the Del Camino Courts. Of the two remaining interurban cars, they were found in the 1960's serving as tenement apartments in a block on Alameda Street, where it once ran. Thus ended a colorful chapter in El Paso transit history.

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Two derelict interurban cars in the 1960s after having served as apartments on a lot on Alameda Street near the present day R.E. Thomason Hospital. Collection of the late Henry Leinbach.

Etiquette of the Gay Nineties

Etiquette for Guests

- Be on time.
- At a meal served *á la Russe,* never ask for a second helping and always taste each dish even though you do not eat it. Always accept oysters even if you leave them untouched.
- It is vulgar to smack your lips or suck your teeth.
- Do not pour soup or coffee in the saucer to cool and do not blow on them.
- If you find a hair or button or other foreign substance, remove it to side of plate or desist from eating, but do not call attention of the host or servant.
- Never discuss wines unless you are well informed on the subject.
- Never push back the plate when finished.
- Ladies should not eat with their gloves on unless their hands are not fit to be seen.
- Bread should be broken with the hands, not cut with a knife, and it should be buttered as eaten in small pieces. Never lay it on the cloth to butter it, and never bite into a slice or into a roll. Break off a piece.
- Never tilt a soup plate and never drain a wine glass. Never put the elbows on the table or play with the cutlery, tracing designs on the cloth. When not eating, the hands should lie quietly in the lap.
- Never scrape your plate. Leave a little in it.
- The use of a toothpick should be postponed until after leaving the dining-room, but if uncomfortable, use it inconspicuously, holding your napkin over your mouth.

from *Gay Nineties Cook Book*

Compiled, written, and edited by F. Meredith Deitz and August Dietz, Jr. Dietz Press, Richmond, VA 1928

Barq's Bottling Co. and Double Cola Bottling Co.

By Bill Lockhart

John W. Yowell was a man of courage. He demonstrated his fortitude by starting the Barq's Bottling Company in El Paso at the beginning of World War II and showed his tenacity by surviving the sugar shortage created by the conflict. An outgrowth of the Trone Bottling Company, the Dr Pepper Bottling Company came along more than a decade later, picking up the noted soft drink formerly bottled in the city by the Empire Products Corporation. Yowell bought out his competitor in 1957, creating the Barq's Dr Pepper Bottling Company that franchised both drinks. In 1977, the company discontinued Barq's products and finally sold to the Magnolia Coca-Cola Company in 1980.

Barq's Bottling Co. (1939–1956) and Double Cola Bottling Co. (1955–1956)

Barq's Root Beer was invented by Edward Barq in Biloxi, Mississippi, in 1898 and was first bottled by the Biloxi Artesian Bottling Works. Although root beer was never as popular as the cola products, Barq's nevertheless spread throughout the United States and branched out with flavors such as grape, moon-glo, imitation strawberry, and red creme soda. The main company, Barq's, Inc., is currently located in New Orleans, Louisiana.[1]

John W. Yowell was born on November 14, 1905. Interestingly, Barq's Root Beer was first distributed nationally the year after his birth.[2] Yowell was no stranger to the bottling industry before he moved to El Paso. He had worked for

The primary Barq's bottle used during the entire duration of the El Paso company.

the Dr Pepper plant in Abilene and had been production manager there for Coca-Cola. In 1939, Yowell borrowed $5,000 from E. P. Mead in Abilene and migrated to El Paso to introduce Barq's beverages to the area. He opened his first plant at 906 Texas Avenue. Barq's Bottling Company advertised its products as "All Nature Captured in a Bottle."[3] The *El Paso Herald Post* noted that "Mr. Yowell said that the prospects for the future of the soft drink business in the Southwest were very bright."[4]

The Barq's plant in 1939. The man to the left with the fedora is John Yowell.

Despite sugar shortages brought about by World War II, the company prospered and expanded, with Yowell buying Barq's Bottling Plant of Albuquerque from the plant's previous owners, O. R. Elliott, J. T. Haney, and Joseph Borden in late 1941 or early 1942. The plant continued to operate at 108 South Cornell throughout its existence.[5] Yowell's brother, W. Russell Yowell, ran the Albuquerque plant until about 1945 or 1946 before he became ill and moved to East Texas. Merthem P. Lewis had taken over by 1947. No city directory was printed for Albuquerque in 1948, and there was no listing for Barq's in 1949, so the history during those years is blurred. In 1950, John W. Yowell was listed as the owner of the Barq's plant, but the 1951 directory no longer enumerated Barq's.[6]

A currently unexplained Hollywood-brand bottle complicates the story. This bottle is dated 1951 and was bottled by the Yowell Bottling Company in Albuquerque, New Mexico. The bottle's existence calls for a bit of speculation. Many bottlers operated under more than one name, so Barq's and Yowell Bottling Companies were almost certainly a single enterprise. The dating of the bottle suggests that the company continued in existence until at least 1951, possibly early 1952, despite its lack of enumeration in the

The Barq's plant in 1947. The man to the left is again John Yowell. Note that the men have been identified as has the truck.

1951 Albuquerque city directory. Yowell also may have dropped Barq's in Albuquerque and continued bottling the Hollywood brand for another year before closing down the business. The family continued to expand, and established a Barq's plant in Artesia and an Orange Crush plant in Abilene, Texas.

The Yowells experienced only minor problems with sugar rationing during World War II, but prices of the sweetener soared. They bought sugar from the James A. Dick Company in El Paso in 400–500 pound bags. The company also bought some sugar from Tony Fernandez of Coca-Cola in Juárez, but the Mexican company used brown sugar that was too dirty for American consumption. The filtering process necessary to clean the sugar to United States standards made the final product as expensive as buying sugar in El Paso.

Yowell initially rented an old garage at 906 Texas Avenue but in 1944 outgrew the limited space and moved to 315 East Missouri Avenue.

Barq's Orange Crush bottle

Although the building is gone now, it was then located at a place where the city was expanding. The expansion created problems when the city installed parking meters on the street in front of the plant and began "giving the drivers a hard time" when they parked along the street to load full cases and unload the empties. The harassment became so bad that Yowell relocated again in 1954 to 1315 West Main Drive. About 1960, the company bought the rest of the block at Yandell Boulevard and West Main Drive and built a new warehouse.[7]

The Double Cola bottle.

Yowell was noted in El Paso as a shrewd businessman, and the growth of Barq's is a demonstration of his prowess. Other bottlers respected Yowell but were occasionally unnerved by his tactics. According to Robert R. Ritter, Yowell was "a thorn in everybody's side" because he was "always cutting prices."[8] Thorn or not, Yowell's tactics worked.

Yowell reintroduced Nu-Grape Soda to El Paso in 1945. Although Empire Products Corporation had brought Nu-Grape to El Paso in 1931, the drink had faded into oblivion by the 1940s. In 1945, the company reintroduced Orange Crush, another former Empire product, to El Paso with a drink similar to Dr Pepper that they named Dr. Wells.[9]

Yowell took on another new line, Double Cola, in 1954 to compete with Coke, Pepsi, and Royal Crown Cola. Although he bottled

The fleet of Double Cola trucks for Barq's.

the drink at the West Main plant, he advertised in the telephone directories as the Double Cola Bottling Company in 1955 and 1956 and even went so far as to put Double Cola Bottling Company signs up on the building and paint Double Cola on the doors of his trucks. Barq's added Bubble Up, franchised through the Bubble Up Corporation of Peoria, Illinois, in 1955 and prepared for an even greater expansion. Despite the growth, Barq's employed fewer than twenty people. Yowell's son, Joe W. "Dub" Yowell, who had joined the Navy in 1951 and served for four years during the Korean conflict, returned in March 1955. As part of the increasing development, Yowell brought his son into the business.[10] But one of Barq's competitors was about to change things for the Yowells.

Trone Bottling Co. / Dr Pepper Bottling Co. (1950–1956)

Empire Products Corp. bottled Dr Pepper from at least 1931 until about 1949 when James Howard Trone, known to everyone as Howard, moved to El Paso and acquired the franchise. The president and primary stockholder of Empire, Lawrence Gardner, had expanded his company until approximately 1940. He gradually was overcome by illness and he retired from Empire in 1944. Upon his retirement, his wife assumed the presidency and began to reduce the company's involvements. One of those reductions consisted of selling the Dr Pepper franchise to Howard Trone.[11]

Trone was born in Bentonville, Arkansas, in 1901. Little is currently remembered about his early years, although he was married, and his wife, Erma, bore two children: their daughter, Sue, and a son named James Harold, born on November 20, 1925, who, like his father, went by his middle name. By at least the early to mid-1930s, the family had opened the Trone Candy Factory in Waxahache, Texas. Although many businesses suffered and collapsed because of the Great Depression, Trone discovered that most of the raw materials he needed to continue manufacturing candy—especially sugar cane—were available in the immediate area. Unsatisfied with the typical fare, Trone experimented until he produced the Peanut Patty, a candy so successful that he patented it.[12]

One of the many types of Dr Pepper bottles.

Trone moved his candy company to Corsicana, Texas, in the early 1940s and soon received an offer from Tom's Toasted Peanuts that would change his life.[13] The Peanut Patty suited their needs, so the company offered Trone a price that he could not resist for his candy factory and his patent. He sold out for enough money to retire comfortably, and Tom's Toasted Peanuts expanded from their home base in Columbus, Georgia, to Corsicana. Although he could have retired, Howard Trone was a worker, so he acquired the Farmer's Wholesale Coffee franchise for Central Texas. Family memories suggest that he may have begun the business as a place to employ his son, Harold, when Harold and his new bride, Vickie, joined the family upon his return from a hitch in the Navy at the end of World War II.

By the late 1940s, the senior Trone had developed asthma, a condition which grew increasingly worse. Medical science had few answers for the illness in the mid-20th century, and the doctors advised a move to a dryer climate. In casting around for business opportunities in a more arid environment, he discovered the availability of the Dr Pepper franchise in El Paso.[14]

According to the *Directory of El Paso Manufacturers* for 1955, the Dr Pepper Bottling Company began business in El Paso in 1950, the same year Trone was first listed in the city directories, although the company was not listed in the directories until 1952 when the business incorporated with James H. Trone as president. Family memories agree that Trone moved to El Paso "in the late 1940's," and the family lived at 5024 Timberwolf.

The Dr Pepper Bottling Company offered a drink called Texan in five flavors. Although the name never appeared in the city directories, all known Texan bottles are marked TRONE BOTTLING CO./EL PASO, TEXAS. Although this sounds as though the Trone Bottling Company is a separate firm, the real answer is probably a bit more complex. Many bottlers in El Paso operated under more than one company name. Magnolia Bottling Co., for example, was also listed as Magnolia Coca-Cola Bottling Co. and just Coca-Cola Bottling Co. Like Barq's and Double Cola, discussed above, Trone probably followed this precedent and conducted business under both names, Dr Pepper and Trone.[15]

Like some other El Paso bottlers, Trone experienced labor problems. Dick Trone remembers visiting Howard when he "came in and said another driver had left his empty truck and absconded with his day's collections, never to be heard from again. Because

this was a common practice, no bonding company would bond them. . . ."[16] This is reminiscent of a story told by "Dub" Yowell in which a driver not only ran off with the day's receipts but even sold the truck tires. The story as related by Richard C. Trone follows:

HOW DELL CITY TEXAS GOT DR PEPPER

Shortly after Howard Trone bought the Dr Pepper bottling plant in El Paso, Texas, a man dropped by his office one day and asked if he could or would make a delivery about 80 miles from El Paso.

The man usually stopped at the plant once or twice a month and purchased all the Dr Peppers he had room left in his pickup to haul. He explained that a new farming community had been founded at the southern end of Crow Flat, New Mexico, just inside the Texas line. It seems that a great source of fresh water had been discovered, and many irrigation wells had been dug, opening up vast areas of rich farm land. The area was so isolated that the need for a town became apparent, and he and a few other enterprises had built the town of Dell City, Texas. It was located about half-way between El Paso, Texas, and Carlsbad, New Mexico, and some 20 miles of rough road, north of the main highway.

This information perked Trone's ears, and he said he was interested but would have to be assured of selling the whole truckload to defray the hauling expenses. The gentleman from Dell City assured him there would be no problem; he would buy and pay cash for the whole load.

Trone was having trouble with his drivers and hired his son to oversee the hiring and firing of qualified men and establishing a good work force. In the mean time, he completely forgot about his Dell City promise until one day when they seemed to have everything under control. Jim Trone, Howard's son asked if he had anything that needed doing, and Howard thought about the Dell City delivery. He told Jim to load a truck and [go in] the general direction to Dell City and explained that he was to sell the whole load.

Jim said he thought he would never find the turn-off to Dell City and was about to give up and return to El Paso when he spotted a small arrow on a sign pointing up a dusty unpaved road that said Dell City. Again he was about to give up and return to El Paso after bumping up the road for what seemed like an eternity, when he

> reached the small community. The main street had a few businesses on each side of a one block area. He knew he was to deliver to a grocery story, but which one? There were two, across the street from each other, so he stopped in the middle of the street. Before he could step down from the truck, both store owners were beside him shouting, "I'll buy the whole truck load." Jim said it immediately got rather loud and hostile between the two men, to a point where he thought they were about to start a fist fight. Jim was a good sized man and he stepped between the two and made a bargain that he would sell each a half of the load and would be back the next week with another load. In time it became a one month route.[17]

The senior Trone continued to have medical problems, and his doctors diagnosed his ailment as leukemia about 1953 or 1954. Although Erma insisted that he visit a specialist in Europe, he died soon after. By 1953, the firm employed fifteen to twenty people and delivered its products to Hudspeth County west of the Dell City turn-off as well as El Paso. Erma became president of the corporation when Howard's illness advanced to the point where he could no longer fill the position, and the younger Harold became vice president in 1954. The company continued to distribute the five flavors of Texan and Dr Pepper until at least 1955 when the family fortune, now reduced to only the El Paso business, sold the Dr Pepper Bottling Company to William J. Diebels. Harold remained with the firm as a route supervisor for a year, then moved to Dallas where he began using his first name, Jim, and worked wholesaling light bulbs. When he died on August 17, 1997, James Harold Trone, was a resident of Miller, Arkansas. Although the reasons are unknown, the business deteriorated, and eventually Dr Pepper left the El Paso market.[18]

William J. Diebels was an interesting character. A long-time resident of El Paso, he began his time in the work force in 1939 as a salesman for the Purity Baking Company. He rose in Purity to the position of distribution head before entering employment with Woodlawn Bottling Company as general manager in 1944. Diebels stayed with Woodlawn until 1950 when he became a salesman for D & R Truck Equipment but bottling was in his blood. He was general manager for Nehi-Royal Crown in 1952, and worked for Duffy's Distributing the following year. The year 1954 saw him as

The picture on the Duffy's repair label may actually be Bud Jones, although it may just be a drawing that appeared fitting to the label's creator.

general manager of Barq's Bottling Company before he took over Dr Pepper in 1955.[19] Although no explanation has been found for the deterioration of Dr Pepper prior to 1957, it was certainly not caused by Diebels' inexperience.

Barq's Dr Pepper Bottling Co. (1957–1976)

In 1957, the Yowells bought the Dr Pepper franchise, changing the name to Barq's Dr Pepper Bottling Company. The defunct Dr Pepper plant on Highway 80 was abandoned in favor of the Barq's 1315 West Main Drive location, closer to the center of town. In 1960, John Yowell had a stroke that left him partially paralyzed and confined to a wheelchair. He died in August of 1967, leaving his wife, Marion, and son, Joe, to run the operation. Joe W. Yowell, born in 1931 and raised in the bottling business, took ever greater responsibilities. The company obtained Squirt and Dad's Root Beer from Empire in 1969 and was selling Dr Pepper and Lipton's Iced Tea in cans by 1970. The firm continued to grow and expand. At the company's peak, Barq's trucks ran from Van Horn, Texas, on the east, to Lordsburg, New Mexico, on the west and northward into Silver City, Alamogordo, and Ruidoso. To keep up with the business, Yowell installed warehouses in Van Horn, Silver City, and Alamogordo.[20]

It was too much territory and it brought unwanted problems to Yowell. During World War II, one truck failed to return from the New Mexico route. The sheriff at Truth or Consequences called Yowell to tell him that the truck was sitting on its brake drums in an alley. The driver had sold all the drinks and even the truck tires then fled the state—the same problems suffered by his predecessor. Yowell had had enough. The cost of the frustration now exceeded the income from the additional territory. In the late 1960s, he turned over most of the Dr Pepper business in New Mexico to Joe W. Wolslager of the Coca-Cola Company of San Angelo, Texas. The Wolslager family had owned half of the Las Cruces Coca-Cola

Bottling Company since the early 1950s and gained complete control in 1962. Yowell's former territory fit well into their central location.[21]

Dr Pepper Bottling Co. (1977–1980)

In 1977, Marion and Joe Yowell dropped "Barq's" from the company name and discontinued Barq's products. Joe Yowell had suffered a heart attack on March 17, 1975. He remembered his father's stroke and death, and he knew it was time to get out of the business. In 1980, the Yowells accepted a proposition from Magnolia Coca-Cola Bottling Company to purchase their franchises and bottling equipment. In April 1980, Sam Dell'Olio, representing Magnolia, took charge of the Dr Pepper Bottling Company assets although not the physical bottling plant. New operations took place at the Magnolia plant, and twelve of Dr Pepper's eighteen former employees accepted positions with the new owner. The sale gave Magnolia control over Dr Pepper, Big Red, Lipton Tea, Dad's Root Beer, and Squirt—brands formerly bottled by the Yowell family. According to Dub Yowell, Magnolia now had control of 60% of the soft drink business in El Paso. The sale marked the end of forty-one years—from Barq's to Dr Pepper—of a family-owned business.

Joe Yowell and his wife, the former Irma Ramirez from El Paso, enjoyed retirement. They still own the property on 1315 West Main Drive which is now occupied by Bio-Dyne Chemicals.[22] Sadly, Joe's mother, Marion, passed away in August 1994 at the age of eighty-six. Yowell admits that he misses her very much. Still, he remains calmly philosophical about the fluctuations of the soft-drink business. Sitting in his comfortable El Paso living room, he recalls "We made a lot of money and we lost a lot of money." Not a bad life on which to look back.

John Yowell on the left and Joe "Dub" Yowell on the right in 1959.

Duffy's Draft Beverage Company (1952–1993)

Although not a bottler, Duffy's Draft Beverages deserves mention at this point. The business was started in 1952 by Clinton L. "Bud" Jones at 223 North Copia.[23] The telephone book listed the business as "confy," meaning confectionery. Although we may never know the full story, things changed rapidly, and Jones was listed under the El Paso Beverage Syrup Company the next year, while Duffy's was run by Edward F. Wolf, Shields Norwood Jr, of Pecos, Texas, and John F. Ogden. Duffy's was now cryptically listed as "whol" with no other explanation. Both businesses occupied the same address: 705 East Missouri. In 1954, the draft beverages section was closed, but Joseph G. Jarvis operated Duffy's Distributing Co. at 805 East Missouri, listed as "whol beverages."[24]

Another change occurred in 1956. Although Duffy's Distributing Company remained, Jones had revived Duffy's Draft Beverage Company, this time as a corporation and still at 705 East Missouri. Jarvis, however, disappeared at this point, but the distributing company remained under Jones for another year. A new firm, Jones & Pfafflin, however, took its place. Along with Charles H. Pfafflin, an El Paso chemist, Jones now also sold baking supplies. The new business shared the same 705 East Missouri address. By 1958, the distributing company had also disbanded or been absorbed. The company completely reorganized in 1959. Pfafflin left the business, leaving only a single listing for Duffy's Draft Beverages. Jones remained as president with Charles H. Hudspeth as manager. The new ad read: "Wholesale and Retail Manufacturers and Distributors of Beverages for Fountain Use and Pre-Mixed Soft Drinks, Syrups, Flavors, Toppings and Colors."[25]

Hudspeth soon became vice president and continued as manager. By 1966, Jones was relinquishing his control of the company to Hudspeth who was now president with Jones filling the vice presidential position. Duffy's moved to 800 South Florence in 1968 and advertised "Manufactures of Fountain Supply, Syrups And Toppings."[26] The company was run by Hudspeth by the time Yowell was associated with it. Bottling could present enough headaches when things went wrong, so Yowell farmed out the canning business for Dr Pepper to Duffy's. Duffy's also bottled drinks in gallon jugs and distributed pre-mix fountain syrup in El Paso and throughout the Southwest for Pepsi Cola from the early 1960s to 1993 when the company finally disbanded.[27]

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8. Interview with Robert R. Ritter, February 22, 1996.
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17. Trone interview.

18. Trone interview; El Paso City Directories 1952-1956; *El Paso Times* April 5, 1953; Social Security Death Index.

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21. The Wolslager family divested itself of its Coca-Cola empire in 1998. Las Cruces City Directory 1962; Cindy Ramirez, 2003 "Bottling Hopes and Dreams," *Nova Quarterly* (University of Texas at El Paso) 40(3): 12.; interview with Stephen J. Wolslager, May 11, 2002.

22. This information is correct as of 1996, the year of the interview.

23. Clinton L. "Bud" Jones, was Pepsi-Cola's territorial representative for El Paso and a vast area that included the Dakotas, Montana, Washington, Oregon, Wyoming, Utah, Idaho, California, Arizona, and New Mexico. Pepsi presented Jones and the other three territorial representatives with great incentive to sell franchises. Each received a two-cent royalty for every case sold within his territory. By the end of 1935, the three representatives had franchised only 73 bottlers in the entire United States and added 94 more the following year. Milward L. Martin, *Twelve Full Ounces,* (New York: Holt, Reinhart and Winston, 1962), 8-64.

    Jones was responsible for the Pepsi franchises in El Paso and Deming and almost certainly brought the franchise back to the Illinois Brewing Co. in Socorro, New Mexico. The Socorro plant had lost the franchise about 1928 and rejoined Pepsi about 1936. Bill Lockhart, *Fourth Street, Near Manzanares: The Carbonated Beverage Industry in Socorro, New Mexico, 1880-1967* (Socorro, New Mexico: Socorro County Historical Society, 2004) [in press].

24. El Paso City Directories 1952-1954; El Paso Telephone Directory 1952. The 805 may have been a misprint on the part of the city directory.

25. El Paso City Directories 1956-1959.

26. The Florence street address was same one used by Woodlawn Bottling Co. for many years. For a history of Woodlawn, see Bill Lockhart, 1998, "Sweeney, Woodlawn, Whistle, Nesbitt, and Pepsi: Evolution of M. R. Sweeney to Pepsi-Cola Bottling Co. (1905-present)," *Password* 43(3): 143-156.

27. El Paso City Directory 1960-1993; Yowell interview.

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