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# The Standard Blue Book

OF

T E X A S  
1912-14



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A n E x c l u s i v e  
Edition De Luxe

OF

DALLAS  
AND TRADE TERRITORY

**A. J. Peeler & Company, Publishers and Proprietors**

**Dallas, Texas**

**P. O. Box 732**

STAFF REPRESENTATIVES

A. J. Peeler,  
President, Editor in  
Chief and General Manager

Miss Eleanor Watson,  
Social Editor and  
Asst. Sec'y and Treas.

McK. J. Sullivan,  
Secretary and  
Treasurer

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*Yours for Texas*  
*A. Peeler*

Author, owner and publisher of The Standard Blue Book Publications and Financial Broker, dealer in Stocks and Bonds organization and financing of any sound business proposition. Reliable connections in the money centers of the United States and foreign countries.

The Memphis News-Scimitar of Memphis, Tenn., of date, January 23, 1910, in referring to Col. Peeler, says: "He is an industrial and social exponent, as applied to the development of trade conditions of international reputation. In appreciation of his ability along these lines, he was placed upon the National Pay Roll by the great Military Ruler of our sister Republic. He has served as a Presidential Toastmaster, is a University (Texas) graduate and a retired bank president, and for 18 years has been a close student of industrial development and has dedicated his life to this work."

The Standard Blue Book Publications bear the endorsement of some one thousand commercial organizations, business men, commercial institutions and banking houses throughout the United States. Correspondence solicited.



## Object, Plan and Effectiveness of the Standard Blue Book Publications

By A. J. PEELER

Author, Owner and Publisher

After several months of pleasant labor, intermingled with most agreeable associations, we submit without an apology the Standard Blue Book of Texas, Edition de Luxe of Dallas and Trade Territory. During the last five years we have completed and issued separate and exclusive Editions de Luxe of the Standard Blue Book on the States of Oklahoma, Arkansas and Tennessee; Houston, Texas; Beaumont, Texas; East Texas; including this book on Dallas, Texas, and Trade Territory, probably the strongest works ever issued on the commercial, social and intellectual progress of any states or cities in the American Union. Our plan of bringing together and blending the commercial conditions of a community and state into a happy, entertaining and attractive volume is original and un'que, and we believe to be the most effective and powerful method of presenting the actual conditions of a state or a country to the world.

### THE ADVERTISING SECTION

The Advertising Section is positively limited so as to enable the work to go through the mails at a reasonable expense, reaching the marts of trade and the centers of population throughout the United States and European countries, and admits only such persons, firms or corporations as can establish a record for integrity and honesty and whose express purposes are clearly and substantially trustworthy and honest. Thorough investigations are specifically made in each and every instance as regards both the advertiser and the advertisement.

Standing behind this section is the written guarantee of A. J. Peeler & Co., the publishers, and the assurance that individual investigation has been made with unfaltering exactness and that every person contained in this section, from an advertising standpoint, is deserving of public confidence.

The advertising section of the Standard Blue Book publications is simply the channel of communication between honest persons engaged in straightforward business pursuits upon a basis of rectitude, valid declarations and substantiated facts.

It will be our constant aim and ambition to hold this department to the high commercial confidence and prestige it has enjoyed in the past.

### THE MATERIAL SELECTED

The material selected herein exploiting the commercial representation of the respective cities included herein has been properly and duly submitted by us to their various Commercial Clubs, Boards of Trade and Chambers of Commerce for approval, and meritorious citizenship has been first and foremost considered. *Our best effort has been made to give the world a good, clean, reliable, trustworthy publication, FREE FROM PAID PHOTOS AND "WRITE-UPS."*





## SOCIAL SECTION

Our Standard Blue Book publications are fashioned after the Blue Books *issued by the United States* Government on trade conditions, blended with the improved idea of the Social Blue Book of European countries with harmonious perfection.

The social section of the Standard Blue Book of Texas, Edition de Luxe of Dallas and Trade Territory, like all of our other State and National publications, is held primarily above a money consideration, and meritorious citizenship will be first and foremost considered.

Every personal illustration contained in the work of prominent club, musical, literary, social, professional and commercial leaders of the State will be selected under the advice of an advisory board, and the pretentious and mediocre will be excluded.

We will eliminate from the Standard Blue Book publications, with but rare exceptions, personal sketches of the living and under no circumstances indulge in "write-ups" and cheap and extravagant flattery, reserving the right only to preserve historical data in perpetuating some distinguished pioneer citizen.

There will be no space rates charged for any personal photographic illustration in any of the Standard Blue Book publications, but all photographs and engravings must be furnished without cost to publishers to insure insertion.

We will properly and justly recognize unselfish and patriotic assistance given us in making this work a success in behalf of civic, social and industrial pride in the State's best interest by dedicating a conspicuous part in the Blue Book for the enrollment of such names of the citizens of Texas to whom honors are meritoriously due.

## COMMANDING INFLUENCE

The rapid industrial, educational and social development of Imperial Texas demands the production in permanent form, from time to time, of a correct account of the statistical progress, commercial and social advantages and club life of its various cities, portraying therein the names and faces of their men and women that have assisted materially in the general welfare and progress of the country and whose lives have stood for the highest order of enlightened progress. We believe this feature alone gives the work a commanding influence before the American people.

## CONFIDENCE OF FOREIGN CAPITAL

It will be observed that we have brought into the work the personality of many of the citizens, because in so doing we wished to make plain and fully exploit our views upon a subject to which we have given years of experience and thought. We believe, to encourage a better class of permanent citizenship and to gain the confidence of foreign capital and interest it in our prolific opportunities, it is just as necessary to show the refinement and stability of a community as it is to give statistical data setting out strictly the commercial advantages.

## STATE RECORD AND FAMILY SOUVENIR

Then again, outside of all business considerations, this work in years to come will be prized beyond a money value as a State record and family souvenir, giving the living a lasting pleasure in commemorating the names and faces of those loved ones long since passed away to the Great Beyond, and serving as a tribute of respect to those who have done their part faithfully and well in the race and progress of human life.



## WORTHY OF REPRESENTATION

In the compilation of this work we have faithfully and honestly tried to give everyone worthy of representation in the cities of this State treated upon in this edition, a place in this book. We have extended a personal invitation to every eligible citizen to help us make the Standard Blue Book of Texas, Edition de Luxe of Dallas and Trade Territory, the greatest work of its kind ever issued, and we are pleased to say that we have had a strong support along these lines and have no hesitation in saying that we present to the public the most representative work of its kind ever issued on this trade territory.

## INDISPENSABLE TO THE HOME

We have incorporated in this work such matters as to make it indispensable to the home as a constant reference book, and it will there occupy the same relative position as the city directory does in the business world, as well as financial and social guide book. This work will be *invaluable to the merchant, the banker, the manufacturer and business house of every nature as the only direct, permanent, reliable method in reaching the wealth and culture of a community.*

## POWERFUL ADVERTISING MEDIUM

It is the only possible way in which an advertisement can reach the banking and bond houses, stock exchanges and the commercial institutions of this and other States, and the drawing rooms and libraries of the wealthy, and *be made lasting and perpetual.*

*It will increase trade and enhance property values.* The medium and plan bears the endorsements of one thousand commercial organizations, merchants' associations, ad clubs, banking houses and business men throughout the United States, including the unqualified support evidenced by written testimonials from every commercial organization and business men's club and merchants' association from three of your adjoining states.

## AS AN AUTHORITY

This work is accepted as an authority and as a reliable guide by bond brokers, banking institutions, public service corporations, the homeseeker, investor, tourist, and capitalist throughout the United States and will be a powerful medium in upbuilding the community, introducing one section of the State, their people and industries to the other and in placing business interests in touch with capital seeking investment. It can readily be seen that we have diverged from all stereotyped methods in the plan and preparation of this work and have blazed out unaided through virgin forests in hope of new discoveries in ideas and methods, seeking to bring together, if possible, a happy combination of the social and poetic side of life, intermingled and blended with the prosaic conditions of commercialism and wealth into a happy union, *a crystallized charm of entertaining, reflection and study as well as a peerless and most powerful advertising medium.*

## DEDICATION—SUCCESS IS DUE

If we have achieved any measure of success we want to take this opportunity to say that our success is due in part to the useful, unselfish and progressive citizens, corporations and business firms of this section of Texas, whose names are found in the classification of prominent business men in the first



part of this volume; also to J. R. Babcock and J. W. Register, the courteous and able Secretaries respectively of the Dallas Chamber of Commerce and Commercial Club of Mineral Wells, to whom this book is dedicated. Without this aid and unqualified support, zeal and unselfish patriotic devotion to their State sections such an undertaking would have been, on our part, the wildest folly.

## UNLIMITED AND MATCHLESS RESOURCES

We do not deem it important to go into a full detailed account of the contents of this volume, as the book will speak for itself, but there is no getting around these important facts that Dallas and Trade Territory with her extensive diversified farming interests and great agricultural resources, her many and great facilities of railroad and deep water transportation, with her increasing manufacturing enterprises, is causing the world to sit up and take notice of the marvelous resources of North Texas and her great metropolis.

It is a well-known fact that the cities of Texas, on the completion of the great Panama Canal, will be amply prepared to take care of themselves in the foreign trade and enjoy their pro rata benefits now annually amounting to five and a quarter billion dollars, and will materially assist in increasing that trade.

## DALLAS AND TRADE TERRITORY

It has also been our pleasure to show in this volume that Dallas and her trade territory is in the heart of one of the richest agricultural countries on Earth and is in the center of population of Texas with over one-third of the population of the entire State living within a radius of one hundred miles; that Dallas and her trade territory is the principal beneficiary of the great cotton crop of Texas (including value of cotton seed, amounting last year to over \$225,348,000.00, an average of 20 per cent of the world product of 27 per cent of the crop of the United States;) that Dallas is the banking center of Texas and the Great Southwest and is able to take care of the demands of Trade, home industry and assist honest capital; the State with over 1,110 banks with individual deposits of over \$200,000,000.00, gives Dallas and trade territory a commanding position among her sister cities of the United States; that Dallas is the principal city of a surrounding territory whose manufactured products annually exceed \$20,000,000.00

## THE TRUTH IS GOOD ENOUGH

It is our purpose to do our part in putting the world in touch with all of these facts and the great possibilities of capital seeking profitable investment, and tell the world that the *truth is good enough for Dallas and her trade territory.*

We are going to show the world that Dallas with her population of 100,000 has less competition, more money per capita, prosperity and opportunities than any city of like size on the American continent, and that its natural conditions and wonderful resources could easily support a city of one-half million population.

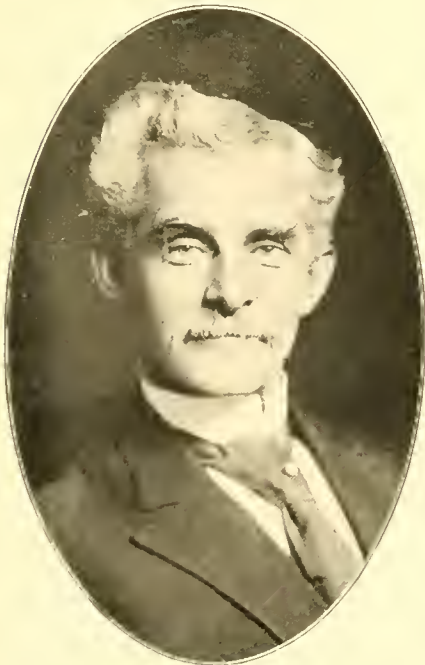
The throbbing and pulsating heart of the greatest and wealthiest undeveloped territory of raw material and matchless resources of any State on the American continent now desires to take advantage of her material and favorable trade conditions and claim her proper place among her sister States and cities of the American Union. Her position is enviable and almost invulnerable.



# The State of Texas

Texas, an Empire within itself, now has the honor of being the first state of the American Union in point of value of her principal farming crop, aggregating three hundred and sixty-four million one hundred and ten thousand dollars, forcing Illinois to the second place.

Texas is now in the flower of her development, historically speaking, the Territory of Texas seceded from Mexico in 1836, the climax of which was brought about by Gen. Sam Houston at the



MR. E. P. TURNER

General Passenger and Ticket Agent, T. & P. Ry.



MR. W. G. CRUSH

General Passenger Agent, M. K. & T. Ry. Co. of Texas

Battle of San Jacinto with six hundred men conquering Gen. Santa Anna "The Napoleon of the Southwest" with his army of six thousand Mexicans.

Texas has owed allegiance to six governments and has been under as many flags. There have waved over her in token of sovereignty the Fleur-de-lis of France, the Royal Banner of Spain, the Snake and Eagle of the Mexican Republic, the Lone Star of the Republic of Texas, the Stars and Stripes of the American Union and the Stars and Bars of the Southern Confederacy. Her history is attractive and romantic, dating back to the inception of the older states. A European Colony was founded on her soil in the seventeenth century, on the banks of the Lavaca River was established the first European Colony in Texas where a fort was erected, and known as St. Louis.





Texas has 274,000 square miles in area. Out of the vast acreage of land every state could be carved and each state having its products, advantages and possibilities, the variety of climate, soil and conditions being such as to give Texas every range in the field of agriculture, stock raising and mineral resources. In order to give you a more exact idea of its exact size, we call your attention to this fact: if Texas were a great trap door, hinged on the state of Louisiana and we could turn it over, it would cover the Gulf States, part of Arkansas, Kentucky, Tennessee, North Carolina and all of South Carolina, and then a small portion of it would lap over into the Atlantic Ocean; furthermore, placing the population of the world at one billion five hundred million people, you could place the entire population in Texas, giving a ten acre lot to each head of the family and there would still remain fifty thousand vacant lots.

Its longest distance from north to south is the same as from New York to Chicago, its greatest distance from East to West is the same as from Shreveport, Louisiana, to Richmond, Virginia. No one can make a mistake by coming to Texas; society is wholesome, its lands are fertile and can be bought reasonable. The "black belt" is probably the most fertile portion of Texas, of which Dallas and Trade Territory is in the center. East Texas has its unlimited supply of iron ore and an abundance of fertile lands whereon can be grown all kinds of fruit and tobacco, and containing thousands of acres of virgin forests. West Texas has her thriving cities and great cattle industry, including the great "Panhandle Country," new and wonderfully promising in its agricultural developments. North Texas with its rich soil and diversified farming produces nearly everything under the sun, and South Texas with her oil, rice, truck farming and tropical fruits insures great possibilities for its future development.



MR. ALEX SANGER  
President of Dallas Chamber of Commerce



MR. MCK. J. SULLIVAN  
Sec'y and Treas. of A. J. Peeler & Co.,  
Owners and Publishers The Standard Blue  
Book of Texas, Edition De Luxe of  
Dallas and Trade Territory



MR. J. R. BABCOCK  
Secretary of Dallas Chamber of Commerce.





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# Dallas, the Metropolis of the Southwest

## A Good Place to Live

Dallas is a City of elegant homes, splendid churches, well equipped schools and unsurpassed social conditions. It offers that rare combination of opportunities to enjoy health, wealth and happiness, the three jewels of man's existence. It is therefore a most ideal place to live.

With her many and varied industrial institutions and the continual and increasing growth, Dallas is ever affording new and splendid opportunities for men wealth bent, and in this day of push and energy no ambitious man cares to live where he cannot make money. Wealth alone is of little account unless its possessor also enjoys health and happiness.

Socially Dallas has a welcome for representatives of every respectable stratum of humanity. She has not her Ghetto nor her Chinatown, nor has she the sensation-mad gilded autocrats that make gay Gotham go round in a giddy whirl, but she has that great middle class of citizenry whose social environments and whose home lives make the American family life the best in the world.

Some of the things that make Dallas a good place to live are: Churches of every denomination, a splendid system of public schools, four colleges, several high-class preparatory schools, unexcelled social clubs, all kinds of fraternal organizations, half a dozen theaters, several parks and playgrounds, numerous charitable organizations, beautiful and exclusive residence sections, good street car service, gas, well lighted streets, high-class hotels and boarding houses, fine hospitals and sanitariums, a low tax rate and the best form of municipal government in the world.

Not less than \$2,076,000 is invested in buildings, and lots, equipment of Dallas colleges, academies and schools, public and private. About 25,000 students of all ages are enrolled in the educational institutions of Dallas, 16,596 of whom are in the public schools.

### GEOGRAPHY, CLIMATE AND HEALTH.

There is no more important item in life of any individual than health. There is nothing so menacing to a large community as the carelessness of the few, when many may be affected by it. Dallas is unusually protected, not only by location and climate conditions, but by a commission form of Municipal government, whose watchword is the welfare of the city from every standpoint. Conditions conducive to good health are as carefully guarded as those of any other department of the city government. The health department is equipped with an efficient corps of competent inspectors whose duties are to see that all ordinances relating to the general health are rigidly observed.

By reason of the ideal geographical location and climatic conditions Dallas has never had an epidemic, and during many years with loosely enforced health laws, the death rate has been unusually low. With an efficient Board of Health such as is now enjoyed by the city, the conditions have been very much improved, with brighter prospects for the future health of the metropolis of the Southwest.

Dallas lies in an undulating country at the head of navigation on the Trinity River which flows Southeast through the middle of the City. The normal level of the river at the foot of Commerce Street is 420 feet above the sea. Oak Cliff on the hills of the West rises 75 feet higher and East Dallas has as much as 90 feet advantage. The City's longest levels lie North and South.

The atmosphere is dry and exhilarating. The highest summer temperature has been 116 degrees (August, 1909), and the lowest 10 degrees below zero (February, 1899). The mean annual temperature for years has been 65 degrees. There is never a time when the wind is not moving and the average throughout the year is about 10 miles an hour. The average annual rainfall is 35 inches.







Main St. - Parade







## CIVIC AND RELIGIOUS LIFE.

It is estimated that 40,000 persons in Dallas are church members. There are 82 churches and chapels for white persons and 27 churches for negroes, a total of 109 places for public worship. Growing out of church work are two rescue homes for women, three settlement homes, six public nurseries and day homes, three orphanages, one Catholic sanitarium, one Baptist sanitarium, three special disease sanitariums, one Children's hospital, one colored hospital, four medical colleges and a number of denominationally maintained schools by night and by day.

The Young Men's Christian Association has a \$175,000 building and 3,200 members with six secretaries in charge of the work. The Young Women's Christian Association has its quarters and a membership of more than two hundred young working women. The Public Library costing \$150,000 has more than 15,000 volumes. Handsome homes are owned and maintained by the Elks, Dallas Columbian, Tennis, Golf Turners Swiss, Texas Art League, Wah Hoo, Daughtery Lake, Fin and Feather, Trinity Rod and Gun and Eagles Clubs.

## PARKS AND PLEASURE RESORTS.

No other city in the Southwest is so well equipped with places of outdoor amusement as is Dallas. There are some seven or eight parks and playgrounds owned by the city and comprising several hundred acres as well as a dozen or more large privately owned parks and pleasure resorts.

Within recent years the park system of the City has been greatly developed. Starting with the City Park of 16 acres, as a nucleus, the city has within a few years added Fair Park of 127 acres, Marsalis or Forest Park in Oak Cliff with 36 acres, and Oak Lawn Park in North Dallas with about 28 acres. In addition to these large park properties there have also been bought and equipped several public playgrounds.

Each section of the city is equipped with its own park. East Dallas has the mammoth Fair Park of 127 acres and with improvements valued at \$500,000. This is the chief amusement park of the Southwest. In it are entertained the Fair visitors during two weeks each year and for the balance of the year the place is thrown open for the benefit of the public. It is a second Coney Island or White City.

The City Park is the beauty spot of the city. It is located in South Dallas on Ervay, Cano and Park streets and is a delightful retreat for seekers of fresh air on warm days.

For the Oak Cliff section the city has recently acquired at a cost of \$15,000 the Marsalis Park of 36 acres in South Oak Cliff. It is a natural beauty spot and is being shaped up by a landscape gardener.

## PUBLIC PLAYGROUNDS.

Dallas is making rapid progress in the development of a play ground system. Trinity Play Park is the best playground in the State and the peer of any in the South. It is in three divisions, the older boys, older girls and children each having their separate play space which are equipped with the best steel apparatus—flying and traveling rings, horizontal and parallel bars, vertical and inclined ladders and poles, teeter ladder, swings, giant strides, see-saws and slide. Besides there are two basket ball and volley ball outfits, and for the boys an eight-lap running track and pole vaulting and jumping pits.

The shelter house contains eight shower baths, locker room, office, etc.



## EDUCATIONAL FACILITIES.

As an educational center Dallas ranks with the largest and best cities of the South, with a free school system far superior to any city in the Southwest. The city is equipped with nineteen modern brick and stone school buildings, exceeding \$1,200,000 in value; 330 teachers are employed and more than 15,000 pupils are enrolled. The cost of maintenance is more than \$300,000 annually. A fine high school building has just been completed at a cost of \$200,000. In addition to the public schools of Dallas there are four colleges, four seminaries for young ladies, two medical universities, one college of Pharmacy, two Dental colleges, two conservatories of music, two boys' academies and two free kindergarten schools. There are also two training schools of the highest order in the two rescue homes for young girls.

The total value of all school property, both public and private, in the City of Dallas exceeds \$2,000,000, and there is now knocking at the door of the city other educational institutions of such magnitude as to guarantee for the City of Dallas facilities equal to those enjoyed by older educational centers of the North and East.

## JOBGING CENTER OF SOUTHWEST.

Dallas is conceded, even by her rivals to be the greatest jobbing point in the Southwest. The fact that she does enjoy such enormous jobbing trade has been given as the reason for her metropolitan appearance.

Located in the center of the black waxy land, the richest farming country in the world and declared by President Roosevelt to be the Garden of the Lord, Dallas has within a radius of 100 miles more than two million thrifty people who buy their supplies through Dallas. The total value of the jobbing business for 1910 was more than \$130,000,000, an increase over 1909 of almost \$20,000,000. Practically every branch of commerce is represented here by a wholesale house and many larger firms of the East and North have found it advantageous to place large branch houses here.

Being the center of a rich farming country Dallas' largest business for years has been that of farm implements and machinery. In this line Dallas leads the World, as she does in the manufacture of harness and saddlery. Practically every manufacturing concern of any note in the implement, machinery and vehicle line has Dallas the distributing point for the Southwest and many of the large concerns have their main offices here.

With the trade territory rapidly filling up with thrifty and intelligent people from the North and East, it is confidently expected that the increase in business done through Dallas jobbing houses during the year 1911 will far exceed the increases shown in the past. Many Northern and Eastern firms, which have formerly handled their trade from distant points through traveling salesmen, have recognized the necessity of opening branch houses in Dallas in order to be nearer the trade. Their traveling salesmen still cover the territory as in former years, but the proximity of their branch houses give them a decided advantage of other firms not so situated. With the establishment of branch houses at Dallas and carrying large stocks of goods in warehouses they have been able to increase their business from twenty-five to fifty per cent. by reason of their nearness to the trade. Thus the motto of the present day successful business men "get close to the trade" is being exemplified by the up-to-date method of Dallas jobbers.

## TRAFFIC CENTER OF THE SOUTHWEST.

Why? Dallas is located in the center of that most populous, progressive and productive section of the State known as the Black Land Belt, in which grain of all kinds, cotton, fruits, berries and vegetables are grown in profusion; it has more jobbing and manufacturing establishments than any other



city in the Southwest. It is served by Nine Trunk Line Railroad systems, the lines of which radiate in seventeen different directions furnishing through fast train service from all the principal markets of the North, East and West, and from Gulf Ports in connection with the Steamship Companies operating to and from Atlantic seaports. It has Special Merchandise Car Service over all railroads out of the city, so arranged that shipments made by our Jobbers and Manufacturers may be delivered at their various points of destination within a radius of 300 miles without delay. It has two Electric Interurban lines, the trains of which arrive and depart every hour, handle mail, express, baggage and freight, serving adjacent territory on the West to Fort Worth and on the North to Sherman and Denison, enabling merchants to telephone their orders to Dallas and obtain delivery of their goods the same day. It has the Dallas Terminal Railway and Union Depot Company which operates a Belt Line around the City (upon which most desirable sites for locating additional manufacturing plants may be found) furnishing track facilities for numerous manufacturing plants and rendering switching service to and from connections with the several railroads entering the city. It has the Trinity River which, by a system of locks and dams now nearing completion, will in the near future be navigable through to the Gulf of Mexico, furnishing a through water route for our products to the Atlantic Seaboard and insuring a basis for much lower rates for freight. New transportation facilities, now in hand when completed will place Dallas in direct communication with one thousand miles of new territory, increasing of facilities for making prompt delivery at seventy-five additional cities and towns.

#### DALLAS A MANUFACTURING CENTER.

Dallas has always been the manufacturing center of the Southwest though held back for years by reason of the fact that adequate freight rates could not be secured that would enable its plants to compete even in the immediate territory with outside manufacturing concerns and by local prejudice against home industries. Under the more favorable conditions which have been brought about the development has been rapid in recent years. Dallas now has 760 different productive industries with a capital of more than \$20,000,000 invested. Two hundred and sixty-four of these are large plants, employing 6,189 mechanics and laborers. The average wages are \$2.96 a day for skilled laborers and \$1.75 for common laborers. The development of the manufacture interest of Dallas within the past five years may be exhibited in tabular form as follows:

	1905	1910
Number of Industries.....	247	760
Capital Invested.....	\$10,891,089	\$28,000,000
Total Output.....	\$15,627,667	\$45,368,615
Total Number of Employees.....	4,275	9,100
Annual Pay Roll.....	\$ 2,587,353	\$ 4,775,000

Dallas now has oil and natural gas for producing power, the advent of which has made coal cheaper, so that fuel for manufacturing purposes can be had here at rates that are as reasonable as they are most anywhere else in the country. There are at present prospects of the brightest nature that will eventually give Dallas an electric power at a price to manufacturing plants of one-sixth the present cost. This in connection with the opening of the Trinity River to navigation during the coming fall will give water rates on all incoming raw materials, thereby giving Dallas a decided advantage over all other Texas cities as a desirable location for manufacturing concerns. With the growth of Dallas during the past five years and the wonderful development of the trade territory surrounding Dallas, there is not a more inviting field on the continent to day for the investment of capital in productive industries and Texas is just beginning to grow.











## PUBLICATION CENTER OF THE SOUTHWEST.

As a publication center Dallas has led the entire South for a great many years. There are at present seventy publications printed here, including three daily newspapers, three semi-weeklies, twenty-three weeklies, five semi-monthlies, thirty monthlies and three quarterlies. These periodicals cover practically every field of endeavor in North Texas, from the daily newspapers with their unexcelled news service to the many trade journals carrying valuable information to their subscribers.

The Dallas News is the leading morning daily of the South and in addition to carrying a full Associated Press report, has a State news service that exceeds that of any other newspaper of the United States. The News maintains a corps of staff correspondents over the entire country and spares no expense in getting the State news when it is news. In addition to the daily news there is published a semi-weekly which has a large circulation among the farmers and rural districts. The Semi-Weekly News is devoted to the interests of the farmers and stock raisers of Texas.

Of the evening papers the Dallas Times Herald is the older publication and has an extensive circulation in every part of the city, together with a substantial out-of-town circulation. The Times-Herald carries the complete afternoon Associated Press report and as a local daily paper is regarded as the best afternoon paper in the Southwest.

The Dallas Dispatch has a wide circulation in the City of Dallas, carries the Scripps-McRea report and is an aggressive and enterprising evening paper in all matters of vital interest to the City of Dallas.

## DALLAS A FINANCIAL CENTER.

In banking circles Dallas has the largest bank in the State of Texas with total resources of over 13 1-2 million and deposits of over 10 1-2 million. The combined resources of the seven banks of Dallas aggregate \$37,408,814.00; total deposits run over 27 1-2 millions. The banking situation in Dallas is a fair barometer of the business of the city. Her clearings run over a million dollars daily and this is accounted for perhaps by the fact that Dallas is the largest inland cotton market. Over a million bales of cotton are bought and sold in Dallas each year. These figures based on the last official call, March 7th, 1911, shows in a concise and definite way the resources and equipment of Dallas banks for taking care of the enormous volume of business of the city and surrounding country. There is probably no city in the United States with more substantial banking concerns, per capita, and no city where sound industrial enterprises are more quickly financed and more cordially welcomed.

## TRINITY RIVER NAVIGATION.

Prior to 1878 the Trinity River was regularly navigated six to eight months in the year, nearly four-fifths of the distance from its mouth to Dallas. The river not having been improved, its natural condition did not permit such character of navigation as could compete with rail transportation.

The Government has entered upon a plan to put in a sufficient number of locks and dams to permit boats drawing six feet to be able to run every day in the year. These boats will carry cargoes of four to six hundred tons dead weight. The capacity of the river will be sufficient to handle more than ten million tons of freight, or estimating by boat loads, fully twenty thousand annually. It will be a great highway of commerce and will exercise a dominating influence in the establishment and control of freight rates South of the Missouri and West of the Mississippi Rivers.





# State Fair of TEXAS





The United States Engineers have estimated the improvements to cost about \$5,500,000. Of this amount there has already been appropriated and provided about \$1,000,000 for the construction and completion of five locks and dams and for clearing the river of timber obstructions. The present Congress will appropriate and provide for three more locks and dams and further improving the channel and maintenance about \$800,000 more.

### STATE FAIR OF TEXAS.

There is probably no institution in the United States which has such an important bearing on the city in which it is located as does the State Fair of Texas. Located in The City of Dallas within easy reach by electric lines of all parts of the city; the grounds and improvements owned by the city and under the control of the Park Board, with the exception of thirty days each year, which time is allotted to the State Fair Association, the grounds are used the entire year for a public park, the equal of which is not to be found in the entire South.

The grounds comprise 127 acres with improvements costing \$550,000, not including the \$100,000 coliseum. The grounds with the present improvements was turned over to the City of Dallas, without compensation, by the State Fair Association, in 1906. The Association in making this magnificent gift to the City of Dallas further agreed that from the profits accruing from the State Fair each year, there would be no dividends declared, but all such profits would be expended for permanent improvements on new buildings and beautifying the grounds of the Fair Park.

Here each year for sixteen days, the greatest Fair in the United States is held and the Agriculture exhibits, together with the live stock, poultry and other exhibits have in the past few years exceeded that of any fair in the World with the exception of the International Exposition held at Chicago, St. Louis and Paris. More than \$80,000 is given away in prizes and premiums each year, and each annual Fair is greater than the preceding one.

Under the able management of President E. J. Kiest, Secretary Sydney Smith, the State Fair of Texas promises greater things for the future than has been given to the public in the past.

### THE TRADE TERRITORY.

Dallas has a territory lying tributary to it which is the richest agriculture section in the world. Its soil took the first prize at the Paris Exposition for chemical fertility and general productiveness. This territory known as the black waxy land belt of Texas is producing the wealth which has made Dallas great.

In a circle of 100 miles radius of which Dallas is the center, there is 8% of the area of the State of Texas; 30.3% of the rated business houses of the State; 34.2% of the assessed valuation of the State; 30% of the railroad mileage of the State; 42.4% of the population. In this radius there is 11,013,251 acres of land under cultivation on which is grown one-fifth of the cotton crop of the United States. In this circle there are 1,257 cities, towns and villages, comprising 42 of the 246 counties of the State. Such is the trade territory of Dallas, known as the Garden spot of the Southwest.

A more comprehensive idea of the value of this territory may be gained by a glance at the enormous business done through the Dallas wholesale houses, a large portion of which is confined to the 100 mile radius. In the year 1905 the wholesale business done by Dallas houses amounted to \$67,365,000, while during the year 1910 the figures reached the stupendous sum of \$131,600,000, showing an increase in five years of \$63,285,000, or almost 100%.







Interior view of *ARTHUR A. EVERTS COMPANY*, Jewelry Establishment  
One of the finest appointed stores in the South. Visitors are always welcome to inspect stock

## Medical Evolution in Dallas

By MARTIN E. TABER, M. D.

Probably no man now actively engaged in medical practice today remembers that Drs. Field, Cornelius and Newsome preceded Dr. J. L. Carter as health officer of Dallas. The community, then small and correspondingly careless of its sanitary details, maintained a health department consisting of a meagerly salaried officer without aids or equipment. During the terms of Dr. Carter sanitary instructors were employed, a crematory erected and a two-story frame building on South Lamar Street was used as a hospital, then the only such institution in the city, public or private.

• Dr. W. I. Wilson succeeded Dr. Carter in 1890 and continued the plans of sanitary supervision without notable change, the same being true of the administration of Dr. C. M. Rosser, who agitated the need of a new city hospital during his term as health officer without securing its settlement.

Dr. V. P. Armstrong was more fortunate in this particular. The present city hospital, though too remote from the city's center, was a great improvement over the unsuitable structure of former years, but must inevitably give way to a modern building suitable and more accessible.

During the incumbency of Dr. Armstrong the office of sanitary inspector was abolished by the City and the work was aggressively carried on by Dr. Armstrong, very much in person.

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DR. MARTIN E. TABER

BISHOP ALEXANDER CHARLES GARRETT  
President St. Marys College, Dallas, Texas

Dr. J. H. Florence was then elected and shortly given an assistant in the person of Dr. Lindsey Smith, and this enabled the city to assume care of pauper cases not transferred to the hospital. During this period a detention point, now grown into the Union Hospital, for smallpox, was established. Dr. J. H. Smart held the office for two terms, and Dr. T. B. Fisher is the present occupant.

### HOSPITALS

Dr. H. K. Leake, with his associates Drs. A. C. Graham and W. B. Brooks, established the first private hospital here in 1891 for 20 beds, opposite the City Park, and three years later, upon the present site, corner Canton and Pearl, a building to which an equal addition has been made was erected and has been since operated

In 1897 Drs. Rosser and Milliken opened a private hospital on Elm Street called "The Hermitage," thus adding to the hospital facilities of the city.

A growing city demanded enlarged hospital facilities, and upon the initiative of Drs. S. Eagon and J. S. Letcher the Dallas Medical and Surgical Society took action asking the co-operation of Bishop Dunn in securing the institution built and conducted since 1898 as St. Pauls Sanitarium—capacity 100. The names of these two medical men can never be disassociated from this institution for it was largely through the diplomatic relation of one and the untiring energy of the other that it was established.

Later The Good Samaritan Hospital was founded by Dr. C. M. Rosser, was owned and conducted by him until transferred by sale to the Directors of the Texas Baptist Memorial Sanitarium in 1905. Upon these grounds, with additions thereto, the Baptist Sanitarium now stands, and the original building is used as a nurses' home, and has been in operation about two years.

Other hospitals established are: The Marsalis, the property of Dr. J. H. Reuss; The Polyclinic, the property of Dr. S. E. Milliken (discontinued); The Briggs Sanitarium for tuberculosis cases, lost by fire; and the needs of the colored population has been met by the Bluit's Sanitarium



## MEDICAL SCHOOLS

Two medical colleges are maintained in Dallas: Baylor University College of Medicine and the Southwestern University Medical College, a department of Baylor University at Waco of the Baptist denomination, the other a department of the Methodist University of Texas.

The earliest effort to organize Medical School in Dallas was at a meeting in the Oriental Hotel in 1899. At this meeting Dr. J. M. Pace, S. E. Milliken, R. H. Chilton, C. H. Sherman, C. M. Rosser, and H. L. McLaurin took part, though no charter was procured, and the matter was dropped for the time being, when in 1900 C. M. Rosser took the initiative and pushed the movement to successful culmination.

In 1900 Dr. C. M. Rosser, who by that and subsequent acts became the chief founder of the first medical college in Dallas, induced Chas. Steinmann, Ben E. Cabell, President Commercial Club and Mayor respectively, and Hon. W. J. Moroney to issue a call for the Doctors of Dallas to organize a Medical College, which was done and conducted under a charter to the University of Dallas until it became by agreement with the trustees of Baylor University its Medical Department. It is now located on the Baptist Hospital grounds, corner College and Junius Streets, and under the management of the efficient Dean, Dr. E. H. Cary.

The Southwestern University Medical College was subsequently formed by a number of Dallas physicians, Drs. R. W. Baird, J. B. Shelmire, and J. B. Smoot, and others, headed by Dr. Jno. O. McReynolds, who has since been Dean of the faculty.

These institutions, since their organization, have maintained free clinics for the treatment of the worthy poor, a feature only at intervals properly given attention.

The first of its kind was established by Dr. H. W. Wandlers in his private offices in 1896, but it only rendered service to cases of eye, ear, nose and throat trouble, the same being true of the North Texas Charity Eye, Ear, Nose and Throat Hospital clinic promoted by Dr. M. E. Taber, with the assistance of the Sisters of St. Pauls Sanitarium some years later.

## BOARDS OF HEALTH

During the administration of Mayor Curtice P. Smith a board of health was inaugurated with Dr. J. M. Pace as its President. Other members were: Drs. C. M. Rosser, T. B. Fisher, and E. M. Reardon. The present board consists of: Drs. H. K. Leake, President; O. M. Marchman, Miles J. Duncan, E. Aronson and Col. C. E. Moss.

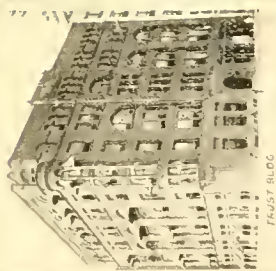
## CITY CHEMISTS

L. Meyers Connor was twenty years and more city chemist. The office was abolished, but re-established with J. Connor Chism, and now Dr. Landon C. Moore with his assistants look after the details of that department.

Appropriately here we may mention men who have been identified with the development of medicine, and now lamented and remembered by many living: Drs. Morten, E. L. Thompson, J. S. Letchem, J. L. Carter, W. L. Wilson, Ben C. Taber, J. W. Crowdus, Wm. Newsome, W. S. Sutton, S. D. Thruston, J. D. Parsons, R. H. Chilton, A. M. Elmore, S. W. McJunkin, Pleasant Gray, R. Pope, Dr. Elliott and the venerable and scholarly Dr. T. H. Stout.

During these years Medical progress has been aided by the scientific atmosphere created and kept by the various medical societies which have been in existence with more or less regularity throughout but let us not forget the labors of those faithful men who have practiced here many years, among whom are: Drs. R. W. Allen, J. M. Fort, H. L. McLaurin, E. J. Reeves, and Theo. L. Arnold, one of the first Eye and Ear Specialists in North Texas.

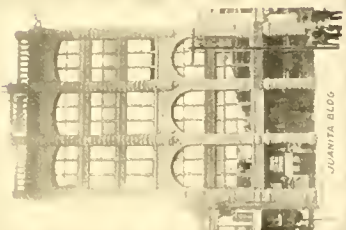




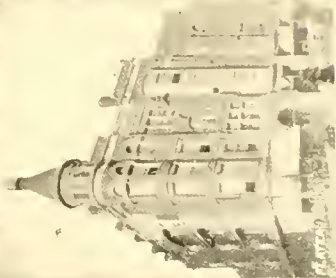
FAUST BLDG.



GUARANTY STATE BANK BLDG.



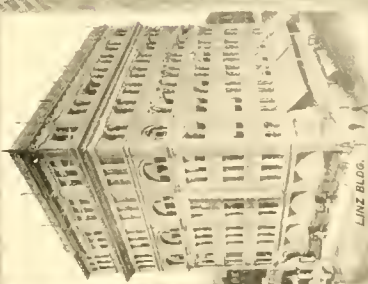
JUANTA BLDG.



SLAUGHTER BLDG.



WILSON BLDG.



LINE BLDG.



HOLLAND BLDG.







## INTERURBAN AND URBAN STREET RAILWAY FACILITIES OF DALLAS

Today there are four Urban Street Railway Systems in the City of Dallas, as follows: Dallas Consolidated Electric Street Railway Company, Metropolitan Street Railway Company, Rapid Transit Railway Company, and the Northern Texas Traction Company, operating the Oak Cliff Line, and a high speed interurban between Dallas and Ft. Worth. The first three lines, together with the Dallas Electric Light and Power Company, have been under the general management of the Stone & Webster Management Association since September 30, 1902, with Edward T. Moore, Local Manager; E. J. Emerson, Superintendent of Railways, and J. C. Woodsome, Superintendent of Lighting.

The present city mileage, including the Oak Cliff line, is approximately seventy-five miles; of this total the first three companies mentioned above operate about sixty-one miles. The companies own 158 passenger cars, having an average length of 40 feet, as follows: 55 open, 14 semi-convertible and 89 closed cars. Forty-three of the closed cars are equipped for prepayment operation, which has been successfully used on several of the lines since November, 1909.

The monthly pay roll ranges from \$25,000 to \$28,000 per month. An average of about sixty cars is operated on a basis of 18 hours per car per day. The maximum number operated at one time during 1910 was 123. During 1910 the companies carried 18,465, 184 fare passengers and 4,144,592 transfer and free passengers, making a total of 22,609,776 carried. During this period the company's trainmen operated 3,385,000 car miles, of which 3,249,000 was passenger mileage. The above total car mileage was operated in 433,769 car hours.

All city lines are operated with a five cent fare and universal transfer system, which permits of a maximum ride on a single fare of a trifle over 16 miles, and half-fare tickets are issued to school children. In addition to the Northern Texas Traction Company, the Texas Traction Company operating an interurban from Dallas to Denison also enters the city over the local Company's tracks on Commerce Street. The power for operating the railway lines is supplied from the plant of the Dallas Electric Light & Power Company, located at the foot of Griffin Street, west of the M. K. & T. Railway tracks, where the company owns nine and three-fourths acres. The power plant buildings occupy approximately 30,000 square feet. Improvements and additions have been made continually since the company came under its present management until it now has a generating capacity of 5,800 kilowatts. The boiler equipment consists of fifteen high pressure boilers, having an aggregate of 6,990 horse-power. There are four reciprocating steam engines, totaling 4,040 horse-power and two Curtis General Electric Steam Turbines, having a combined capacity of 5,000 horse-power, or a grand total of 9,040 horse-power in steam engines.

These engines drive six electric generators with total capacity of 5,800 kilowatts, as above stated. Oil is used exclusively as boiler fuel, the tank cars coming direct from the oil wells to the company's spur track from which the oil is transferred by pipe lines to the two storage reservoirs, having a combined capacity of 175,000 gallons. The daily consumption of oil is from 28,000 to 30,000 gallons, depending on the station load. The company has its own artesian water system, one of the wells reaching the Paluxy strata. In addition to the main generating station, (which includes a sub of 1,000 kilowatts,) the company has a sub-station on Commerce Street of 1,040 kilowatts capacity, furnishing power for both the lighting and railway departments. The maximum main station load during 1910 was about 7,600 kilowatts.

The distributing system of the Dallas Electric Light & Power Company covers the entire city, in some cases extending for a considerable distance beyond the city limits. The Company employs at the present time from 150 to 200 men in its operating departments, and the monthly pay roll ranges from \$12,000 to \$15,000. Over twenty horses, two automobiles and two motor cycles are required to take care of the outside work. The company is now serving 12,100 revenue customers and has over 13,000 meters connected to its lines. Current is furnished for 930 municipal and about 550 commercial





arc lamps, and the equivalent of about 217,000 in 16 candle power incandescent lights. Power is supplied to about 860 motors having a capacity of 6,400 horse-power. The company has over 900 distributing transformers on its system, with a combined capacity of 8,000 kilowatts. The total connected load of all revenue customers is 16,900 kilowatts.

During the year 1910 the output from the main generating station was approximately 25,000,000 kilowatt hours, or over 2,000,000 kilowatt hours per month. In addition to the power generated, 643,000 kilowatt hours were purchased from the Dallas Ice Factory, Light & Power Company for use by the Railway Department during the evening rush hours.



### STATEMENT REGARDING STONE & WEBSTER, FOR THE STANDARD BLUE BOOK.

The Stone & Webster Management Association of Boston, Massachusetts, manage the companies which operate street railway systems in Dallas, El Paso, Ft. Worth, Galveston and Houston, and furnish electric lighting in Dallas, El Paso and Galveston. They also operate an interurban line between Dallas and Fort Worth and have under construction an interurban line between Galveston and Houston, which is expected to start operation about the end of 1911.

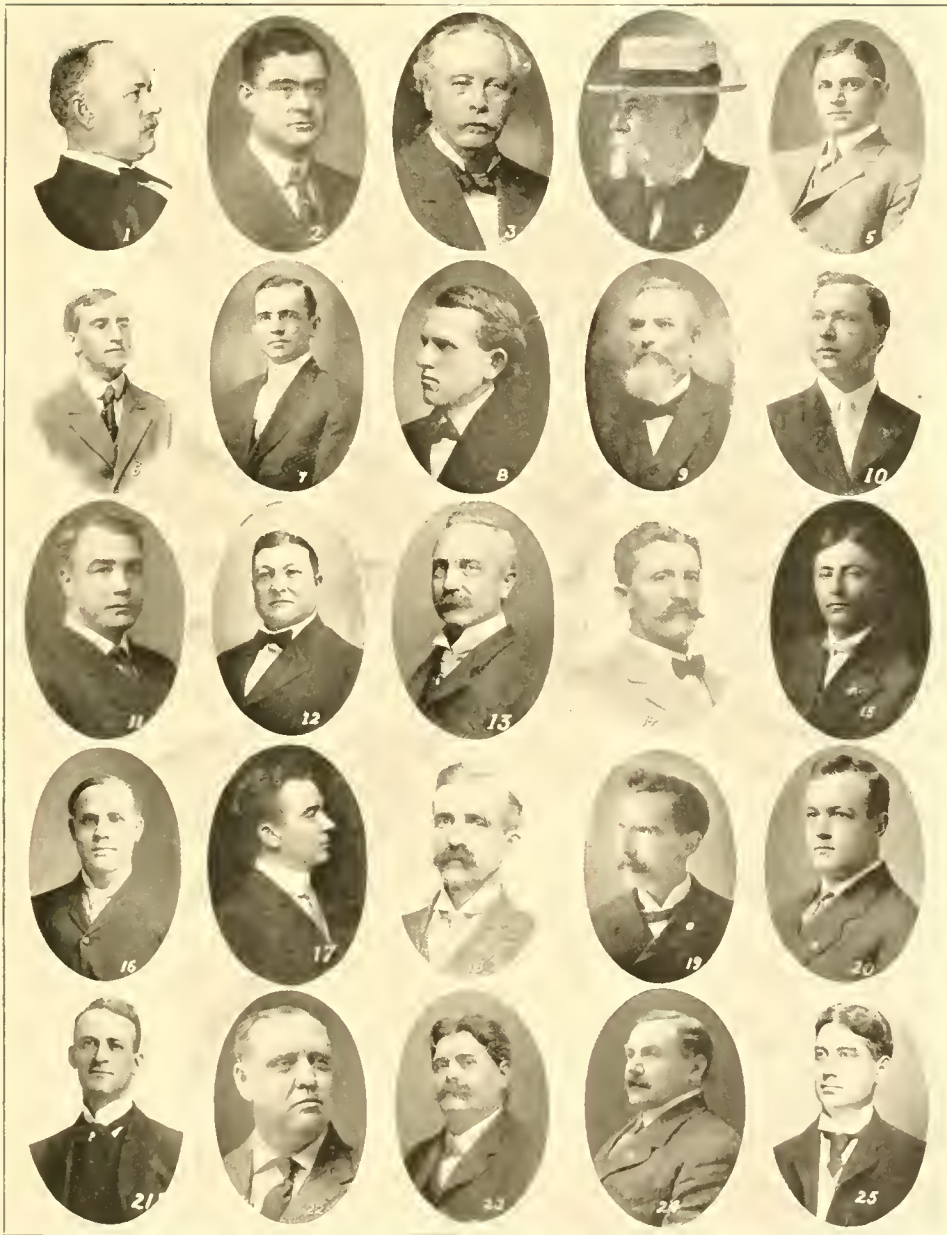
These companies employ about two thousand men and operate about 300 miles of equivalent single track in Texas. Their power stations have a combined capacity of about 25,000 horse-power. These properties represent many millions of dollars invested in Texas, their securities being held by several thousand persons in various parts of the United States, Canada and Europe, including Texas itself. They require an annual expenditure of from two million dollars a year upwards in new money to take care of extensions called for by the growth of the city in which the company operates. In the way of new development, the announcement has been made that interurban lines are to be constructed between Fort Worth and Cleburne and between Dallas and Waxahachie.

The combined financial statement of these Texas properties for the calendar year 1910 was as follows:

Gross earnings.....	\$4,865,769.82
Operating Expenses.....	\$2,883,266.03
<hr/>	
Net Earnings.....	\$1,982,503.79
Interest Charges and Taxes.....	845,308.02
<hr/>	
Balance.....	\$1,137,195.77
Bond Sinking Fund.....	88,576.23
<hr/>	
Balance.....	\$1,048,619.54
Dividends.....	640,671.00
<hr/>	
Balance.....	\$407,948.54

The bonds and stocks of these public service companies present a very safe and stable form of investment. Stone & Webster believing that the people of Texas should be interested in securing such an investment, offer the bonds and stocks of their Texas companies for sale to the investing public in Texas, and they have a department in the Wilson Building in Dallas for the sole purpose of handling these securities for Texas investors.





A Coterie of Progressive and Enterprising Business Men

- 1 J. W. Watkins
- 2 C. W. Hobson
- 3 C. A. Keating
- 4 Capt. Sidney Smith
- 5 E. T. Moore
- 6 J. S. Murray
- 7 B. F. Johnson, McKinney, Texas
- 8 Capt. Harry W. Kinnard

- 9 Prof. J. R. Cole
- 10 John M. Spellman
- 11 Otto H. Lang
- 12 W. E. Weatherford
- 13 Geo. B. Dealey
- 14 W. C. Moore
- 15 Frank O. Witchell
- 16 A. Ragland

- 17 C. D. Hall
- 18 B. J. Curtis
- 19 I. S. Garrison
- 20 H. M. Williams
- 21 M. S. Hasie, Jr.
- 22 E. J. Riley
- 23 Geo. W. Baker
- 24 Wm. Lasker
- 25 M. Griffin O'Neil





#### Men Prominent in the Insurance World

- |                    |                     |                   |                   |                     |
|--------------------|---------------------|-------------------|-------------------|---------------------|
| 1 Ben Thorp        | 3 Dr. S. W. Johnson | 5 J. Y. Webb, Jr. | 7 C. L. Wakefield | 9 C. M. Rosser      |
| 2 C. H. Verscheyle | 4 L. R. Terry       | 6 A. Silvers      | 8 A. S. Doerr     | 10 J. A. Stephenson |
|                    | 11 J. W. Beazley    |                   | 12 M. A. Callaway |                     |



#### Live Wire Business Men of Dallas and Trade Territory

- |                    |                             |                   |                   |
|--------------------|-----------------------------|-------------------|-------------------|
| 1 John C. Saner    | 5 Wm. G. Brezig             | 9 Max Friedman    | 13 G. Weinberger  |
| 2 R. L. Cameron    | 6 Hick Barksdale            | 10 Geo. Lang      | 14 Ed Estes       |
| 3 M. A. Sacksteder | 7 Edward Tobyn, Waco, Texas | 11 W. S. McCray   | 15 S. R. Wendland |
| 4 J. W. Shelor     | 8 Jack A. Schley            | 12 B. R. Anderson | 16 W. R. Lynch    |







Interior view of *JOS. SAMUELS' COMPANY JEWELRY ESTABLISHMENT*, 1014 Main Street, Dallas, Texas



JOS. SAMUELS -



ABE SAMUELS



## DALLAS, THE GREATEST TELEPHONE CENTER

In proportion to the number of inhabitants in the world, with more subscribers than has New Orleans or Louisville or Atlanta, or many European nations where restrictions of government have interfered with the development of the most wonderful utility, has built to the necessity of quick and certain intercommunication by spoken word as it has built or is building to all things else. Today there are between 17,000 and 18,000 telephones in the service of 95,000 people. The Southwestern Telegraph & Telephone Co. provides the means by which any one in the city may speak to practically any one else.

Thirty years ago there were no telephones in Dallas. Twenty-nine years ago there were exactly forty. Now there is an instrument for every six and a fraction of the people and the general use has given an added value to the service rendered every individual.

The country and the company grew together. The local system and the city are twins in advancement.

Little Rock, Galveston and Houston had telephone facilities before ever a dollar was spent in swinging wires over the Dallas housetops. The work of installing the local system commenced in 1881, and in 1897 the records of the company showed 1,000 subscribers. In 1898 it was announced that this city stood first in the territory of the Southwestern Company in the use of the telephone.

Since then the growth has been beyond expectations, and Dallas has advanced from an overgrown town into a full fledged city.

Few of the original "Telephone Men" are left. As wonderful a change has come over the service as has come over the city.

In 1902 when J. E. Farnsworth was made General Manager of the Southwestern Company general offices were established in this city. Once a newspaper man at Austin, Mr. Farnsworth had entered the office of the auditor of the telephone company, afterwards became auditor and then division superintendent with jurisdiction over north Texas. His appointment to the central position unified the Southwestern Company.

Within a short time the telephone structure was crowded and it was recommended that an additional story be added. Two were placed instead, as if in an extra generosity of space, but every inch of room was quickly utilized.

At the resignation of J. E. Caldwell in 1904 Mr. H. J. Pettengill, who had previously been Vice President, was elevated to the highest executive place and J. E. Farnsworth was made Vice President and General Manager. Within a short time Mr. Pettengill gave up his other telephone interests to come to Texas and to Dallas to give his entire time and energy to the operation of the Southwestern Telegraph & Telephone Company. By that move the company was made to stand alone an integral part of the great system of allied corporations.

Meanwhile, as business grew by leaps and bounds, six buildings were required to accommodate the employes in the various departments of the Southwestern Telegraph & Telephone Company in Dallas. The 850 men and women in this one city on the pay roll of the corporation were cramped in their work. Branch exchanges were being established or had been opened in different cities, and the total number of subscribers served by the Southwestern Company increased to 200,000.

A ten story steel building, planned to support six additional stories, is to be raised in Dallas. It will incorporate every facility for the support of the service and the development of the system. From it will radiate, perhaps, 18,000 local lines and 150 double tracks for the voice to afford communication with the cities around about, in a radius of 2,000 miles.

In the structure whole floors will be given over to the comfort and convenience of the employes. There will be cafes for the use of both the young women and the men employed in the intricate detail of the work.







Interior View of THE KONEMAN MILLINERY ESTABLISHMENT, 110 North Ervay Street, Dallas, Texas  
Mrs. T. W. Koneman, Proprietor





Interior view of one of the finest Jewelry Stores in Texas, where you will receive every courtesy, and find it a pleasure to do your shopping. C. M. BAILEY, JEWELER, 1006 Main Street, Dallas, Texas.



Interior View Gilstrap's Cafe, St. George Hotel, Dallas, Texas.





# The Art of Music in Dallas, Texas

By MRS. WILLIAM E. WHITE

The people of Dallas have expressed a palpable desire for musical culture in the liberal patronage they have accorded to the many great artists and fine musical organizations who have visited them.

In several instances they have distinguished themselves. In 1902, for the opening of the Confederate Reunion, Ignace Jan Paderewski, the great pianist, played to an audience which ranked second only in point of numbers to any before whom he had appeared in his previous career, and for which he received \$4,500.

In 1904, the German Singing Societies of the State held their 25th Jubilee Saengerfest in Dallas, augmenting their own large aggregation of singers by the Chicago Orchestra and a company of soloist singers, with Rosenbecker as conductor and Marcella Sembrich, the great prima donna, as the chief center of attraction. Mme. Sembrich sang to thousands of enthusiastic listeners and received \$6,500 for her two appearances. The receipts for the three concerts reached the sum of \$21,000.

In 1905, on April 21, San Jacinto Day, the Metropolitan Opera House Company, with Hertz as conductor, and Fremsted, Dippel, Van Rooy and Blass in principal roles, presented the wonderful religio-musico-drama, Parsifal, the last flower to burst into bloom from the brain of the world-genius Richard Wagner, to an audience that taxed the capacity of the house, all seats on the lower floor selling for \$10.00 and the receipts amounting to approximately \$11,000, although it was a holy day with many—that of Good Friday. For the success of these noteworthy events honor and praise must be awarded to a few zealous and enthusiastic men who gave freely their time and efforts aided by public-spirited citizens who gave their financial guarantee.

In the summer of '89 a Comic Opera Season was inaugurated in Oak Cliff and continued for several seasons, the MacCollin Company doing good work, giving such operas as Fra Diavolo, Bohemian Girl, etc. (this feature having been revived in late years and wonderfully improved); the Lake Cliff Park, with its modern summer theatre, The Casino, being the home of as good comic opera as can be found throughout the land, the better class of composers, such as Gilbert and Sullivan, Victor Herbert, and Reginald DeKoven being presented.

From the beginning there have been musical clubs and societies, there being in existence today several Choral Clubs for women's voices and the same for men's voices, besides Glee Clubs and German and Swiss Singing Societies. From among this number the Ladies' St. Cecelia Choral Club, through its indomitable and continuous energies, were instrumental in bringing about many of the best musical entertainments, and in its eleven years of work spent, conservatively speaking, \$40,000 in that cause. In evidence of artistic discrimination as to the paramount value of a good instrument in any musical consideration, it may be stated that in Dallas and Texas there are more than the pro-rata of Steinway pianos, that work of art which is the result of generations of inherited inventive and musical genius—the Steinway Parlor Grand—lending grace to homes innumerable.

The various churches are making noticeable progress in their musical efforts and nearly all are equipped with pipe organs of standard build and ample compass. The new Scottish Rite Cathedral will in the near future install an instrument to cost \$15,000, and the First Presbyterian Church likewise one to cost \$10,000.

The teachers of music in Dallas, though mentioned last are not considered least. To the contrary, a large proportion of these praiseworthy achievements are due to their influence and work. All branches of music are successfully taught there being a number of teachers of undisputed ability who have studied in the musical centers of the East and abroad and who give the best of their lives to their work. The Pupils' Recital is of frequent occurrence, chronicled in the daily press.



In the public schools a Supervisor of Music is employed and the rudiments of music are taught.

In pursuance of the reminiscent character of this article it seems in place to recall the names of our always welcome visitors, the musical artists, and the attendant hours of celestial transport engendered by their gift which is "of the Grace of God."

Beginning with the brass band, the refinement of which was initiated by Patrick Gilmore and who was the first to visit Dallas, followed by Liberati Inness, Seventh Regiment under Cappa, Sousa, Banda Rossa. Orchestras and String Quartettes: Boston Quintette, Mendelssohn Quintette, Spanish Octette, Chicago Orchestra under Rosenbecker, Damrosch, Theo. Thomas, Stock, and Pittsburgh Orchestra under Pauer.

Grand Opera Companies: Emma Abbott English Opera Company, Emma Juch Grand Opera Company, Savage English Opera Company, Lombardi Italian, Metropolitan, Bessie Abbott. Singers: Myrön Whitney, Campanini, De Vera, Clara Louise Kellog, Scalchi, Alice Verlet, De Lussan, Dippel, Schumann-Heink, Nevada, Melba, Nordica, Gilibert, Calve, Blanche Marchesi. Violinists: Camilla Urso, Remenji, Musin, DeSeve, Leonora Jackson, Petschnikoff, Ysaye, Kubelik. Pianists: Sherwood, Perry, Zeisler, Rive-King, MacDowell, Hofmann, DePachmann, Carreno, Paderewski. In conclusion it is fitting to say that the late Mrs. Alice Parsons Fitzgerald through the medium of Beau Monde took a staunch position for the best in music and held to it from the beginning to the end, her generous words of commendation inspiring many to greater and better efforts.



Group of Dallas Artists

- 1 J. O. Elliott
- 2 Paul Gilmore, New York
- 3 Robt. R. Souders
- 4 Granville M. Deane

- 5 Mrs. Wm. E. White
- 6 Clarence B. Ashenden
- 7 Mrs. Otho D. Woodrow
- 8 Wm. E. White

- 9 J. A. Chapman
- 10 Brooks Mays
- 11 C. H. Edwards





REPRESENTATIVE DALLAS HOMES







MISS ELEANOR WATSON  
Society Editor The Standard Blue Book Publications  
A. J. Peeler & Co. Owners and Publishers

(After the issuance of this edition of The Standard Blue Book of Texas Mr. McK. J. Sullivan retires and ceases his associations with this Company and Miss Watson in his stead becomes secretary and treasurer.)



1 Mrs. S. J. Wright, President, Paris, Texas

3 Mrs. Marshall Spooner, Fort Worth, Texas

5 Mrs. George H. Collins, Greenville, Texas

7 Mrs. G. R. Scott, Corpus Christi, Texas

2 Mrs. Bacon Saunders, Ist. Vice Pres., Fort Worth, Texas

4 Mrs. A. B. Honeycutt, Cleburne, Texas.

6 Mrs. O. L. McKnight, Center, Texas

## Social and Club Life in Dallas

Dallas has many things of which to be proud, but she has nothing which can excel her Social and Club Life—the delightful medium for the meeting of refined and cultured men and women. During the season social events fairly tread on each other. Her three daily papers chronicle each event worthy of notice, and she has a weekly paper devoted to the social affairs of the town alone. There are card clubs almost every day in the week, and the card enthusiast can choose his own game. Bridge Whist, however, has the largest following.

The schools and churches all reflect the cultured citizenship of Dallas, and she could rightly be called the city of Beautiful Homes; her driveways are the delight of automobilists and are the talk of this entire section of the State.

Dallas' Literary Clubs are among the best in the State, their members taking part in all movements for the advancement of women and holding offices in the State and National organizations. Their programmes which are of the highest order stimulate literary work of the best nature.

The Country Club has excellent facilities for outdoor pleasures and is one of Dallas' prides.

In its Club Life Dallas Women are workers, and accomplish much. Its City Federation has probably done more in its fourteen years of existence than the City Federation of any city in the South. They are also doing much toward making Dallas a "City Beautiful" in every respect.

The Dallas Free Kindergarten Association was organized in 1900, and is a second Hull House, with its Mothers' Meetings, its Boys' Clubs, its Social Club, its Young Girls' Club, its Sewing School and its Cooking School.

The Dallas Mothers' Council are doing everything in their power to bring about a closer relationship between teacher and pupil, and bringing attractions to the city that will be of benefit to the mind of the young. The Mothers have appointed themselves a Board of Censors over the moving picture shows of the town, condemning the darkened halls, and allowing only the very cleanest of pictures to be shown in their town.

The Daughters of the American Revolution and the Daughters of the Confederacy have large, growing, and earnest memberships, and these two patriotic societies are closely allied with the state organizations for the encouragement of patriotism.

Dallas is also known as the home of many beautiful women, and in no place in the entire United States can one find a city where in a walk of a few blocks down the street one meets so many beautiful women and girls.

Dallas is also known as the visiting girl's paradise; her life is brilliant and spectacular. All the high class New York Operas and theatrical bills are presented to well filled houses in Dallas.

In fact what can be said of Dallas can be generally accepted as to society in the principal cities of the State.

### DALLAS FEDERATION OF WOMEN'S CLUBS

Mrs. P. P. Tucker, President  
Mrs. T. L. Westerfield, 1st Vice President  
Mrs. Frank Gilbert, 2nd Vice President  
Mrs. W. K. Hill, 3rd Vice President

Miss Katherine Wharton, Recording Sec'y  
Mrs. J. G. Clay, Corresponding Sec'y  
Mrs. J. T. Leddy, Treasurer  
Membership 1,000

The City Federation is in its 14th year; the officers are elected from the delegates sent from the individual clubs, but the active work is done by fourteen standing committees, who are appointed yearly from the full membership; namely—Juvenile Court, Playgrounds and Social Centre, Club Extension, Water Filtration, Civics, Kindergarten Press, Municipal, River and Harbors, Child Labor and Compulsory Education, Fire Prevention, Tag Day, Empty Stocking, and Social Committee.

Through these committees a police matron was procured and became one of the city officials, having been in office six years. A Probation Officer was employed and paid by the Juvenile Court Committee two years, when the city and county established the office in the Court House and now pays all costs of the office. The city now pays an assistant Probation Officer.

The City Federation was active in procuring the Juvenile Court in Dallas, and helped finance the movement that was made by the Women of Texas, to establish a State Industrial Home for Juveniles at Gatesville.





1 Mrs. D. E. Waggoner  
2 Mrs. E. P. Turner

3 Mrs. P. P. Tucker  
4 Mrs. J. N. Porter  
5 Mrs. M. C. Kersch

6 Mrs. J. G. Clay  
7 Miss Julia G. Charlton



1 W. Leslie Williams  
2 L. O. McReynolds  
3 T. D. Atkinson  
4 Tom P. Thornton

7 Master James Peeler Sullivan  
*Mascot of The Standard Blue Book*  
Publications; Son of  
Mr. and Mrs. McK. J. Sullivan

5 W. R. Ellis  
6 H. N. Swain  
8 R. L. McCoy  
9 W. E. Vorhies





## Social and Club Life in Dallas

Continued

The Playgrounds Committee established and maintained Trinity Playground in the Cotton Mill district for nearly two years, but the city has now assumed this Play Park and employed a supervisor for it, and requested the Federation to keep the Committee still active to consult with the Park Board.

In February of each year the Federation has a Tag Day and in this way realizes funds for the different interests.

The Free Kindergarten Association has done magnificent work in Dallas for many years past, and received yearly one-third of the Tag Day receipts toward building a neighborhood house, which they expect to begin during the present year.

There has been much excellent work done by the other committees in their respective lines. The Fire Prevention Committee is a new one, just appointed by the President, and they expect to make a record for the Federation this year.

The Tag Day receipts and disbursements are audited by the Chamber of Commerce each February, signed by the President and Secretary of that body and sent to the city officials for their endorsement.

The Federation is now using all its influence to have \$25,000 bonds sold by the city commissions, that have been voted for the purpose of establishing a Detention Home for Juveniles in the City of Dallas.

### TEXAS CONGRESS OF MOTHERS.

The Texas Congress of Mothers and Parent-Teacher Association was organized by Mrs. J. N. Porter, in Dallas, October 19th, 1909. Each organization in the State having any department bearing upon this subject appointed delegates, and the Mayors of each city in Texas were invited. The result was an enthusiastic meeting and the forming of a strong organization: Mrs. J. N. Porter was elected President. During the first year 150 clubs became a part of the State organization and the membership increased to more than 5,000.

As a result of this organization twenty Parent and Teachers County Conferences have been held by County Chairman of Congress extension, and the Governor of Texas issued a proclamation to the effect that the second Sunday in May of each year should be observed as "Mothers' Day," and the State Fair of Texas for two successive years has observed "Mothers' Congress Day."

A constantly increasing membership, a greater demand for literature and aid in organizing local clubs attest to the growing appreciation of the work of the Congress. There are no complexities in the organization, nor in its appeal. Child welfare forms the burden of every program, and the constant endeavor is to understand childhood and to come to know better how to provide for its best development, physically, mentally and spiritually.

#### DALLAS AUTOMOBILE CLUB.

Geo. W. Baker, President.  
A. V. Lane, V. Presiden .

W. A. Frazier, V. President.  
F. W. T. Vesper, V. Prest.

C. B. Gardner, Treasurer.  
S. H. Boren, Secretary.

204 members.

Mr. Boren will serve only until a paid secretary is appointed.

#### DALLAS WOMAN'S FORUM

Mrs. E. P. Turner, President.  
Mrs. Emma Dietz, 1st Vice President.  
Mrs. C. M. Rosser, 2nd Vice President.  
Mrs. Helen Moore, 3rd Vice President.

Miss Elna Wesson, Recording Secretary.  
Mrs. W. P. Upham, Corresponding Secretary.  
Mrs. P. P. Tucker, Treasurer.  
Mrs. J. W. Branham, Auditor.

Membership 125.





## Social and Club Life in Dallas

Continued

### SIX DEPARTMENTS.

Art.  
Music.  
Current Events.

Civics and Philanthropy.  
Literature.  
Science and Philosophy.

### DALLAS HUMANE SOCIETY.

Mr. Jno. Cullum, President.

Miss Elizabeth Baker, Secretary.

#### DIRECTORS

E. H. Conibear  
Dr. Wm. Greenburg.  
Col. P. B. Hunt.  
Mr. Sam T. Morgan.

Col. Frank Holland.  
Prof. Arthur LeFevre.  
Mr. Wm. Burr.  
Mrs. P. P. Tucker.  
Mr. J. T. Farnsworth.

Mrs. J. J. Farley.  
Mr. I. M. Strong.  
Dr. O. M. Marchman.  
Miss M. Jalonick.

Mrs. B. Winston.  
Miss A. Harris.  
Mr. G. E. Cornwell.  
Mrs. E. T. Watson.  
Mr. Geo. A. Harmon.

Mr. W. A. Green.  
Mrs. J. T. McGuire.  
Mr. J. N. Cullom.  
Mr. J. T. Carr

### TEXAS WOMEN'S CHRISTIAN TEMPERANCE UNION—DALLAS BRANCH.

#### Central Officers.

Mrs. Lucille C. Wall, President.  
Mrs. M. M. Orr, Treasurer.  
Mrs. Etta M. Hughes, Corresponding Secretary.  
Miss M. Williamson, Recording Secretary.

#### H. M. S. Officers.

Mrs. Holmquest, President.  
Mrs. H. B. Hepple, Recording Secretary.  
Mrs. H. Thompson, Corresponding Secretary.  
Mrs. G. B. Spurgeon, Treasurer.

### FRANCES E. WILLARD OFFICERS.

Mrs. H. C. Cook, President.  
Mrs. J. L. Andrews, Treasurer.

Mrs. Martwith, Corresponding Secretary.  
Mrs. J. W. Decker, Recording Secretary.

### THE DALLAS FREE KINDERGARTEN ASSOCIATION OFFICERS 1911.

Mrs. George Baker, President.  
Mrs. Geo. Blair, 1st Vice President.  
Mrs. Chas. Block, 2nd Vice President.

Mrs. E. Arnold, 3rd Vice President.  
Mrs. Henry Smith, 4th Vice President.  
Miss Rose Titche, 5th Vice President.

Mrs. C. H. Havelle, Treasurer.  
Mrs. Davidson, Secretary.  
Mrs. Richard Mynatte, Cor. Secretary.

### WOMEN DESERVING HONORABLE MENTION ACCOUNT OF WORK IN FORMER YEARS.

Mrs. Jno. Weaver.

Mrs. J. B. Nabors.

Mrs. T. P. Marshall.

This organization is unique in the fact that it comprises a Training School for Young Women, which is of such a high standard, that its diploma is validated by the State Board of Education. It also maintains a Neighborhood house, where many branches of Social Settlement work are carried on. Here the teachers live in a simple, wholesome way, ready to give a helping hand to all who come and go in the highways and hedges, and to encourage and uplift humanity. They are neighbors and friends in the truest sense.

The Association supports three Free Kindergartens. The one in South Dallas, opposite the Cotton Mills, has eighty-five children enrolled, and in connection with the kindergarten work there is a Day Nursery where babies and young children are kept from 7 a. m. to 6 p. m. while their mothers work. They are given warm lunch at noon, and milk is served at 10 a. m. and 3 p. m., and the Matron attends to their baths and naps with care and regularity. There is an enrollment of 90 children in the East Dallas Kindergarten. There are 106 children enrolled in the Clara Chaison Kindergarten.



## Social and Club Life in Dallas

Continued

### DALLAS LEAGUE OF AMERICAN PEN WOMEN.

Mrs. M. C. Kersch, 1st Vice President.  
Mrs. W. H. Johnson, 2nd Vice President.

Mrs. J. Harrison, Secretary.  
Mrs. S. E. Buchanan, Treasurer.

### ALAMO MOTHERS' CLUB.

Mrs. Geo. Surber, President.

### FANNIN MOTHERS' CLUB.

Mrs. S. E. Hunt, President.

### COLONIAL HILL MOTHERS' CLUB.

Mrs. W. W. Macbeth, President.  
Mrs. W. C. Rice, Corresponding Secretary.

### FAIR PARK MOTHERS' CLUB.

Mrs. W. A. Lichter, President.  
Mrs. J. T. Leddy, Secretary.

### SAN JACINTO MOTHERS' CLUB.

Mrs. Chas. Rasbury, President.  
Mrs. Frank Gilbert, Secretary.

### W. M. B. TRAVIS MOTHERS' CLUB.

Mrs. Hughes Oliver, President.  
Mrs. Geo. Stewart, 1st Vice President.  
Mrs. J. G. Clay, 2nd Vice President.  
Mrs. Reuben Harry, Secretary.

### OAK LAWN MOTHERS' CLUB.

Mrs. P. P. Tucker, President.  
Mrs. H. W. Halsell, Secretary.

### THE FAIRLAND MOTHERS' CLUB.

Mrs. H. C. Tatom, President.  
Mrs. O. A. Mangum, Secretary.

### CUMBERLAND HILL MOTHERS' CLUB.

Mrs. Albert Toole, President.

### DALLAS COUNCIL OF MOTHERS.

Mrs. Jno. S. Turner, President.  
Mrs. Ed Kneeland, 1st Vice President.  
Mrs. A. P. Stewart, 2nd Vice President.  
Mrs. Reuben Harry, 3rd Vice President.  
Mrs. A. S. Laird, Recording Secretary.  
Mrs. J. N. Maxwell, Treasurer.  
Mrs. C. M. Rosser, Corresponding Secretary.  
Mrs. Emma H. Vantine, Press Reporter.  
Mrs. C. W. Barrickman, Parliamentarian.

### DALLAS SHAKESPEARE CLUB.

Mrs. Henry Exall, President.  
Miss Agnes Gannon, Secretary.  
68 Members.

### SHAKESPEARE FOLLOWERS.

Mrs. Chas. T. Phelan, President.  
Mrs. Walter C. Connally, Corresponding Secretary.  
25 Members.

### POET FOLLOWERS.

Mrs. A. S. Lewis, President.  
Mrs. E. H. Beall, Corresponding Secretary.  
25 Members.

### STANDARD CLUB.

Mrs. R. D. Coughanour, President.  
Mrs. T. T. Holloway, Corresponding Secretary.  
30 Members.

### SCHUBERT CLUB.

Mrs. D. E. Waggoner, President.  
Mrs. Geo. B. Latham, Corresponding Secretary.

### PIERIAN CLUB.

Mrs. J. C. Muse, President.  
Mrs. Randolph Payne, Corresponding Secretary.  
40 Members.

### UNITED DAUGHTERS OF THE CONFEDERACY.

Mrs. J. C. Muse, President.  
Mrs. J. W. Hunter, Corresponding Secretary.  
40 Members.

### HISTORY CLUB.

Mrs. W. W. Parker, President.  
Mrs. T. E. Sewell, Corresponding Secretary.

### WOMAN'S WAY.

Mrs. H. G. Bancom, President.  
Mrs. E. A. Donohoe, Secretary.  
Mrs. C. Keyser, Corresponding Secretary.

### OAK CLIFF IMPROVEMENT SOCIETY.

Mrs. E. P. Turner, President.  
Mrs. W. H. Adamson, Corresponding Secretary.  
40 Members.

### ATALANTINUS, SHAKESPEARE.

Mrs. A. S. Laird, President.  
Mrs. E. E. Walker, Corresponding Secretary.

### WEDNESDAY MORNING CHORAL CLUB.

Mrs. C. H. Compere, President.  
Mrs. Mamie Folsom Wynne, Leader.  
35 Members.

### FRIDAY AFTERNOON SHAKESPEARE

Miss Belle Laydon, President. 25 Members.

### QUEARNO CLUB.

Mrs. J. Fred Smith, President.  
Mrs. J. H. Etheridge, Recording Secretary.  
21 Members.



## Social Directory of Dallas, Texas

- Abrams, Mr. and Mrs. W. H., res 2628 Maple Ave.  
 Adams, Mrs. Bama, res 3609 Gaston Ave.  
 Adams, Mrs. C. P., res 2700 Ross Ave.  
 Adams, Mr. and Mrs. H. H., res 3609 Gaston Ave.  
 Adler, Dr. and Mrs. Henry L., dentist, 438 Wilson Bldg.  
 Adoue, Mr. and Mrs. J. B., res 2309 McKinney Ave.  
 Adoue, Mr. and Mrs. J. B., Jr., res 3428 Cedar Springs.  
 Aldredge, Mr. and Mrs. J. D., res 5009 Gaston Ave.  
 Alexander, Mr. and Mrs. C. H., res 4600 Ross Ave.  
 Alexander, Mr. and Mrs. W. M., res 909 N. Marsalis.  
 Allen, Mr. Robert B., 1023 Main St., Attorney.  
 Elks, K. of P., and Odd Fellows.  
 Allen, Mrs. Robert B., Haskell 1511, 3926 Worth St.  
 Agnes McCranie, maiden name.  
 Allen, Dr. and Mrs. R. W., res 2603 Fairmount.  
 Allen, Mr. and Mrs. Will R., res 2107 Bryan.  
 Ardrey, Mr. and Mrs. J. Howard, res 4507 Gaston.  
 Armstrong, Mr. and Mrs. V. E., res 2409 Maple Ave.  
 Armstrong, Dr. and Mrs. V. P., res Stop 25, Ft. Worth Int.  
 Arnold, Dr. and Mrs. Theo. L. E., res 2908 Greenwood.  
 Atwell, Mr. and Mrs. Will H., res 2620 Ross Ave.  
 Atkinson, Dr. T. D., 612-14 Wilson Bldg., Specialist, Eye,  
 Ear, Nose and Throat.  
 Ayres, Mr. R. C., Haskell 134, 4003 Worth St.  
 Banker.  
 Modern Order Praetorians, Elks.
- Babcock, Mr. and Mrs. J. R., res 5107 Crutcher.  
 Bailey, Mr. Chas. M., 1006 Main St.  
 Jeweler.  
 All Masonic Lodges.  
 Bailey, Mrs. C. M., Haskell 828, 3098 Swiss Ave.  
 Mary Engel, maiden name.  
 Baird, Dr. and Mrs. Perry C., res 5105 Ross Ave.  
 Baker, Mr. Geo. W., 2515 Elm St.  
 Manufacturer.  
 Elks, Dallas Auto Club, Chamber of Commerce,  
 Dallas Adv. League.  
 Baker, Mrs. Geo. W., Haskell 1851, 4515 Ross Ave.  
 Pres. Free Kindergarten Association.  
 Annie C. Baker, maiden name.  
 Baker, Mr. and Mrs. M. N., res 1725 St. Louis.  
 Baker, Mr. and Mrs. Rhodes S., res 3919 Lemmon.  
 Baker, Mr. and Mrs. W. H., res 618 W. Ninth.  
 Baldwin, Dr. and Mrs. J. E., res 3709 Race.  
 Ballard, Mrs. W. P., res 133 Ewing.  
 Baron, Mr. and Mrs. George, res 1606 S. Akard.  
 Barry, Mr. and Mrs. Bryan T., res 1218 N. Haskell.  
 Barry, Mr. and Mrs. T. P., res 1514 Hughes Circle.  
 Bartlett, Mr. and Mrs. J. W., res 4116 Swiss Ave.  
 Basham, Mr. and Mrs. W. R., res 1830 Corinth.  
 Batcheler, Mr. and Mrs. H. T., res 621 First.  
 Beckwith, Mr. E. M., res 3932 Worth.  
 Beilharz, Mr. and Mrs. Theo., res 2723 Swiss Ave.  
 Belo, Mrs. A. H., res 1215 Ross Ave.  
 Berrey, Mr. and Mrs. R. D., res country, Preston road.  
 Besterling, Mr. and Mrs. Edward A., res 3017 Ross Ave.  
 Bibb, Mr. and Mrs. W. Lindsay, res 1801 Ross Ave.  
 Bird, Mr. and Mrs. G. H., res 4409 Gaston Ave.  
 Blailock, Dr. and Mrs. W. R., res 1913 Forest.  
 Blankenship, Mr. and Mrs. B., res 1802 Park Row.  
 Blaylock, L., 1804-6 Jackson St., Publisher.  
 33rd Hon. A. A. S. R. All Masonic bodies, Vice Pres-  
 Koon Kreek Klub, Vice Prest. Praetorians
- Blaylock, Mrs. L., Main 897, 2028 Jackson St.  
 Georgia Darton, maiden name.  
 Blount, Dr. and Mrs. E. A., res 620 Park Hotel.  
 Blum, Mr. and Mrs. Leon, Jr., res 1829 S. Boulevard.  
 Bolanz, Mr. Chas. F., 1004 Commerce St.  
 Real Estate.  
 Praetorians, Dallas Club, Chamber of Commerce.  
 Bolanz, Mrs. Chas. F., M 885, 2924 Holmes or Torant Ave.  
 Dallas Golf and Country Club.  
 Rowena A. Boyle, maiden name.  
 Bonner, Mr. and Mrs. Shearon, res 3615 Ross Ave.  
 Bookout, Judge and Mrs. J., res 1905 Masten.  
 Boren, Mr. and Mrs. S. H., res 3901 Worth.  
 Bower, Mr. and Mrs. J. R., res 4815 Gaston Ave.  
 Bowles, Mr. and Mrs. J. D., res 1728 Hickory.  
 Bradford, Mr. and Mrs. T. L., res 2905 Maple Ave.  
 Bramlitt, Mr. and Mrs. W. S., res 4005 Bryan.  
 Britton, Mr. and Mrs. T. J., res 3709 Wendelkin.  
 Brooks, Judge and Mrs. M. M., res 4303 Swiss Ave.  
 Brown, Dr. Edna, res 4200 Bryan.  
 Buckingham, Mr. and Mrs. J. T., res 2815 Bryan.  
 Buddy, Mr. and Mrs. C. R., res 2713 Ross Ave.  
 Bullock, Mr. and Mrs. C. R., res 3923 Swiss Ave.  
 Brown, Mr.  
 Burgess, Mr. L. E., res 4302 Junius.  
 Burgher, Mr. and Mrs. B. M., res 3016 Oak Lawn.  
 Burnett, Mr. Tom B., res over 1700 Live Oak.
- Cabell, Mr. and Mrs. Ben E., res O.C.  
 Cahoun, Mr. and Mrs. C. W., res 413 Park Hotel.  
 Cain, Mr. and Mrs. Ben B., res 5023 Reiger.  
 Callier, Mr. and Mrs. S. E., res 1807 S. Boulevard.  
 Calloway, Mr. and Mrs. W. A., 1905 Forest Ave.  
 Cameron, Mr. and Mrs. R. L., res 4919 Gaston Ave.  
 Camp, Mr. and Mrs. Alex, res 1902 Bennett.  
 Camp, Mr. Thos. L., res 2734 Bexar.  
 Campbell, Mr. and Mrs. A. W., res 2005 Bryan.  
 Campbell, Dr. and Mrs. P. L., res 1918 Prairie.  
 Carden, Mr. and Mrs. D. Frank, res 1412 Pocahontas.  
 Carden, Mr. and Mrs. Geo. J., res 1402 Pocahontas.  
 Carey, Mr. and Mrs. E. H., res Lake Side and Gillon.  
 Carnes, Mr. and Mrs. J. J., res 2627 Ross Ave.  
 Carpenter, Mr. Lewis T., Phone M 4697, Tremont & Russell.  
 Carrick, Dr. and Mrs. M. M., res 3027 Bryan.  
 Carter, Mr. and Mrs. C. F., res 2303 Ross Ave.  
 Caruth, Mrs. Walter, res 712 N. Ervay.  
 Caruth, Mr. and Mrs. W. W., res 1905 Ross Ave.  
 Caruth, Mr. and Mrs. W. W., res Caruth Switch.  
 Cary, Edward H., Linz Bldg., Specialist Eye, Ear, Nose and  
 Throat.  
 Dallas Club, Elks, Dallas Golf and Country Club,  
 Idlewild Club.  
 Cary, Mrs. E. H., Haskell 1048, Highland Park.  
 Art Club, Dallas Golf and Country Club, Idlewild  
 Club.  
 Georgia Schneider, maiden name.  
 Casler, Mr. and Mrs. J. C., res 1401 Sycamore.  
 Cave, Mr. and Mrs. Harrison B.  
 Charlton, Miss Julia G., res 1714 Forest Ave.  
 Chilton, Mr. and Mrs. Horace, res 4117 Swiss Ave.  
 Chilton, Mr. and Mrs. J. E. R., res 4922 Ross Ave.  
 Cirean, Mrs. M., res 6101 Main.  
 Claiborne, Mr. and Mrs. P. G., res 2006 Masten.  
 Clark, Mr. and Mrs. A. D., res Park Hotel.





**Social Directory of Dallas, Texas**

Continued

- Clark, Mr. and Mrs. W. H., res 3807 Ross Ave.  
 Clay, Mr. and Mrs. J. G., 2804 Fairmount Ave.  
 Clogenson, Mr. and Mrs. H., res 224 S. Harwood.  
 Cochran, Mr. Sam P., Trust Bldg.  
   Fire Insurance.  
   All Masonic Bodies, Dallas Club, Dallas Golf and  
   Country Club, Dallas Hunting and Fishing Club,  
   Director State Fair.  
 Cochran, Mrs. S. P., Main 1145, 909 S. Ervay St.  
   Dallas Art Association.  
   Miss Sue W. Higgins, maiden name.  
 Cochran, Mr. and Mrs. A., res 2517 Coleby.  
 Cochran, Mr. and Mrs. Alex, res 3811 Worth.  
 Cockrell, Mr. and Mrs. J. E., res 4107 Gaston Ave.  
 Coke, Mr. and Mrs. H. C., res 4006 Ross Ave.  
 Cole, Mr. Jas. R.,  
   Dallas Lodge, A. F. & A. M., 32nd Degree, Col. Con-  
   federate Army, Member Texas Legislature.  
 Cole, Mrs. Mary K., M 894, 2300 Ross Ave.  
   Mary Parrish King, maiden name.  
 Cole, Dr. and Mrs. R. K., res 2300 Ross Ave.  
 Collier, Misses L. and B., res 519 Browder.  
 Collins, Mr. and Mrs. J. J., res 4207 Live Oak.  
 Collins, Mr. and Mrs. J. J., res 2100 S. Harwood.  
 Conibear, Mr. and Mrs. E. H., res 325 E. 9th.  
 Connor, Mrs. Elizabeth, res 327 Park Hotel.  
 Connor, Mr. and Mrs. W. C., res 333 Park Hotel.  
 Connor, Mr. and Mrs. W. O., res 1201 S. Ervay.  
 Coughonor, Mr. and Mrs. R. D., Jr., res 2812 Fairmount.  
 Countryman, Mr. and Mrs. L. D., res 428 E. Jefferson.  
 Court, Mr. and Mrs. R. E., res 1711 Corsicana.  
 Cowart, Mr. R. E., res 1711 Corsicana.  
 Craddock, Mr. and Mrs. H., res 226 W. 10th.  
 Craig, Mr. and Mrs. K. R., res 4303 Main.  
 Crawford, Col. W. L., Attorney, 1023 Main St.  
 Crawford, Mrs. W. L., Haskell 7070, 3709 Ross and Wash. Ave.  
   Receives on Wednesday.  
   Katherine Laster, maiden name.  
 Criswell, Mr. and Mrs. H. B., res 4318 Sycamore.  
 Cross, Mr. and Mrs. Price, res 1503 Camp.  
 Crosthwait, Mr. and Mrs. H. H., res 2216 Ross Ave.  
 Crotty, Mr. and Mrs. J. W., res 5007 Crutcher.  
 Crowe, Dr. T. J., 217-18-19 Trust Bldg., Physician and Sur-  
   geon.  
   Elks, Knights of Pythias, Golf and Country Club.  
 Crowe, Mrs. T. J., Main 444, 908 Browder St.  
   Golf and Country Club.  
   Julia Eleanor Potts, maiden name.  
 Crush, Mr. W. G., Linz Bldg., General Pass. and Ticket  
   Agent, M. K. & T. Ry.  
 Crush, Mrs. W. G., Main 1252, 709 N. Harwood.  
   Katherine H. Rosenbaum, maiden name.  
 Cullum, Mr. and Mrs. J. D., res 2731 Oak Lawn.  
 Culbertson, Mr. and Mrs. Chas. A., res Oriental Hotel.
- Daniel, Mr. L. O., 904 Commerce St.  
   Wholesale Millinery.  
   Masonic, K. of P., Y. M. C. A., Ex-Pres. Chamber of  
   Commerce.  
 Daniel, Mrs. L. O., Cliff 423, Cedar Crest.  
   Dallas Art Association.  
   Maude E. Davenport, maiden name.  
 Daniels, Randolph, 719 Linz Bldg.  
   Chief Clerk M. K. & T. Pass. Depot. Elks.  
 Darby, Mr. and Mrs. Leo, res 705 N. Harwood.  
 Darnell, Mr. and Mrs. S. P., res Ross Ave. Heights.
- Davenport, Mrs. M. H., res 1002 Browder.  
 Davis, Dr. E. E., res 4023 Elm.  
 Davis, Dr. and Mrs. F. S., res 1904 Ross Ave.  
 Davis, Rev. and Mrs. M. M., res 4509 Live Oak.  
 Dealey, Mr. Geo. B., Dallas News Office.  
   157 Maple Ave., Phone Main 418.  
   United Charities, Y. M. C. A., Chamber of Commerce.  
   American Civic Assn., headquarters at Washington,  
   D. C.  
   Dallas Golf and Country Club.  
   Scottish Rite Mason, Dallas Council Knights of  
   Kadosh No. 2.  
   Red Cross of Constantine, 33rd degree Hon. Scottish  
   Rite Mason.  
 Decherd, Dr. Henry P., res 515 Y. M. C. A. Bldg.  
 Defever, Mr. and Mrs. J. W., res 4003 Cedar Springs.  
 Dessaint, Miss E., res 2017 Ross Ave.  
 Diamond, Mr. and Mrs. W. L., res 421 E. Jefferson.  
 Doran, Mr. and Mrs. E. B., res 3626 Colonial.  
 Doran, Mr. and Mrs. Frank, res 1701 Ervay.  
 Doran, Mr. and Mrs. Wm., res 3408 Gaston.  
 Dreben, Mr. and Mrs. Israel, res 3513 Holmes.  
 Dreyfus, Mr. and Mrs. G., res 2831 S. Ervay.  
 Dugan, Mr. and Mrs. E. F., res 2413 Maple Ave.  
 Duke, Mr. and Mrs. J. C., res 1201 S. Harwood.  
 Duncan, Mr. and Mrs. S. W., res 4616 Ross Ave.  
 Dunlap, Dr. Elbert, 1857 Main, 528 Wilson Bldg., Physician  
   and Surgeon.  
   Dallas Golf and Country Club, Trinity Rod and Gun  
   Club.  
 Dunlap, Mrs. Elbert, 2817 Routh St.  
   Hallie Hudson, maiden name.  
 Dunn, Mr. and Mrs. H. C., res 3435 Dickinson.
- Earnest, Mr. D. C., 302-303 Praetorian Bldg.  
   Coal Business.  
   Elks Lodge.  
 Earnest, Mrs. D. C., Haskell 405, 3919 Crutcher St.  
   Dallas Club, Dallas Country Club, Koon Creek Klub.  
   Lennie F. Hodges, maiden name.  
 Earnest, Mr. and Mrs. W. M., res 3903 Gaston Ave.  
 Eckford, Mr. and Mrs. J. J., res 4417 Gaston Ave.  
 Edwards, Mr. C. H., res 4335 McKinney Ave.  
 Edwards, Mr. and Mrs. G. C., res 1403 Parker.  
 Edwards, Mr. H. L., res Park Hotel.  
 Edwards, Mr. T. A., 1105½ Commerce St.  
   Cotton Exporter.  
   Masonic Lodges, Dallas Club, Trinity Rod and Gun  
   Club, Koon Creek Klub.  
 Edwards, Mrs. T. A., Haskell 1558, 3904 Rawlins St.,  
   Nora E. Bumpas, maiden name.  
 Edwards, Mr. and Mrs. W. M., Jr., res 1805 McKinney.  
 Eldridge, Mr. and Mrs. D. A., res 1801 Forest Ave.  
 Elliott, Mr. and Mrs. Albert J., res 2000 Park.  
 Elliott, Mr. and Mrs. J. T., res 4519 Gaston Ave.  
 Ellison, Mr. and Mrs. W. P., res O. C. and Ft. Worth Pike.  
 Emmerson, Mr. and Mrs. E. J., res 113 S. Ervay.  
 English, Shirley M., Postal Telegraph Cable Co. of Texas.  
 English, Mrs. Shirley M., Edgewood 1077, 1814 Park Row.  
   Member Dallas Club.  
 Estes, Mrs. J. D., res 2111 Masten.  
 Estes, Mr. and Mrs. Edm., res 4725 Reiger.  
 Ethridge, Mr. and Mrs. F. M., res 707 Brown.  
 Everman, Mr. and Mrs. J. W., res 3911 Junius.  
 Everts, Mr. and Mrs. A. A., res 4024 Worth.  
 Exline, Mr. M. P., res 2908 Oak Lawn.



**Social Directory of Dallas, Texas**

Continued

- Exall, Henry, 306 North Texas Bldg. Investments.  
 Exall, Mrs. Henry, Main 489, 1916 Ross Ave. Pres. Dallas Shakespeare Club. May Dickson, maiden name.
- Fakes, Mr. and Mrs. W. T., res 1918 Prairie.  
 Fannin, Mr. and Mrs. J. J., res 1323 S. Harwood.  
 Farnsworth, Mr. and Mrs. J. E., The Park Hotel.  
 Fenby, Mr. R., res 2605 Maple Ave.  
 Ferris, Mr. and Mrs. Royal A., res 3009 Maple Ave.  
 Field, Mr. and Mrs. Jno., res 3201 Wellborn.  
 Field, Mrs. Thos., res 3211 Oak Lawn.  
 Fife, Mr. and Mrs. A. D., res 4205 Ross Ave.  
 Fife, Dr. J. G., res Y. M. C. A.  
 Fink, Miss Fannie, res 732 Second.  
 Finley, Mr. and Mrs. J. Edgar, res 4120 Gaston Ave.  
 Finley, Mr. and Mrs. J. K., res 2816 Gould.  
 Fisher, Mr. and Mrs. Ed, res Wheatland Road.  
 Firmin, Mr. A. E., 608 Scollard Bldg., Attorney.  
 Member K. & L. of H., (Pro. Protection Lodge)  
 U. B. A., W. O. W.  
 Firmin, Mrs. Nellie, Haskell 4004, Hudson and Mary St.  
 Miss Moser, maiden name.
- Fitzgerald, Mr. Claude E., Plateau Bldg.  
 Publisher Texas Beau Monde.  
 Dallas Golf and Country Club.
- Fitzgerald, Mr. H. N., res 2213 San Jacinto.  
 Flannary, Mr. and Mrs. A. B., res 3811 Argyle.  
 Flanders, Mr. and Mrs. J. E., res 3221 Wendelkin.  
 Plateau, Mr. and Mrs. L. S., Jr., res 2620 Maple Ave.  
 Fleming, Mr. and Mrs. E. T., res 1001 E. Eleventh, O. C.  
 Flippen, Mr. and Mrs. E. L. res Preston Road, Highland Park  
 Flippen, Mrs. W. H., res 2801 Maple Ave.  
 Florer, Mr. and Mrs. J. A., res 300 S. Ewing Ave.  
 Fonda, Mr. and Mrs. E. R., res 2803 Ross Ave.  
 Foote, Mr. and Mrs. W. O., res 280 Exposition.  
 Ford, W. H., M. D., White Sanitarium, Oak Cliff. Phone  
 C. 142. 32nd Degree Mason, Scottish Rite.  
 Ford, Mrs. W. H., res. same. Mollie Willis, maiden name.  
 Foree, Judge and Mrs. Kenneth, res 2926 Fairmount.  
 Forsyth, Mr. and Mrs. Wm., res 2809 Swiss Ave.  
 Fouraker, Mr. and Mrs. J. D., res 733 N. Van Buren.  
 Fraser, Mr. and Mrs. W. A., res Byron and Lexington.  
 Freedman, Dr. and Mrs. S. M., res 1809 Forest Ave.  
 Freeman, Mr. and Mrs. C. F., res 2119 Marilla.  
 Freeman, Mrs. T. J., res 1217 Bellview.  
 Freeman, Mr. and Mrs. T. J.  
 Fry, Mrs. E. G., res 3505 Holmes.  
 Fry, Mr. and Mrs. E. J., Jr., res 2517 Thomas.  
 Furneaux, Mrs. Wm., res 3905 Worth.
- Gahagan, Mrs. C. C., res 5803 Ross Ave.  
 Gamble, Mr. and Mrs. L. P., res 108 E. Ninth.  
 Gannon, Mr. and Mrs. E. J., res 2705 Ross Ave.  
 Gano, Gen. R. M.,  
 Gardner, Mr. C. B., Praetorian Bldg.  
 Pres. Praetorians.  
 Praetorians, Masonic, Dallas Club, Rotary Club.  
 Gardner, Mrs. C. B., 4002 Swiss Ave.  
 Nettie G. Toole, maiden name.  
 Gardner, Mr. and Mrs. H. M., res 5811 Alta.  
 Garrett, Bishop Alexander Charles. Phone H. 48, H. 2411.  
 St. Mary's College, Corner Garrett and Ross Ave.  
 32nd Degree Scottish Rite Mason, K. C. C. H.  
 Shriner. Pres. St. Mary's College.  
 Garwood, Mr. and Mrs. J. H., res 4400 Bryan.  
 Gaston, Mr. W. H., Jr., res 3917 Swiss Ave.  
 George, Mr. and Mrs. Jno. W., res 501 E. Ninth, O. C.  
 Gibson, Mr. and Mrs. Robt., res 2103 Cabell.
- Gill, Mr. and Mrs. C. A., res 1018 Harwood.  
 Gillespie, Mr. C. B., 111 Field St.  
 Real Estate.  
 K. of P., Praetorians.  
 Gillespie, Mrs. C. B., Haskell 2066, 3509 Gillespie Ave.  
 Emma E. Cullum, maiden name.
- Gillespie, Mr. and Mrs. J. P., res 4607 Reiger.  
 Glover, Mr. and Mrs. R. C., res 1826 Park Row.  
 Godhold, Mr. and Mrs. R. L., res 1814 Park.  
 Gooch, Mr. and Mrs. Tom C., res 2507 Fairmount.  
 Goodwin, Mr. and Mrs. Osce, res 2530 Ross Ave.  
 Graber, Mrs. H. W., res 5002 Ross Ave.  
 Graham, Dr. and Mrs. A. C., res 2305 Bryan.  
 Green, Mr. and Mrs. A. A., Jr., res 3423 Gaston.  
 Green, Mr. and Mrs. Geo. H., res 1726 St. Louis.  
 Greenburg, Rev. and Mrs. Wm. H., res 2603 S. Ervay.  
 Greer, Mr. and Mrs. R. S., res 115 E. Ninth.  
 Griffiths, Mr. and Mrs. T. W., res 2629 McKinney.  
 Grove, Mr. D. E., Jr., res 1215 Cadiz.  
 Grove, Mr. and Mrs. D. E., Sr.,
- Hahn, Mr. and Mrs. Max, res 3005 Bryan.  
 Haig, Mr. and Mrs. T. J., res 2617 S. Harwood.  
 Hall, Mr. and Mrs. Kirk, res 3411 Swiss Ave.  
 Hall, Mr. and Mrs. W. L., res 2508 Maple Ave.  
 Hancock, Mr. and Mrs. Curtis.  
 Hardie, Mr. and Mrs. A. F., res 3004 Fairmount.  
 Hargreaves, Mr. and Mrs. Sam, res 204 W. Twelfth.  
 Harmon, Mr. and Mrs. G. A., res 2918 Greenwood.  
 Harrall, Dr. and Mrs. Whitfield, res 1815 Grand Ave.  
 Harris, Mr. and Mrs. Adolph, res 909 Browder.  
 Harris, Mr. and Mrs. A. I., res 1816 Grand Ave.  
 Harry, Mr. and Mrs. A. A.,  
 Harry, Mrs. F. E., res 2503 McKinney Ave.  
 Harry, Mr. and Mrs. J. M., res 3213 Cole.  
 Hart, Mr. Jno. Priestly, Sales Manager Jno. Deere Plow Co.  
 Hart, Mrs. Jno. P., Main 744, 1503 Pocahontas St.  
 Dallas Club, Country Club.  
 Lillian Althous, maiden name  
 Of the Priestly's of England, Stephen Harts of Conn.  
 and the Althous of Aesase.
- Harwood, Mr. and Mrs. R. B., res 4215 Live Oak.  
 Hay, Mr. and Mrs. S. J., res 2520 Ross Ave.  
 Hayden, Rev. and Mrs. S. A., res 609 N. Ewing.  
 Herold, Mr. Otto, Manager Oriental Hotel.  
 Member Masonic Orders, 32nd S. R. Mason and  
 Shriner, also Elk.
- Herold Mrs. Otto, Main 327, Oriental Hotel.  
 Member Golf Club, Dallas Club, Etc.  
 Carolyn Bodemer, maiden name.
- Hereford, Mr. and Mrs. J. S., res 2319 Routh.  
 Hexter, Mr. and Mrs. Victor H., res 1420 S. Akard.  
 Hill, Mr. and Mrs. Bennett, res 3601 State.  
 Hill, Mr. and Mrs. Wm. C., res 737 W. Ninth.  
 Hobby, Mr. Edwin, Main 2904, Park Hotel.  
 Dallas Club, Elks Club, Young Mens' Business Club  
 Pickwick and Terpischorian Clubs.  
 Banker.
- Hobson, Mr. C. W., Ross and Market.  
 Pres. Hobson Elec. Co.  
 All Masonic Bodies, Dallas Club, Dallas Golf and  
 Country Club.  
 Vice pres. Chamber of Commerce.
- Hobson, Mrs. C. W., Haskell 3226, 4019 Gaston Ave.  
 Emma J. Fodick, maiden name.



**Social Directory of Dallas, Texas**

Continued

- Hodge, Mr. and Mrs. A. L., res 4711 Swiss Ave.  
 Hodges, Mr. and Mrs. M. L., res 1517 Exposition.  
 Holland, Mr. Chas. L., 1205 Main St., Santa Fe Ticket Agent.  
 Member all Masonic bodies.  
 Holland, Mrs. Chas. L., Grand Prairie Exchange No. 1.  
 Nina White, maiden name.  
 Holland, Mr. and Mrs. F. P., res 3705 Travis.  
 Holland, Mr. W. M., res 607 N. Harwood.  
 Holley, Miss Josephine, res 4528 Ross Ave.  
 Holloway, Mr. Thos. T., 405 Wilson Bldg., Attorney.  
 Holloway, Mrs. Thos. T., Edgewood 3256, 1815 Park Row.  
 Member Standard Club and Y. W. C. A.  
 Sarah H. Hardwicke, maiden name.  
 Hord, Mr. and Mrs. T. A., res 715 Gaines.  
 House, Mr. and Mrs. Ford, res 2001 Cedar Springs.  
 Howard, Mrs. W. C., res 1712 St. Louis.  
 Hughes, Mr. and Mrs. J. A., res 1805 Pocahonta.  
 Jackson, Mr. and Mrs. A. A., res 2905 Oak Lawn.  
 Jalonick, Mr. and Mrs. G. W., res 2212 McKinney.  
 Jalonick, Mr. and Mrs. G. W., Jr., res 2208 McKinney Ave.  
 Johnson, Mr. and Mrs. F. E., res 2715 Park.  
 Kane, Mrs. R., res 1301 S. Harwood.  
 Keating, Mr. C. A., 2300 McKinney Ave.  
 Dallas Club, Dallas Golf and Country Club,  
 State Fair of Texas 1904-05.  
 Keating, Mr. H. S., res 2811 Maple Ave.  
 Kelly, Mr. and Mrs. Paul, res 3707 Junius.  
 Kellogg, Mr. C. W. Jr., 704 Wilson Bldg., with Stone &  
 Webster.  
 Kellogg, Mrs. C. W. Jr., Main 5664, 1209 S. Ervay St.  
 Kersch, Mr. M. C., 1021 Main St.  
 Real Estate Dealer.  
 Masonic Lodges.  
 Kersch, Mrs. M. C., Haskell 4120, 3734 McKinney Ave.  
 City Federation.  
 Georgia Isbell, maiden name.  
 Kimbrough, Mr. and Mrs. W. C., res 3135 San Jacinto.  
 Kingsley, Col. and Mrs. Thomas.  
 Kirkpatrick, Mr. and Mrs. A. F., res 203 Scollard Bldg.  
 Knight Mr. F. B., res 2716 Ross Ave.  
 Knight, Mr. and Mrs. R. E. L., res 2804 Maple Ave.  
 Kramer, Mr. and Mrs. Albert, res 1883 S. Boulevard.  
 Kramber, Mr. and Mrs. I. L., res 1509 S. Akard.  
 Kribs, Mr. and Mrs. Chas. L., res 1916 Commerce.  
 Lane, Mr. A. V., American Exchange National Bank.  
 Member P. G. C., Knights Templar of Texas, 33rd  
 Degree Hon. Shrine, Royal Order of Scotland,  
 Red Cross of Constantine.  
 Lane, Mrs. A. V., Main 547, 2505 Maple Ave.  
 Member Daughters American Revolution.  
 Lulie M. Huey, maiden name.  
 Lane, Mr. and Mrs. C. C., res 3501 Wendelkin.  
 Lang, Mr. and Mrs. Geo., res 2107 N. Harwood.  
 Lang, Mr. and Mrs. Otto, res 3502 Bryan.  
 Larue, Mr. and Mrs. B. V. M.,  
 LaTaste, Mr. and Mrs. L. V., res 2820 Holmes.  
 Lauderdale, Mr. and Mrs. E. S., res 5007 Victor.  
 Laugenor, Dr. and Mrs. A. D., res 1902 Grand Ave.  
 Lawhon, Mr. and Mrs. T. L., res 2902 Maple Ave.  
 Lawther, Mr. and Mrs. R. R., res 4307 Bryan.  
 Leake, Dr. and Mrs. H. K., res 1911 Bryan.  
 Leake, Mr. and Mrs. S. A., res 3817 Lemmon.  
 Leake, Mr. and Mrs. Wirt, res 423 Park Hotel.  
 Ledbetter, Mr. and Mrs. A. L., res 2711 Worthington.  
 Lee, Mr. and Mrs. J. E., res 2906 Maple Ave.  
 Leftwich, Mr. and Mrs. S. M., res 903 S. Akard.  
 Leibman, Mr. and Mrs. M., res 1620 S. Ervay.  
 Lemmon, Mrs. W. C., res 3234 Cole.  
 Lewelling, Mr. Dwight L., Slaughter Bldg.  
 Attorney, Y. M. C. A., also W. O. W.  
 Lewelling, Mrs. D. L., 4718 Reiger Ave.  
 Adelaide Burger, maiden name.  
 Lewis, Mr. and Mrs. Henry, res 2923 Holmes.  
 Lewis, Judge and Mrs. Yancy, res 4503 Live Oak.  
 Lindsley, Mr. and Mrs. H. D., res Mockingbird Lane.  
 Lindsley, Mr. and Mrs. Philip, res 4126 Gaston Ave.  
 Lingo, Mr. and Mrs. W. M., res 3002 Maple Ave.  
 Linz, Mr. and Mrs. Albert, res 300 Oriental Hotel.  
 Linz, Mr. and Mrs. Ben, res 237 Oriental Hotel.  
 Linz, Mr. and Mrs. Clarence E., res 1011 S. Ervay.  
 Linz, Mr. and Mrs. Simon, res 2830 S. Ervay.  
 Lively, Mr. and Mrs. Hiram F., res 5705 Reiger.  
 Lively, Mr. and Mrs. M. T., res 2608 Ross Ave.  
 Long, Mr. and Mrs. J. L., res 4522 Ross Ave.  
 Lombardi, Mr. Caesar, Dallas News Office.  
 Vice Pres. A. H. Belo & Co.  
 Dallas Club, Golf and Country Club.  
 Lombardi, Mrs. C., 1717 Canton St.  
 Shakespeare Club, Dallas Art Association.  
 Miss Carrie G. Ennis, maiden name.  
 Loomis, Mr. and Mrs. Geo. W., res 236 W. Page.  
 Loudermilk, Mr. and Mrs. Geo. W., res 1933 Main.  
 Mahana, Mr. and Mrs. M. H., res 3500 Gaston Ave.  
 Mangold, Chas. O., 713-15 Main St. Wholesale Merchant.  
 Elk, K. P., Odd Fellow, Eagle, all German Societies.  
 Mangold, Mrs. Anna, Cliff 1033. Lake Cliff.  
 Anna Honecke, maiden name.  
 Manning, Mr. and Mrs. T. A., res 1818 S. Ervay.  
 Mansfield, Mr. and Mrs. W. L., res 339 Pecan.  
 Marchman, Dr. and Mrs. O. M., res 2801 Swiss Ave.  
 Marshall, Mr. and Mrs. Eugene, res 2012 N. Harwood.  
 Martin, Mr. and Mrs. J. M., res 723 Haines.  
 May, Mr. and Mrs. A. W., res 2415 N. Haskell.  
 Mayfield, Mrs. J. S., res 2604 Maple Ave.  
 McAleer, Mr. and Mrs. J. A., res 715 N. Marsalis.  
 McCormick, Mr. and Mrs. J. M., res 615 Southland Hotel.  
 McIlhenny, Mr. and Mrs., res 3107 San Jacinto.  
 McNealus, Mr. and Mrs. J. C., res 2912 Gould.  
 McReynolds, Dr. Jno. O., Trust Bldg., Oculist.  
 Member Dallas Club, Country Club and Idlewild Club.  
 McReynolds, Mrs. Jno O., Haskell 2176, Live Oak and  
 Haskell.  
 Miss Katherine Seay, maiden name.  
 Shakespeare Club.  
 Means, Dr. and Mrs. E. A., res 500 E. Tenth.  
 Metcalfe, Mr. J. J., 604 Scollard Bldg., Loans and Real Estate.  
 Member K. of P.  
 Metcalfe, Mrs. E. B., Haskell 706, 4019 Elm St.  
 Ella B. Parker, maiden name.  
 Metzler, Mr. and Mrs. Jake, res 1421 Pocahontas.  
 Middleton, Mr. W. H., res 1700 S. Ervay.  
 Miller, Mr. T. S., res 302 N. Ewing Ave.  
 Miller, Mr. and Mrs. T. S., Jr., res 730 N. Bishop.  
 Milliken, Dr. Samuel E., 844 Wilson Bldg.  
 Physician.  
 Milliken, Mrs. S. E., M 818, 4903 Ross Ave.  
 Dallas Golf and Country Club.  
 Sallie Gibbs, maiden name.  
 Mitthanthal, Mr. and Mrs. S., res 1921 Forest Ave.





**Social Directory of Dallas, Texas**

Continued

- Moore, Mr. E. T., 1504 Commerce St.  
St. Ry. and Light Co.  
Y. M. C. A., Dallas Club, Dallas Golf and Country Club, Elks and K. of P.
- Moore, Mrs. E. T., Haskell 3525, 5003 Ross Ave.
- Murphy, Mr. J. P., 1004 Commerce St.  
Real Estate.  
Dallas Club, Dallas Chamber of Commerce.
- Murphy, Mrs. J. P., M 2177, 2516 Maple Ave.  
Dallas Golf and Country Club.  
Emma K. Martyn, maiden name.
- Monagan, Mr. and Mrs. T. L., res 3714 Lemmon.
- Moore, Mr. and Mrs. Arthur, res 701 N. Bishop, O. C.
- Moore, Mr. and Mrs. E. T., res 5003 Ross Ave.
- Moroney, Mr. and Mrs. W. J., res 2222 N. Harwood.
- Morrow, Mr. and Mrs. D. H., res 911 S. Ervay.
- Munger, Mr. and Mrs. C. H., res Swiss and Dumas.
- Munger, Mr. and Mrs. S. R., res 1007 Main.
- Munger, Mr. and Mrs. S. I., res 4533 Ross Ave.
- Musachia, Mr. and Mrs. L., res 4310 Munger.
- Muse, Mr. and Mrs. J. C., res 714 N. Pearl.
- Nash, Dr. and Mrs. Albert W., res 2809 Routh.
- Nelms, Mr. and Mrs. R. R., res 4915 Gaston Ave.
- Nelms, Mr. and Mrs. W. W., res 4407 Junius.
- Newbury, Mr. and Mrs. Lee, res 4420 Swiss Ave.
- Nigro, Mr. and Mrs. N., res 2804 Routh.
- Oates, Mrs. Jennie, res 3802 Gaston Ave.
- Obenchain, Mr. and Mrs. H. L., res 2142 N. Harwood.
- Oldham, Mr. and Mrs. C. W., res 4407 San Jacinto.
- Oldham, Mr. and Mrs. Jno. B., res Oriental Hotel.
- Overbeck, Mr. and Mrs. H. A., res 1713 Beaumont.
- Pace, Dr. and Mrs. J. M., res 1300 Park Ave.
- Padgitt, Mr. J. D., 1018, 1020 Commerce St.  
Wholesale Saddlery.  
Chamber of Commerce.
- Padgitt, Mrs. J. D., Main 994, 1917 Masten St.  
Dallas Art Association.  
Carrie Bell Fallon, maiden name.
- Padgitt, Mr. and Mrs. Chas. W.,
- Padgitt, Mr. and Mrs. J. Tom, res 1609 Gano.
- Padgitt, Mrs. W. C.,
- Page, Mr. and Mrs. Heber, res 409 Browder.
- Patterson, Mr. and Mrs. W. H., res 3811 McKinney Ave.
- Peeler, Mr. A. J., temp. residence St. George Hotel.  
P. O. Box 732.  
32nd degree Scottish Rite Mason, Shriner, Elk and Woodman of the World, Pub., Author and Owner of the Standard Blue Books of Texas, Oklahoma, Tennessee, Arkansas, etc., Capitalist and retired Banker. Son of Hon. A. J. Peeler (deceased), of Austin, Texas, an Eniment Lawyer.
- Peeler, Mrs. A. J.,  
Bertie Brackenridge, maiden name; a member of the Brackenridge family of Bankers, Austin and San Antonio. Niece of Hon. Geo. W. Brackenridge.
- Perkins, Judge and Mrs. E. B., res 4121 Gaston Ave.
- Perryman, Mr. and Mrs. E. S., res 4625 Bryan.
- Phelps, Mr. J. C.,
- Pittman, Mr. and Mrs. G. H., res 4319 Junius.
- Platter, Mr. and Mrs. Chas. H., res 3008 Maple Ave.
- Porter, Mrs. J. N., Park Hotel, Main 2359.  
Pres. Texas Congress of Mothers; member Executive Board National Congress of Mothers.  
Was for 15 years Superintendent Mothers Department of Texas Women's Christian Temperance Union; was delegate from Texas to World's Temperance Convention in Edinburgh, Scotland, in 1900.  
Organized the Texas Congress of Mothers October 19, 1909.  
Organized Dallas Council of Mothers 1909.
- Prather, Mr. and Mrs. H. E., res Byron and Lexington.
- Prather, Mr. and Mrs. W. H., res 4417 Gaston Ave.
- Ragland, Mr. A., 1809-1811 Commerce St., Banker and Business College Manager.
- Ragland, Mrs. A., Haskell 2110, 2617 Live Oak St.  
Susie Ragsdale, maiden name.
- Ralston, Mr. and Mrs. Roht., res 3517 Cole.
- Randle, Mr. and Mrs. E. T., res 500 N. Ervay.
- Reardon, Mr. and Mrs. E. M., res 3104 Maple Ave.
- Reppert, Mr. and Mrs. E. B., res 208 E. Twelfth.
- Erwin, Dr. and Mrs. E. J., res 20 Club Bldg.
- Reinhardt, Mr. and Mrs. Sidney, res 1825 S. Boulevard.
- Robertson, Mr. H. B., 1217-1919 Elm St., Clothing Dealer.  
Member all Masonic Bodies.
- Robertson, Mrs. H. B., Haskell 2197, 3117 Cole Ave.  
Stella Chapman, maiden name.
- Robinson, Mr. and Mrs. W. B., res 2611 Maple Ave.
- Rosser, Mr. and Mrs. D. C., res 3412 Junius.
- Russell, Mr. and Mrs. C. P., res 1810 Cadiz.
- Sargeant, Mr. W. T., 1221 Main St., Vice President Stewart Title & Guaranty Co.
- Sargeant, Mrs. W. T., Edgewood 1482, 2722 Holmes St.
- Samuels, Dr. W. W., Haskell 144, 3409 Worth St.  
Business address 832 Wilson Bldg.  
Elks and all Medical Associations.  
Physician and Surgeon.
- Samuels, Mr. and Mrs. H. O., res 3507 Gaston Ave.
- Saner, Mr. Jno. C., Main 1076, 4631 San Jacinto St.  
Dallas Club.  
Attorney.  
206-8 Commonwealth Bank Bldg.  
Elks Club.
- Saner, R. E. L., over Commonwealth National Bank, Atty.  
Member Dallas Club, Vice President Texas Bar Ass'n  
General Council American Bar Ass'n, Vice President Alumni Ass'n U. of Texas, K. of P., and Alpha Tau Omega Fraternities.
- Sanger, Mr. Alex., res 711 S. Ervay.
- Scarff, Mr. and Mrs. W. G., res 2303 McKinney Ave.
- Schneider, Mrs. Jules E., res 136-7 Oriental Hotel.
- Schoellkopf, Mr. and Mrs. G. H., res 4505 Ross Ave.
- Schoolar, Charles Henry, Juanita Building.  
Pres. Corporation Audit Co.
- Schoolar, Mrs. Charles H., H. 3407, 4419 Live Oak.  
Katherine Bell, maiden name.
- Scollard, Mrs. T. W., res 1617 Forest Ave.
- Scurry, Gen. and Mrs. Tom, res 1903 Bennett.
- Searcy, Mr. and Mrs. N. A., res 2505 S. Ervay.
- Seay, Dr. and Mrs. D. E., res 2912 Holmes.
- Seay, Mr. and Mrs. E. B., res 3715 Cole.





**Social Directory of Dallas, Texas**

Continued

- Senter, Mr. E. G., 426-428 Linz Bldg., Attorney.  
Member I. O. O. F.
- Senter, Mrs. E. G., Cliff 1728, Hotel Cliff.  
Lulie Dillon, maiden name.
- Sewell, Mr. and Mrs. Ed., res 4020 Swiss Ave.
- Shannon, Mr. and Mrs. M. B., res 2417 McKinney Ave.
- Sherman, Mr. and Mrs. C. H., res 3223 San Jacinto.
- Shumate, Mr. and Mrs. C. L., res 1400 Cadiz.
- Silberstein, Mrs. A., res 801 S. Ervay.
- Skeilvig, Mr. and Mrs. S. C., res 4013 Simpson.
- Slaughter, Mr. and Mrs. E. Dick, res 3503 Worth.
- Slaughter, Mr. and Mrs. J. W., res 2011 Park Ave.
- Smith, Capt. Sydney, Sec'y State Fair of Texas.  
K. of P.
- Smith, Mrs. Sydney, (Deceased.)  
Belle Gay, maiden name.
- Smith, Judge and Mrs. W. J. J., res 4221 Ross Ave.
- Smoot, Dr. and Mrs. J. B., res 302 Park Hotel.
- Snyder, Mr. and Mrs. Webster, res 1102 Ervay.
- Spellman, Mr. and Mrs. J. M.,
- Spence, Mr. and Mrs. Wendell, res 2803 Oak Lawn.
- Stanberry, Mrs. H., res 2226 Live Oak.
- Stearns, Mr. and Mrs. A. W., res 1113 S. Ervay.
- Stewart, Mr. and Mrs. R. H., res 803 S. Akard.
- Storm, Mr. O. P., 915-17 Elm St., Wholesale Merchant.  
Member K. of P., Praetorians, W. of W., former State  
Senator 19th Senatorial District.
- Storm, Mrs. O. P., 400 Twelfth St., Oak Cliff.  
Byrd Craddock, maiden name.
- Strickland, Mr. and Mrs. J. F., res 207 Park Hotel.
- Styron, Mr. and Mrs. W. R., res 1818 Park Ave.
- Summers, Mr. and Mrs. H. W., res 1718 Summitt.
- Swain, Mr. Hugh N., 303 Flateau Bldg., Texas Municipal  
Bonds.
- Swain, Mrs. Hugh N., Main 2924.  
Pearl B. Bailey, maiden name.
- Taber, Dr. Martin E., 317 Wilson Bldg., Eye, Ear, Nose  
and Throat Specialist.  
32nd Degree Mason, Shriner, Elk, Macabees.
- Taber, Mrs. Martin E., Haskel 327, 3617 Lemon Ave.  
Receives on Wednesday. Member Matheon Club.  
Clara Ione Schimelfenig, maiden name.
- Tenison, Mr. and Mrs. J. R., res 2621 Ross Ave.
- Thomas, Mr. Mike H., Cotton Exchange Merchant.  
Masonic, Dallas Golf and Country Club, Dallas Club.
- Thomas, Mrs. Mike H., Haskell 853, 3612 Worth St.  
Emma E. Moss, maiden name.  
Dallas Art Association.
- Thomas, Mr. and Mrs. J. L. A., res 1400 Main.
- Thomas, Mr. Wm. H., res 2023 McKinney Ave.
- Thompson, Mr. and Mrs. W. J., res 3116 Thomas Ave.
- Thorne, Mr. and Mrs. L. S., res 4703 Ross Ave.
- Thorp, Mr. Orville, 402-3 Wilson Bldg., Life Insurance, Mgr.  
for K. C. Life Ins. Co. of Texas.  
Member of Idlewild, Elks, and Terpsichorian Clubs.
- Thorp, Mrs. Orville, Main 4755, Park Hotel.  
Idlewild and Terpsichorian Clubs.  
Leona M. Brown, maiden name.
- Tillman, Mr. and Mrs. E. M., res 1812 St. Louis.
- Tippy, Mr. and Mrs. C. W., res 1933 McKinney Ave.
- Titterington, Mr. and Mrs. J. B., res 3825 Ross Ave.
- Toomey, Mr. and Mrs. D. P., res 2905 Fairmount Ave.
- Traylor, Mr. and Mrs. J. A., res 3626 Colonial.
- Trezevant, Mr. J. T., res Gillespie and Oak Lawn.
- Truett, Rev. and Mrs. Geo. W., res 2301 Bryan.
- Tucker, Mr. and Mrs. P. P., 2709 Hood Street.
- Turner, Mr. Edward P., Gould Bldg.  
G. P. A., T. & P. Ry. Co., Elks, Praetorians, K. of P.,  
Macabees, Dallas Club,  
Pres. Kidd Springs Boating and Fishing Club.
- Turner, Mrs. E. P., Cliff 16, 324 South Marsalis Ave.  
City Federation, State Federation, Oak Cliff Imp.  
Society, Dallas Women's Forum.  
Adella Kelsey, maiden name.  
Ex-Pres. Texas Federation of Women's Clubs, Pres.  
of the Childs' Conference of Texas, Pres. Dallas  
Women's Forum, Pres. Oak Cliff Improvement  
Society; A Director of the National Outdoor Art  
Association.
- Turner, Mr. and Mrs. J. D., res Park Ave.
- Upthegrove, Mr. and Mrs. D., res 321 E. Jefferson.
- Verschoyle, Mr. C. H., Main 1662, 312-14 N. Ervay St.  
Insurance Bonds.
- Verschoyle, Mrs. C. H., Haskell 4156, 4715 Swiss Ave.  
Tuesday Receiving Day, Pleasant Hour Sewing Circle.  
Jennie Belle Terry, maiden name.
- Volk, Mr. Leonard, 1020-2 Elm St.  
Merchant.
- Volk, Mrs. Leonard W., Haskell 338, 4202 Swiss Ave.  
Womans Forum, Mrs. M. K. Craigs, city travel Class.
- Waggoner, Mr. D. E., 1305-7 Main St.  
Banker.
- Waggoner, Mrs. D. E., Haskel 688, 5117 Gaston Ave.  
Schubert Choral Club.  
Linna Easley, maiden name.
- Wakefield, Mr. and Mrs. C. L., res 3403 Gaston Ave.
- Wasson, Mr. and Mrs. W. R., res 1617 Peabody Ave.
- Weaver, Mr. and Mrs. J. C., res 2419 Maple Ave.
- Webb, Mr. and Mrs. J. Y., Jr.
- Wendelkin, Mr. and Mrs. J. M., res 1711 Cadiz.
- Westerfield, Dr. T. L., res 3403 Worth.
- Wheat, Mr. and Mrs. Harry, res 4622 Junius.
- White, Wm. E., 1210 S. Harwood St., Teacher of Piano Play-  
ing.
- White, Mrs. Ada C., Main 1222, 1210 S. Harwood.
- Whitis, Dr. and Mrs. Rufus, res 2624 Live Oak.
- White, Mr. and Mrs. A. M.
- Williams, Mr. and Mrs. B. R., res 809 Third Ave.
- Wilson, Mr. and Mrs. J. B., res 4305 Junius.
- Webb, Mr. and Mrs. J. Y., res Park Hotel.
- Wilson, L. A., 905 Commerce Street, Real Estate and  
Loans. Macabee.
- Wilson, Mrs. L. A., H. 1249, 4410 Live Oak Street.
- Witchell, Mr. and Mrs. F. O., res 4521 San Jacinto.
- Witwer, Mr. and Mrs. J. W., res 2124 Fairmount Ave.
- Wolford, Mr. and Mrs. C. A., res 1809 Clarence.
- Woodrow, Mrs. O. D., res 1925 S. Boulevard.
- Worden, Mr. and Mrs. E. A., res 1812 S. Ervay.
- Wozencraft, Mr. A. P., Attorney, Praetorian Bldg.  
Member Dallas Golf and Country, Waa Hoo Clubs.  
Elks, K. of P. and all Masonic Orders.
- Wright, Mr. and Mrs. G. G., res 3702 Worth.
- Young, Mrs. J. B. D., res 3122 Lemmon.





ALICE PARSONS FITZGERALD  
(Deceased)

It is not fitting that we close this section of the Standard Blue Book in its edition de luxe of Dallas, without giving some space to the memory of Mrs. Alice Parsons Fitzgerald, founder of Beau Monde, and wife of Hugh Nugent Fitzgerald, of the Dallas Times Herald, as the City of Dallas suffered an irreparable loss in the death of this most wonderful woman.

She was indeed a wonderful woman, with all the graces of womanly womanliness, coupled with her ability in the field of art and journalism. Nature gave her that rare thing, the imagery powers of a poet, the temperament and personality of an artist, with a well poised business head.

She believed in the forward march of civilization, in the great uplift movement for humanity, and saw in the future the dawn of the fatherhood of God and the brotherhood of Man.

Fifteen years ago she founded Beau Monde, which was assured of success from the start, as it could not be otherwise with her powers as a trained journalist, a well known and able critic, and her belief in a God-given mission, and that this was her mission. It was her creation, and no human being in all the years of her career dictated or was permitted to dictate its policy.

Under her guiding hand, analytical mind, and splendidly equipped pen, this journal which she conceived and made a power, ever championed, and still champions, what she believed to be the best for the advancement of home and state, and remains an indestructible monument to her ability and her goodness.

Mrs. Fitzgerald departed this life on Tuesday, December 13th, 1910, and though she is no longer in the midst of her friends her spirit still lingers, and her work still lives, and prospers, and will continue to live and do good, indeed a monument worth while.



# Mineral Wells, Texas

## THE SOUTH'S GREATEST HEALTH AND PLEASURE RESORT

Mineral Wells is in a class to itself as an all-the-year-round Health and Pleasure resort—it is something different and better. For a quarter of a century it has been popular as a health resort. It has more tourists and health seekers annually than any city of its size in the world. The number having passed the hundred and fifty thousand mark several years ago.

The city is situated in the mountains of West Texas, at an altitude of 1400 feet, where malaria and climatic diseases are unknown. The scenery in and around Mineral Wells is as picturesque and beautiful as Nature ever placed before the eye.

The resident population is about 6,000, and the city is modern in every way, having concrete sidewalks and crossings, street cars, electric and gas lights, parks, golf grounds, many beautiful homes, churches, modern schools, clubs, stores, banks, office buildings, etc. There are seventy-five hotels and boarding houses, with ample accommodations for 10,000 guests, and the rates are lower than in any first-class resort city in America. The public drinking pavilions and bath houses recently built are the largest and best equipped buildings of their kind on earth.

The waters from the thirty or forty different "wells" which is used is all clear as crystal, sparkling, and pleasant to the taste, which makes it, aside from its wonderful medicinal properties, the purest and best drinking water on earth. The chemical analysis of each of the wells is *different*, hence the great value of the waters in treating different diseases.

Mineral Wells has the greatest variety of life giving mineral waters in this country; it has been tested and thoroughly tested, for a quarter of a century, in the treatment of many thousands of chronic cases of Rheumatism, Insomnia, Nervousness, Constipation, Bright's Disease, Diabetes, Female Disorders, and all forms of Kidney, Liver, Bladder and Stomach Troubles, and the great number of cures credited to the waters has made it famous as "The Best Water on Earth."

Physicians throughout the country endorse the waters and send thousands of patients here to take the hot mineral baths and drink the waters. The bathing facilities here are the best in the South. However, the best general results are obtained by *drinking* the waters *fresh at the wells*.

A well known peculiarity of the water is that it destroys the desire for alcoholic stimulants. Recent discoveries show unmistakable proof that the waters are *radio-active*, in addition to having the properties that make them the world's greatest and best solvent for uric acid.

Hundreds of solid cars of the waters are shipped to distant points in the United States annually. Total shipments for 1910 was more than 3,000,000 bottles. The water shipments from here is greater than from all the other wells and springs in Texas combined, and it is the largest mineral water shipping point in the South or Southwest. The shipments of condensed water, crystals, and mineral oils, made from the natural waters, is a large and growing business. Orders are received from all parts of the United States for these by-products.

As a place to spend a vacation for rest, pleasure or health, for Southern people during the Summer and early Fall months and for Northern people during the winter and early spring months, Mineral Wells is the most popular and largely patronized resort in the entire Southwest. It is a city dedicated to tourists and health seekers, and there has been provided here a combination of "good things" unequaled by any similar resort in this country. The summer nights are always *cool*, and there are no mosquitoes. This, with the famous "sleepy waters," makes Mineral Wells the ideal place to rest and thoroughly enjoy a vacation.

After a thorough investigation of various cities throughout the South, from Atlantic to Pacific, Chas. A. Comiskey, President of the Chicago White Sox Baseball Club, selected Mineral Wells as their training ground, and after training here for the first time in the spring of 1911 he said, "I have tried California and I have tried Mexico, but the most favored of all the spots in these two parts of the world cannot rival Mineral Wells."

The words "Vacation and Mineral Wells" are linked together in the minds of countless thousands, so that they never think of going anywhere else for "repairs" or a vacation. You will always feel that you have "missed something" until you come to the "City of Radium Waters." Come now, and in the future it will be a habit with you, as with many others.









## McKinney, "The City of Home Builders"

Although one of the oldest towns in the state of Texas and for many years one of the wealthiest, McKinney has slept upon the rights and privileges which the bountiful hand of nature had so freely bestowed. Blest with a surrounding country whose soil is the richest within the confines of the state, and at the same time partaking freely of the natural growth of Texas, McKinney should have been today a city of similar proportions with Dallas, Houston and San Antonio instead of a city of 10,000; but because of the lassitude which follows the contentment of prosperity her people have left her to struggle along as best she might and to gradually sink in the census scale until, several years back, she ranked with the smaller and more inconsequential towns of Texas.

Now, however, all this has changed. A new life is throbbing through the little city and she is rapidly coming to her own. One bitter struggle made the next easier until nothing is out of reach. The Sherman-Dallas interurban offered itself as a grand opportunity for advancement and with a herculean effort the bonus was raised, the road built and McKinney became known as an awakening town.

The Texas Cotton Mill, fostered and promoted by local capital, was the second great stride, and now this magnificent mill, with its 5,500 spindles and over 600 looms, great modern buildings, the best machinery obtainable and a capitalization of \$200,000.00 stands as a monument to a progressiveness second to none in Texas.

Beautiful residences abound in McKinney—solid piles of masonry which would do credit to any city; cozy cottages which bespeak the thrifty nature of the inhabitants, and the still more humble "cot" which Burns has vivified as the home of labor and love. But the great thought of it all is that in McKinney everybody owns a home, hence the city's appellation—"The City of Home Builders."

A need has been felt for a higher institution of learning than our splendid high and ward schools. The people, in an earnest effort to overcome this need, have raised a bonus of \$75,000, which they have tendered the State of Texas on condition that a branch of the State A. & M. College, with an appropriation of an equal amount, be placed in McKinney by the legislature. This measure is even now on the calendar of both houses awaiting a call.

McKinney is the home of J. P. Burrus, owner of the justly famous Burrus flour mills of Fort Worth and heavy stock holder in the Collin County Mill and Elevator Co. of his own city. Mr. Burrus, with his fellow home-building townsmen—of whom there are a multitude in McKinney—is always ready to assist in a financial way in establishing new enterprises in McKinney.

Looking at McKinney in the light of these and many other great movements it may be easily realized that the erstwhile dormant town is rapidly becoming the type of "live wire" town so commonly associated with West Texas and very seldom thought of as being a part of North Texas. Therefore, we venture the prediction that McKinney—"The City of Home Builders"—will soon become the cynosure of all eyes, and that the homeseekers from the crowded sections of the North and East will pause to investigate the great possibilities and resources of McKinney before they go on to invest in land or homes where values are uncertain and results are a mere conjecture.

## Social Directory of McKinney, Texas

Abernathy, Mr. and Mrs. Wm.  
Abernathy, Mr. and Mrs. H. A.  
Abernathy, Mr. and Mrs. W. R.  
Abernathy, Mr. and Mrs. G. E.  
Abbott, Mr. and Mrs. Chas.  
Abbott, Dr. and Mrs. C. N.  
Abbott, Dr. and Mrs. S. H.  
Adams, Mr. and Mrs. G.

Allen, Mr. and Mrs. Dick,  
Allen, Mr. and Mrs. Wm.  
Alsup, Mr. and Mrs. G. M.  
Anderson, Mr. and Mrs. Arthur.  
Andrews, Mr. and Mrs. J. M.  
Barnes, Mr. and Mrs. J. W.  
Bell, Rev. and Mrs. J. M.  
Brannon, Mr. and Mrs. Fred.

Bristol, Mr. and Mrs. John.  
Brown, Mr. and Mrs. Robert.  
Brown, Mr. and Mrs. Geo. P.  
Brown, Mr. and Mrs. John.  
Bryant, Dr. and Mrs. A. F.  
Burrage, Mr. and Mrs. Richard.  
Burton, Dr. and Mrs. E. L.  
Burton, Mr. and Mrs. N. A.



# Social Directory of McKinney, Texas

Continued

Burrus, Mr. and Mrs. J. P.  
 Bush, Mr. and Mrs. Walter.  
 Bond, Mr. and Mrs. W. H.  
 Boyd, Mr. and Mrs. W. L.  
 Church, Judge and Mrs. John.  
 Clifton, Mr. and Mrs. L. C.  
 Coffee, Mr. and Mrs. S. P.  
 Coleman, Prof. and Mrs. T. A.  
 Couch, Mr. and Mrs. Jos.  
 Crouch, Mr. and Mrs. L. W.  
 Crouch, Mr. and Mrs. J. P.  
 Davis, Mr. and Mrs. H. L.  
 Dillow, Mr. and Mrs. I.  
 Ditto, Mr. and Mrs. W. E.  
 Dowell, Mr. and Mrs. J. S.  
 Dowell, Mrs. J. P.  
 Doygett, Mr. and Mrs. J. L.  
 Elliott, Mr. and Mrs. L. L.  
 Emerson, Mr. and Mrs. Frank.  
 Emerson, Mr. and Mrs. Fred.  
 Emerson, Mr. and Mrs. Cliff.  
 Emerson, Mrs. Thos.  
 Erwin, Dr. and Mrs. J. C.  
 Estes, Mr. and Mrs. Ben.  
 Everett, Mr. and Mrs. T. F.  
 Ferguson, Mr. and Mrs. John.  
 Field, Mr. and Mrs. J. W.  
 Finch, Mr. and Mrs. H.  
 Fincher, Rev. and Mrs. E. B.  
 Fitzhugh, Mr. and Mrs. J. G.  
 Franklin, Mr. and Mrs. J. L.  
 Fox, Mr. and Mrs. Geo.  
 Garnett, Mr. and Mrs. M. H.  
 Gerrish, Mr. and Mrs. Will.  
 Gibson, Dr. and Mrs. J.  
 Graves, Mr. and Mrs. L. V.  
 Greer, Mr. and Mrs. J. L.  
 Greer, Dr. and Mrs. J. C.  
 Goodner, Capt. and Mrs. T. L.  
 Gough, Senator and Mrs. J. R.  
 Hammond, Mr. and Mrs. S. T.  
 Harris, Mr. and Mrs. Plumm.

Harrison, Mr. and Mrs. W. B.  
 Heard, Mr. and Mrs. S. D.  
 Heard, Mr. and Mrs. John.  
 Heard, Mr. and Mrs. Chas.  
 Heard, Dr. and Mrs. W. T.  
 Hedger, Dr. and Mrs. F. G.  
 Hill, Mr. and Mrs. John.  
 Hill, Mr. and Mrs. Ben.  
 Hill, Mr. and Mrs. D. C.  
 Hill, Mr. and Mrs. W. R.  
 Hill, Mr. and Mrs. F. M.  
 Hill, Prof. and Mrs. J. W.  
 Houston, Dr. and Mrs.  
 Houston, Mr. and Mrs. Wallace.  
 Howell, Mr. and Mrs. Walter.  
 Howell, Mrs. Sara.  
 Hynds, Mr. and Mrs. Wm.  
 Johnson, Mr. and Mrs. B. F.  
 Johnson, Mr. and Mrs. John.  
 Jones, Mr. and Mrs. Franklin.  
 Kistler, Mr. and Mrs. H.  
 King, Rev. and Mrs. E. E.  
 Kirkpatrick, Mr. and Mrs. E. W.  
 Largent, Mr. and Mrs. Joe.  
 Love, Mr. and Mrs. R. G.  
 Love, Capt. and Mrs.  
 Lovejoy, Mr. and Mrs. J. L.  
 Massie, Rev. and Mrs. Sam.  
 Matthews, Mr. and Mrs. W. S.  
 Mathews, Mr. and Mrs. W. H.  
 Mathery, Mr. and Mrs. Sam.  
 Merrett, Mr. and Mrs. Clarence.  
 Metz, Dr. and Mrs.  
 McAuley, Mrs. E. N.  
 McClelland, Rev. and Mrs. H.  
 McDonald, Mrs. H. H.  
 McKinney, Mr. and Mrs. Giles.  
 Newsome, Mr. and Mrs. W. B.  
 Newsome, Mr. and Mrs. E. A.  
 Oneal, Mr. and Mrs. Geo.  
 Parvin, Mr. and Mrs. H. M.  
 Pearson, Judge and Mrs. J. M.

Perkins, Mr. and Mrs. F. D.  
 Perkins, Senator and Mrs. Tom.  
 Price, Mr. and Mrs. Walter.  
 Provine, Dr. and Mrs.  
 Powell, Mrs. Maude.  
 Purnell, Mr. and Mrs. Wm.  
 Quesenberry, Mr. and Mrs. Benge.  
 Rhea, Mr. and Mrs. J. C.  
 Rucker, Dr. and Mrs.  
 Scott, Mr. and Mrs. S. O.  
 Scott, Mr. and Mrs. L. A.  
 Scott, Mr. and Mrs. Alfred.  
 Shirley, Mr. and Mrs. Mort.  
 Sims, Mr. and Mrs. W. H.  
 Sliff, Mr. and Mrs. Glenn.  
 Smith, Mr. and Mrs. Howell E.  
 Smith, Mr. and Mrs. Albert.  
 Smith, Mr. and Mrs. Harry.  
 Smith, Mr. and Mrs. J. Frank.  
 Smith, Rev. and Mrs. Oscar.  
 Stewart, Mr. and Mrs. O. C.  
 Stiff, Mrs. J. D.  
 Suttle, Mr. and Mrs. W. P.  
 Thompson, Rev. and Mrs. W. D.  
 Thompson, Mr. and Mrs. K. D.  
 Truett, Mr. and Mrs. L. J.  
 Waddill, R. L.  
 Warden, Mr. and Mrs. Henry.  
 Webb, Mr. and Mrs. J. W.  
 Wesman, Mr. and Mrs. S.  
 White, Mr. and Mrs. P. Less.  
 White, Mr. and Mrs. Henry.  
 White, Mr. and Mrs. J. L.  
 Wiley, Dr. and Mrs. T. W.  
 Wilcox, Mr. and Mrs. Geo.  
 Wilcox, Mr. and Mrs. Frank.  
 Wilcox, Mr. and Mrs. Jim.  
 Wilson, Mr. and Mrs. W. B.  
 Wilson, Mr. and Mrs. Geo.  
 Younger, Mrs. Frances.

## Waxahachie, Texas

Waxahachie, the County Seat of Ellis County, is a city of 10,000 population, and one of the most enterprising cities in central Texas today. She has four banks, more and larger gin plants than any town in Texas, 3 cotton oil mills, one cotton goods mill, which weaves 5,000 bales of cotton per year, and one of the very best water and sewerage systems in the entire State.

Waxahachie has one of the best equipped libraries in the entire State, has one daily newspaper and two weekly papers, and a high class printing office. She is mainly a residence and college town largely supported by agricultural resources.

Waxahachie is the seat of Trinity University, which is the property of the Presbyterian Church of the U. S. A. branch. It was formerly located at Tehuacana, Texas, but on account of its inaccessibility there it was decided to move to a better location. After careful consideration it was decided to accept the \$80,000 bonus and move to Waxahachie. It is a co-educational school and the courses of study are equal to those maintained by the best colleges and conservatories in the country.





## Waco, Texas

By MISS ELEANOR WATSON

There are larger cities in Texas, and those which have more manufacturing enterprises, but there are none better located than Waco, the county seat of McLennan County. She is the center of the black land district, which is composed of fifty-two counties in Texas, and one-fifth the entire cotton crop of the world is raised within 200 miles of her. McLennan County contains 6,000 farms on which are raised corn, wheat, oats, melons and potatoes, and Waco is the distributing point for these articles. The city is enclosed by an elevation which tends to ward off cyclones and dangerous storms. It is a notable fact that there has never been a destructive storm in Waco.

### HEALTH

The city is divided by the Brazos River, better known as "The Mississippi of Texas", which alone would furnish sufficient water supply for a much larger city than Waco. Her artesian wells are numerous, one having been reached at a depth of 40 feet, which flows a million gallons per week, containing such properties as will make Waco one of the biggest health resorts in the United States. She has the lowest death rate of any city in the South. Within three years' time, by actual count, there has not been a single death by consumption. Her winters are mild, her summers pleasant.

### WEALTH

McLennan County's assessed valuation is \$50,000,000 and the valuation of Waco in round numbers is \$25,000,000. The live stock of the county is valued at two and a quarter million dollars, and in one year her farm products reached the value of over three and one half-million dollars. She has six insurance companies, one bonding company and eight banks with deposits within the neighborhood of \$10,000,000.

### INSURANCE

Waco has the best fire protection in her district and at the lowest rate.

### GROWTH

Just a little over fifty years ago Waco was an Indian village; today she is a thriving little city, whose population is estimated at 30,000, with a twenty-two story building rising to the sky. She is rapidly becoming a railroad center, already having the tracks of four railroad companies, and several others under advisement, and when the Brazos River is made navigable from its mouth to Waco (a distance of over two hundred miles) her growth will be more rapid than even in the past.

### CONSTRUCTION

The progressiveness of a city is determined by the number of buildings erected in a given time, and in this line Waco stands near the front. Within the past three years buildings to the amount of \$2,655,000 have been erected, those to the amount of \$475,000 are in course of erection, and those to the amount of \$780,000 will be erected within a short time, making a grand total within four years of \$3,910,000.

### OPPORTUNITIES

The manufacturing field is open for cotton seed oil mills, knitting mills, cloth mills, flour mills, grist mills, cereal mills, elevators, breweries, iron foundries, steel manufacturies, planing mills, wood work, cheese factories, packeries, medicine manufacturies, brick work, sewer piping, lime kilns, granite works, twine mills, and all kinds of manufacturing. On account of the favorable graduated mileage freight rate, Waco manufacturers are able to supply sister cities and states at lower freight rates than they obtain staple articles from New York. Waco has the only woolen mill, manufacturing wool cloth in central Texas, and has one of the best equipped glass works, both plain and ornamental, in the South.

### SCHOOLS AND CHURCHES

Waco is sometimes called the Athens of Texas, on account of her educational facilities. She is the seat of Baylor University, which has an average yearly attendance of 950 students, several denominational schools, well equipped business colleges, and a public school system second to none. She has several beautiful chapter houses and a handsome Carnegie library. Her people are religiously inclined, having builded 60 churches and a handsome Y. M. C. A. building, thus lending a moral atmosphere unequalled.





# Social Directory

of

## Waco, Texas

Abeel, Mr. and Mrs. Alfred, 517 N. Fourth St.  
Ashburn, Mrs. E. J., 1221 Franklin St.

Baker, Mr. and Mrs. Jas. B., 903 Columbus St.  
Baker, Mr. and Mrs. Jno. W., Jack Bill Lou.  
Baker, Mr. and Mrs. W. S., 703 Washington St.  
Black, Mr. and Mrs. L. B., 1003 Columbus St.  
Bogges, Mr. and Mrs. Albert, 1715 Columbus St.  
Bolton, Mr. and Mrs. E. R., 1223 Austin St.  
Bollinger, Mrs. C. D., 1430 Columbus St.  
Brewer, Mr. and Mrs. H. K., Seventeenth and Columbus.  
Boynton, Mr. and Mrs. C. A., 1324 Austin St.  
Boynton, Mrs. J. F., 1515 Austin St.  
Brooks, Dr. and Mrs. S. P., 1024 Speight St.

Cameron, Mr. and Mrs. Wm., 1715 Washington St.  
Cameron, Mrs. Wm., 1223 Austin St.  
Carroll, Mrs. F. L., 705 Speight St.  
Cartwright, Mr. and Mrs. R. L., 1922 N. Sixth St.  
Caufield, Mr. and Mrs. Thos. A., 510 N. Twelfth St.  
Clark, Mr. and Mrs. Irwin.  
Clifton, Dr. and Mrs. W. R., Jefferson and Third Sts.  
Clifton, Mr. and Mrs. Albert.  
Clisbee, Mr. and Mrs. C. M., 2120 Washington St.  
Cooper, Mr. and Mrs. J. B., 1624 Austin St.  
Cooper, Mr. and Mrs. M. A., 1801 Austin St.  
Cowan, Mr. and Mrs. A. B., 517 S. Fourth St.

Davidson, Mr. and Mrs. W. R., Seventeenth and Morrow.  
Davis, Mr. and Mrs. J. Lee, 1728 Franklin St.  
Davis, Mr. and Mrs. W. W., 1700 Austin Ave.  
Dennis, Mr. and Mrs. R. T., 1923 Austin Ave.  
Dockery, Mr. and Mrs. J. M., 1324 N. Fifth St.  
Drake, Mr. and Mrs. E. F., 2122 Washington St.

Eddins, Mr. and Mrs. D. S., 1009 Washington St.  
Edwards, Mr. and Mrs. A. A., 1904 Columbus

Forman, Dr. and Mrs. Frank, 1603 Washington St.  
Fort, Mr. and Mrs. F. W., 503 S. Fourth St.  
Fort, Mr. and Mrs. W. F., 1215 Franklin St.  
Foscue, Mr. and Mrs. G. B., Twelfth and Columbus.  
Foster, Mr. and Mrs. W. M., Thirteenth and Columbus  
Friend, Miss Kate, 525 N. Twelfth St.

Geer, Mr. and Mrs. W. L., 903 Columbus Ave.  
Gross, Mr. and Mrs. H., 1709 Austin Ave.

Hamilton, Col. and Mrs. Chas., 1521 Austin Ave.  
Harrigan, Dr. and Mrs. Jno. T., 1313 S. Eighth St.  
Hays, Mr. and Mrs. T. D., 1311 Austin Ave.  
Hays, Mr. and Mrs. W. B., 1103 Jefferson.  
Hengst, Dr. and Mrs. P. R., 1808 Austin Ave.  
Hill, Mr. and Mrs. J. S., 1921 Columbus.  
Hirshberg, Mr. and Mrs. S., 1425 Austin St.  
Hoffman, Mr. and Mrs. W. H., 1813 Webster St.  
Hutcheson, Mr. and Mrs. B. L., 1009 Columbus Ave.

James, Mr. and Mrs. F. K., Sixteenth and Morrow.  
Johnson, Mr. and Mrs. Jno. D., 1504 Columbus Ave.  
Johnson, Mr. and Mrs. W. H., 1910 Austin St.  
Jones, Mr. and Mrs. W. H., 1512 Columbus St.  
Jordan, Mr. and Mrs. H. P., 2021 Austin St.

Kendall, Mr. and Mrs. Ben, 1322 Washington St.  
Kendall, Mrs. W. W., 621 Speight St.  
Killingsworth, Mr. and Mrs. W. P., Twelfth and Brook.  
Killough, Mr. and Mrs. R. B., 1105 Austin St.  
Koch, Mr. and Mrs. A. W., 1625 Columbus.

Lacy, Mr. and Mrs. W. D., Thirteenth and Washington Sts.  
Lattimore, Prof. and Mrs. J. C., 1124 S. Fifth St.

Mackey, Mr. and Mrs. J. H., 320 N. Twelfth St.  
Marshall, Mr. and Mrs. E. W., 1704 Washington St.  
Matthews, Mr. and Mrs. R. L., Sixteenth and Morrow.  
McAshan, Mr. and Mrs. S. M., 1700 Washington St.  
McCullough, Mr. and Mrs. L. B., 407 Columbus St.  
McCullom, Mr. and Mrs. A. R., 1012 Austin St.  
McCullough, Mr. and Mrs. W. H., 1711 West.  
McCullough, Mr. and Mrs. Tom, N. Eighteenth and Bosque Sts.

McGregor, Mrs. A. P., 725 Columbus St.  
McLendon, Mr. and Mrs. A. P., 1029 Austin Ave.  
McLendon, Mr. and Mrs. Geo. K., 1410 Austin St.  
McLendon, Mr. and Mrs. Ralph, 1811 Bernard St.  
McMullen, Mr. and Mrs. T. N., 1023 Austin Ave.  
Milam, Mr. and Mrs. J. R., 407 N. Twelfth St.  
Miller, Mr. and Mrs. F. L., 1211 Washington St.  
Mistrot, Mr. and Mrs. H. B., Nineteenth and Morrow.  
Minier, Mr. and Mrs. H. M., 1307 Cedar Ave.  
Moore, Mr. and Mrs. Bart, 1619 Washington St.  
Moore, Mr. and Mrs. Chas. E., 1124 Franklin St.  
Munroe, Mr. and Mrs. R. L., Twenty-fifth and Ethel Sts.

Nash, Mr. and Mrs. E. R., Jr., 1720 Barnard St.  
Nash, Mr. and Mrs. E. R., 1703 Sanger Ave.  
Neff, Mr. and Mrs. P. M., 2110 Austin St.

Pace, Miss Kyle, The Kyle.  
Padgett, Mr. and Mrs. Clint, 1325 Columbus St.  
Patton, Mr. and Mrs. R. G., 1609 Columbus St.  
Powers, Mr. and Mrs. J. J., 1605 Morrow.  
Puckett, Mr. and Mrs. L. C., 1423 S. Eighth St.

Ray, Mr. and Mrs. Jno. C., 1625 Sanger Ave.  
Roberts, Mr. and Mrs. A. R., 620 Speight St.  
Rotan, Mr. and Mrs. E., 1503 Columbus St.  
Rotan, Mr. and Mrs. Geo. V., 1505 Columbus.  
Rowe, Mr. and Mrs. J. F., 326 N. Fourteenth St.

Sanford, Mr. and Mrs. A. D., 1124 Franklin St.  
Sanger, Mr. and Mrs. A. H., 1824 Washington.  
Sanger, Mr. and Mrs. Sam, Sixteenth and Columbus.  
Seeley, Mr. and Mrs. I. W., 1411 Franklin St.  
Sanger, Mr. and Mrs. C. L., 1602 Columbus St.  
Scott, Dr. and Mrs. B. L., 1514 Austin St.  
Scott, Mr. and Mrs. S. R.  
Seley, Mr. and Mrs. C. M., 1511 Washington St.  
Seley, Mr. and Mrs. W. W., 224 N. Eighth St.  
Shear, Mr. and Mrs. H. H., 1317 Washington St.  
Shumate, Mr. and Mrs. N. T., 916 Columbus St.  
Sleeper, Mr. and Mrs. Jno., 1111 Austin St.  
Smith, Mr. and Mrs. Holloway, 602 N. Thirteenth St.  
Smith, Mrs. Jessie G., 2001 Washington St.  
Smith, Mr. and Mrs. N. K., Fifteenth and Columbus.  
Spanell, Mr. and Mrs. H. J., 2012 Austin St.  
Spencer, Mr. and Mrs. R. B., Fourteenth and Columbus.  
Stribling, Mr. and Mrs. O. L., 1524 Washington.  
Sturgis, Mr. and Mrs. E. A., 526 S. Fifth.

Turner, Mr. and Mrs. Ralph, 2105 Columbus Ave.

Warner, Mrs. A. B., 528 N. Thirteenth St.  
Williamson, Mr. and Mrs. J. D., 1626 Washington.  
Willig, Mr. and Mrs. Geo., 4 miles S. Third St.



# Irrigation Makes Fertile a Vast Area in Lower Pecos and Toyah Valleys

## Land Enough Under Irrigation to Make Homes for Thousands

Less than a decade ago, the free range of West Texas claimed the attention and occupation of prominent cattle owners, attracted by the natural advantages there presented.

To enjoy the greatest increase from their herds it was necessary to have a range furnishing sufficient water and pasture, properly to nourish them.

The combination of a warm and dry climate and a freedom from harrassing insects made a section thus favored especially attractive to the occupation of cattle raising.

There might be expected the greatest percentage of increase with the minimum of loss and expense of maintenance. For these reasons West Texas properly became known as the best cattle breeding country in the United States, with the Pecos and Toyah Valleys as its most favored section.

**PRODUCTIVE VALLEYS**—Gradually the evolution from cattle raising to farming continued, until today these valleys stand the recognized equal of any section in the United States in point of productivity of soil, healthfulness and desirability for a home.

Trainloads of incoming more attention than the once

This sudden change has onstrating the possibilities of dium of irrigation.

The natural slope of the without the question of surface against excessive subirrigation tion.

The consistency of the soil through canals, having a 75 harmful erosion.

**MANY SPRINGS**—found, constant in flow, not drouth.

The largest of these perured capacity of 66 cubic

Although located in a and favored by nature in many water is permitted to waste at

Other springs, having a the construction of complete neglected.

In addition to the gravity waters of the Pecos River, Phantom Lake, the abundance pumping is attracting the at-whose property lies some dis-

The estimate of irrigable Valleys can be safely placed at only 340,640 acres has received gation.

**CHARACTER OF SOIL** the district gives the key to of the soil, for from the rocks the rich lands of the valleys.

The prevailing rocks underlands are lavas, limestones decomposition have come the

The soil is of a remarkable soil near the surface for the

It is mostly a sand and and durable, and productive East.

**ARTESIAN WELLS VALLEY**—Because of the available for pumping in the of the artesian flow belts have the limits which were easily surrounding Pecos City, the at from 76 to 250 feet in suf-and irrigation uses. In the is found at a depth of 90 to 350

City a 1-inch well 240 feet deep has demonstrated its ability to furnish sufficient water to irrigate 100 acres. The artesian belts in the districts above mentioned comprise the following areas: Pecos City, 42,000 acres; Toyah 19,000 acres. As development and cultivation extends from these different cities wells are being put down, and the proven fields are constantly being extended.

The advance in land value in the Lower Pecos Valley during the past few years has been brought about by the development work which has been undertaken by the settlers and farmers who have accepted this section for a home. During the past three years \$1,200,000 has been expended in the construction and betterment of irrigation systems which will bring under irrigation over 50,000 acres of land.

A few figures showing the tax valuation, etc., for Reeves County will give a fair demonstration for the entire Lower Pecos Valley. The tax rolls of the County show a gain in property value for 1900 to 1905 amounting to \$205,587, being a gain of only a little more than 10 per cent. The four years following, however, from 1905 to 1909, show the nature of the development of the country, and the general wave of Pecos Valley immigration and improvement and upbuilding. The total is first surprising, then almost astounding. The assessor's roll for 1909 shows a total increase in valuation of \$5,209,073, or 278 per cent. Property in Reeves County then almost tripled in value during the years 1906, '07, '08, '09.



A Flowing Well Four Miles South of Pecos, Texas

homebuilders now attract no familiar trains of cattle, been produced largely by dem-the country through the me-

land makes irrigation possible distribution and providing being given much considera-

permits of conducting water per cent rate of grade without

Large numbers of springs are being affected by freshet or

sonally observed had a meas-second feet.

wonderfully productive valley, ways, about 60 per cent of this present.

sufficient capacity to warrant irrigation systems, are entirely

systems made possible by the Toyah Creek and springs, and of shallow water available by tention of the land owners, tance from the streams.

lands in the Pecos and Toyah 2,636,000 acres, of which are a any attention tending to irri-

—The study of the geology of the character and composition of the mountains have come

lying and forming the higher and sandstones, and from their fertile soils of the valleys.

depth and there is no raw sub-farmer to fear turning up, clay loam, strong, substantial to a degree unknown to the

**IN THE LOWER PECOS** abundance of shallow water Lower Pecos Valley, the limits not been developed beyond proven. In the artesian belt artesian flow is encountered ficient quantities for domestic Toyah field the artesian water feet. In the vicinity of Pecos

For illustrated booklet address,

E. P. TURNER, Gen'l Passenger and Ticket Agent, Dallas, Texas.



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and  
FIG LANDS**

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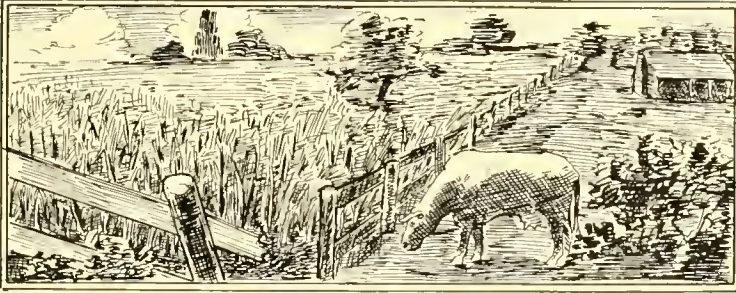
**BOUGHT  
SOLD &  
EXCHANGED**

**GRAZING  
LANDS**

*CORRESPONDENCE  
SOLICITED  
LISTINGS  
EXCHANGED*

**IRRIGATED  
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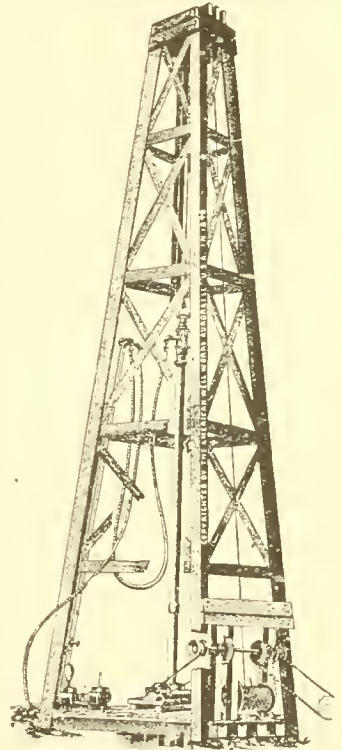
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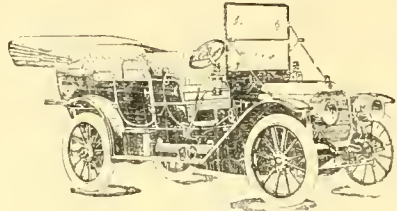
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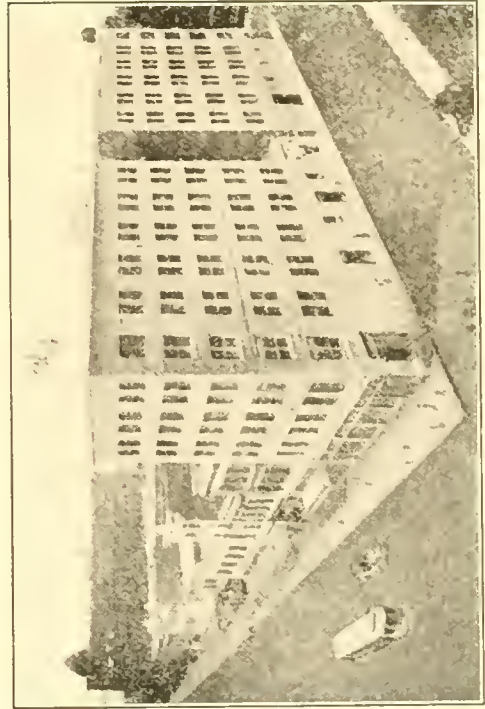
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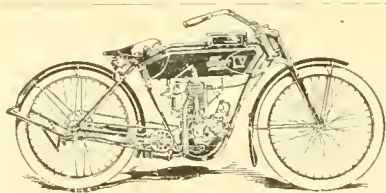
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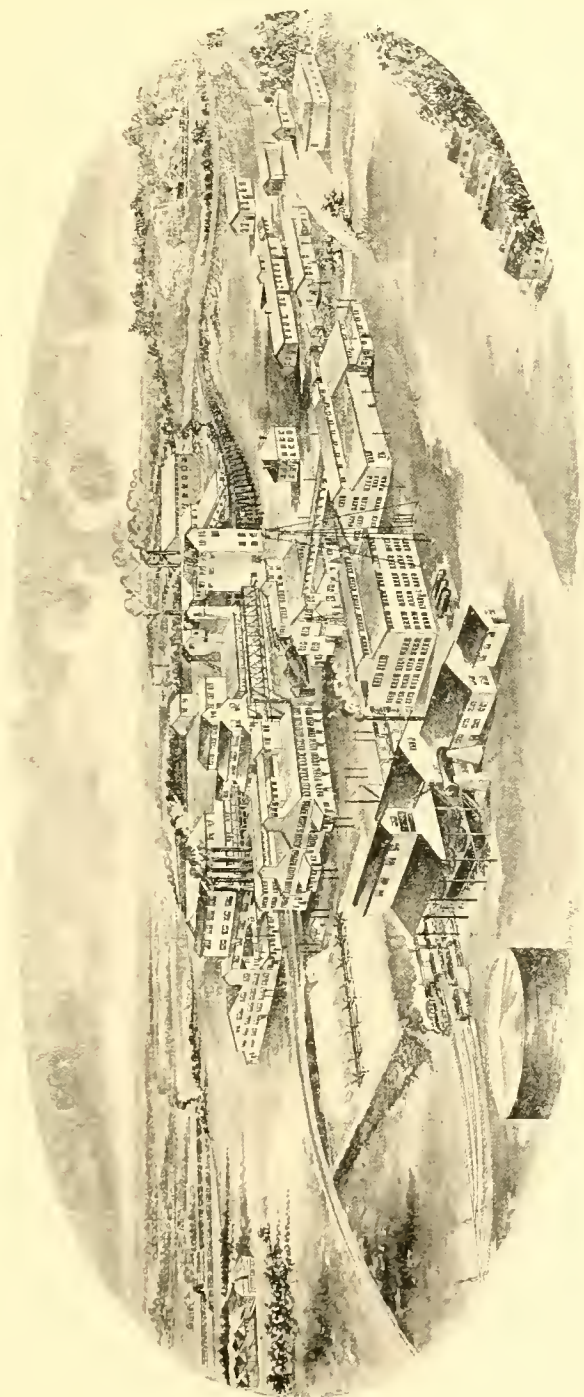
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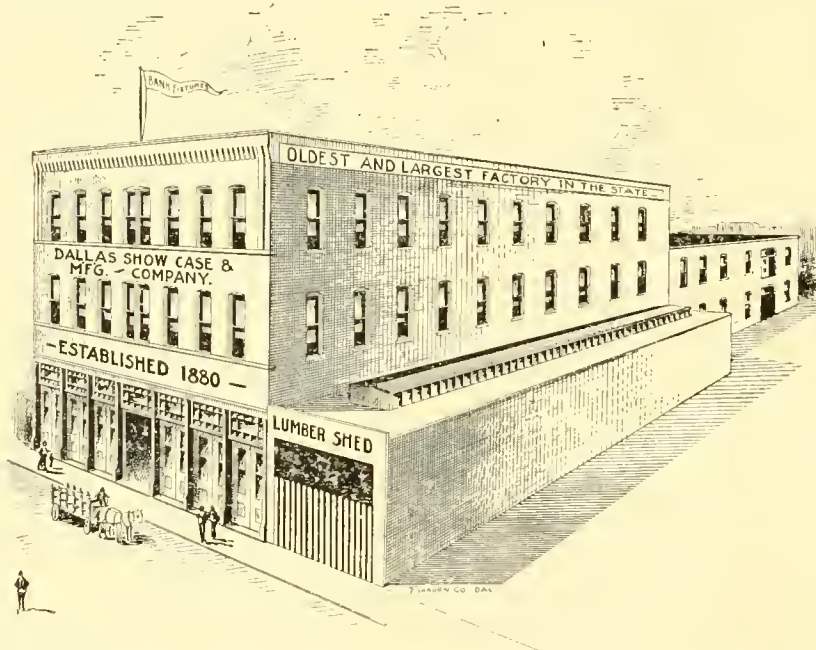
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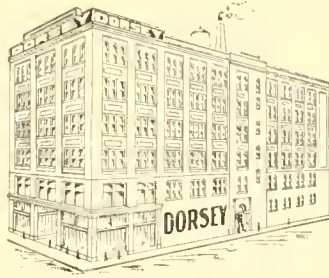
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