

Your Advertisement

should be on this page if you make anything in El Paso. For space, phone 2528 and ask for Advertising Manager.

If It Is "Made In El Paso" You Will Find It Here

Buy your Butter from the Shop.
"Where Quality and Cleanliness Reign Supreme."

THE GOLDEN COW BUTTER SHOP
200 Mesa Ave. Next to Kress

BUTTER
65c Per Pound.

The best ever made and sold in El Paso.

Yard Eggs, 70c Per Dozen.
Fresh Cottage Cheese, Milk, Cream and Buttermilk.

Dairy Lunches.
SANITARY BUTTER STORE
402 E. San Antonio St. Trust Bldg.

EL PASO TRUNK FACTORY
Established 17 Years.



WE MANUFACTURE ALL STYLES OF TRUNKS, SAMPLE CASES AND SMALL LEATHER GOODS.

We also repair and exchange Trunks and Traveling Goods.

EL PASO TRUNK FACTORY
Opposite Post Office. Across Plaza.

Next to Crawford Theatre.—Tel. 1054.
Carrying Cases "Made to Order in El Paso."

PURE DISTILLED WATER

Consumers Ice and Cold Storage Co.
Successors to RIO GRANDE ICE & FUEL CO.

No More Substitutes In Buster Brown Bread

Purity Baking Company Rendered Food Administration Aid During the War; Largest Establishment of Its Kind in Southwest; Annual Payroll \$60,000.

The many thousands of customers, in El Paso and the Southwest, of the Purity Baking Company will welcome the announcement—"No more substitutes in Buster Brown Bread." Buster Brown Bread is now back to the pre-war standard of excellence. During the war it was necessary for all bakers to use substitutes in baking bread, cake and pastries in accordance with Mr. Hoover's regulations. The Purity Baking Company cheerfully obeyed every order of the U. S. Food Administration and rendered great aid to the administration in many ways. Few people realize the magnitude of the Purity Baking Company. At 711 South Kansas Street this company operates the largest and most modern baking establishment in the entire southwest. The plant represents an investment of over fifty thousand dollars and the annual payroll is well over thirty thousand dollars. Fifty-five people are employed by this concern. Many millions of loaves of Buster Brown and Tip Top bread are turned out yearly and in addition they also bake huge quantities of fine cakes and pastries.

Two retail stores are operated in the downtown district, one located at 112 Texas street and the other at 409 North Oregon street, where their products are on sale daily.

The Purity Baking Company was organized in 1907. Mr. Geo. W. Roberts is president of the company and Mr. B. M. G. Williams is secretary. These two gentlemen have managed the business for the past twelve years. They are thorough business men and are leaders in the business life of El Paso and are always found backing any movement that is for the good of the city or the Southwest.

\$10.00 CASH
—For the Best—
Display Advertisement

For the purpose of further interesting our readers in the various advertisements appearing on this page, The Herald will give this week \$10.00 in cash, to the person sending in the best prepared copy for an advertisement to be used for the Purity Baking Co. The advertisement to be the same size as the one appearing on this page this week occupying a space of 1 inch deep and 3 columns wide to contain no cuts save the cut of Made in El Paso which may be any size up to 1 inch reproduced in the space on February 2.

If you want additional facts for use in the advertisement, call at the advertiser's place of business. Each week this contest will be continued until all of the advertisements appearing on this page shall have been prepared by our readers. Watch this space each week for the name of the advertisement to be written.

LAST WEEK'S WINNER.
The winner of last week's prize is: E. J. Smith, Box 541, Albuquerque, N. M. Check will be mailed.



La Internacional Cigars

The Favorite of Discriminating Smokers.
TRY ONE TODAY
Made In El Paso Since 1881.

Kohlberg Bros.

Manufacturers.



The Dixie Mattress
"Made in El Paso"
H. Nordwald & Co.
Successors, Inca

All our brands, even the cheapest, are made from clean new material, which does not require to be sterilized.

Sold by all good dealers in the Southwest.

Mattress Manufacturers and Wholesale Furniture Jobbers.

Special machinery sets the cotton.

The People of El Paso and the Southwest

want to buy "Made in El Paso" Products. If you manufacture a "Made in El Paso" product let the people know it. Make your announcement on this page. For rates phone The Herald 2630 and ask for the advertising manager.

THE Peyton Packing Co. Products

Are all produced in El Paso, and are the finest Quality. They are produced under Government Inspection.



"Government Inspection Means Health Protection"

Peyton Packing Company

El Paso, Texas.

CURTIS & KING

Manufacturing Jewelers, Engravers and Watchmakers
115 Texas Street.
Phone 252

Oh, What a Difference When we clean Your Clothes

Wilson-Millican

The Best Cleaners The Best Work The Best Service

What more can you ask? We also clean and block hats. PHONE 4406



HILLS, SUTTON & WHITE MFG. CO.

Myrtle Avenue and Laurel Street. El Paso, Texas.
Manufacturers of Tanks of all kinds, Culvert, Pipe and Heavy Sheet Metal Products, Riveted and Welded. Large Stock of Sheets. Ask for Catalog.

The Cleveland Square Garage

PERFECT DAY AND NIGHT SERVICE
Accessories, Washing, Vulcanizing Storage Facilities

GUARANTEED REPAIR WORK

Battery Repairing
MITCHELL & THORNTON
OWNERS

PHONE 527

Corner Franklin and Santa Fe Streets
Opposite Cleveland Square

MADE TO ORDER Boots

Time to "swear off" on those "ready mades"—they never fit, anyway! Our boots FIT! They have to because they're made to your individual measure, and are guaranteed. No extra cost.

COWBOY BOOTS A SPECIALTY
Send for measurement blanks on parcel post orders.

The Rokahr Boot and Shoe Shop

317-319 Texas Street. El Paso, Texas

President Ambassador COFFEE Statesman

Three good brands Right here at home You ought to use them

They have convinced others Hundreds in El Paso Enjoy them—And they are Made in El Paso

C. H. FINLEY COMPANY

510 Station Street El Paso, Texas



Cleanliness Quality Service

Phone 340.

Save The Babies

SAVE DOCTORS' BILLS SAVE ANXIETY AND WORRY

Buy Certified Milk

IT IS PURE—IT IS CLEAN
Endorsed by the El Paso County Medical Association.

El Paso Dairy Co.



Milk Cream Cheese

City Office: 423 N. Oregon St.

Fischbein Brothers
MERCHANT TAILORS
2nd Floor City National Bank Bldg.

BUY CLOTHES
"Made in El Paso."
You Keep El Paso Money at Home.

SAVE YOUR CATTLE—Buy Krakajak S. & S. Cutters
Made by Krakauer Zork & Moye's S. I.

The Texas Tire Co.

Prices on Double Tread Tires:

32x3 Tire	\$ 7.00
32x3 1/2 Tire	8.00
32x4 Tire	10.00
32x4 1/2 Tire	12.00

710 Texas St. Phone 6016

A Hint to Housewives—

Buy Valley Grown Vegetables, "Made in El Paso" Food Products, And Cook with Gas!

El Paso Gas Co.

425 No. Oregon St.

More Beautiful

The beauty of many El Paso homes, hotels, theatres, stores and churches has been enhanced by



ART GLASS

We also supply Leaded Glass, Mirrors and all kinds of Artistic Woodwork.

El Paso Sash & Door Co.

EL PASO, TEXAS



AWNINGS AND CURTAINS
Made in El Paso
for residences, stores and office buildings.
"If it is made of Duck or Canvas, we make it."
EL PASO TENT & AWNING COMPANY
129 San Francisco St. Phone 2044

FURNITURE REPAIRING

We have just installed the latest improved machinery for cleaning and weaving rugs.

R. L. DANIEL FURNITURE AND MATTRESS FACTORY

706 Texas St. Phone 1826-1876

MATTRESSES

Wholesale and Retail
We Renovate Old Mattresses and Make Them Like New

We have just installed the latest improved machinery for cleaning and weaving rugs.

CLARKE MATTRESS AND RUG CO.

Phones 1928-1976-417
2212 MYRTLE AVE.

KEEP THE HOME WHEELS TURNING

Use Made-In-El Paso Products



El Paso Electric Railway Company

Phone 8000.

ALBA H. WARREN, Manager.



Spick & Span Invite You to Call at

BRANCH No. 1, 226 MESA
BRANCH No. 2, 406 OREGON

And leave your laundry. They will return it same day.

THE ELITE LAUNDRY



Flowers "Grown in El Paso"

POTTER

Floral and Confectionery Co.
Mills Bldg. Harris Bldg.
El Paso's Flowerphone-8100.

BUSTER BROWN BREAD—

The Acme of Perfection Made by

PURITY BAKING CO.



LOOK WHAT WE MANUFACTURE IN LEATHER

For the Horse—Saddles, bridles and head-stalls.
For the Man—We manufacture leather puttees, gun cases, cartridge belts, hat straps, spur straps, kodak cases, leather belts, cow-boy chaps.
Special attention given to outfit town orders.

SHELTON PAYNE ARMS COMPANY
Headquarters for Sport Goods. 217 Texas St.

GLOBE MILLS

Why buy inferior grades of flour at high prices, when you can purchase a superior quality miller right here in El Paso at lower cost, because there are no freight charges added?

USE—
Globe Mills Products and help the Southwest grow. In what other part of the country are you interested?

FOR TAN, SUNBURN AND ROUGH SKIN

Use Warner's Witch Hazel Cream. "MADE IN EL PASO." This cream works like magic in clearing up Tan, Sunburn or Rough skin. Try a bottle—25c for 3 ounce bottle or 50c for an 8 ounce bottle. 3 ounce bottle mailed to any address on receipt of 20 cents.

WARNER DRUG COMPANY
Phone 721 Ordorff Hotel Block.

DUSANG & WELLBORN

WE MANUFACTURE—Rugs, Mattresses, Cushions and Slip Covers.

CARPETS—Cleaned, Repaired and Laid.

FURNITURE—Stored, Packed and Shipped.

"We Are As Near To You As Your Phone."

Momsen-Dunnegan-Ryan Co.

"MADE IN EL PASO"

Sheet Metal Products, Stock Watering Troughs and Tanks.
Mine Air Pipe, Flues and Ventilators.

Special Pipe Fittings.
Prompt Mail Order Service.

Buy Coffee

"Made in El Paso"
Freshly roasted and delivered daily.
PAN-AMERICAN COFFEE CO.
413 Mesa. Phone 3160.