

MAKERS OF EL PASO PRODUCTS

W. D. Wise Seed Company Enhancing Fame of The Pass City With "Perfection" Poultry Foods and Seeds

The very best advertising a city can get is a reputation as the producing center for goods which, because of their exceptional excellence, are constantly calling the community to the favorable attention of other parts of the country. That El Paso is most fortunate in this regard was abundantly attested at the recent Made in El Paso exposition and it was frequently remarked by keen observers that no El Paso firm was doing more to place El Paso in a favorable light before the people of the southwest than the W. D. Wise Seed Company.

The name "Perfection" which appears on every package of Wise goods is not merely a trade mark. It is a statement in brief of the Wise business policy—a policy founded on the belief that quality and service are the keys to every business success. That this policy has been a winning one is attested by the fact that the W. D. Wise Seed Company has developed in fourteen years from comparatively modest beginnings into one of the largest and most successful establishments of its kind in the west.

The W. D. Wise Seed Company are wholesalers and retailers of seeds, poultry feed and supplies, grain, feed, hay, cotton seed products and rock salt. The manufacturing, packing and wholesaling departments of the business occupy the large building at the corner of Second and Chihuahua streets, while the retail store is located at 106 North Stanton street.

That the Wise company operates not only upon a very large scale but also along strictly modern lines may be suggested by the fact that the plant at Second and Chihuahua is equipped with one of the most elaborate seed testers in the United States, and the only one of its kind in the entire southwest. In this fact is found one of the secrets of the constantly increasing demand for the "Perfection" brand of seeds. Not a package of "Perfection" seeds leaves the Wise establishment without first being thoroughly and scientifically

tested, and it is for this reason that the Wise company is able to guarantee absolutely the quality of all of its seeds. The result of the uniform excellence of Wise seeds is, of course, that seed users throughout the southwest simply insist upon having the "Perfection" brand.

"Perfection" poultry foods are some other products of the W. D. Wise company which are also presenting El Paso in a most favorable light to many parts of the country. "Perfection" foods are becoming recognized by successful poultry raisers everywhere as the standard for egg and flesh production. They are composed of choice grains and seeds, carefully selected as regards purity, cleanliness, sweetness and freshness and are mixed with such care that each mixture is a scientifically balanced ration for the purpose for which it is intended.

Experts agree that there are three factors which influence more than any others, the success that attends the feeding of poultry. These are the balance of ration, its palatability and its economy. These requirements are admirably met in "Perfection" poultry foods, and the result is that the Wise company is constantly receiving orders from successful poultry raisers in many states.

In addition to the various "Perfection" foods, the Wise company also handles poultry supplies of every description. Tremendous stocks are carried at all times, insuring prompt deliveries to customers everywhere. As dealers in hay, grain, cotton seed

products, rock salt, etc., the W. D. Wise Seed Company are recognized leaders in the El Paso southwest.

The reasons for the extraordinary success of the Wise company are not far to seek. In the first place, the executive officers of the company, which is incorporated, are men who combine exceptional energy and enter-

prise with high business ideals. They are W. D. Wise, president; Charles Davis, vice president; and M. J. Murray, secretary-treasurer. Quality is a hobby with these gentlemen, and the result is that "Perfection" brand products are reflecting the greatest credit not only upon them, but also upon the entire El Paso community as well.



"Made in El Paso" PERFECTION POULTRY FOODS

have become recognized by successful poultry raisers as the standard for egg and flesh production. They are composed of choice grains and seeds, carefully selected as regards purity, cleanliness, sweetness and freshness, and are mixed with such care that each mixture is a scientifically balanced ration for the purpose for which it is intended. They stand pre-eminent in the realm of poultry feeds today.

W. D. WISE SEED COMPANY
Seeds—Feed—Poultry Supplies.
Phone 11. Phone 5290
106 N. Stanton St.—and—Chihuahua and 2nd.



Watch This Page Every Saturday For What These Advertisers Have to Say

POLISH

It is of the utmost importance that polish for Pianos, Automobiles, Furniture and Leather upholstery be made RIGHT. Polish is the life blood of Furniture etc., and if it is not made perfect in every way, the polish cannot be satisfactory. We realize that as a new COMPANY, our polish must not only be good, but must be PERFECT. In addition to this, our polish will at first be subjected to far closer scrutiny than usual. We earnestly ask that OPTIMO POLISH be put to severest test, and we know when this is done, it will come forth triumphant. Write us for a Sample bottle. At all first class dealers.

OPTIMO MANUFACTURING CO.

EL PASO, TEXAS Phone 138

Buy These Brands and Help An El Paso Industry—Increase an El Paso Pay Roll



PRESIDENT BRAND
AMBASSADOR BRAND
STATESMAN BRAND

MACHINE SHOP WORK

Southwestern Electric & Machine Co., Inc.
205-206 San Francisco St.

Electrical Repair Work
Phone 1315

The Osaple Broom Factory

Manufacturers of Brooms of Every Description.
224-226 W. Overland St. Phone 3031.

MADE IN EL PASO
Light building iron work of every kind in iron, brass or bronze. The only shop in the southwest equipped to make all the architectural iron work on a building.
SOUTHWESTERN IRON & WIRE WORKS
704 Texas. El Paso, Texas.

MEN BUILD SANITARY COW STABLES

With Sanitary Floors, free from crevices and cracks for dust and dirt to gather in. These same men build their homes and schools with wooden floors containing innumerable crevices between the boards. "I have found the germs of tuberculosis, tonsillitis, bronchitis and the whole host of dispensers among children in the cracks of a new and unusually clean schoolroom." Dr. Leonard Keene, Hirschberg, A. B. M. A., D. M. (John Hopkins University).
Acme Sanitary Floors are laid in one continuous, seamless, crackless unitary piece, with curve corners and round corners. With no place for germ laden dust and dirt to gather in.

ACME SANITARY FLOORING CO.,
305 North Kansas Street Phone 6227

Do You Realize That we are equipped to turn out anything in GLASS?

We are manufacturers of ART GLASS AND MIRRORS
Beveling, Chipping, Embossing, Sand Blast Work.
ORNAMENTAL GLASS of every description. jobbers of
PLATE AND WINDOW GLASS
The most complete glasscraft house west of the Mississippi.

El Paso Sash & Door Company

OUR MOTTO
PROMPT SERVICE AND EFFICIENCY
WORTHINGTON PAINT & WALL PAPER CO.
408 NORTH OREGON STREET PHONE 93

FREE BULLETIN "Facts Everyone Should Know About Concrete Silos" Send for it. Southwestern Portland Cement Co. El Paso, Texas.

Phone 6450
ACME SHEET METAL WORKS
Chas. A. Knuffman Ollie B. Moore
Guttering, Spouting, Roofing, Sky- Lights, Requiring. Heating a specialty.
411 Texas St. EL PASO, TEXAS

WESTERN WELDING & MANUFACTURING CO.
Full Machine Shop Equipment. Welding Products, Pipe Manifolds, Metallic Packing, Etc.
221 S. Santa Fe St. Phone 6988.

HOTEL PASO DEL NORTE
Fire-Proof and Modern
RATES—\$1.50 PER DAY AND UP European

Wimber & Chenoweth
Carpenters and Cabinet Makers. Manufacturers of Store Fronts, Counters, Refrigerators, Shelving, Saloons, Bank and Pool Room Fixtures, Etc.
414 E. Overland St. Phone 3762.

Many people think it costs a lot of money to build
Tile Floors and Walls in bath rooms and kitchen, but it does not
You Can Afford It
We will be glad to send a man to talk it over with you.
El Paso Mantel & Tile Co.
EL PASO, TEXAS.

ELLIS BROS. "THE" Printers and Stationers.
Ellis Building. Phone 45 and 46.

BIG CUT ON ELECTRIC FIXTURES
Texas Electric Supply Co. "Knackers of High Prices."
119 N. Stanton St. Phone 1120

AUTOMOBILE LAP ROBES BELOW COST!
WEST TEXAS SADDLERY CO.
210 S. Oregon Street.

Shaving Lotion! WITCH HAZEL CREAM
Antiseptic and a delightful cooling preparation for after shaving—25 Cents.
THE WARNER DRUG CO.
Telephones 731-732

AXEL SWANSON Merchant Tailor
S. W. Cor. Sheldon Hotel, Little Plaza EL PASO, TEXAS.

PURGATOLL Pleasant Laxative and Purgative. 25c at All Druggists.

SAVE MONEY, FUEL WORK, WORRY
El Paso Fireless Cooker "MADE IN EL PASO"
Phone 6057 W 23 Buckler Bldg.

Arctic Brand Shortening

solves the problem for a perfect butter substitute in cake baking.

The ideal

Shortening for all home uses.

More wholesome and healthy than animal fats and lard substitutes supplied from distant markets.

Insist on your grocer supplying you with the fresh home made article—

Arctic Shortening Distributed by all leading Jobbers in the West.

Manufactured By

The El Paso Refining Co.

Home Grown Choice Cut Flowers. We are Exclusive Agents for Burbank's Productions of Seeds, Plants and Nursery Stock.

Try our own make Chocolate Coated Dipped Fruit Candy. Containing fruits such as raisins, pineapples and cherries.

Potter Confectionery & Floral Co. Mills Bldg. Phone 4039

WE MAKE JEWELRY OF ALL DESCRIPTIONS
Difficult repair work a specialty. Diamonds reset while you wait.
CURTIS & KING
Mfg. Jewelers. 115 Texas St.

McLELLAN BROS. TAXIDERMISTS, MANUFACTURING FURRIERS, TANNERS.
Retailers of Moccasins and Art Leather Goods.
309 San Francisco St.

MISSION Macaroni, Vermicelli, Spaghetti.

TRI-STATE Macaroni, Vermicelli, Spaghetti.

In line with the spirit of El Paso we have this year built a new building, and added new machinery. YOUR patronage will help us increase more. Every package of our products YOU buy will help some one else have employment. Money thus earned stays here—in spent with El Paso merchants. Why not buy El Paso Made Goods?

SHARP ELLIOTT MFG. CO.
P. S. Have you tried Mission Egg Noodles?

LUZIT Macaroni, Vermicelli, Spaghetti.

SUNNY MONDAY BLUING
Contains the same, goes farther.

THE SOLE of our success in Shoe Repairing and the very foundation of our business is in the quality of the materials we use and our skillful workmanship in SHOE REPAIRING.

You could afford to pay us a little more for such high-class work, but we do not charge that little more. Our prices are always fair, our services always satisfactory and we get every order out promptly. Try us.

CHAS. ROKAHR
317-319 Texas St. Phone 873
El Paso, Texas.



Manufacturers of Tents, Awnings, Porch Curtains, Osaple Water Bags, and Camp Supplies made in El Paso.

EL PASO TENT & AWNING CO.
314 San Francisco St. Phone 2044

See the Largest Display of gains in the southwest sold at cutters' prices. Cut on our new \$2.00 cutting machine. Any gem mounted on short notice. Mail orders solicited.

Texas Turquoise Co.
305 San Francisco St.

HARDWARE SATISFACTION. Everything from a needle to an engine.
Krakauer, Zork & Moyer, S. I.
117 San Francisco St.

"PASO FLOOR SWEEP" is a high grade sanitary dustless sweeping compound "Made in El Paso" to be used on wood floors, tile floors, cement floors and sidewalks. A high grade disinfectant and germ destroyer. Don't forget the name listed on "Pasos Brand Floor Sweep." Money back guarantee.
PASS CITY PRODUCTS CO.
511 E. Second St. Phone 2925.

BOX SPRINGS \$15.00 & Up
BOX COUCHES \$12.00 & Up
We Repair, Refinish and Upholster Furniture, Auto Tops, Cushions and Slip Covers Made to order. We pack, haul, store or ship your Furniture.
R. L. DANIEL FURN. & MATT. FAC.
Phone 1025.

THE QUALITY KIND OF SHEET METAL WORK
Covered Canteens
One quart to eight quarts

H. WELSCH CO.
1215 Texas St. Phone 606.

Buy Globe Mills Flour and Help the Southwest Grow

For five years GLOBE MILLS FLOUR has been the standard in thousands of El Paso homes. Each year sees our El Paso distribution make big increases, but there are still some homes that are not acquainted with the superior quality of our flour.—We want these people to buy a sack—just once—we are willing to abide by the result of a fair trial of our goods.

GLOBE MILLS FLOUR is made of selected wheat. It is made by men who have studied the needs of Southwestern consumers and we know that this Flour will meet your requirements.

Globe Mills

EL PASO BEDDING CO.
Manufacturers of Felt and Cotton Mattresses.
Wholesalers of—BEDS, SPRINGS, COTS, CHAIRS, ETC.
P. O. Box 714 El Paso, Texas.

EL PASO RUBBER CO
The Most Perfect Vulcanizing and Rubber Repair Equipment in the Southwest. Agents for GOODRICH TIRES.
313 San Francisco Street.

BOOST EL PASO MADE PAINT!
We manufacture PAINT right here in El Paso. Every dollar spent for our product stays at home.
TUTTLE'S ROOF PAINT comes in a variety of shades. We stand behind the quality.
Tuttle's Imperial Paint
Covers 250 to 300 square feet, two coats to gallon. Has good spreading power. Has good body. Has excellent wearing quality. Is of the highest grade and easily applied and beautifies. \$2.25 per gallon.
"Write us your paint troubles."

TUTTLE PAINT AND GLASS CO.
Phone 206-205. 210-212 N. Stanton St.

BUSTER BROWN BREAD 100% GOOD. For Sale By All Grocers