



"THE CUP THAT CHEERS"



Another Carload Shipped Today to

Pecos Mercantile Co.
PECOS, TEXAS

Making a Total of Over 60,000 Pounds of **President, Ambassador and Statesman Coffee**

purchased by this firm since January, 1910

PECOS PEOPLE KNOW GOOD COFFEE

They appreciate the fact that these brands are the best skill and money can produce

MADE IN EL PASO

The Western Coffee Co.

FACTORIES IN EL PASO ARE GROWING

Paying Out Many Thousand Dollars for Employment. Thousands Upon Thousands Invested.

SPICE MILLS A NEW INDUSTRY

If it was a question as to what line of business had expended the most money in El Paso during the past year nine out of every 10 men would say that more had been invested in building than in other manner. Ask the men you meet on the street what is accomplishing the most good for El Paso and hardly any two men would agree upon the same thing. El Paso has been growing in the business district by leaps and bounds and more or less attention has been given it. In the manufacturing districts, however, there has been no letup in work and today El Paso can claim one of the busiest manufacturing sections in the southwest. One million five hundred thousand dollars is being expended in business blocks, flats and costly residences, and the figures would hardly seem reasonable to anyone who has not been watching the growth of El Paso. However, it is safe to state that more than \$1,500,000 has been invested in local enterprises during the past year.

Only Spice Mill in Southwest. Perhaps there are less than 500 people in El Paso who know today that the city has the only mill in the southwest that grinds spices and does a strictly jobbing business. This new enterprise is a new feature at the Western Coffee company and only a few days ago the capital stock of this company was increased from \$50,000 to \$80,000. This was done in order that the company could develop new territory and equip the spice department with the best and most modern machinery.

The Western Coffee company on account of its modern condition and great sales record, attracted an eastern spice journal and last week the publication devoted five pages, including half tone cuts, to the new El Paso enterprise.

The Western Coffee company is today less than one year old. However they employ 27 El Paso people, including four traveling salesmen and the annual payroll to employees is in the neighborhood of \$40,000. The company owns and occupies its own building, a two story brick structure, and its machinery is the most modern, hands not touching the coffee from the time it arrives until it is packed. At present the plant has a daily capacity of 20,000 pounds. The company is already selling goods in Arizona, New Mexico, Oklahoma, Arkansas, Colorado, Texas and the Republic of Mexico. The company is a firm believer in advertising "made in El Paso" goods and the concern is doing much to advertise El Paso.

El Paso's Refining Company. Twenty thousand pounds of lard compound would certainly "grease" El Paso in fine shape and the El Paso Refining company, located in East El Paso, is in position to furnish that 20,000 pounds daily, that amount being the output of this new enterprise, which is just about one year old. This company confines its manufacturing to the making of two brands of lard compound and already it is shipping as far as Pueblo, Colo. During the present week the company shipped four carloads to various eastern and northern points. This company employs not less than 20 El Paso people, and the amount of money paid out for El Paso labor is quite a large item in the course of a year.

"Made in El Paso" is becoming quite a popular trade mark through the southwest and adjoining states and this company takes pride in the fact that it is located in El Paso.

LOCAL INSURANCE COMPANY HAS 20 AGENTS COMING

Only a few months ago work was begun on the organization of a life insurance company in El Paso, when Ben F. McNulty & Co. began organizing the Two Republics Life Insurance company and since the real work began, they have met with success, interesting and of the most prominent business and professional men in the southwest.

The first series of stock has been sold. At present the Two Republics has under contract about 15 agents and by the first of the month the management expects to increase this force to 25.

One of the features that appeals to the people of the southwest is that when they take insurance in a local company, the money will be kept at home instead of being sent east. This money will be invested in property and loans on El Paso and southwestern property. The trustees of the new company are S. T. Turner, A. Krakauer and W. R. Martin.

CALL FOR EL PASO MADE GOODS.
Always ask for El Paso made goods at the stores; or for produce canned, grown, or prepared in this valley. This policy is for mutual advantage and it is a case where two and two makes five.
To bring buyer and seller together in the immediate neighborhood is a great saving to both parties, for there is always a large proportion of waste so far as local industry and economic growth are concerned, where produce has to be shipped a long way to market and manufactured goods brought back hundreds or thousands of miles from the great manufacturing centers at the high freight rates that necessarily prevail in this region of long distances and high relative operating costs.

L. P. Charrott, manager of the sheet metal department of the Alexandria Hardware company, of Alexandria, La., is the guest of his niece, Mrs. W. A. Lindaur, of 604 Myrtle avenue.

Dr. Cameron, reliable dentist, reasonable prices. Over Guarantee Shoe store.

There is no vegetable lard made that is the peer of the

Arctic and Matador

Brands Lard Compound

and there is no brand of vegetable lard that is not superior in every conceivable way to the animal product.

Made from delicious salad oil

If you are a believer in pure food, health and progressiveness a trial will convince you

Costs Less and Goes Farther

IT'S "KOSHER"

Manufactured by

El Paso Refining Co.

Some FACTS About the Two Republics Life Insurance Co.

FIRST—The initial organization of this company is the strongest ever effected by any company in Texas covering four states in two republics.

SECOND—The promotion cost is the smallest of any company ever organized in the state.

THIRD—The plan of organization has been followed by two of the greatest Texas companies whose success has amazed the insurance world.

FOURTH—The interests of subscribers to stock have been safeguarded in every possible manner by putting the organization in the hands of well known business men who have paid for their stock just as the smallest subscriber does.

FIFTH—Every subscriber has the privilege of either voting his own stock or of placing his proxy with the committee of business men or any other representative he may select. **THIS GUARANTEES** to every subscriber representation if he is unable to attend the meetings in person.

SIXTH—The organizers of this company have endorsements from some of the strong men in and out of Texas, both as to character and ability. Any one may see them.

SEVENTH—This company is being organized and will be conducted in a clean and dignified manner, so that an institution may be builded that will be a source of satisfaction to every person connected with it and a pride to this community.

If you contemplate an investment of this nature **INVESTIGATE FULLY** before buying.

Our Books Are Public Property

B. F. McNULTY & CO., Organizers
Rooms 1-2-3 Turner Building

A. KRAKAUER, }
S. T. TURNER, } Proxy Committee.
W. R. MARTIN, }

Of the Many Things

"Made in El Paso"

Nothing gives the El Paso housewife more happiness than work made easy by

Cooking With Gas

"MADE IN EL PASO"

The Company for the "Little Fellow"

MADE BY EL PASOANS

who realize that as an investment it is the safest and best investment known.

MADE FOR EL PASOANS

and hereafter we can keep our money at home instead of sending it East.

EL PASO LIFE INSURANCE CO.

Capital Stock \$200,000 Surplus \$100,000

Already stock has been taken by 100 people of El Paso and vicinity. There still remains a few shares to be sold in blocks of not over 5 shares. Call and let us explain the policy of this "Made in El Paso" Company.

J. A. Bordeaux & Co.

ORGANIZERS

310-11-12 Guaranty Trust Bldg.