

BUSINESS ARCHIVES PROJECT

At present the Business Archives Project houses 106 volumes representing 12,004 pages of transcript.

OHB55 ABERNETHY, Byron R. (b. 1909). Labor arbitrator, Lubbock, Texas. Circumstances surrounding termination of his employment at Texas Tech University.

30 pp.

Terms of Use: Closed until August 6, 1996

Interviewers: Sam Barton; Floyd Jenkins

Date of Interview: January 6, 1981

OHB64 ABERNETHY, Byron R. (b. 1909). Labor arbitrator, Lubbock, Texas; Director of regional War Labor Board, Dallas, Texas. Family background; farming near Beach, North Dakota; activities as principal in Dodge, North Dakota; employment in political science department at University of North Dakota, 1937; experiences during Depression; research on crop insurance and liberty concepts in labor relations; activities as director of regional War Labor Board office in Dallas and as vice chairman of the Board, 1943-45; contributions of War Labor Board to bargaining process; employment in political science department at Texas Tech, 1947; discussion of "ad hoc" and "permanent" arbitrators; comments on arbitration process and selection of cases to arbitrate; comments on operating requirements of professional arbitrator; comparison of 1940s and 1980s arbitration processes; views on injection of legalism in arbitration process; explanation of expedited procedures; comments on differences in arbitrating in Northeast and Southwest; "ego security" as a factor in arbitration cases; discussion of origin of full-time professional arbitrators; purposes of and involvement with the National Academy of Arbitrators.

119 pp. plus documents

Terms of Use: Open

Interviewers: Floyd Jenkins; Sam Barton

Date of Interview: January 6, 1981

OHB91 ADAMS, Stanley Edward (b. 1910).

Co-owner of Adams Abstract Company and rancher, Robert Lee, Texas; Chairman of Board, City Savings, San Angelo, Texas. Family background; work on father's farm, Robert Lee; employment with Tom Green County Abstract Company, San Angelo, 1927; description of oil booms in Coke County; development of Coke County Abstract Company; origin of Adams Abstract Company, 1945; descriptions of lease acquisitions in West Texas; experiences drilling for oil in Jamison Field, 1950s; purchase of farms and raising of sheep, goats, and cattle; comments on problems of farmers and ranchers; description of son's activities in Texas banking business; experiences during Depression in Coke and Tom Green counties; civic and trade association activities.

ADAMS, Elsie (b. 1906). Co-owner of Adams Abstract Company, Robert Lee, Texas. Family background; experiences growing up on farm near Miles, Texas; comments on teaching at Klattenhoff and Robert Lee public schools; comments on procedures of abstract companies; explanation of different types of abstracts and purpose of title policies; comments on charges for abstract work; entry into real estate business; advertising of businesses; civic activities; development of Lake Spence.

136 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: March 30, 1984

OHB70 ADAMS, Virgil C. (b. 1928). Owner and operator of Adams Exterminating Company, Denton, Texas. Family background; father's employment with Morrison Milling Company and International Exterminating Company, Denton; experiences in Navy at end of World War II; employment with father's company, Adams Exterminating, 1950; comments on public view of pest control business, 1940s; description of Purdue University's courses on pest control; comments on business competitors; views on "self-policing" within the pest control business; development of large sprayer dealership; contrast of old and current methods of pest control; discussion of ant problems, expansion of company; requirements for licensing pest control business; discussion of variety of pesticides; comments on government regulations; expansion of market; civic and trade association activities; duties as president of Texas Pest Control Association.

105 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: February 11, 1982

OHB95 ANTIQUESTONE. Interviews with Grady Leroy Smith, Jr. (b. 1937) and James M. Dyke, Jr. (b. 1949).

SMITH, Grady Leroy, Jr., President, Antiquestone, Inc., Bertram, Texas. Family background; experiences working with father for Trafton Tile Company, Austin; self-employment in the tile installation business, 1966; description of tile installation procedures; entry into tile manufacturing business, 1967; partnership with James Dyke, Jr. and Sr. to form Antiquestone, Austin, 1973; company relocation to Bertram, 1979; description of tile-making process; responsibilities of president of company; personnel practices; comments on new design introduction; differences between Antiquestone's cement tiles and other companies' clay tiles; comments on government regulations; description of product distribu-

tion; civic activities; factors in developing successful business.

DYKE, James, Jr., Co-owner, Antiquestone, Inc., Bertram, Texas. Family background; father's employment in tile business; work with father's Monarch Tile Service; comments on Austin distributorship for Terra Firma tiles; involvement as co-owner of Antiquestone, Inc. and struggles to develop business; description of first large sale for Phoenix shopping mall; purchase of 18,000 square foot plant, 1980; comments on worldwide distribution of tile; views on personnel and mechanization of company; comments on advertising of product; civic activities.

121 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Dates of Interviews: March 15, 1984;

March 16, 1984

OHB3 ASH, Mary K. (birth date not public information). Cosmetics entrepreneur. Early sales experience and its impact upon future business philosophy, methods, and success of Mary Kay Cosmetics; planning prior to launching company; problems and solutions in beginning; early legal problems with competitors; concern for women's opportunities; female orientation of company; development and growth of sales; role of her children in company; methods of recruiting; training, attitude building; marketing and sales techniques; incentive plans; sales territories; pricing; party plan; employee promotion; views on successful managerial traits; views on motivational differences between men and women; application of Golden Rule toward employees and customers; attitudes and philosophy toward employee relations; use of intuition in decision making; reasons for growth of Mary Kay Cosmetics.

109 pp.

Terms of Use: Open

Interviewer: Donald Caruth

Dates of Interviews: November 6, 1974; November 11, 1974

OHB104 ATKINS, Irvin M. (b. 1904). Agronomist, U. S. Department of Agriculture and professor and small grains research leader, Texas Agricultural Experiment Station, College Station, Texas. Family background; employment with U. S. Department of Agriculture experiment stations, San Antonio and Denton, Texas; history of Denton station; development of varieties of small grains resistant to pests, disease, and adverse climate; discussion of wheat varieties; description of special equipment used at stations; experiences during Depression in Denton; refinements in equipment and methods at stations, 1950s; organization of stations; discussion of science of plant breeding; description of Texas A&M station's activities; efforts to produce hybrid wheat; comments on future of American farmer.

50 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: March 14, 1986

OHB35 BARTON, Sam (b. 1906). Emeritus professor of economics, University of North Texas. Family background; educational experiences at the University of Texas, Austin; membership in League for Industrial Democracy; winter lambing in West Texas; experiences during Depression; view of economics and sociology department at North Texas, 1939; experiences in U. S. Army training camps and Pacific Theater during World War II; organization of AAUP, CCTA, and TACT on North Texas campus; activities in field of workmen's compensation; work of Fred Schmidt in CIO and AFL-CIO; activities in redrafting of Texas Workmen's Compensation Law, 1957; work of Jerry Holloman in AFL-CIO; research, consultant, and organizational activities; comments about labor arbitrator Byron Abernethy; highlights of career at University of North Texas.

168 pp.

Terms of Use: Open

Interviewers: Fred Gantt; Floyd Jenkins

Dates of Interviews: April 15, 1977; November 30, 1979

OHB15 BLANTON, Burt (b. 1897). Independent business and industry consultant, economic surveyor. Family background; education and early work experience leading to survey business; comments concerning many individual surveys; comments about personal associations with prominent local, state, and national individuals; observations about community attitudes toward industrialization; service in Washington during World War II and comments about federal bureaucracy; views on revival of railroads and other forms of public transportation.

110 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: April 6, 1978

OHB90 BREWER, Ada Reed (b. 1914) and Bob (b. 1915). Owners and operators of A. B. McGill and Company General Merchants, Bertram, Texas. Ada's family background; description of Ada's father's general store, Bertram; Bob's family background; marriage to Ada and employment at McGill's general store, 1939; discussion of losses on charge accounts during Depression; addition of Philco line of appliances, 1939; rationing of goods during World War II; comments on change from clerk-service to self-service operation of store; comments on credit business; purchase of clothes at Dallas fashion market; description of customer interests; changes in product lines; discussion of commercial and residential growth in Bertram area; use of direct mail and radio advertising; involvement with Texas Retail Association; discussion of blue laws in Texas; factors in developing successful business; civic activities.

100 pp. plus documents
 Terms of Use: Open
 Interviewer: Floyd Jenkins
 Date of Interview: March 14, 1984

OHB2 BRINKER, Norman (b. 1931). Restaurateur. Impact of his family, the military, education, sports, and early business experience upon his personal development and philosophy of management; founding his first company; entry into food business with Jack-in-the-Box; starting a coffee shop (Brink's); founding of Steak and Ale; growth and expansion into other states; partnership relations; philosophy toward control systems, expansion, public financing, franchising; views on employee recruitment, selection criteria, training, incentives; problems in restaurant business; reasons for personal success, growth of Steak and Ale; thoughts on entrepreneurial spirit.

91 pp.
 Terms of Use: Open
 Interviewer: Donald Caruth
 Dates of Interviews: December 5, 1974; December 11, 1974

OHB8 BROOKS, Joe (b. 1917). Realtor, farmer. Family background, including founding of Brooks Dairy by his father; his early experiences on the farm and in Brooks Dairy; personal managerial experiences in dairy business; obtaining milk accounts with Denton public schools, College of Industrial Arts (Texas Woman's University), North Texas State University, Denton State School; entry of Borden's and other competitors into Denton market; origins of and conflicts concerning North Texas Milk Producers Association; growth of orderly milk marketing; disappearance of small dairies; pricing methods, date marking, preservatives; management, advertising, employee relations; advent of mellorine in ice cream market; selling the business.

71 pp.
 Terms of Use: Open
 Interviewer: E. Dale Odom
 Date of Interview: February 11, 1976

OHB27 CALHOUN, Drue (b. 1910). Pioneer distributor of automatic gasoline nozzles. Early work experiences in Gordon, Texas; employment with Self Motors in Denton, 1925; experiences as service station owner and operator during Depression; Air Force career; problems of service station business; discovering, entering automatic nozzle business; methods of financing and selling; role of Mrs. Calhoun in the business; entry of Charles Kregel into the business; selling the business.

77 pp.
 Terms of Use: Open
 Interviewer: Floyd Jenkins
 Date of Interview: March 27, 1979

OHB93 CHAPMAN, Bob L. (b. 1936). President, Commercial Bank of Mason and owner, Mason Auto Supply, Mason, Texas. Family background; early employment at Humble State Bank and as state bank examiner; comments on defalcations; employment as bank manager in Nixon, Texas; history of Commercial Bank of Mason; manager and president of Commercial Bank, 1967; comments on bank loans in Mason area; discussion of computerization of bank; views on small town banking operation versus city banking operation; discussion of banking competitors in Mason; personnel practices; comments on advertising; views on government regulations; description of a typical bank work day; membership in trade associations; civic activities; comments on Mason's Auto Supply; advice for business majors interested in banking profession.

82 pp.
 Terms of Use: Open
 Interviewer: Floyd Jenkins
 Date of Interview: July 13, 1984

OHB47 CHILES, Harrell E. (b. 1910). Oilman, chairman of the board and chief executive officer of the Western Company. Family background; experiences in merchant marine; roustabouting and roughnecking around Barbers Hill, Liberty, and Esperson Dome; education at University of Oklahoma; Depression experiences; employment with Reed Roller Bit Company; early contacts with Clint Murchison; formation of Western, Incorporated, 1939; development of acidizing process; oil business during World War II; West Texas oil boom, 1947-57; transition from entrepreneur to manager; association with Charles Simmons; Ship Subsidy Act of 1936 and semi-submersible drilling rigs; dealing with foreign governments; views on energy self-sufficiency and conservation; relocation to Fort Worth, 1959; decision to join Republican Party; political activities; comments about Franklin D. Roosevelt, John Connally, William Clements, Lyndon Johnson, and Jim Wright; views on free enterprise system; purchase of Texas Rangers baseball club.

138 pp.

Terms of Use: Open

Interviewer: J. B. Smallwood

Dates of Interviews: January 25, 1980;

February 7, 1980; July 1, 1980;

September 9, 1980

OHB67 CLAYTON, Margaret (b. 1917). Secretary-treasurer, Anderson-Clayton Funeral Homes, Inc. and Anderson-Clayton Burial Association, Terrell, Texas. Family background; John Clayton's involvement in Terrell funeral business, 1921; merger of Anderson Undertaking Company and Muckleroy-Clayton Company, 1926; officers of company; expansion into Mesquite, Texas, 1935; establishment of Anderson-Clayton Mutual Benefit Association, 1935; business experiences during World War II; description of ambulance service; expansion into Kemp, Kaufman, and Duncanville, Texas; experiences during Depression; comparison of 1930s funeral home practices with current practices; personnel employed at three companies; de-

scription of embalming process and legal requirements for burial; types of caskets; comments on criticisms of funeral businesses; financing of business; advantages of family business; advertising practices; comments on government regulations; views on components for a successful business; comments on trade associations; civic activities.

89 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: April 29, 1982

OHB30 CRAVEN, Jake (b. 1915). Founder, owner, and operator of Craven's, Inc., Denton, Texas. Childhood memories; Depression experiences; comments about Craven's Dairy and early dairy industry in general; employment with Burr Stores; recollections about growth and development of Denton; schooling at Akron University and North Texas State; starting his uniform business in Denton, 1940; business dealings with local firms; growth and development of his business; incorporation, reasons for; comments about competition, malls, shopping centers; importance of independent businessmen to communities; reasons for personal success, growth of company.

110 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: September 11, 1979

OHB18 CUELLAR, Frank, Sr. (b. 1903). Founder and chairman of the board, El Chico Corporation. Family background; education problems; work as barber; employment in kitchen of Adolphus Hotel; "Mama" Delilah Cuellar's Mexican food stand at Kaufman County Fair, 1926; opening of first "Cuellar's" restaurant, 1928; expansion to other towns; Depression; work on ranch in Mexico; first El Chico restaurant in Dallas, 1940; incorporation, 1949; start of canning operation; frozen food business; sources of supply and quality control; personal ownership of restaurant real estate; philosophy of management at El Chico; legal disputes;

federal regulations; merger with Campbell-Taggart; introduction of frozen pizza; business ventures after “retirement”; community and trade association involvements.

166 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Dates of Interviews: July 13, 1978;

August 9, 1978

OHB36 CURRY, O. J. (b. 1904). Emeritus dean, College of Business Administration, University of North Texas. Family background; teaching and retail work experiences; doctoral work at University of Michigan; employment with National Bureau of Economic Research; experiences on faculty at University of Arkansas; comments on Depression; experiences on faculty at Wharton School, University of Pennsylvania; work with American Petroleum Institute during World War II; development of College of Business at University of North Texas; post-war enrollment growth; business faculty recruitment; planning of Business Administration Building; philosophies of business education; growth of graduate business program; activities as dean of College of Business Administration; comments on faculty, staff, and administrative developments; accreditation of business programs; interaction of College with business community; views on Matthews, Kamerick, and Nolen administrations at the University; research, consulting, and organizational activities; business ventures; views on educational process; minorities in business program; business trends; views on improving quality of life; comments on retirement.

417 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Dates of Interviews: March 29, 1979;

March 30, 1979; May 16, 1979; May

23, 1979

OHB33 DAVIS PURITY BAKERY. Joint interview with Mrs. Anne Davis (b. 1918) and Don Davis (b. 1938).

DAVIS, Anne. Founder (with husband Jack T. Davis) of Davis Purity Bakery, Denton, Texas. Family background; Depression; purchase of Purity Bakery; early learning experiences; equipment; products; commercial and institutional accounts; business fluctuations; sugar crisis; pricing; typical workday; credit policies.

DAVIS, Don. Son of founder of Davis Purity Bakery. Family background, education; early work in family bakery; learning experiences; military service; return to bakery after father’s death; family involvement in the business; growth of business; shortages, price fluctuations; government regulations; employment; reasons for company’s success.

67 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: October 7, 1979

OHB16 DENTON ROOFING AND METAL WORKS. Interviews with Ezrum Massey (b. 1905), Pat Bomar (b. 1940), Linda Bomar (b. 1941).

MASSEY, Ezrum. Founder, Denton Roofing and Metal Works. Schooling and early life; construction and other work background; service in Army and sheet metal experiences there; start of partnership in roofing and sheet metal work; equipment and supply problems during World War II; growth of sales, equipment, facilities, employees; methods of financing; problems of finding, training, keeping skilled workers; views on expansion, company success, competition; sale of business to Bomars.

BOMAR, Pat and Linda (Joint Interview). Owners and operators, Denton Roofing and Metal Works. Family backgrounds, education; early work experiences; his work expe-

riences in carpentry, air conditioning, refrigeration, roofing, and sheet metal; purchase of business from Ezrum Massey; employee problems; importance of being self-employed.

128 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: May 24, 1978

OHB96 DIETERICH, Arthur (b. 1900) and Louise (b. 1901). Owners and operators of Hermosa Farms, Dallas, Texas. Louise's family background; Reverchon family settlement in Dallas; farming in Dallas; education at Texas Woman's University; Arthur's family background; father's employment with Sanger Brothers and as dairy farmer; description of Dallas flood, 1908; work on father's farm; athletic accomplishments at Texas A & M; employment as operator of dairy cooperative with brother in El Paso, Texas, 1922; establishment of Hermosa Farms, 1928; effect of Depression on Dallas dairy businesses; description of milk processing and delivery operations; comments on dairy, poultry, and meat products; description of typical day on dairy farm; moving of operation to Dorchester, Texas, 1947; change from retail to wholesale dairy business; comments on developing dairy herd; cooperation with Agricultural Experiment Stations; experience with dairy cooperative in Dorchester; personnel practices; sale of Dorchester farm; civic and trade association activities.

143 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: August 11, 1985

OHB58 DINN, Wallace L. (b. 1885). Founder, W. L. Dinn & Company, Insurance, Inc., Corpus Christi, Texas. Family background; work as ranch hand in Live Oak, Texas; employment as bookkeeper in Alice and Corpus Christi; entry into life insurance

sales, 1920; land development in Corpus Christi, 1926; growth of insurance company personnel and coverage; description of administrative personnel; civic activities; views on qualities necessary to develop successful business.

22 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: May 14, 1981

OHB73 DONSKY, Nathan (b. 1906). Founder and owner, Nathan's Jewelers, San Angelo, Texas; and co-owner of Sterling Jewelers, Dallas and Houston, Texas. Family background; description of fire at Gardner Park, Dallas; employment as secretary for Dallas lawyer Alvin M. Owsley; establishment of Ray Don concessions, San Angelo, 1928; employment in dry goods stores in Forsan, Texas, and Hobbs, New Mexico, 1930; co-owner of pawn shop in San Angelo; opening of Nathan's Jewelers, 1938; discussion of profit margin; opening of stores in Brownwood, Big Spring, Odessa, Paris, and Denison, 1940s; involvement with 4-H, FFA, and area sports teams; comments on scholarship funding and athletic scoreboard donations; discussion of operation of branch stores; brother's founding of Sterling Jewelers, 1948; Nathan's Jewelers promotional activities; expansion of San Angelo store; discussion of credit business; experiences during Depression; comments on personnel; market share in Texas; expansion of Sterling Jewelers; personnel practices; civic and trade association activities; factors in developing successful business.

87 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: September 11, 1982

OHB66 EDGE, Claude (b. 1903). One of the founders of Lilly Ice Cream Company, Bryan, Texas. Family background; teaching in Pioneer, Texas; employment as principal of Jacksboro, Texas, public school; work in ice plant in Commerce, Texas; partnership in Lilly ice cream business in Navasota, Texas, 1927; comments on ice cream-making process; sale and marketing of ice cream; addition of butter production to plant, 1929; business unprofitability, 1929-32; move of business to Bryan, 1932; views on governmental regulations of dairy business; competition from Double Dip Ice Cream Company, 1938; expansion of plant, 1938; effects of Depression on business; origin of Melorine product; sale of business, 1968; views on competitors; civic activities; work with International Executives Services Corporation; views on development of successful business.

112 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: March 21, 1982

OHB51 ELLIS, Ernest L. (b. 1897). Owner and operator, Frank Ellis Dealer in Everything, New Hope, Texas. Family background; employment with father, Frank Ellis, in general store; description of New Hope, 1920s; effects of Depression on New Hope businesses; comments on operation of credit business; food market opening; business operations during World War II; sale of business, 1946; employment as feed salesman; general store advertising; father's use of peddling wagon; comments on Dallas fair and Mesquite trade day; comments on retirement.

45 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: June 30, 1981

OHB68 ESTES, Ned (b. 1897). Operator of grocery store, repair shop, and rental cottages, Mountain Home, Texas. Family background; education in Arkansas and Texas; training as auto mechanic; employment as ranch hand near Palacios, Texas; experiences in motor pool of Air Service at Ellington Field, Texas, 1918; employment as truck mechanic with Shriner Hodges Company in Junction, Texas, 1921; establishment of grocery store, auto repair shop, and filling station at Mountain Home, 1923; recovery from tuberculosis, 1926; expansion into cottage rental business; employment as Delco Light products salesman; comments on Lyndon Johnson's handling of REA in central Texas, 1940; close of grocery store and filling station, 1946; close of repair shop, 1979; experiences during Depression in Mountain Home; history of Mountain Home; description of hunting businesses near Mountain Home; comments on religious tape service and "cowboy tabernacle" near Mountain Home; comments on religious values.

156 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: June 8, 1982

OHB40 EVANS, Roy R. (b. 1925). President, Texas AFL-CIO; hearing examiner and office manager, Industrial Accident Board of Texas. Family background; involvement in labor movement at Chance-Vought Aircraft, 1948; accomplishments as president of Texas AFL-CIO; comments on unsuccessful campaign for re-election; committee work to improve Texas Workers' Compensation Law, 1967; comments on prominent Texas politicians, trial lawyers, and labor leaders; views on future of Texas labor movement; minorities in labor movement; comments on "Operation Bootstrap" in Rio Grande Valley and Mexican alien labor situation; public school teachers union movement; failure of schools to teach workers rights classes; views of welfare system; work for Industrial Accident Board of Texas.

54 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: May 16, 1980

OHB53 EVERITT, William C. (b. 1923). Owner and operator, Brook-Mays Music Company and C. & S. Music Company, Dallas, Texas. Family background; comments on Depression in Comanche, Texas; experiences playing trombone with North Texas State's Aces of Collegeland band; duty as radar technician and infantryman during World War II; experiences in postwar Austria; teaching music in Dallas public schools and managing band department of Brook-Mays Music Company; election as president of company, 1954; history of Brook-Mays Music Company; interest in C. & S. Music Company, Fort Worth, 1960; buyout of company, 1974; locations of Brook-Mays and C. & S. stores; growth of market; employment of band clinician; increase in musical instrument prices; personnel requirements for music stores; comments on competition in Dallas-Fort Worth market; views on government regulations; advertising approach; views on service to customers and community; development of music listening test.

122 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: February 6, 1981

OHB84 EVERS HARDWARE. Interviews with Lotta Evers Callahan (b.1910), Jessie Evers King, Bob Evers Tripp, Felix Callahan (b. 1907), Wilford Pierce (b. 1909), Verna Solomon, and Walter Laney (b. 1918).

CALLAHAN, Lotta Evers. Daughter of Will Evers. Family background; Robert and Adolph Evers's purchase of hardware store, Denton, Texas, 1885; store ownership passed to sons Will and Dolph Evers, Jr.; description of Denton, early 1900s; sale of buggies and tractors; Will Evers's civic activities; typical workday at hardware store; comments on personnel of store; experiences during Depression.

KING, Jessie Evers. Daughter of Will Evers. Family background; comments on Robert and Adolph Evers; activities of father and uncle, Dolph; division of Evers estate; description of Evers house on Oak Street, Denton; description of store fire; comments on father's pecan orchard and fruit trees.

TRIPP, Bob Evers. Grandson of Robert Evers and operator, Evers Hardware. Family background; Robert and Adolph Evers's purchase of hardware store; comments on sale of barbed wire as reason for early success; involvement of Evers family as founders of Denton Water, Light and Power Company, 1892; Adolph Evers's purchase of farm land; comments on managing credit operations; Evers family's contributions to Denton; activities of tin and plumbing shops; history of Evers Hardware building; comments on financing and future of business.

CALLAHAN, Felix. Son-in-law of Will Evers, executor of Dolph Evers's estate. Family background; description of early years of Evers Hardware business in Denton; comments on Will Evers's development of farm land for pecan trees; description of work on farm; development of machines to harvest, weigh, size, and separate pecans; comments on Dolph Evers's inventions; comments on Evers family's civic activities; sale of farm implements at hardware store; division of Evers estate.

PIERCE, Wilford. Employee, Evers Hardware. Family background; business practices of Robert and Will Evers; personnel practices of Evers Hardware; comments on Dolph Evers's inventions and the Evers plumbing shop business; description of materials sold in hardware store; discussion of credit business; experiences with customers.

SOLOMON, Verna. Employee, Evers Hardware. Experiences working in Evers store, 1940s; impressions of Will Evers; experiences working as exclusive dealership for Hoover appliances; descriptions of merchandise; duties of head salesperson; comments on employees of store; description of business fire, 1972.

LANEY, Walter. Employee, Evers Hardware. Family background; employment in Evers plumbing shop; descriptions of Will, Marion, and Dolph Evers's activities; comments on employees; description of merchandise; description of business fire, 1972.

269 pp

Terms of Use: Open

Interviewer: Floyd Jenkins

Dates of Interviews: October 17, 1983;

October 26, 1983; November 16, 1983;

November 18, 1983; November 30,

1983; December 19, 1983;

January 4, 1984

OHB89 FAIR, Lloyd C. (b. 1921). Supervisor and buyer for stores, Duke & Ayres Company. Family background; farming near Weatherford, Texas; experiences during Depression in Weatherford; employment with Duke & Ayres, 1941; comments on employee rules and regulations; description of ownership changes; comments on merchandise sold in stores; personnel practices; employment with Duke & Ayres variety store in Athens, Texas, 1945; changes in business after World War II; difficulties obtaining popular products in quantity; comments on failure of growth in company after World War II; employment at new store in Lancaster, Texas, 1959; promotion to and experiences as supervisor of stores; transfer to Dallas as buyer for stores, 1966; problems as buyer for variety store chain; comments on management changes; description of First Southwest's purchase of Duke & Ayres, 1972; management's cutback in operations, 1982; views on company's cessation of operations, 1983.

100 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: February 24, 1984

OHB80 FENOGLIO, W. H. (b. 1909). General and regional manager, Haverty's Furniture Company, Houston, Texas. Family background; Fenoglio settlement in Montague County, Texas; farming in Montague; comments on grape production and effects of Prohibition on business; education in Montague; effects of Depression in Montague; employment with Haverty's Furniture, 1928; history of company; work as door-to-door salesman and origin of \$1.00 down and \$1.00 a week credit business; expansion of stores in Houston; promotion to store floor salesman, 1939; promotion to assistant manager and manager of Houston stores; appointment to and experiences on board of directors, 1960; purchasing and closing out of National Stores chain, 1961; building stores in Houston suburbs, 1960s; experiences as western regional manager of stores; comments on buying merchandise for stores; views on management training; sales volume and competition in Houston market; closing of Houston stores, 1980; financing of stores and organizational structure; comments on unionization of Haverty's stores in Houston; experiences dealing with warehouse's strike; use of advertising; views on success of Dallas store; comments on Depression in Houston; participation in trade associations; dealings with OSHA and EEOC; managerial practices; civic activities in Houston and Nocona, Texas.

150 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: January 6, 1983

OHB38 FISHER, J. W. (b. 1903). Founder of Fischer's Meat Market, Muenster, Texas. Family background; farming and public education in Muenster; establishment of meat market, 1927; business expansion to include groceries, 1933; effects of Depression in

Muenster; production and marketing of Fischer's Sausage; opening of retail store in Denton; description of deer processing; business volume; sale of business, 1975; views on government regulations; civic activities in Muenster; dominance in area food markets.

73 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: April 17, 1980

[Note: Name changed to Fisher.

Original family name, Fischer, maintained only to identify business]

OHB72 FLOYD, John B. (b. 1916). Owner and president, Schmitz-Floyd-Hamlett Funeral Homes, Inc., Denton, Texas. Family background; description of Denton, 1920s; employment as taxi cab driver for Dixie Motor Company, 1935; effects of Depression in Denton; employment in grandfather's furniture store, 1937; employment with Schmitz's Funeral Home, 1938; description of embalming process and ambulance service; departure of Jack Schmitz from company, 1947; geographical areas served by funeral home; discussion of area cemeteries; description of personnel and financing of business; views on advertising; discussion of legal requirements for burial operation; views on advantages of operating family business; comments on funeral expenses; civic activities.

62 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: October 22, 1982

OHB97 FORD, Sid (b. 1897). Rancher-farmer, Denton, Texas. Family background; farming near Blue Mound, Texas; experiences during Depression in Denton County; work as cattle and sheep raiser; experiences buying, selling, and transporting cattle; discussion of Bang's disease in cattle; comments on Denton area ranchers; contracting out of grain farming business; experiences in hog

raising business, 1960s; real estate activities in Denton; activities with Denton Livestock Association and North Texas Wool Association; experiences as inspector and collector of loans for Denton County Bank; employment with Production Credit Association.

72 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: September 18, 1985

OHB60 FOWLER, F. W. (b. 1915). Owner and operator, C.R. Fowler Hardware, and mayor, Krum, Texas. Family background; origins of Denton County Library; school experiences in Krum; experiences in Dallas during Depression; employment at father's hardware store in Krum, 1933; effects of Depression on Krum; effects of World War II on hardware business; phase-out of farm implement business, 1958; experiences with appliance division of store and its phase-out, 1965; purchase of store from father, 1967; description of shelf hardware stock; sale of business, 1981; description of clientele, market area, profit margin, and financing of store; farming in Krum; decline of business activity in Krum, 1940s; incorporation of Krum and election of mayor, 1954; efforts to develop Krum; civic activities; impressions of Sam Rayburn, Lyndon Johnson, and Graham Purcell.

99 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: September 28, 1981

OHB46 FULTZ, J. H. (b. 1915). Owner and operator, Fultz's News Agency, Denton, Texas. Family background; comments on development of Sweetwater and Abilene; selling newspapers in West Texas; comments on Depression period in Abilene; magazine delivery business in Abilene; operation of wholesale magazine business in Denton, 1939; retail operation, 1941; business and social activities on Denton Courthouse

Square, 1940s; expansion of magazine franchising; sale of wholesale operation, 1979; magazine delivery schedule; views on demise of popular magazines, 1950s; comments on comic book controversy; financing of business; comments on Golden Triangle Mall development; views on government regulations; civic activities; comments on book prices.

103 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: October 14, 1980

OHB71 GEARHART, Marvin (b. 1927). Chairman of board, president, and CEO of Gearhart Industries, Inc., Fort Worth, Texas. Family background; description of farming, oil drilling, and educational experiences in southeastern Kansas; employment as trainee field engineer for wireline service company Welx, 1949; work for Dresser Company, 1952; establishment of wireline logging unit with Harold Owen, 1955; formation of GO Perforator Supply; separation of Gearhart-Owen Company from Pengo Company; comments on growth of worldwide sales; construction of first shop, Fort Worth, 1957; description of proprietary and non-proprietary equipment; explanation of oil-drilling process; description of personnel in field; comments on modal analysis and safety program; description of manufacturing plant and employee training; financing of company through sale of stock; discussion of organizational structure; comments on competitors Dresser Industries and Schlumberger; discussion of first layoffs in company history, 1982; comments on OSHA and EEOC regulations; goals for company; factors contributing to company's success; comments on importance of communication within company; civic activities.

69 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: August 17, 1982

OHB102 GILLEY, Ed L. (b. 1909). Owner of grocery store, Miller Grove, Texas. Family background; father's employment experiences in Louisiana; farming in Hopkins County, Texas, 1920s and 1930s; purchase of building and establishment of hardware and grocery store, Miller Grove, 1933; description of merchandise; comments on relocation of building in Miller Grove, 1939; description of credit practices; comments on store personnel; views on competition in Miller Grove; appointment as postmaster for Miller Grove; comments on bookkeeping practices; difficulties obtaining merchandise during World War II; comments on barter practices at store; factors in loss of business; comments on gasoline sale at store; sale of business; comments on cattle raising; description of typical day's work; comments on Miller Grove community.

87 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: September 27, 1985

OHB10 GRAHAM, Bettie C. (b. 1920). Founder, Liquid Paper Corporation. Her secretarial background; development of Liquid Paper formula; developing the organization and marketing approach; growth of organization, markets, product lines, technology; uniqueness of her philosophy and structure of company and profits stemming from her personal views of life as practitioner of Christian Science; three-person presidency and committee system; financing methods; selection and training of personnel; attitudes toward employees, customers; place of art in her life and business; founding of Bette Claire McMurrey Foundation; views on women in work environment.

62 pp. plus documents

Terms of Use: Open

Interviewer: Ruth I. Anderson

Date of Interview: August 3, 1977

OHB7 GREEN, Cecil H. (b. 1900). A founder of Texas Instruments. Family, education, and work background; education and experiences in electrical engineering; work and training with General Electric; development of Spencer Thermostat; work with Raytheon and Charles V. Litton; joining Geophysical Research in Oklahoma; meeting J. Erik Jonsson and rising through Geophysical Research; associations with Eugene McDermott, John C. Karcher, Everette L. De Golyer, Erik Jonsson, Roland Beers, H. B. Peacock, Pat Haggerty, and others; World War II; diversification into civilian goods during 1950s; development of transistors; his presidency of GSI; formation of Texas Instruments; views of relationship between corporations and educational institutions; government regulations; economic climate in Texas; reasons for his personal success, Texas Instruments' success.

106 pp.

Terms of Use: Open

Interviewer: Donald Caruth

Date of Interview: March 10, 1985

OHB94 GRIFFIN, Charles V., Jr. (b. 1915). Founder of Uvalde Producers Feed and Elevator, Inc., Uvalde, Texas. Family background; farming and education near Weslaco, Texas; employment with Texas A&M Extension Service; experiences during Depression in College Station, Texas; assignment as county agricultural agent for Jones and Brown Counties; employment with Quaker Oats Company developing feed, 1948; purchase of Uvalde Producers Wool-Mohair, 1952; description of wool and mohair business; split of operation into feed and grain business and wool and mohair business; merger with Dolph Briscoe's wool and mohair business; sale of wool and mohair business, 1970; comments on goat raising near Uvalde and problems with predators; storage and sale of corn, milo, and wheat; purchase of grain elevator, Knippa, Texas; comments on sons' management of feed and grain business; involvement in buying and

selling grain, soybeans, and guar beans; volume of sales in feed and grain business; reasons for decrease in grain sales; personnel and equipment requirements for grain business; financing of company; comments about John Nance Garner as banker; description of organizational structure; views on competition in grain business; comments on credit business; farming in Batesville, Texas; trade association and civic activities; educational advice for students of business.

117 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: July 12, 1984

OHB76 GRIFFIN, Doyle (b. 1916). Owner and operator, R & R Motor Supply, Inc., Denton, Texas. Family background; comments concerning work on Will Evers's pecan farm and hiring out to pick cotton, Denton; employment in Bailey Mullins's machine shop and auto parts store, 1935; description of merchandise and prices; employment with Public Construction Company building defense installations in Texas and Oklahoma, 1942; purchase interest in R & R Motor Supply, 1944; comments on location of store suppliers; interactions between machine shop and parts shop; description of sales volume and distribution area; comments on personnel and financing of business; views on incorporation and expansion into Lewisville and McKinney; discussion of insurance requirements and experiences with OSHA regulators; comments on trade associations; civic activities; description of typical working day; factors in building a successful business; comments on Denton competitors; views on providing credit business; business relationship with brother, Owen; comments on raising quarter horses, Argyle; discussion of involvement in power boat racing and winning national championship, 1940s; comments on percentage of large accounts in business.

96 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: December 11, 1982

OHB75 GRIFFIN, Owen (b. 1903). Owner of auto repair business, Denton, Texas. Family background; experiences moving from Georgia to Texas, 1919; description of work and education near Homer and Royston, Georgia; description of Denton, 1919; employment with Acme Brick; part-time work as auto mechanic and work in Will Evers's pecan orchard, 1922; full-time employment as auto mechanic for Sid Smith, 1924; description of auto dealerships and repair shops in Denton; experiences working for Hopper and Blackburn, 1935-38; comments about North Texas State president William Bruce; comments about W. R. Lakey's concrete company; opens auto repair business, 1938; comments on personnel; experiences teaching industrial arts courses at North Texas Lab School and with Out of School Youth (OSY) program at Denton High School; description of effects of Depression in Denton; work for Harris and Koenig hardware store, 1920s; experiences demonstrating farm equipment; credit practices for auto repair business; comments on cooperation among auto mechanics in Denton; description of auto repair equipment improvements; sale of business, 1968; civic activities; changes in Denton since 1920s.

139 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: November 15, 1982

OHB77 GRIFFITH, Ernest (b. 1896). Owner and operator, Griffith's Independent Ginner, Weinert, Texas. Family background; education in Texola, Oklahoma; part-time employment as cotton picker; involvement in building cotton gins and operating drug

stores, West Texas, 1920s; operation of Griffith and Stith cotton gin, Weinert, Texas, 1927; comments on buying cotton and retaining cotton seed; variations in cotton prices; comments on Depression in Weinert; sale of coal to farmers; buying grain for Kimball Milling Company during off-season; description of dry land farming; reasons for decrease of cotton gins; use for cotton burrs and seed hulls; sale of cotton gin business, 1946; operation of gins in Sherman, Texas, and grain department in Woodward, Oklahoma for Kimball Milling Company; comments on Weinert cotton gin personnel; significant changes in cotton ginning business during thirty years; explanation of ginning procedure; civic and trade association activities.

72 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: November 4, 1982

OHB17 HADLOCK, Kenneth (b. 1916). Founder and manager of Hadlock and Fox Saddletree Manufacturing Company, Gruene, Texas. Family background, education; early work experiences in blacksmithing, saddletree making in Utah; Depression; early saddletree making methods and equipment; founding of Standard Saddletree Company in Utah with Fox; move to Texas; founding of Hadlock and Fox; start of tannery, retail store, saddle making; largest quality saddletree maker in U. S.; description of saddletree making, tanning, saddle making; sources of materials, markets; entry into plastic trees; splitting business, with Fox taking Utah (Standard) and Hadlock taking Texas (H-F); family involvement in business.

85 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: May 17, 1978

OHB48 HARDIN, James W. (b. 1920). Owner and operator, Jim Hardin's Paint and Wallcovering, Denton, Texas. Family background; employment with Esler Paint and Paper Company, Denison; promotion to assistant manager and outside salesman; effects of Depression in Denison; comments on union activities in Denison; military service in World War II; experiences in hanging wallcovering; employment at Jack Hodges's paint store, Denton, 1953; purchase of business from Hodges; views on Dallas competition; comments on development of paint components; views on organization of KEM Institute to promote latex paint; comments on the development of wallcovering; business orientation toward homeowner; pricing changes in paint and wallcovering; outlet for Pittsburgh Paint products; growth of business; family employees; description of advertising; views on credit business; factors in developing successful operation; work in trade associations; advantages of family-operated business.

133 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: January 31, 1981

OHB69 HARPOOL, Tom (b. 1918). President of Harpool's Seed, Inc., and Harpool Fertilizer Company, Denton, Texas. Family background; farming in Hebron, Texas; move to Denton, 1928; father's activities as cotton, grain, and wool buyer; employment at North Texas State Teachers College book bindery; purchase of cotton, wool, and seed business, 1942; education in Hebron and Denton; experiences at North Texas State Teachers College; experiences during Depression in Denton; comments on raising livestock in Denton; operation of Pedigreed Grain Association business; comments on financing of business; discussion of milo development; creation of Harpool's Seed House, 1948; development of wholesale seed distribution business, 1958; construction of fertilizer bulk blend plant; advent of DDT and herbi-

cides; development of wholesale farm and garden products business, 1962; expansion of wholesale business in Texas and Oklahoma; discussion of personnel practices; use of advertising; comments on government regulations; description of typical working day; factors involved in building a successful family business; comments on trade association and civic activities.

172 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: March 1, 1982

OHB52 HARRISON, Patti (b. 1929). A founder of Spectra Biologicals of New Brunswick, N.J., and Nuclear Medical Labs of Dallas, Texas. Family background; employment at Wadley Blood Center, Dallas, and Herman Hospital, Houston; founding of Spectra Biologicals, 1961; innovations in blood typing serum products; involvement as salesperson for Texas and Louisiana territory; sale of company to Becton-Dickenson, 1966; comments on corporate takeover and management; founding of Nuclear Medical Labs, 1969; factors in successful development of company; sale of company to Warner Lambert, 1976; establishment of improvisational theater in Houston and fast food restaurant in Wimberly; ownership of truss building business in Houston, 1979; views on corporate management; comments on women in business.

55 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: May 19, 1981

OHB78 HENDLEY, Elizabeth. (b. ca. 1900). Founder, owner, and operator, Miss Hendley's Shop, Denton, Texas. Family background; employment with Federal Reserve Board, Washington D. C., 1920; financial reverses of father's farms and ranches; opening of gift shop, Denton, 1924; comments on Dallas suppliers; relocation of

gift shop near Texas Woman's University; description of merchandise; comments on Margo Jones; views on price markups; expansion of gift merchandise; entry into dress business; description of effects of Depression in Denton; relocation of store, 1936; assistance provided by Home Owners Loan Corporation; purchase of building near North Texas State Teachers College, 1940s; comments on competition and close of store near North Texas, 1979; views on customer preferences in clothing; comments on personnel hired for stores; civic activities; comments on buying merchandise at markets worldwide; views on competition from Golden Triangle Mall; factors contributing to successful business.

80 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: September 22, 1980

OHB50 HILLIARD, Ruth (b. 1903).

Vice-president and cashier, Farmers and Merchants State Bank, Krum, Texas; owner and operator of R & R Variety Store, Mesquite, Texas. Family background; banking operations in Krum, early 1900s; social life in Krum, early 1900s; education at College of Industrial Arts (Texas Woman's University); comments on teaching in Orange and Port Arthur, Texas; work as organizer of Texas Woman's University's Ex-Student Association; teaching in Lordsburg, New Mexico; establishment of R & R Variety Store in Mesquite, 1936; construction of new store; shortage of labor during World War II; sale of business and comments on discrimination experiences as business-woman; social life in Mesquite; views on Depression; employment at Farmers and Merchants State Bank in Krum, 1950; comments on bank's clientele; computerization of bank, 1973; experiences as victim of bank robberies; comments on retirement.

103 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: March 12, 1981

OHB29 HILZ FAMILY. W. M. Hilz, Sr. (b. 1900), Mrs. W. M. Hilz, Sr. (b. 1899), George W. Hilz (b. 1924), W. M. Hilz, Jr. (b. 1926), Sue Hilz (b. 1931).

HILZ, W. M., Sr. Founder, City Machine Shop, Pilot Point, Texas, 1928. Family background, education; blacksmithing; making steam engines, cotton boll crushers, gin saws; working in steam and gas engine repair shop during World War I; International Correspondence Schools auto course; founding of City Machine Shop with partner Mike Amon, 1928; evolution of machine shop equipment; Depression; National Recovery Administration; World War II; selling his interest to son George; semi-retirement; financing methods.

HILZ, Mrs. W. M., Sr. Wife of founder, City Machine Shop. Family background, education; her community and church work; marriage, family life, rearing nine children.

HILZ, George W. Owner and operator of City Machine Shop. Family background; boyhood jobs; work as youth in father's City Machine Shop; education; military service in World War II; becoming sole owner of City Machine Shop; growth of business; changing services; financing methods; customer problems in small town; satisfactions of self-employment; tenure as mayor of Pilot Point.

HILZ, W. M., Jr. President, Hilz Ford Sales, Pilot Point, Texas. Family background; boyhood chores; work as youth in father's City Machine Shop; Depression; National Recovery Administration; military service in World War II; education; computing work with Marine Seismic Survey; branch manager for U. S. Electrical Motors; merger with Emerson Electric; decision to quit big company; buying into Ford agency.

HILZ, Sue. Founder, accountant, secretary, Hilz Ford Sales. Family background (maiden name Roane), education; marriage

and family life; starting Ford agency in husband's absence; creation of bookkeeping system.

HILZ, W. M. and Sue (Joint Interview). Goal setting; growth of agency; hard lessons learned; customer credit; small town atmosphere, problems and advantages; relationship with Ford Motor Co.; public tastes in vehicles; cash flow sources; advertising; reasons for success; employee relations; customer problems; incorporation.

199 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Dates of Interviews: October 26, 1978; December 27, 1978; January 11, 1979

OHB101 HODGE, Luther Dale (b. 1941). Supervisor of stores, Duke and Ayres Company, Cameron, Texas. Family background; farming near Cobb, Oklahoma; employment at Green Spray Supermarket, Durant, Oklahoma; employment as manager trainee, Duke and Ayres, Dallas, 1961; description of personnel at Dallas store; relocation as assistant manager at Waxahachie store; duties of assistant manager; work as vacation relief manager for stores in Athens, Gainesville, and Denton, Texas and Idabel, Oklahoma, 1962; employment as manager of De Leon, Texas store, 1962; relocation to Cameron, Texas store, 1965; comments on personnel at Cameron store; duties of store manager; appointment as supervisor of south Texas stores, 1975; stock-buying options for managers; comments on supervisors' Saturday meetings at home office; views on management's conservative approach to business and loss of experienced employees; comments on store closeout procedures; views on major competitors; company attitude toward management's involvement in civic activities and church attendance; sale of company stock to First Southwest Company, 1972; cutting of inventory and sales losses, 1979; views on collapse of company;

effects of minimum wage legislation on store operations.

85 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: March 17, 1984

OHB45 IRICK, Clifton (b. 1919). Owner and operator, Clifton Irick Real Estate, Pilot Point, Texas. Family background; description of Pilot Point, 1930s; work in dry goods store and as insurance salesman; purchase of White Auto Store franchise; purchase of Pilot Point National Bank, 1983; race relations in Pilot Point; experiences in retailing business; history of Pilot Point banking; comments on bank directors; expansion of bank; views on government regulations of banking; comments on bank personnel; sale of bank and entry into full-time real estate work, 1975; advantages of Pilot Point's location; development of homeowner property and horse farm property; comments on land prices in Pilot Point area; cotton ginning in Pilot Point; views on financing loans; advertising sources; civic activities; vignettes of Pilot Point history.

146 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Dates of Interviews: March 8, 1980; April 12, 1980

OHB39 IVEY FAMILY. Olgie Ivey, Mary Louise Ivey Bardas, and Ben C. Ivey, Jr. (b. 1935).

IVEY, Olgie and Mary Louise Ivey Bardas. Family business of Ben C. Ivey, Sr. in Denton, Texas. Family background; Ben Ivey's education; ownership of automobile dealerships and Sinclair distributorship in 1930s and 1940s; civic activities.

IVEY, Ben C., Jr. President, Ben C. Ivey Oil Company, Denton, Texas. Family background; Ben Ivey's education; ownership of automobile dealerships and Sinclair distributorship in 1930s and 1940s; civic activities.

IVEY, Ben C., Jr. President, Ben C. Ivey Oil Company, Denton, Texas. Family background; father's automobile and oil business; creation of Ben C. Ivey Oil Company, 1959; growth of business; background of Sinclair Oil Company; sale of gasoline and automotive products; gasoline price fluctuations; purchase and delivery of oil products to markets; personnel; financing of business; government regulations; future of oil jobbing; volunteer activities with Denton State School; cab and limousine business; civic activities.

146 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Dates of Interviews: October 17, 1979; November 14, 1979; November 28, 1979

OHB83 JAGOE, Joe (b. 1913). Owner and operator, Jagoe Abstract Company, Denton, Texas and co-owner, Lewisville Fishing Barge, Lewisville, Texas. Family background; history of Carroll's Abstract business and Jagoe Abstract Company; history of Denton courthouses; origins of First Mondays in Denton; Denton transportation, 1920s; comments on father's experiences operating abstract company; effects of Depression in Denton; employment as weigher for Jagoe Public Construction Company, 1938; work with Universal Credit Company, Fort Worth, 1940; employment, with Jagoe Abstract Company, 1946; description of title policies; problems of insurance claims filed against title policies; description of locations of Jagoe Abstract Company in Denton; comments concerning record-keeping on cards, microfilm, and computers; views on boom of housing and abstract business following World War II; description of development of Southridge and Montecito areas in Denton; description of typical abstract; comments on personnel; incorporation of business, 1960; sale of business, 1978; description of area independent abstract companies; comments

on Denton Square businesses; civic and trade association activities; history of Lewisville Fishing Barge; description of services offered at Barge; problems insuring Barge operation; dealings with City of Lewisville and Corps of Engineers; entry into fishing barge operation, 1978; effects of droughts and floods on business; description of typical day's activities; comments on employees; experiences with ranching and real estate.

137 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: March 15, 1983

OHB99 JOLLEY, A. B. (b. 1890). Dallas County agricultural agent, Dallas, Texas. Description of father's farming and livestock operation, Tarrant County, Texas; employment as teacher in Tarrant, Collin, and Hood Counties; experiences attending North Texas State Normal College, early 1900s; disciplinary experiences as teacher in public schools; employment as assistant county agricultural agent, Dallas, 1919; demonstration work with Dallas County youth in 4-H Clubs; description of origin and activities of Farm Bureau in Texas; appointment as Dallas County Agent, 1921; comments on farmers' diversification of crops; development of cattle and dairy industry in Dallas County; description of judging demonstrations on town squares; comments on grasshopper pest control; description of advent of commercial fertilizer demonstrations, 1920s; effects of Depression on Dallas County farmers; discussion of diversification and specialization of crops; description of local effects of Agricultural Adjustment Act, 1933; benefits of crop restriction program; comments on Resettlement Administration program; involvement of Extension Service with Agricultural Adjustment program; effects of World War II on Dallas County agriculture; reasons for retirement as Dallas County agent, 1953; newspaper, radio, and television activities concerning agriculture;

views on involvement of county agents in politics; benefits of community fairs.

73 pp.

Terms of Use: Open

Interviewer: E. Dale Odom

Dates of Interviews: April 15, 1977;

May 12, 1977

OHB61 JONES, Jay (b. 1922) and Frances (b. 1924). Owners and operators of Jay's Hardware, Dallas, Texas and Denton Center Hardware, Denton, Texas.

JONES, Jay. Family background; effects of Depression in McAlister, Oklahoma; employment with C. & S. Hardware, Dallas, 1950; experiences managing and co-owning C. & S. Hardware; opening of Denton Center Hardware, 1963; business competition in Denton; development of Jay's Hardware in Dallas and sale of business, 1975; description of a full hardware store; use of advertising; sale of business, 1979; sales growth and credit experience; involvement in Krum hardware store.

JONES, Frances. Family background; experiences in St. Jo, Texas; comments on employing personnel for store; civic activities; work in giftware section of store; comments on operation of family business.

82 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: October 1, 1981

OHB63 JUSTIN, Enid (b. 1894). Owner, president, and chair of the board, Nocona Boot Company, Nocona, Texas. Family background; education in Nocona, early 1900s; experiences stitching boots in father's factory, Justin Boot Company; activities as first owner, operator, and salesperson for Nocona Boot Company, 1920s; Justin brothers move to Fort Worth; Nocona Boot Company sales activities outside Texas; description of per-

sonnel; merger with Justin Industries, 1981; description of Vernon, Texas boot plant; advertising techniques; expansion of Nocona plant, 1949; civic activities; comments on Nocona, Texas; views on government regulations; production statistics.

101 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: November 13, 1981

OHB37 KASPAR WIRE WORKS. Interviews with Arthur H. Kaspar (b.1900) and Don G. Kaspar (b. 1928).

KASPAR, Arthur H. Chairman of the board, Kaspar Wire Works. Family background; father's wire basket business in Shiner, Texas; expansion of business in 1920s; sales trips using Model T; addition of coat hangers to products list; development of spot welding, 1929; success of florist wire easels and swimming pool basket products; building of plant, 1932; development of custom work; effects of Depression; product inclusion in national catalog, 1935; addition of shopping basket line, 1936; civilian products shutdown and wartime contracts, 1940s; financing of business; civic activities in Shiner.

KASPAR, Don G. President, Kaspar Wire Works. Description of Shiner, Texas, 1930s; Korean War experience; work as sales manager at plant; addition of newspaper racks and wire computer parts to products line; activities and incorporation of Kaspar Wire Works, Kaspar Properties, Kaspar Electroplating, Kaspar Die and Tool; corporate structure; personnel practices; views on government regulations; prospects for corporate growth; civic activities in Shiner.

170 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: January 7, 1980

OHB22 KIBLER, Morris (b. 1921) and Lillian (b. 1924). Founders, owner, and operators of Kibler Office Supplies, Denton, Texas.

KIBLER, Morris. Family background; early work experience, education; work as youth in Texas Legislature; Air Force, college teaching careers; office machine salesman; purchase of own business; growth and expansion; comments on self-employment.

KIBLER, Lillian. Family background; early work experience, education; marriage, family; her involvement in management of the family business.

87 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: November 9, 1978

OHB74 KLINGENBERG, Elmo (b. 1917). President and general manager, Fort Worth Stockyards Company, Fort Worth, Texas. Family background; dairy farming in Washington County, Illinois; experiences teaching in one-room school, Washington County, 1935; military service during World War II; employment with United Stockyards Corporation and placement as management trainee at Fort Worth Stockyards, 1946; promotion to yardmaster, 1953; brief description of stockyards activities, early 1900s; geographical area served and volume of business; description of cattle transportation by rail and truck; comments on meat packing operations in stockyards; description of Fort Worth Livestock Exchange; explanation of "private treaty" arrangement between buyers and sellers; description of livestock auctioning process; comments on stockyards company's sources of income; explanation of waste disposal; comments on duties of personnel; volume of livestock sold at auction; description of weighing and feeding operations; comments on price controls during World War II; remodeling of stockyards facility, 1960s and 1970s; comments on Niles City and its incorporation into Fort

Worth; appointment as president and general manager, 1971; company name changes; description of union activities at stockyards; trends in livestock operations in Texas; civic activities; comments on government regulations.

127 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: October 12, 1982

OHB59 KRUSE, Ed F. (b. 1928). Chairman of board, president, general manager, and treasurer, Blue Bell Creameries, Brenham, Texas. Family background; history of Brenham Creamery Company; work in creamery as boy; description of cream churning process; closing of butter manufacturing operation, 1958; work as route supervisor for Swift Ice Cream Company, 1949, and Blue Bell Creameries, 1951; employment as manager of Blue Bell, 1951; origin of Blue Bell label; highlights of managerial years; branch openings in Austin and Houston; personnel recruitment and selection; entry into ice cream jobbing business, 1967; branch openings in Beaumont and Mesquite; advertising approaches; comments on company's sales and market share; comments on financing operation and organizational structure; views on government regulations; views on his role in future of company; effects of oil boom near Brenham; comments on ingredients used in products; civic and trade association activities; views on development of successful business.

143 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: August 18, 1981

OHB49 LADSHAW, Archie A. (b. 1926). Founder, owner, operator, and president, Ladshaw Explosives, Inc., New Braunfels, Texas. Family background; employment with Brown Geophysical Company, Geophysical Associates, and Atlas Powder Company;

development of Ladshaw Explosives in Hobbs, New Mexico, 1963; home office move to New Braunfels, 1964; operation of powder mixing plants in Hobbs and Hazard, Kentucky; processing methods and personnel employed in plants; sales of ammonium nitrate and slurry; safety factors in operation; line of products and market coverage; comments on personnel turnover and employment of salesmen; views on federal and Louisiana regulations of explosives business; plans for expansion; factors contributing to successful business; comments on Ladshaw-Miller Development Company, Inc. and Spoetzl Brewery; description of company retirement plan; importation of electric blasting caps from Scotland and bamboo poles from Taiwan; profit margins and sales volume.

71 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: October 20, 1980

OHB12 LAY, Herman (b. ca. 1915). Chairman of board, Pepsi Company. Family background, education, early work experience; cracker and snack food business; independent distributor; formation of H. W. Lay distributing company; World War II; expansion, buying companies; merger with Frito; merger with Pepsi-Cola; international expansion; diversification; advertising, financing, management techniques; views on entrepreneurship.

89 pp.

Terms of Use: Open

Interviewer: Donald Caruth

Dates of Interviews: December 31, 1974; February 20, 1975

OHB26 LOGAN, W. L. (b. 1929). Owner and operator of Logan's Shoe Repair, Denton, Texas. Family background; early work experiences; work as youth in shoe repair shops; thoughts about an African-American man in white business world; employment

at North Texas State University Library and Morrison Milling Company; going into business for himself; experiences with financial institutions in Denton; feelings about importance of his work, quality; work for Denton State School; real estate interests.

71 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: August 14, 1978

OHB43 LONG, Clifton (b. 1919). Vice-president and general sales manager, Tex Tan Western Leather Company, Yoakum, Texas. Family background; comments on Depression in Yoakum; experiences in Army and as prisoner-of-war of Germans during World War II; employment as assistant personnel manager and salesman for Tex Tan; product line; sale of business to Charles Tandy and company split; hiring sales personnel; description of sales territory; comments on Charles Tandy; views of Yoakum as "leather capital of Southwest"; description of changes in saddle product line; comments on competitors; training sales personnel; advertising products; civic activities.

108 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: May 13, 1980

OHB56 LOVELESS, Marvin (b. 1898). Business manager, Texas Woman's University; owner and operator, Marvin Loveless Photography Studio, Denton, Texas; and owner and operator, Denton Mini Warehouses, Denton, Texas. Family background; farming in West Texas; employment as secretary to president, Texas Woman's University, 1922; experiences as secretary to Board of Regents and business manager, TWU; views on performance of TWU Presidents Hubbard and Guinn; plan for coordinating operations of TWU and University of North Texas; university dealings with Texas Legislature; es-

establishment of photography business, 1953; wedding photography specialization and origin of TWU's Little Chapel in the Woods; views on college and high school yearbook photography; photography studio personnel; business competition in Denton; qualities of a good photographer; sale of photography studio, 1978; development of mini warehouse business in Denton; civic activities; comments on shopping center development in Denton; comments on dismissal of Dr. Blayney as president of TWU; comments on presidents of University of North Texas; views on developing leadership.

165 pp. plus documents
 Terms of Use: Open
 Interviewer: Floyd Jenkins
 Dates of Interviews: April 30, 1981;
 October 5, 1981

OHB14 McFATRIDGE, Mrs. Carl (b. 1907) and McFATRIDGE, Billy Ed (b. 1932).

McFATRIDGE, Mrs. Carl. Wife of Carl McFatridge and co-founder of Carl's Tasty Sausage. His and her family backgrounds; founding of company; early production, distribution methods, problems; death of Carl McFatridge, 1967.

McFATRIDGE, Billy Ed. Son of founders, president of Carl's Tasty Sausage. Early work experience; education; church ministry; growth and changes in production methods, equipment; facilities, territory, product lines, employees; sources of supply; pricing problems; government regulations.

89 pp.
 Terms of Use: Open
 Interviewer: Floyd Jenkins
 Date of Interview: February 20, 1978

OHB92 MEWHINNEY, Leonard S. (b. 1906).

Labor arbitrator, Denton, Texas. Family background; appointment to Naval Academy, 1923; description of academics and hazing at Naval Academy; assignments in Nicaragua, late 1920s; experiences during World War II as commander of submarine Saury in South Pacific; description of torpedo problems during war; teaching management, North Texas State College, 1957; entry into labor arbitration work, late 1950s; early arbitration experiences; comments on arbitration literature and assistance from Helmut Wolfe; views on management-labor selection process of arbitrators; comments on preparation of management and labor before entering arbitration; description of typical arbitration procedure; importance of arbitrator's strict neutrality at hearings; comments on the National Academy of Arbitrators; description of expediting procedure; view on management's and labor's attitudes about arbitration; comments on training for arbitrators.

115 pp.
 Terms of Use: Open
 Interviewer: Floyd Jenkins
 Date of Interview: May 30, 1985

OHB88 MORRISON, Ed, Jr. (b. 1921). Chairman of the board, Morrison Milling Company, Denton, Texas. Family background; father's employment with Red Star Milling Company, Wichita, Kansas; father's purchase of Alliance Milling Company, Denton, 1936; history of Alliance Milling Company; father's short-term financing of milling company; description of personnel and shipping procedures; effect of World War II on the milling business; explanation of "brown flour" days; description of company's American markets; father's efforts to bring Santa Fe Railroad to Denton; father's civic activities; description of company's brand products; apprenticeship experiences working for company; family involvement in com-

pany; establishment of grain testing and analysis laboratory; introduction of kit business, 1965; percentage breakdown of product sales; description of milling equipment; competition in prepared mixes product line; qualities and training of personnel; comments on OSHA and safety in work place; personal and company's civic participation; comments on use of advertising; dealings with EEOC; comments on government's handling of aflatoxin incident, 1971; effects of government regulations on small companies; views on conversion to metric system; comments on American farmers' plight; responsibilities as chief executive officer; comments on company's short- and long-range plans; importance of formal education for business and life; growth of sales and company assets, early 1980s; comments on internal changes and financing plant expansion; changes in product packaging; description of USDA's Payment-in-Kind program; comments on consumer usage of product mixes; views on company's future.

203 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Dates of Interviews: June 21, 1978;

July 3, 1978, July 18, 1978; April 7,

1983

OHB6 MURRELL, Wyn L. (b. 1915). Industrial executive, Moore Business Forms, Denton, Texas. Education, early work background; planning manager of Moore Business Forms, Dallas; location and building of manufacturing facilities in Denton, 1945; public relations, communications, company philosophy; location of divisional headquarters in Denton; products; growth and expansion; corporate structure; employee relations; views on federal regulations; attitudes toward organized labor; early company history.

128 pp.

Terms of Use: Open

Interviewer: Arthur Palmer

Date of Interview: September 16, 1975

OHB1 MUSE, M. Lamar (b. ca. 1919). Airline executive. Education; background in accounting; executive experiences with Trans-Texas Airways; American Airlines, Southern Airways, Central Airlines (merged with Frontier), Universal Airlines; presidency of Southwest Airlines; legal battles; growth and expansion; advertising; relations with Dallas and Fort Worth city governments; competition with other airlines; efficiency of Southwest Airlines; fare price wars; views on government regulations, subsidies, environmentalists; comments about Dallas-Forth Worth Airport; factors in growth and success of Southwest Airlines; attitudes toward organized labor; Texas economic climate and entrepreneurship.

103 pp.

Terms of Use: Open

Interviewer: Donald Caruth

Date of Interview: March 24, 1976

OHB98 MYNIER, Velma (b. 1911). Owner and administrator, South-park Manor Nursing Homes, Corpus Christi and Refugio, Texas. Family background; experiences at Flour Bluff, Nueces County, during hurricane of 1919; employments as bookkeeper for husband's car dealership, Kingsville, Texas, 1930s; effects of Depression in Kingsville; work with Red Cross during World War II and accounting job for car dealership, New Orleans, 1950s; opening of nursing home, Corpus Christi, 1958; comments on conditions of "rest homes" in Texas, 1950s; acceptance of University of Oklahoma nursing home administration fellowship, 1962; loss of leased land for nursing home and difficulty obtaining financing for new home; establishment of one hundred-bed home, Corpus Christi; personnel of nursing home; comments on methods of payment by pa-

tients; views on nursing home chain operations; addition of sixty-four-bed facility in Refugio, 1964; importance of public relations activities; comments on government regulations and dealings with Health Department; training of personnel; reporting requirements for nursing homes; increase in mental patients at homes; dealings with EEOC; rewards of working in nursing home profession.

101 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: October 19, 1984

- OHB25 NOEL, Thomas E. (b. 1894).** Banker. Family background; boyhood work experiences; education; first job in banking; rise to bank president; early banking practices, equipment, laws; evolution of banking business; Depression; retirement and move to Denton, Texas, 1951; membership on bank boards; comments on banking in Denton through 1978; other business interests.

127 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: November 17, 1978

- OHB21 NORTHERN, Joe (b. 1924).** Owner and operator of Joe's Cleaners, Denton, Texas. Family background; early work experiences; education; work as youth in cleaning shop; opening Joe's Cleaners, 1944; decline of dry cleaning business; his unique credit system; importance of self-employment; other business ventures; dealings with city of Denton; history of his business.

58 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: May 22, 1978

- OHB9 ORR, W. C., Jr. (b. 1912).** Banker, chairman of board, First State Bank of Denton. Family background; father's role in founding First State Bank of Denton; education;

work with various federal and state agencies; early experiences in banking; presidency of Texas Bankers Association; Depression; evolution of banking practices and laws; views on local ownership of banks vs. holding company banks; his bank investment policies.

32 pp.

Terms of Use: Open

Interviewer: David Fitch

Date of Interview: April 13, 1977

- OHB11 OWENS COUNTRY SAUSAGE. C. B. Owens (b. 1902) and Jerry Owens (b. 1933).**

OWENS, C. B. Founder and chairman of board, Owens Country Sausage. Family background; farm life; education; starting part-time home delivery sausage business from home farm; early production methods; first wholesale account with Wyatt Stores, 1933; first processing "plant," full-time business retail store, butcher shop; expansion of territory, facilities, products, employees; other business interests.

OWENS, Jerry. President, Owens Country Sausage. Family background, early life on farm; working in sausage plant; education; philosophy of ownership; expansion; financing; employee, customer, community relations; product quality; pricing in hog market; business stability and fluxuations; views on competition, free enterprise, government regulations; views on family-owned businesses.

113 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: January 25, 1978

- OHB85 PARADEAUX, Will (b. 1933).** Owner, vice president, and manager, Slade's Saddle Shop, Uvalde, Texas. Purchase of saddle business by grandfather, 1929; origins of

saddle shop, 1883; changes in ranching industry since Depression; father's employment as manager of shop; reminiscences concerning grandfather; comments on major considerations when "building" saddles; description of types of saddles; takes control of company, 1958; description of sales and repair work for movie The Alamo; comments on business activity at Alamo Village; views on "urban cowboy" fad and its effect on business; product emphasis shift from hats and boots to saddle leather goods; aptitude of son in leather work; comments on Saturday business slowdown in downtown Uvalde; description of special production orders of leather goods; seasonal fluctuation of sales; experiences as ranch hand at La Pryor and Catarina; description of leather goods line and equipment used in production; comments on marketing and advertising; description of personnel; civic activities.

118 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: November 3, 1983

OHB103 PIERCE, Wilford (b. 1909) and Mattie (b. 1916). Owners and operators of Pierce's, Denton, Texas. Wilford's family background; experiences working at Evers Hardware; effects of Depression in Denton; description of business on Denton Square, 1920s; Mattie's family background; her comments on farming near Blum, Texas; experiences at Texas Woman's University; establishment of greeting card and gift business, Denton, 1945; expansion into small appliances and sporting goods; description of hunting and fishing inventory; experiences with customers purchasing firearms; comments on repair business; sale of business, 1977; comments on volume of sales; views of husband-wife business relationship; description of personnel.

70 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: February 7, 1986

OHB105 ROBERTS, Charles Stanly, Jr. (b. 1911).

Chairman, acting president, and chief executive officer, Roberts, Sanford, and Taylor Hardware, Sherman, Texas. Family background; establishment of hardware business in Sherman, 1881; incorporation of business, 1897; employment as warehouse and truck driver for hardware wholesale company; description of store inventory; father's appointment as co-manager of business, 1915; comments on "Texoma" trademark and sporting goods products; appointment as vice-president and sales manager, 1939; description of personnel; comments on reasons for liquidating company and problems of wholesale hardware and sporting goods businesses; description of expansion into Dallas/Fort Worth market; views on company liquidation, 1986; comments on sales volume and distribution area; financing of business; comments on employee relations; dealings with Labor Department and OSHA; civic and trade association activities; comments on business competitors.

81 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: June 16, 1986

OHB4 ROGERS, Richard (birth date not public information). President, Mary Kay Cosmetics. Recollections of his mother's (Mary Kay) selling career and its impact on her own company; relations with sales personnel; their decision to form own company; marketing and sales motivation; wig business; pricing; dual management system; legal aspects and government regulations; views on government regulation, self-regulation, consumerism, product quality; reasons for going public with stock;

financing methods; contract and private labeling; budgeting; Australian experiences; expansion; reasons for success of Mary Kay Cosmetics; specialization vs. diversification; building management team; views on motivational differences between men and women.

143 pp.

Terms of Use: Open

Interviewer: Donald Caruth

Date of Interviews: November 11, 1974; November 25, 1974

OHB34 ROSENZWEIG, Bertha (b. 1911).

Co-founder (with husband Herman, deceased) of Tex Glass, Inc., Decatur, Texas. Family background; education in Brooklyn, N. Y.; teaching career; her knowledge of husband's family background and his life in Europe during Hitler era; his technical training, work in glass factories; starting his own glass factory in Vienna; fleeing Nazis and migrating to Greece; Jewish underground in Central Europe; fleeing to Egypt, Palestine; migration to U. S.; their meeting and marriage; work in Canada and Mexico; opening glass factory in Athens, Texas; move to Decatur; employee relations; products and production process; distribution system; financing methods; her managing the business; sale of business; reparations from Austrian government.

82 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: November 15, 1979

OHB32 RUSSELL-NEWMAN MANUFACTURING COMPANY. Rowe B. Newman (b. 1902), Frank Martino (b. 1929), Don Robinson (b. 1917), and Lura Kendrick (b. 1910).

NEWMAN, Rowe B. Founder and chairman of board, Russell-Newman Mfg. Company, Denton, Texas. Boyhood; early work experiences; education; store manager,

Montgomery Ward; store manager, Butler Bros.; founding Russell-Newman, 1939; decision to specialize in lingerie; World War II; growth and expansion; financing methods; chain store accounts; decisions on designs; fabrics, dyes; government regulations; minority hiring; family members in business; employee relations; developing management team.

MARTINO, Frank. President, Russell-Newman Mfg. Company. Family background; early work experiences; education; entry into clothing business; joining Russell-Newman as salesman; promotions to office manager, production manager; growth and expansion; new plant locations; launching separate business; incorporating into Russell-Newman; production, suppliers; employee relations; financing methods; government regulations; competition; family involvement in business; views on organized labor; typical workday; attitudes toward retirement.

ROBINSON, Don. Executive vice-president, Russell-Newman Mfg. Company. Family background; early work experiences; education; Burr Stores; plant manager and then sales manager, Russell-Newman; policies toward marketing, credit; growth and expansion; design decisions; government regulations; typical workday; views toward retirement.

KENDRICK, Lura. Chief designer (for thirty years), Russell-Newman Mfg. Company. Family background; education; employment at Russell's Department Store; art teacher at Texas Woman's University; part-time garment designer for Russell-Newman; comments on fabrics, dyes; consumer preferences; cost consciousness in design; chain stores; design procedures; evolution of design department.

256 pp.

Terms of Use: Open

Interviewers: O. J. Curry; Floyd Jenkins

Dates of Interviews: March 1, 1978; June 14, 1978; July 26, 1978; September 13, 1978

- OHB87 SALMON, Ruth Roach (b. ca. 1907).** Rancher and rodeo performer, Nocona, Texas. Family background; work as extra on movie western in Excelsior Springs, Missouri; marriage to Bryant Roach; employment as trick rider for Joe Miller's 101 Ranch in Oklahoma; description of Miller Brothers' wild west shows; comments on rodeo tour in Europe, 1914; participation in Tom Burnett's European tour, 1924; marriage to Fred Salmon and entry into ranching at Nocona, 1938; Fred Salmon's family background; description of ranching activities and shipping cattle to Fort Worth and Bowie markets; experiences raising sheep, chickens, hogs, and horses; description of ranch hands.

63 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: November 7, 1984

- OHB100 SCANTLIN, Clarence (b. 1900) and Nona (b. ca. 1902).** Owners and operators of grocery and furniture refinishing businesses, Fort Worth, Texas. Clarence's family background; employment at grocery store, Kansas City, 1917; work for Sandegaard's grocery store, Fort Worth, 1919; employment with A&P Tea Company, 1927-37; opening of grocery stores in Fort Worth; description of equipment and food products at grocery stores in Kansas City and Fort Worth; prices of goods during Depression; reasons for leaving grocery business, 1941; employment with Texas Hotel as furniture refinisher; establishment of refinishing business, Fort Worth; description of refinishing process; comments on refinishing grand pianos; de-

scription of bookkeeping at A&P and problems of customer theft.

53 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: November 8, 1985

- OHB31 SELBY, R. L., Jr. (b. 1913) and Lewis Marie (b. 1918).** Co-owners and operators of Selby Florist, Denton, Texas.

SELBY, Lewis Marie. Family background; education; Depression; teaching career; marriage; entering family business.

SELBY, R. L., Jr. Family background; education; Depression; work as youth in father's nursery; full-time entry into family business.

SELBY, R. L. and Lewis Marie (Joint Interview). Growth of sales volume and variety of plants at family nursery; distribution; improvements in equipment; Depression; opening of retail florist shop; World War II; sole owners of retail store, 1949; credit policies; employee relations; opening of garden center; trade association activities; reasons for success; sale of business.

106 pp. plus documents

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: September 21, 1979

- OHB79 SMITH, Ikard (b. 1919).** President and senior chairman of board, McClurkan's, Wichita Falls, Texas. Family background; father's employment with McClurkan's store in Denton and Krum; father's experiences opening and managing McClurkan's store in Wichita Falls, 1907; comments on grandfather W. S. Ikard's ranching activities in Clay County and relationship with Comanche chief, Quanah Parker; educa-

tional and social experiences at Wharton School; entry into business with father, 1946; expansion and modernization of facility; comments on popularity of hats and ball point pens, 1946; views on development of shopping malls and discount businesses; expansion into shopping center, Wichita Falls, 1956; comments on changes in retailing; training of salespeople; establishment of store in Golden Triangle Mall, 1981; personnel selection for Denton store; design of Denton store; comments on merger with Dunlap Company of Fort Worth, 1982; comments on growth of sales; views on profitability of downtown Wichita Falls store; comments on advertising; involvement in trade associations and civic activities.

81 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: January 7, 1983

OHB44 SMITH, Loyd (b. 1926). Owner and operator, Loyd's Rentall, Denton, Texas. Family background; farming in north Texas during Depression and post-World War II period; equipment service work in Dallas and Abilene; opening martinizing shop in Denton; investment in Denton rental business; purchase of United Rental franchise; expansion of contractor phase of business; financing new location for firm; activity in construction equipment rental; dealings with local banks; growth in equipment, investment, and sales; views on government regulations; bookkeeping system; membership in American Rental Association; comments on personnel.

98 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: August 26, 1980

OHB81 SPECHT, Floyd (b. 1916). District manager, Duke and Ayres Company, Denton, Texas. Family background, description of

Vashti, Texas, community and farming experiences; comments on work baling hay and harvesting wheat; employment with Cabell's Ice Cream and the Baker Hotel while attending Burns Business College, Dallas, 1935; comments on Depression in Vashti and Dallas; history of Duke and Ayres Company; comments concerning ownership of company; employment as assistant manager of Duke and Ayres stores in Mineral Wells, Marlin, Brenham, Victoria, and Palestine, 1936-41; description of Saturday nights in downtown squares; items sold by company, 1930s; comments on sales volume and employee earnings; appointment as manager of Longview store, 1941; military service in India and China during World War II; description of Duke and Ayres stock option policy for managers; appointment and duties as district manager, 1962; comments on variety store competition in Texas; views on service decline in retail businesses; factors contribution to closure of Duke and Ayres; comments on personnel practices; views on Duke and Ayres management.

95 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: April 22, 1983

OHB42 SPOETZL BREWERY. Interviews with L. J. Beal (b. 1923), Joe Green (b. 1903), Calvin Wallace (b. 1936), Alfred Schramm (b. 1893), Marie Roeder, John Hybner, Dan Mundinger (b. 1925), and Archie Ladshaw (b. 1926).

BEAL, L. J. General sales manager, Spoetzl Brewery. Family and educational background; history of brewery and recollections of founder Kosmos Spoetzl; management of brewery by Celie Spoetzl; experiences as salesman for brewery; lobbying activities during Texas legislative sessions; sale of brewery to Bill Bigler, 1966; packaging of beer; sale of brewery, 1968; personnel

and plant expansion, 1970-75; experimentation with beer formula; passage of "Shiner Brewery Bill" by Texas legislature, 1973; views on marketing beer; production of private label beer; organizational structure; brewery publicity; views on government regulations; civic activities.

GREEN, Joe. Truck driver, Spoetzl Brewery. Driving trucks during Prohibition; delivery schedules in 1930s; comments on Kosmos and Celie Spoetzl; Texas business competitors; descriptions of delivery vehicles; family background; positions held with brewery.

WALLACE, Calvin. Truck driver, Spoetzl Brewery. Family background; comments on Kosmos Spoetzl; experiences delivering beer; vehicle maintenance; views on living in Shiner.

SCHRAMM, Alfred. Manager, Spoetzl Brewery. Family background; experiences as bookkeeper and clerk in Kingsville and Shiner; effects of Prohibition on brewery; comments on Kosmos Spoetzl; expansion of brewery; government regulations; ingredients of beer; retirement.

ROEDER, Marie. Office Manager, Spoetzl Brewery. Comments on Celie Spoetzl; family background; description of bookkeeping for brewery; government regulations; price fluctuations of beer ingredients; brewery personnel.

HYBNER, John. Brewmaster and plant manager, Spoetzl Brewery. Employment in cellars, brewhouse, and bottling department; responsibilities of brewmaster; description of production process; government regulations.

MUNDINGER, Dan. Vice-president, Spoetzl Brewery. Business background; stock buyout of brewery, 1968; expansion and upgrading of plant; marketing status;

pressure to label ingredients; comments on Brewery Association of America.

LADSHAW, Archie. President, Spoetzl Brewery. Family and business background; purchase of brewery, 1968; comments on brewers organizations; business competition in Texas; state and federal legislation affecting breweries; factors contributing to successful business; employment of brewmasters; plans for expansion.

253 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Dates of Interviews: January 3, 1980; January 4, 1980; March 20, 1980; May 10, 1980

OHB10 SWETLICK, Stephan (b. 1900). Farmer-rancher, Robstown, Texas. Family background; farming and social activities near Hillje, Texas; comments on preserving meat; description of family farm auction, 1924; employment as cotton seed culler operator, Robstown, 1925; establishment of meat delivery route, 1925; operation of cafe; comments on leasing farm, 1926; purchase of farm, 1928; description of clearing 1,400 acres of rented farm land near Robstown; description of land deals, 1930s; sale of farm produce; comments on cotton and maize production; distribution of land to his children; description of cattle and hog raising; comments on farm equipment; civic activities.

104 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: July 10, 1984

OHB19 TINNEY, C. W. (b. 1900). Salesman, electric furnace pioneer, corporation founder. Family background; education; rural school-teacher; salesman of school equipment, electrical appliances; employment with Mathes; building dealerships; development of elec-

tric furnace; founding of Electric Products, Inc.; growth and expansion; selling out to Square D Electric.

61 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: May 30, 1978

OHB54 TURBEVILLE, Clarence S. (b. 1912).

One of the founders of Bomber Bait Company, Gainesville, Texas. Family background; employment by father selling appliances, butane gas systems, and sporting goods in Gainesville, 1934; sale of butane business, 1944; experimentation with fish baits; partnership with Ike Walker in founding Bomber Bait Company; growth and increase in personnel; sales through manufacturing representatives; sale of company to Van Ellis, 1968; comments on bait production; views on attempt to organize union; development of plant in Mexico; employment of workers in rehabilitation hospital; factors in developing successful business; civic activities; contributions of Ike Walker, Van Ellis, and Mrs. Case in building successful business; views on trends in bait production.

69 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: June 17, 1981

OHB13 VOERTMAN, Paul (b. 1929).

President, Voertman's Book Store, Denton, Texas. Founding of Voertman's by his father; early years of store; Depression; opening of store near Texas Woman's University; effects of North Texas State University opening its own book store; education; early work experience; growth in merchandise lines; problems of book business.

88 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: June 24, 1977

OHB65 WALKER, Ike (b. 1905). One of the founders of Bomber Bait Company, Gainesville, Texas. Family background; farming during Depression in Olton, Texas; employment as gasoline retailer in Olton and tire repair operator in Gainesville; interest in designing fish baits; development of Bomber Bait Company with Clarence Turbeville; problems obtaining supplies at end of World War II; designing hard baits; expansion of market; sale of company; views on success of Bomber Bait and failures of other bait companies.

63 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: September 16, 1981

OHB86 WARDEN, B.F., Jr. (b. 1895).

Owner and operator, B. F. Warden Grocery Store, Bertram, Texas. Family background; work on family farm in Bertram; educational experiences in Bertram schools; employment as teller in A. B. McGill's bank and D. C. Reed's bank, Bertram; comments concerning D. C. Reed's business activities; employment as cashier with Briggs State Bank, Burnet County; explanation of charging exchange on checks; entry into grocery business, Marble Falls, 1924; description of store inventory; move of business to Bertram, 1925; effects of addition of refrigeration, 1926; comments on construction of new store, 1935; effects of Depression in Bertram; prices of grocery items during World War II; comments on cash versus credit business; demise of grocery wholesalers in Austin; computerization of business, 1975; comments on business competitors; civic activities.

63 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: March 14, 1984

OHB41 WELHAUSEN, Philip. (b.ca. 1900). President, Tex-Tan Western Leather Company, Yoakum, Texas. Father's development of leather tanning business in Yoakum; line of leather products; comments on effects of Depression and World War II on business; tanning processes; saddletree production; sale of business assets, 1956; merger with Tandy Corporation; saddle promotions; expansion into Canada and Mexico; experiences with labor unions in Yoakum; views on pay systems, motivation, and piece work; development of Western Sales stores; retirement.

61 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: May 14, 1980

OHB20 WHEELER, Raymond (b. 1913). Manager, McClurkan Properties; manager, Industrial Credit Corporation; owner and operator of insurance company, Denton, Texas. Family background; education; credit manager for wholesale grocery; organizing personal (merchant endorsed) loan company, 1938, and its growth, problems, strengths; McClurkan Properties; views on local ownership vs. chain ownership; views concerning community growth; establishment and operation of insurance agency; sale of McClurkan Properties; sale of his own business; desegregation of Denton public schools during his presidency of school board; reasons for his business success.

59 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: June 1, 1978

OHB5 WHITE, Walter (b. 1906). Retired federal labor mediator and conciliator. Experiences and reminiscences from his thirty-year career with the U. S. Conciliation Service and the Federal Mediation and Conciliation Service; early boyhood employment with International Harvester Company; Depression and New Deal; Kansas Employment

Service; employment with U. S. Potash Company and experiences with Mine, Mill, and Smelter Workers Union; employment with U. S. Conciliation Service, 1942; labor-management relations during World War II; personal experiences in Omaha and Des Moines offices; Taft-Hartley Act and formation of Federal Mediation and Conciliation Service; post-World War II labor unrest; transfer to Texas; personal philosophy concerning labor-management relations; personal experiences with and comments about James Hoffa, Sid Richardson, John Connally, and Eugene Debs.

708 pp. (2 parts)

Terms of Use: Open

Interviewers: Ronald E. Marcello; J. D. Dunn

Dates of Interviews: April 16, 1975; April 18, 1975; April 21, 1975; April 23, 1975; May 12, 1975; May 14, 1975; May 15, 1975; May 19, 1975; May 20, 1975; May 21, 1975

OHB23 WHITE, W. Erle (b. 1907). Founder, White's Auto Stores. Family background; early work experiences; education; work in auto supply stores, garages; starting own business in Clinton, Oklahoma, during Depression; location of home office in Wichita Falls; expansion and growth through franchising and company-owned stores; diversification of merchandise lines in auto stores; effects of growth on organizational structure; employee relations; views toward unions; selling out to Household Finance, 1969; comments about family-operated businesses; other business interests with Mercantile Credit Corporation, Beacon National Insurance Company, Eureka Life Insurance Company, White Fuel Corporation, ranching.

127 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Dates of Interviews: December 14, 1978; February 1, 1979

OHB28 WHYTE, Edna Gardner (b. 1902). Aviatix and owner, operator, and instructor of Aero Valley Flying School. Family background; Army, Navy, and civilian nursing careers; early flying, competition; comments about Amelia Earhart and other pioneers of aviation; early planes, equipment; early teaching experiences; views concerning women in aviation, other professions; attempts to become airlines pilot; selling for Channelchrome (aircraft engine parts); founding her own business; Aero Valley Flying School; financing methods; government regulations; competition with municipal airports.

144 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: February 8, 1979

OHB24 WOLFE, Mabel (b. 1893). Co-founder (with husband Ross, deceased 1948) of Wolfe's Nurseries, Stephenville, Texas. Family backgrounds; education; their move to California; visits with Luther Burbank and his influence in starting pecan nursery business in Texas; Ross's sales career with other nurseries; founding his own business, early struggles; origins of Burkett Pecan; growth and expansion; Ross's death and sons' running business; sale of business.

42 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: November 30, 1978

OHB62 WOOTON, J. B., Jr. (b. 1913). Owner and operator, Denton Floor Covering Company, Inc., Denton, Texas. Family background; work in grocery stores in Denton, 1930s; employment as salesman for Lone Star Gas Company, 1940; work in Denton appliance and hardware stores; hired as manager of Denton Floor Covering, 1955; history and financing business; growth of sales; contrasts sales of linoleum and carpet; description of types of carpeting; expansion into

janitorial supplies; marketing area; comments on personnel; business financing and competition in Denton; use of advertising; comments on business ethics; views on development of successful family business; civic activities.

95 pp.

Terms of Use: Open

Interviewer: Floyd Jenkins

Date of Interview: August 6, 1981

OHB82 ZALE CORPORATION. A University of North Texas Ph.D. dissertation written by Tommy W. Stringer and based upon oral history interviews; history of Jews and discrimination against them in Tsarist Russia; Zhid; shtetl; immigration difficulties; immigration policies of the United States; arrival of Sam Zalevsky in Texas, 1910; Jewish communities in Texas; Ku Klux Klan in Texas in 1920s; establishment of Zales Jewelry stores, 1924; company philosophy and credit policy; advertising techniques; early growth of the firm; coping with the Great Depression; impact of the deterioration of oil-based economy upon the firm; post-Depression era growth; impact of World War II; post war expansion and purchase of Corrigan's; impact of Love Field on the firm's international expansion and diversification; role of the DeBeers "Diamond Syndicate"; British Crown Jewels; firm's philanthropic activities; Rovinsky trial for misappropriation of funds and illegal political campaign contributions in 1970s; Light of Peace Diamond; difficulties with Internal Revenue Service and Securities and Exchange Commission in 1970s; 1980s prosperity.

223 pp.

Interviewer: Tommy W. Stringer

Terms of Use: Open

Dates of Interviews: Various dates between 1983-1984