
Ter
Texico-Farwell News

## CANNON <br> BALL MOTOR COMPANY

## AND THE MEN BEHIND IT

J. D. HAMLIN,<br>C. A. ROBERSON<br>First \& Active- Vice-Pres.

W. L. MANSFIELD,
Second Vice Pres.

Second Vice
Secretary \& Treasurer

DIRECTORS
D. A. RANDALL
J. C. MILNE

EVERETT BELL

FACTORY MANAGER
AND
CONSULTING ENGINEER
W. A. KING


Administration Building and Visitors April 12, 1918

The Cannon Ball Motor Company was incorporated September 28, 1917, under the laws of New Mexico. Authorized capital is Ten Million Dollars. Fully paid and non-assessable. Par value One Dollar and is sold at Two Dollars per share.
The Cannon Ball Motor Company now has more than Fifteen Hundred Stockholders living in ten states. Experienced automobile people say we have made more progress in these seven months than any other automobile company has ever made in the first year of its existence.

This Company occupies its own three story brick oftice building. This structure is modern in every detail and is said to be one of the most complete office buildings in the state of New Mexico.

Our temporary assembling plant in the East is producing the Cannon Ball Four-38 model successfully. Six' of these cars are now used by our salesmen in their work. Within the next thirty days we are promised the Cannon Ball Masterpiece Six-60, the "Star of the Highway."

When the first unit of our factory is completed this Eastern organization will be transferred to Texico ready to begin the construction of cars at home.

## SUCCESS CERTAIN.

The success of the Cannon Ball Motor Company is assured for the following reasons:
The manufacturing of automobiles is a very profitable business. The Automobile Industry ranks third in volume of business but the net earnings far exceed any other industry. The demand for automobiles is constantly increasing. This means the business is permanent and its future assured. The big profits of other companies were made in the automobile alone. The Cannon Ball Motor Company will manufacture Trucks and Tractors in addition to
automobiles. This makes its earning pow er three times as great.
The location of the manufacturing plant at Texico on the state line between the great States of Texas and New Mexico gives unusual freight rate advantages. Our raw materials and markets are within easy reach. The saving on freight alone means good dividends.
The character and business ability of the men who manage the Cannon Ball Motor Company is the best assurance of its continued success. These men are leaders in their respective fields of endeavor. Their combined experience and united efforts contributed to the management of this company is the best evidence that the business is being conducted in an efficient manner.

##  <br> SERVICE.

The plan of organization of the Cannon Ball Motor Company from the assembling of the capital to the distribution and selling of its manufactured products is unique in the history of industrial developments. This plan has the approval of the leading experts who are intimately acquainted with this line of business.
Service is the key note in the Cannon Ball organization. The county is the unit for distribution. The County Distributor will carry a complete line of all necessary parts for our machines. In other words each county, where our organization has been perfected, will have a supply house properly equiped for the repair of our cars and machines.

No long waits for repairs and vexatious delays in securing the parts from a factory a thousand miles away. No need of wiring to the central agency for something needed. Everything necessary is within a few miles distance and can be obtained in a short time. Our expert mechanic thoroughly trained in our factory is right
there in your county-seat town ready to serve you at once.
Service is the one distinct thing that usually makes one organization superior to another. All automobiles are made from certain parts now pretty well standardized but there is a vast difference in the service these companies render.
The Cannon Ball Motor Company will rank among the first in the service it is preparing to render its patrons.
The automobile business has grown to gigantic proportions. A few years ago there were One Hundred Thousand cars in use. Today there are Four Million Five Hundred Thousand. No man dares estimate what the next ten years will bring in this wonderful industry. The demand for Trucks is many times the supply. The day is near at hand when the Tractor industry will assume gigantic proportions.

## PRUDENT MAN'S OPPORTUNITY.

The Cannon Ball Motor Company is engaged in a business that is permanently profitable at unusually favorable location under the management of men who have been pre-eminently successful in their respective fields of business experience.

More fortunes, large and small, have been quickly made in automobile stock than in any other commercial success in the history of America-these fortunes were made by people who bought early in the new producing companies.
The Cannon Ball Motor Company is young and full of ambition; its plans are carefully laid along sound lines. Right here is a rare opportunity for a safe and profitable investment.
The prudent man will investigate Cannon Ball Motor stock with a mind open to the possibilities of an investment that may bring him financial independence.


