

**Oral History Interview of  
Pat Ellebracht**

**Interviewed by: Robert Weaver and Monte Monroe  
May 20, 2013  
Lubbock, Texas**

**Part of the:  
*Southwest Collection General Oral Histories***

© Southwest Collection/  
Special Collections Library



TEXAS TECH UNIVERSITY

**Southwest Collection/  
Special Collections Library**

15th and Detroit | 806.742.3749 | <http://swco.ttu.edu>

## Copyright and Usage Information:

An oral history release form was signed by Pat Ellebracht on May 20, 2013. This transfers all rights of this interview to the Southwest Collection/Special Collections Library, Texas Tech University.

This oral history transcript is protected by U.S. copyright law. By viewing this document, the researcher agrees to abide by the fair use standards of U.S. Copyright Law (1976) and its amendments. This interview may be used for educational and other non-commercial purposes only. Any reproduction or transmission of this protected item beyond fair use requires the written and explicit permission of the Southwest Collection. Please contact Southwest Collection Reference staff for further information.

### Preferred Citation for this Document:

Ellebracht, Pat Oral History Interview, May 20, 2013. Interview by Robert Weaver and Monte Monroe, Online Transcription, Southwest Collection/Special Collections Library. URL of PDF, date accessed.

*The Southwest Collection/Special Collections Library houses almost 6000 oral history interviews dating back to the late 1940s. The historians who conduct these interviews seek to uncover the personal narratives of individuals living on the South Plains and beyond. These interviews should be considered a primary source document that does not implicate the final verified narrative of any event. These are recollections dependent upon an individual's memory and experiences. The views expressed in these interviews are those only of the people speaking and do not reflect the views of the Southwest Collection or Texas Tech University.*

## Technical Processing Information:

The Audio/Visual Department of the Southwest Collection is the curator of this ever-growing oral history collection and is in the process of digitizing all interviews. While all of our interviews will have an abbreviated abstract available online, we are continually transcribing and adding information for each interview. Audio recordings of these interviews can be listened to in the Reading Room of the Southwest Collection. Please contact our Reference Staff for policies and procedures. Family members may request digitized copies directly from Reference Staff.

Consult the Southwest Collection website for more information.

<http://swco.ttu.edu/Reference/policies.php>

### Recording Notes:

*Original Format:* Born Digital Audio

*Digitization Details:* interview recorded in multiple parts on multiple recorders; compiled into one large file for transcript

*Audio Metadata:* 44.1kHz/ 16bit WAV file

*Further Access Restrictions:* N/A

### Transcription Notes:

*Interviewer:* Robert Weaver and Monte Monroe

*Additional Parties Present:* Steve Allen (friend of Ellebracht)

*Audio Editor:* Elissa Stroman

*Transcription:* Whittney Davis, Christopher Cunningham

*Editor(s):* Cammy Herman

*Final Editor:* Robert Weaver, Elissa Stroman

## Transcript Overview:

This interview features Pat Ellebracht, retired college professor and graduate of Texas Tech University. Ellebracht discusses in great detail his relationship with influential stock investors of the twentieth century, brought about through telelectures conducted for his classes. Ellebracht also recalls his childhood in Mason County Texas, his family, changes in academia over the years, and what he does in his retirement.

**Length of Interview:** 04:56:59

<b>Subject</b>	<b>Transcript Page</b>	<b>Time Stamp</b>
Discussion of materials brought to SWC and Various Projects		
Family history	6	00:01:18
Describing family members in a picture	7	00:08:01
Ellebracht shows books and articles	9	00:14:18
Anna Mebus Martin	11	00:19:46
Ellebracht's other writings	13	00:24:14
Warren Buffet	14	00:26:33
Benjamin Graham and Phillip Fisher	16	00:34:03
Invests in Texas Instrument stocks	17	00:38:46
Meeting Fisher in San Francisco	18	00:47:05
Earl Bakken and Blue babies	18	00:49:08
Meets with Graham again	19	00:54:35
Description of more items brought to SWC	20	00:58:20
Formal Oral History Interview		
Family background and history	23	01:01:14
Home life, growing up	27	01:14:45
Working in Saudi Arabia	28	01:25:03
Anecdote about motor scooter	30	01:31:57
Becoming a college professor, getting married	31	01:38:49
More recollections of Ellebracht's father	32	01:44:45
Military High School	36	01:56:45
Higher Education and Teaching		
Changes in college	38	02:05:50
Ellebracht writing his thesis	40	02:14:07
Technology and Equipment Changes	40	02:17:21
Why Ellebracht came to Texas Tech	43	02:23:24
College Experience	43	02:28:00
Finding work after college	44	02:30:45

General Observations and Recollections

Growth and decline of businesses	45	02:34:16
Race issues in the sixties	46	02:39:24
Kirksville Missouri history	48	02:49:16
After retirement: historical society, investment	49	02:53:40
Future investment in stem cell research	49	02:58:28
Where to put money later in life	50	03:01:17
Mesa Laboratories and other companies	50	03:04:25
Investing and paying for college	51	03:08:03
More on Benjamin Graham and Phillip Fisher	52	03:16:06
Nucor Company, Kenneth Iverson	54	03:29:20
Meeting Fisher	55	03:30:41
How Ellebracht contacted people (ex: Arthur Rock)	56	03:37:30
Robert Noyce	57	03:45:00
Beginning of Walmart	58	03:49:04

Wrapping Up

Ellebracht's wife, kids, and grandkids	59	03:54:43
Starting the teleconferences	60	03:56:35
Telelecture with Ross Perot	61	04:00:08
Ellebracht's other interviews, transcripts	62	04:06:32
Interview and transcript with John Herzog	62	04:07:27
Financial History Museum and Herzog	63	04:12:42
FI DuPont goes under	64	04:15:43
Telelecture with Smuckers	65	04:20:00
Why Ellebracht chose Texas Tech	66	04:27:28
Evetts Haley connection	67	04:29:06
Fine art collection	69	04:36:09
Dan Howard (artist)	70	04:45:36
Influential Professors at Tech	72	04:50:20

**Keywords**

Mason County Texas, Warren Buffett, economics, investment, stock market, higher education, Texas Tech, Missouri



**Monte Monroe (MM):**

*(recording begins midsentence)*

2013. Monte Monroe at the Southwest Collection/Special Collections Library at Texas Tech University. We're here with Pat Ellebracht, from Missouri, formally of Mason County, Texas, and his friend Steve Allen who teaches at Truman University up in Missouri right now. And they are traveling down to Mason, Texas and bringing some stuff to the Southwest Collection as well as some bronzes to the National Ranching Heritage Center. And Mr. Ellebracht is going to tell us about some of the materials he's got here with him today. Go ahead Pat.

**Pat Ellebracht (PE):**

This is a short article that was in the *Texas Techsan*. They sent me a questionnaire, and I filled it out. I think that was published in 1998, and then they wrote me and wanted to do that article and they wanted a picture, and I sent them the picture when my wife and I were at Luckenbach, which is out east of Fredericksburg. And it was a nice article, and then on the back of it was—when my great great grandparents came from Germany, to Texas in 1845, my great great grandparents bought four, I believe it was four sons and they came in 1845, and they had this land grant in Texas and they left Bremen [Germany]. I think it was about the fifteenth of October, and they arrived down close to Galveston on Christmas day, 1845. And then they—it took them several months to work their way up to—they first stopped at New Braunfels, and then they went on to Fredericksburg and my father got these stories from his grandfather. His grandfather was seven years old when they came. And in the summertime, my father's parents lived in Mason most of the time when he was growing up, and they would send him in the summer to stay with grandpa. And grandpa would tell him all these stories, and so my father remembered his grandfather very well. And so anyway, my great great grandfather was a wheelwright; he made wagon wheels. And I think they came to Texas because they were nearly starving in Germany. But anyway they were one of the first families in Fredericksburg, probably ten or fifteen years ago there were I guess fifteen pioneer families honored in Fredericksburg and he was one of them. His name was Frederick Albert Ellebracht, and this son was—they always called him Chris, but he was not the oldest of those children. He was—but anyway, they stayed in Fredericksburg for several years probably ten years, maybe fifteen years because the Indians were so bad they couldn't move up on this property that was on Beaver Creek. It's in Mason County. See when you cross the Llano River going south, why in about two miles you'll cross another bridge and that's Beaver Creek. And so I guess they moved up there about probably--about 1860, is probably about when they moved up there. They built a rock house that still stands, I've got some pictures of it. And the—trying to think—and I don't know, those other brothers, they sort of scattered and anyway there's a picture in this. This is—several women put this together and this is a family history of the Ellebracht's, and if you turn it over here this is my grandfather and my grandmother, great grandfather and great grandmother.

MM:

Pat, where are the originals of these photographs, do you know? Are they with other family members now?

PE:

I don't know. I think we had them, but I don't know where they are. I don't know if I got them back from when they made this book. And the people that made this book, one of them is named—she's an old maid, name was Janice Spade. Her mother—I guess her mother or grandmother—yeah Janice Spade, and these are the people that put this together. And when we gave them those pictures, I'm not sure we got them back. I'm not sure of what sort of arrangement we made with them; I don't remember. This is the house that they built, and that is down there, it's on—you turn going south on the highway right before you get to Beaver Creek, I forget—and you go down there, I don't know how many miles but it's on Thread Hill, Thread something, and you take this road off to the left and you go down that road probably two or three miles, and this house is on the right hand side. It's on the blue bonnet tour that they take in Mason County. This picture here, they had been in this country for about forty-five years. You know those people look hungry. I mean they look almost wild. He would have been—now this daughter, let's see who that was—

MM:

Here's the list.

PE:

I'm not sure I—I believe this daughter was by previous marriage—but my grandfather was the oldest child, and he had already left home, so he's not in there. And his name was Will, and he owned a cotton gin in Mason County, and he operated the ice house in Mason—

MM:

I remember you telling me about that.

PE:

My dad always said he was very mechanical, that he—but I can't think—but she is not among this bunch of children. And anyway this is sort of a history of the Ellebracht's, and this is a picture of my grandfather, this is—

MM:

So this is Will?

PE:

This is Will, right. He died in I think 1929, I never did know him. I never did know either one of them. Now here's my mother and dad. This is when—my mother and dad married in 1915; this is a picture of my dad when he was a baby. And I don't know where that picture was taken. They were married in 1915, and that was the same year that they moved that Martin house, I don't know if you've ever seen that store, and I've got that story. This is the picture of my dad; he would have been sixty five. But—both my mother and my dad were born in 1895. They went to school there at Mason, my dad went through the first seven grades I think, he quit school. One of this first jobs was he drove the horses for liquor salesman that sold liquor going out west to Junction, and I don't know how far west that they went. He worked around delivery stable. And then this is a picture of him, he would have been—this was—

MM:  
1980.

PE:

1980, he would have been eighty-five here, they would have both been eighty-five and that would have been two years before my dad died and let's see, my mother lived another three years after that.

MM:

So she lived into her nineties.

PE:

She was just short of her ninetieth birthday about a few days. And this is a picture of—I'm glad you turned that. That's a picture of them. My dad and a man by the name of John Owens, had mules, and they're the ones that moved the Martin house. And they also made the steel beams to go in the bridges at Junction; they picked those steel beams up at Menard and brought them on the train to Menard and then they picked them up and they hauled them to Junction and I think—

MM:

Was that for the bridge over the river?

PE:

That was the bridge over the river.

MM:

I just went out there Thursday.



PE:

I don't know if it's the same bridge—I haven't been to Junction—they made about thirty trips to carry those, and I don't know how far it is from Junction to Menard, it's probably thirty miles you know. I don't—and then this is the—you may have this article somewhere; I might have sent you this article.

MM:

No you didn't.

PE:

But this is an article that was written by Elmer Kelton—

MM:

You told me about the article.

PE:

That's about moving the house. And Elmer Kelton, that was in the *West Texas Livestock Weekly*, and my dad was seventy five years old when that article was published. And he would always go to the Mason auction. And he's there witting on a stick. That there is another. (papers shuffling) Elmer Kelton wrote that article; he's not on the byline of it. There's not a byline on it, but that's who wrote it. And this was an article that was in the *San Angelo Standard Times*, not long before my dad passed away; I don't think there's a date on it. But it was written by— I think \_\_\_\_\_ (??) Campbell was their agricultural writer. This is a book that is something about Mason and this—

MM:

And this is Fort Mason training ground. This is about the Fort itself.

PE:

This is a book that was written by Margaret Bierschwale. She was an old maid that lived at Mason that was sort of historical—and I forget what year that book was published—

MM:

1964.

PE:

Okay, I don't know she might have already died when that was published; I don't remember.

MM:

Well maybe I'm wrong. It was through 1974, but she lived until—it was published in 1998, I'm sorry. And she died in 1973.

PE:

Yeah that's—

MM:

We had seen stuff by her at the Mason County Library, real nice genealogical books—

PE:

This is an article that just came out the Mason paper about the artifacts that they're putting in at Fort Mason, this Will Brasheer, he was several years older than I was, but I remember him very well and he always collected artifacts and—

MM:

Now is that where you're thinking about taking that butter churn?

PE:

No. I'm bringing the butter churn up here.

MM:

Okay good.

PE:

Only if you don't—I'll take it on to Mason with us if somebody—if Scott doesn't want it.

MM:

If Scott doesn't want it, right. Okay and more Centennial Committee information on Mason County communities, Hedgewig's Community. And I see that you have Charles Martin and Don Keller here.

PE:

That was one of Anna's son's— Charles Martin. I remember—Max Martin was the other son of Anna's and he was, he was—I remember him as an old old man. I can barely remember—he could barely walk.

MM:

Okay, and then we also have Texas history, and genealogy on Mason County's first settlers, Jerry Ponder, which actually has a great deal of data; Mason County has been very active—

PE:

They have.

MM:

In maintaining their family histories there.

PE:

Here's a transcript, and a tape of a short interview that my dad did with a young girl there about the school. And I made a transcript of it, and it's not as near as good as the one that he made with a guy from Southwest Collection.

MM:

Okay, and that's right, we have your father's oral interview here, but the one that you're giving us is from the Nita Stewart Hailey—is donated there as well. I'll tell you what we will do, I'll get you to give us permission on this one since we've got—I'm going to let you fill that out, I'm going to sign this one here, but I want you to note that it is your father's interview, and that we can use it for research purposes and stuff like that. And here's the way you've got it. And Pat, down under the signature line I want you to write that this is for permission for the interview and transcript with your father Irvin Ellebracht.

PE:

Okay.

(signs paper)

MM:

You can do it right under the date too if you want.

(continues filling out paperwork)

PE:

Okay now this is the article that—you may have that article, that's that article that I did on Anna Martin.

MM:

Tell a little bit—we're going to come back to this we're just covering these things now, but just tell a little bit about that right now here, financial history—

PE:

We were in—I had sent a number of items to the Museum of Financial History in New York, and

my wife and I were in New York. And we were talking to this woman that was head of The Museum of Financial History, and I was telling her about this woman that founded a bank in my home town, and finally she was rather intrigued by it. And finally she said, "Why don't you write me a paper? Or write an article about it?" And I said, "Well I'll try to." And so the next time I was in Mason, were going to Mason fairly often at that time. I talked to them and they gave me some information and some other people had some information, and I wrote the article. And as far as I could tell, Anna was the first woman in the United States to found a bank. Now there were women who became bank presidents before Anna because their husbands had died, and they'd taken over. But Anna was the first one to found the bank. And that was in 1901—

MM:

And this is Anna Mebus Martin?

PE:

That's right. She's the mother of that Charles Martin, and she had another son, Max Martin. And their pictures are all in there, and you know I thought it had made a good article—

MM:

Yes it did. And this is in the winter 1998 issue number 61 of the magazine of The Museum of American Financial History *Financial History*.

PE:

Now they have moved and now they are called The Museum of American Finance, and it's at 48 Wall Street, New York, New York 10005.

MM:

Okay, and this document that you have with you—

PE:

This document here is the document that I wrote on Eastland County, and there were three things that were in it. This was about the time that I retired. I was sort of intrigued by the Ranger oil boom, which took place in about 1918 and the early 1920s. And then Conrad Hilton founded his first hotel at Cisco, and then in 1927 there was a guy dressed up as Santa Claus trying to rob the First National Bank of Cisco. So what I did on those is I combined those three stories into one article, and the museum published—they didn't do a very good job of it, the part about the Santa Claus bank robbery. And about that time, the main person that I was working with at the museum left to take another job, and they never did publish—and in the mean time they moved the locations, and they never did publish the rest of it. And that was what—I came here, and I got a bunch of pictures about the Ranger oil boom, but I don't think you had anything on the Santa

Claus bank robbery. And you have an oral history with the man who drilled a well to—where they struck oil in Ranger, and I thought it made a very good story.

MM:

And this is your manuscript?

PE:

That's my manuscript.

MM:

Manuscript.

PE:

It never has been published.

MM:

Very good, very good.

PE:

Now the only thing that was published out of it was the part of the Santa Claus bank robbery, and it wasn't very good.

MM:

It wasn't fully covered?

PE:

No, it really wasn't fully covered.

MM:

Now tell us about some of these other things that you have.

PE:

Let's see what we've got. This is another; well this is another copy of—

MM:

Copy of the transcript oral history.

PE:

Yeah and this is—in the Centennial year, Mason County put out this book.



MM:

Yeah, wonderful got all the by-laws—

PE:

Now there's nothing like—there's nothing much in there about—there's a little bit about the Ellebracht's, but my family didn't put in there. You've got to—I've written in there that it was my great great grandfather was one of the sons of one of the other brothers—but I wrote in there that this was my great grandfather. These were two more supplements.

MM:

For the county, Mason County Historical Book.

PE:

This is another copy of the—

MM:

Article on your father from moving the house.

PE:

Yeah. Let's see I think that's—this is the top end of the transcript that we did with Warren Buffet. I followed Warren Buffet since about 1967, and we did that in 1980, and I forget when they published it.

MM:

Tell a little bit more and we'll come back to this path, but just tell a little bit more about that, the interview with Buffet, and the gentleman out in California—

PE:

Okay, the *Forbes [Magazine]*—I had followed Warren Buffet for a number of years, and there was an article in *Forbes Magazine*. I think it was maybe in about 1968 or 9, the stock market was pretty high at that time and the title of the—it was in the Money Men column and it was “How Omaha Beats Wall Street.” And in that article Buffet—one of the things he says, “I'm eighty five percent Benjamin Graham and fifteen percent Phil Fisher.” And course I knew who those two were, and I thought this guy might be well worth following. And so I wrote him a letter, and I explained what I wanted. And by that time, we'd already done telelectures with Fisher and Graham. And so he said, “Yes, I'll do it.” And at that time Berkshire Hathaway was selling for about four hundred dollars a share, and being aware of all of this, for that long, I never bought any shares of Berkshire Hathaway. Because I didn't understand—I really didn't understand what they were doing on their reinsurance, and I knew enough about it to know that if you don't know what you're doing, you can lose a lot of money. And so—but anyway, Buffet said many of the

same things that he's saying today—and he wasn't hyping his stock at all, he just said, "You know, we've been fortunate, and we'll keep doing the same things and keep trying." And he went through, he said that—other times he said I may be—I think what's really interesting about this, he said other times, "I may be eighty five percent Phil Fisher," which is the growth stock. Fisher was one of the first guys to come along with growth stocks, whereas Graham didn't care much whether it was growth stock or not. If it was selling for less than what it is worth and if he could buy it when it was selling for what it was worth, he'd sell out and be perfectly happy. Fisher was interested in buying something and you know like Texas—and Fisher was like in on the initial private placement of Texas Instruments. But he did about the same thing with Motorola, and he—Dow Chemical was one of his early you know—his companies were growth companies. So I thought it was a real great accomplishment to get Buffet to do it, and of course you couldn't get him to do it now—nobody had heard about Buffet in 1980 you know, and certainly not in '67, because I remember in this article that when Buffet was—that 1967 article, Buffet was sitting on a railroad yard, counting the number of cars that had the formula for STP. Trying to figure out what STP's earnings would be. And he—when Buffet started his first partnership, this was back when he was twenty five years old, and he got a bunch of the—I forget what they were investing in the thing, but anyway this partnership was supposed to run for I don't know how long, Buffet wouldn't tell them what he was investing in. He didn't want to be bothered with them. And course when they liquidated that partnership, why, everybody did fantastically well. I remember one of the stocks—it was Disney, he bought Disney when it was a—you know, a tiny, tiny compared to what it was today. So it's kind of interesting to look back at all that. When he bought into Berkshire Hathaway, Berkshire Hathaway was a company that, it was a textile company that was on the verge of bankruptcy, and I can remember when Berkshire Hathaway was selling for like thirteen dollars a share you know, sixteen dollars a share, you know, something. But you know I just felt like it was a—and I—he didn't ask me, I told him in the letter that I wrote him at first, "I won't—you know I won't give this any publicity." And I didn't. I had that tape, I don't remember I think back then we probably put that on a—we had a Wollensak [reel to reel] tape recorder you know, of course the cassettes hadn't come out. And I use that Wollensak tape recorder mostly to the end because I really didn't trust cassettes that much. I could trust that Wollensak, and so after I did that, why with that tape and all the others, why I transferred them—transform—transferred the tape and then made transcripts of them and sent those all to the museum. And if you ever want any of this stuff, they've got it.

MM:

Okay, they have it.

PE:

They have it. They've got—and they still—I know some time ago now, but they say that people are still writing asking for that Graham interview. You know that they work with and—course

they never did, they never did publish Phillip Fisher's [interview]; that was never published. And this is Grahams', we don't have any—

MM:

Friends with financial history of marks 1991 article. Well you've said just a little bit about Graham already, we'll come back to him. Benjamin Graham's thoughts on security analysis. Now what else do you have there?

PE:

This was the first one that we—that's the transcript that we did with Fisher, and that one—that was never published.

MM:

This one's never been published at all?

PE:

No, and he was—we, as I said, he was the one that really started the whole thing. He—I read this article about him in *Forbes* I think it was about in about 1968 and thought this guy really makes sense and I think maybe I'd read one of these books. It was a book that came out probably in the fifties, it was *Common Stocks and Uncommon Profits*, and it was the first book on investments to ever make the New York Times Best Seller list. It was a little book, it was a simple book to read. But anyway, I don't remember how I got his telephone number, or not his telephone number, but his address. And so I wrote him this letter, and I thought I'll ask this guy to talk to us on the phone and at that time we had this little I guess it was a Japanese Amplifier that we put on the telephone, and you get it for about ten dollars from Radio Shack or somebody like that. And that's what we had, and we amplified this thing and recorded it, and it worked. And so we were really interested, you know, in how he got started and in the depression. This would have been in the depths of the depression and he didn't have a job. And he goes into that in the second interview, course his dad was a doctor, and he wasn't married and so he wasn't gonna starve you know. But he entered Stanford when he was fifteen, and he went to graduate school at Stanford. I don't know if he ever got—he was—his undergraduate degree was in economics, and I think he went to graduate school, and I think he got disgusted with it and quit and started his business. I know in that first article that he had about five or six clients, and he had sixty eight million dollars invested in about five companies, and he viewed investments as sort of a pyramid, you had your A investments down at the bottom, your really rock solid stocks. And then you had your B investments that were sort of somewhere in between; then you had your tiny C investments that were high risk investments, but if you could hit on them, you'd make a fortune. And so that's the way he saw the portfolio, and course what attracted to me to that article on Fisher was—it said in the article—I mean he would tell you what he was investing in and

everybody knew what he was—and it was pretty obvious that everybody knew he was invested in Texas Instruments, that wasn't any secret.

And so this was in the article, and back in 1962, I was wanting to get into investing something, and I was in Arkansas State and I walked into this Merrill Lynch office in Memphis, Tennessee, and there was this investment, this broker there by the name of Bob Pool, and I said, "I've got two hundred dollars and I want to put it in the stock market." And he said "I think what you ought to put it in is Texas Instruments." And we had just gone through a big decline in the electronics business, and Texas Instruments was down from two hundred and something to sixty-six. And so I bought three shares, and I remember after that, the stock went down to sixty, and I could have died. You know I was just fit to be tied, but I didn't sell it, I didn't do anything. And at that time, Texas Instruments sales were, I think they were about seventy five million dollars a year. I remember how big it seemed when Texas Instruments said in five years, our sales are going to be two hundred and fifty five million dollars. So, but anyway, I held onto it, and it flipped, and I had nine shares, and then I had fifteen shares, then I had thirty shares, then I had ninety shares, then I had a hundred and eighty shares, had three hundred and sixty shares, had seven hundred and twenty shares, I had fourteen hundred and forty shares. And that was when the market peaked out here before this last big decline, and I was sitting there and I said here's—you got a hundred and forty four thousand dollars in Texas Instruments, and you're sixty or seventy something years old and it's selling for a hundred times—you know sixty or seventy or times earnings maybe it's something you ought to sell some of it. And so, it was really a gut wrenching decision because I realized that you're not going to live long enough to make another one of these big runs. So anyway, finally I said I think he sold all that (laughs), and you know the taxes on it would beat you up. But anyway, I finally talked myself into selling four hundred and forty shares of it; that left me with a thousand shares. I sold four hundred and forty shares of it for about thirty seven thousand dollars, that still left me with a thousand shares. And so I held that for several years, and the price of it continued to come down, and finally when it was about thirty-five dollars a share, I sold the rest of it for about thirty five thousand dollars. And it was—I'm trying to think. But anyway, I think that shows what you can do, what was done with less than three hundred dollars, you know. And so if you can find it, if you can find them, growth stocks are the best way to go if you've got time to—and you know if you've got time for it to take place. And Fisher makes this big play about management, and he lists about fifteen or sixteen points that you want to check a company out on, but usually, and back in his days he would actually go visit the company. But your information wasn't available like it is today; I mean you can get most of this information on the internet, you know I mean. And if a company shows up favorably on say, I'd say five or six of the main ones, chances are, it's alright. You know I mean you don't have to, you don't have to look for everything, I don't think you could ever answer every question on every point on every company. But anyway, he wrote that book *Common Stocks and Uncommon Profits*, and then on in the late seventies, he wrote another book *Conservative Investors Sleep Well*, and that was—he said essentially the same thing which kind of brought it up to date I guess. And so this is the second interview that we did with him, And



then—let's see—we went to China in '96, and we went from San Francisco, and so I knew that Fisher lived in San Mateo which is on the South Side of San Francisco, and it's not too far from the San Francisco airport.

So, we had never seen San Francisco; so we would've spent several days seeing San Francisco whether we saw him or not. But anyway, I wrote him a letter, here's a guy, ninety two years old I think, and I said, "I'm going be in San Francisco about such and such a day. I would like to see you; I would like to meet you." And he said, "Okay." And we corresponded off and on all these years, and so anyway he said, "Call me when you know where you're going to stay." So we got a room in this motel that was I thought not far from where he lived and where his office was. His office used to be in Downtown San Francisco in the Mills Building, but as he got older he moved it out to closer where he wouldn't have to go into town every day. But anyway I guess I wrote him, I don't think I called him, told him where we were going be and when we would be there. And—and he wrote me back, when we got in our hotel room, I bet we hadn't been in our hotel room five minutes, and he called me and he said, "When you want to meet?" And I said, "I think it'd be better if we met when we came back, we'd have more time." And so okay. And I told him when I thought we'd be back, and we got back and we rested a day and he called me. And he wouldn't have it any other way he came and picked us up. He was in a new Buick, and the electronics were driving him fits. And he came and picked us up and took us to his office there close to San Mateo and then took us on to the railroad station on the way into San Francisco. And you know he would—and this Ken Fisher that you see on the—that's his youngest son, and but Ken is a lot more like—actually—Ken is a lot more like Graham than his dad. And so I'm very very grateful to Mr. Fisher because he not only gave me a couple hours of his time, but he pointed me in the right direction to do quite a few things. And this was something that came out in a publication that was when we did a telelectures with Earl Bakken, he was the founder of Medtronic. He was the one that I think pretty well—invented the cardiac pacemaker, and that's an interesting story.

He was a graduate student, or maybe he had graduated in electrical engineering at the University of Minnesota and his wife was a nurse. And back then they were having these—what they called Blue Babies, that the babies were born with a heart defect. And they could correct it, but they couldn't get the heart started again. And so what these doctors decided to do was to give this heart an electrical shock. And this Earl Bakken, since his wife worked with the hospital, I guess they knew that he had a small electrical shop I think at this time. They knew he knew something about electronics, and he was the one that administered the shock on those babies, and that was sort of the beginning. And then they continued to improve on this thing, and they began to work on people, on adults that had real heart problems. And the first pacemakers that they had, you would push them around in front of you with a battery on this cart, and it would—all the wires and everything would come out of your heart into this thing. And Bakken made a very interesting presentation as how the electronics had improved, the batteries it improved, the silicon rubber it improved, and all these things it improved that enabled you to make the implantable cardiac pacemaker today, and do all sorts of things that no one ever imagined. He



told the story about the company had a terrible time getting started; he said that they saw they were practically—they were going to go broke. And this company, some other company came along and was going to buy them out, and they were delighted, and the company backed out. And I don't remember what they did to stay afloat, but you know, there wasn't any reason to believe that Medtronic was going to be a success. There wasn't any success or any you know—anything to indicate that they would be a success.

And these are just some old notes of mine. And this was sort of an interesting article that let's see, there's a couple of books that I want to mention that are terribly good. There's a—yeah this one here. There was a book written by Thomas Phelps, *101 In The Stock Market*, and what he did is he picked out over, I think, the last forty years, companies that if you would have invested in, you would've gotten a hundred times on your money. And it's sort of like, it's Fisher type—if you'd just taken the time to look and pick, that's the key to it. And that book came out in 1972, and I thought it was—and these are just some quotes from it that I like. But it's a very good book, and anybody seriously interested in investing ought to read it. (shuffles papers) I should have used a rubber band. There was a guy by the name of Lucien Hooper that—he went on Wall Street in 1922, and he did a number of telelectures for me, that's sort of the summary of his book. He's got a chapter on investing and his book, and then this is a copy of his book that he wrote a letter about the stock market for sixty-three years. And this is something that I cut out of the *Wall Street Journal* about how much progress is—and people don't realize how much progress has been made.

MM:

That's kind of interesting.

PE:

I thought that was very interesting, and that's just some notes that I wrote from—

MM:

From Graham?

PE:

Yeah probably from Graham. But after I talked to Graham after we talked to Graham, and I met him in La Jolla, California. You know, he wasn't as near as conservative as you would have thought he would be. He just, when he knew he was right, he didn't mind doing it. Graham had this business it was called Graham Newman Corporation, and I think they liquidated that about 1940. He went in and—I'm trying to—but the stock that really made Graham his money was a stock called—is Geico. Graham, the man that was trying to get Geico started, this would have been in the late 1930s, his idea was to sell car insurance to government employees. And they wouldn't be a big credit risk, and that's what it stands for Government Employee Insurance Corporation; that's what that stands for. And so—And Graham said that one company went

against anything I'd ever taught, but it made him, you know it made him a tremendous amount of money, but by 1974, when I talked to Graham, Geico was essentially bankrupt. They had so much inflation, and you couldn't raise insurance for states—states wouldn't let you raise car insurance rates. And Geico was really, you know, it was really— of course Graham had either sold all his stock or given it away or something, but it just shows you how the—I know one of the points that Graham made on that, on that talk was, he talked about—I can't think of the name of the company, but they made firecrackers, and he said he'd followed that company the different prices that it had been over the years you know, he said sometimes you know it's ridiculously overvalued, other times you know—and he—said that's what you ought to take a company and just follow it and see what, you know, and see what it does. But I felt that he was, you know, that he was much more of a risk taker after I'd talked to him than he was. He just wanted to be right. And course that's one of the—Fisher got so close to management. Fisher essentially had inside information you know, he was that good, he knew business that well, you could—and I think Graham said you know your greatest losses are probably gone come from paying too much for great companies. And I've run out of something to say.

MM:

No, no you haven't. Now what else you got right here?

PE:

Well this is, this is same copies—oh these? These are my last pair of glasses.

MM:

Oh my God.

PE:

(laughs)

MM:

Oh my God.

PE:

Imagine wearing those.

MM:

That's like a good quarter, or almost a half inch.

**Robert Weaver (RW):**

When I was a kid I had the same kind.

PE:

This is a picture of my wife. These are the three adopted daughters.

MM:

That's right, okay.

PE:

This is my grandson.

MM:

Are these granddaughters or—oh that's your daughter isn't it?

PE:

No, granddaughters.

MM:

Granddaughters.

PE:

I've got grandsons and granddaughters, that's my wife, and this is a drunk Russian, that a Russian gave—a Russian student gave me. Sergei gave me that.

MM:

(laughs) That's amazing. A drunk Russian.

PE:

That's what he said.

MM:

That's kind of cool.

PE:

I haven't heard from Sergei in several years.

MM:

Did he go back to Russia?

PE:

Oh yeah he went—he came to Truman—there were several students came to Truman and he had been to this, they'd all been to this school in Moscow and they came to, they came to Truman and got their master's in accounting.

MM:

Alright, now, if you've got time—

PE:

Yeah. Oh sure I've got all the time in the world.

MM:

Very good. Robert, I think what we're going to do is stop these, and just start a formal interview, or just continue on and just start as a formal interview and then we can cut, cut it out there don't you think?

RW:

Yeah. That'll work.

MM:

We're doing this backwards, which we normally don't do Steve, just in case you don't know, but we thought this was interesting enough, and you were going, and our purpose is to get you to talk and tell a story instead of—

PE:

Well I'm kind of disorganized.

MM:

Without interrupting you—that's alright, Pat. Now, so we will start a formal interview of Pat Ellebracht right now.

PE:

Do you think I can I get some water?

RW:

Sure.

MM:

Robert will go get you some as we speak.

PE:

Okay.

MM:

(to Robert) Connie has some.

RW:

Yeah.

MM:

But anyway, we will start this formal interview of Paul Ellebracht. My name is Monte Monroe, we are here—we are here—start that again. My name is Monte Monroe, we're at the Southwest Collections/Special Collections Library at Texas Tech University, it's May the 20<sup>th</sup>, 2013. We are interviewing here in Lubbock, Texas. Former Texas Tech University student, received both his bachelors and masters in business at Texas Tech. He is from Mason County; I'm talking about Paul Ellebracht who we have earlier speaking about some of the items that he brought us for the archive—

PE:

Pat Ellebracht.

MM:

What'd I say?

PE:

Paul Ellebracht.

MM:

Pat Ellebracht, I'm sorry.

PE:

Okay. You can interview it—you can change it.

MM:

Anyway, Pat let's start out here by you giving us your complete name—

PE:

Pat Ellebracht.

MM:

And spell it for the listeners.



PE:

My complete name is Pat, P-A-T, Ellebracht, E-L-L-E-B-R-A-C-H-T. I'm the only one in the United States with that name.

MM:

Okay that's interesting. And your date of birth and your place of birth.

PE:

June 13, 1933 San Antonio, Texas.

MM:

And please tell me your parent's complete name.

PE:

Irvin Lewis Ellebracht was my father. Ruby Lillian Lindsay was my mother.

MM:

And do you know when they were born?

PE:

Yeah, they were born in 1895, they were born—my father was born the third of June 1895, in the Wagram community of Mason County. And my mother was born September the 26<sup>th</sup> 1895 in Mason, about two and a half miles north of Mason.

MM:

Okay, how did they meet?

PE:

They met in the first grade, and they started going together in school. And they never went together with anyone else, and they married when they—in 1915, and they lived in the same house for over sixty years.

MM:

And how many—did you have any siblings?

PE:

I didn't have any brothers or sisters.

MM:

That's what my recollection was. And tell me a little bit about your grandparents, we talked about them earlier but, and I know that we have the genealogical information, but tell us a little bit about your grandparents.

PE:

My grandfather on my father's side was named Will Ellebracht, and he—I never did know him. He passed away I believe it was in 1929 before I was born in 1933.

RW:

Let me catch up. Is that your grandfather?

PE:

Yeah. That was my grandfather. And he left home at a fairly early age, and my father always said that he was very mechanically inclined, and he ran cotton gin for a while in Mason County. At one time my father said there were seven cotton gins in Mason County. And my grandfather ran one of them, I don't know if that was in—it was probably at Wagram. That was the community, and that's a community in Mason County. For years, the house that my father was born in was still standing, and my father has shown it to me. Another job that my grandfather had was when the ice plant at Mason started, I don't know what year that was, why, my grandfather ran the ice mill and his last job was, he worked for Alamo Supply out of San Antonio. I think they sold like windmill supplies and that kind of thing, piping. My grandmother on my father's side, her name was Eddie Bell, and I just thought of who that older girl is in that picture. My father was married twice. My grandfather, my grandfather was married twice, and that daughter, I think her name is Alma, she was from the first marriage. And then I don't remember if his first wife died or what happened, but my grandfather's second wife was a woman by the name of Eddie Bell, and I didn't really know her too well. She was part Indian. I don't know—now my father had a sister, she had two children, my father and a daughter, and you could see the Indian blood much more in the daughter than you could in my father. And then she had three daughters by her first husband. And you could see it in them, too. You could—and I don't know, the Ellebracht, most of the Ellebracht's that I've seen, most of them have pretty large noses, and my father had a large nose. And my father was, I don't know, he was out in the sun a lot, but he was fairly dark skinned. And these daughters of—I can't think of his sister's name right now, they all had beautiful dark skin. And then the grandparents on my mother's side, my grandfather on my mother's side he was a Lindsay, Al Lindsay. And he was involved in the cattle business, and at one time he had quite a bit of land by Mason County standards. But he died before I was born, too. I think he died, I don't remember—oh I can't recall him, when he died. He was a big man, weighed over three hundred pounds. And I've seen somewhere a picture of him on a horse, and then I think he was sixty two when he died, he—I've heard my mother and dad hadn't been married too long and he had a stroke, and he was bed fast for about six weeks, then he died. And then my grandmother on my mother's side, I knew her quite well. Her name before she married

was Coleson, and those people were up around Brownwood, but I don't know where they came from. Now the Lindsay's, I think they came out of like somewhere like Alabama about the time of the Civil War, there was a lot of people. And I think that there were a lot of people that came into Mason County about that time. But my grandmother on my mother's side, her first name was Alice, Alice Coleson, she lived with us for my growing up years, I don't remember exactly when, but I know she passed away in 1959, and she lived to be fairly old. I don't—seem like, she was born—I can't remember when she was born, about the time—I know she died in 1960. That was the first year that I was at Arkansas State, and I know that my mother called me and told me that she died. And she was as kind a person as you could find you know I mean she was really—she did a lot of sewing. I don't guess she ever drove a car. I was just thinking, I think I said my grandfather was on my dad's side, on the Ellebracht side. He was married twice, and that older daughter was from his marriage, she was living with her, I guess it would have been her grandfather, that's how that was. I forgot about that. And my grandfather on my mother's side, he was married twice, he was married before he married my grandmother, and I don't know who it was that he married, but there were two children from that marriage, there were two, there was a boy and a girl. And the boy lived his life out in Mason County, his name was John Lindsay, and the girl's name was Eva, and she married a guy by the name of Roe from Fort Worth. And then—that's all I can think of.

MM:

Okay. Let's back up a little bit to your paternal grandmother. Did you ever hear what tribe she might have been a part of?

PE:

I don't know, I can't—

MM:

And nobody did any genealogy from that direction, huh?

PE:

No.

MM:

What about the military service for any of your grandparents or father perhaps?

PE:

My military service on the Ellebracht side: my grandfather, no my great grandfather joined the confederate army, and I don't think they ever did any fighting, but anyway when he came back from the army, his first wife had left him, and there weren't any children in that marriage. And

my father was never in the service, and I don't guess—I think any, no one in our family was in the service.

MM:

Tell us a little about your home life Pat when you were growing up. What do you recall?

PE:

Well—

MM:

Your neighborhood life, your friends—

PE:

Well, I was an only child, and I think—my parents were married seventeen years before I was born. And I was born a cesarean, that was very unusual at that time, and they went to San Antonio with me. And so I think I was some sort of an accident. (laughs) But I was around my parents a good bit, and from time to time my mother would bring someone out for the day and they'd spend the day with me or maybe a night with me, you know that kind of thing. And sometimes I would go into town, it wasn't but about five miles, and I would spend the night with somebody. I think a funny story that I told Steve when we were coming down here, my daughter went to University of Missouri, and she was in this creative writing class and this professor asked them to write a story about something that their parents did as children. And I remember when Elena asked me this, I just said I killed ants with a hammer. (laughs) And what I would do, I would imagine that these ants were German soldiers and I would kill them, and she wrote that up, and the teacher thought it was great. (laughs) We did the normal things that you would do in the place you know where you have chickens, and we had a little bunch of goats and I think this is in that article. I think my dad always said the goats were mine. But anyway, mohair during those years was a very high price and those goats practically put me through college. I mean I don't remember how many we had somewhere probably between fifty and a hundred, you know. And we had—most of the time my dad had, we had this four hundred and thirty five acres where we lived and then we had another I think it was about three [hundred] twenty that my dad leased from my grandmother, and he would run about fifty cows on that. And my dad really knew cattle, you know. It's really a shame that he wasn't able to get more involved in it than he did because I think that was really his first love. He was one of the, I guess, the last generation to be in on the cattle drives when they drive the cattle to Brady or Menard—or you could drive them to Llano, to put them on the train and then that was pretty—when the twenties ended, those cattle drives pretty much ended. And I know he—I never did see a picture of him, but my dad has told me many times my dad had a very black horse, he had the name Cyclone, and when they would drive these cattle to Brady, which is about thirty miles, my dad would catch a ride home and he'd take his saddle and bridle and put it in the back of a pick up or whatever and ride back, and



Cyclone would be at the gate the next morning, you know. The horse would come back on his own, and my dad did that many times. And Cyclone ate too many mesquite beans and got something and died. And I thought they was going to have to bury my dad when they—er that was probably before I was born, I don't remember. I don't ever remember seeing Cyclone. But anyway, and then it was in 1940 or 1941, my dad always had good cattle. He didn't want to get into the registered cattle business, but he'd usually always have a registered bull and—my dad liked long cattle like you see today. You know these—and all of this cleaning out that I was going through the other day, I ran across, one of my dad's bulls, and I don't know what, but he looked like a boxcar you know, he's long. Well back then what they were trying to do, they were trying to raise is these short type animals. Well anyway, every year most of the time my dad would sell several of these. Boys that were feeding club calves, I don't know if that was 4H or what it was, and anyway this was a very big thing at Mason. But interestingly, my dad didn't want me to do it. And he was as irritated as he could get with me sometime; my dad had a very short temper. As irritated as he and not much patience, and as irritated as he would be, he didn't want me to go into ranching you know. But he would sell two or three of these better calves to these guys, these boys that were gonna feed club calves. And so in 1940 I believe it was, or it might have been '41, he sold a calf to a boy by the name of Calvin Lythes, and he won the Houston show, and so that was—and my dad kept that calf's mother until she died you know, and there again I thought we were gonna have to bury my—I remember that cow, but I thought we were gonna have to bury my dad. But no my dad didn't want me to—and I don't think he—I didn't have a talent for it, and didn't really have an interest in it. And I don't think he wanted me to do that. There's one of the caricatures that I—that James Esh did that reminds me very much of my dad. It's this old guy sitting on a stump smoking a cigarette. And my dad was a heavy smoker most of his life; there's no telling when he started, he probably started when he was thirteen. And he smoked all his life, but maybe ten years before he passed away or fifteen years before he passed away he quit, he just quit cold turkey. He would chew pencils, he would you know chew gum, but he didn't ever take another cigarette. I remember in 1960 I had an eye operation in Kerrville, and this left eye was giving me a lot of trouble and I was having these headaches. And so I went to this ophthalmologist in Kerrville, is a fellow by the name of Barney Williams, and he said well he said, "Your eye is pulling to the outside. You can do a little operation, muscle operation and correct that." And so he did it and it corrected, well, I was in the hospital there in Kerrville, I think, three days. And I never had smoked until after I came back from Saudi Arabia. And I started smoking and fairly heavy; I don't think I could have been a kind of a guy to smoke two or three cigarettes a day. And so—but anyway, they had me in the hospital, and they had me in the hospital with both eyes covered up. And I hadn't had a cigarette, and my dad came in and I said, "Boy I'd like to have a cigarette." And my dad said, "You've gone without one for three days, you ought to be able to go forever without one." And that's one of the few times that I followed my dad's advice. (laughs) And I did and it was for about six weeks, and it was rough, but I've never smoked another cigarette.



RW:

So you said you were out in Saudi Arabia? What's that story?

PE:

Well that story was when I left here. At that time there was—let me clear my mind—at the time that I graduated and probably it was in the spring of 1954—yeah it would have been in the spring of 1954—the Arabian American Oil Company which was owned by what is now Exxon and Texaco and Standard Oil California, that's Chevron. And had this oil concession in Saudi Arabia. They had discovered oil over there I think in about 1939 in the Eastern Province of Saudi Arabia. It's up close so the company town is Dhahran D-H-A-H-R-A-N, and I had had several—my mother had a cousin that had been in Foreign Service with an oil company. And then when I was in high school, I roomed with a boy that his dad worked for Gulf in Venezuela. And so I thought you know this is, when I saw that they were interviewing here, I scheduled an interview and that was when I was on the MBA program. So I went in and talked to this guy, and his last name was Parker, I can't think of what his first name was. And I don't know that either one really took each other seriously, but anyway he said yes we hire a few MBA's, and this was when Saudi Arabia was just really getting started. It hadn't even got started by today's standards I mean you know it was—so anyway, we kind of stayed in touch and I—when I graduated I sent him a telegram. And after about a week or so they hired me, and went over there, and they first kept us at—at that time they had a pipeline, you couldn't get in the Persian Gulf, up in the Persian Gulf because it was too shallow with oil tankers. And so they built a pipeline it's a little over a thousand miles from there in the Northeast part of Saudi Arabia, back to the side of Lebanon which is south of Beirut, that's how they got most of the oil out. And I doubt if they even use the pipeline anymore because they can take ships into the Persian Gulf. And so the first thing was, we went to a—I remember I left San Antonio, it was a cold morning and we flew to Houston—first time I'd ever flown on a plane. We flew—it was Eastern Airlines, it was Lockheed Constellation, and we flew to Houston, and then we flew directly to New York. And we got to New York and it was all fogged in, and I imagine we circled for an hour. And finally we landed, and I was staying at the Park Sheridan Hotel company—and so I got there and you know I don't remember if I—I think I got a cab, and got there and the next morning I got up—the company's office was 505 Park Avenue, I remember that, and I guess I got a cab to that office I don't remember. And when I went into this building, there were these elevators there and all these people running to get on these elevators to go up. And so I think I knew what floor I wanted to go but I never seen an automatic elevator. And so I got on this elevator, and it didn't stop on the floor that I was wanting to stop on. So when it came back down I got off of it, and I tried another one. And I couldn't get where I wanted to go and finally this woman stopped and said, “Are you having a problem?” And I said, “Yes, this is where I want [to go].” And she said, “This elevator goes to even numbers, and that elevator goes to odd numbers.” And so finally I got there. So that shows you how much things have changed. But the funny part of that was when I was—funnier than when—anyway, we spent about six weeks there in a training center in

the south side of Lebanon, they had a small refinery there at that time too—I need some more water.

RW:

I'll take care of that.

PE:

But back at the time I was getting finished up at Tech, I never will forget riding around with my master's thesis on this motor scooter, I had a motor scooter, I didn't have a car. My parents buying me a car was out of the question, and so I got ready, I saw that I was going to graduate and got everything taken care of, and I couldn't get rid of this motor scooter. I took it back to the guy that—and it was a good motor scooter, it was an All-State motor scooter, and I took it back from the guy that I bought it from and he didn't want it. And so, I decided that I'd ride it to Mason. I had this all figured out, about how long it would take, and about how much gas I would need to get from one place to another. So I think it was about five o' clock one morning I left. I lived in Bledsoe Hall. And you know I got down to Big Springs no problem; I don't remember if I bought gas or not, probably did but I don't remember it. Anyway, and I knew when I started out, that if something did happen, the bus would be behind me, and I had enough money to buy a bus ticket. And anyway I got down between Big Springs and San Angelo, and it quit on me. And so I think, if I had of just worked with it a little—maybe I had five or ten minutes to work on it, I think if I had just worked on it a little bit more I could've got it started. But anyway I looked up, and there comes the bus. And so I wave down the bus, and rode to Mason. And told my dad what had happened, and we got up the next morning and drove back up there and the motor scooter was still there. (laughs) Yeah you know, but that actually happened. You know that actually happened. And we came back up here too—when I graduated the year before, I don't think my father came to the graduation, I think he—thank you—I think he came to the graduation when I got my masters, but like I was telling Steve yesterday—but I can't remember him being here. I know at that time I don't remember, I don't remember where we spent the night. There was the Caprock Hotel here, and but I don't remember where we stayed. But the summer of 1954, that was one of the hottest summers on record. I wrote this thesis on something out at Reese Air Force Base, and I rode out there just about every day on that motor scooter you know and that was, as I say, I don't remember—and they kept it after I left. I don't know my dad gave or sold it to somebody, somebody wanted it you know. And it stayed around there for—anyway I stayed over there, and at that time, you had three grades of employees, you had the—I forget what they call them—it was the Americans, and the British—

RW:

TCMs?

PE:

No, they were some British, American, British, I can't think now and they were the highest paid, and then you had your skill people that were primarily from other countries that had some skill, at that time Saudi Arabs, didn't have any skill, Saudi Arabs couldn't read or write you know. My whole idea on this thing was, though, I did have a plan. I wanted to be a college teacher, and I thought if I could go over there as much as they were paying me, you know if I could stick it out ten years, I could afford to be a college teacher, it wasn't lucrative like it is now. You know I mean if you were a full professor you might make six thousand a year of course that was a lot of money then, that was a good bit of money then. And but anyway I didn't, I really didn't have any money, I mean I always had this pretty strong desire to be pretty well off financially, and I had a desire to live fairly well, not extravagantly, but fairly well. And I saw this federal employment as maybe a way to get started in doing that. I had a lot of false, maybe false views in the thing and but anyway after I was over there a while, I got hepatitis and I was seriously depressed. And it took me some time to get over that, and when I came back I was—and that was the time—so anyway I came back and I had a job, I'd say about three jobs in the Fort Worth/Dallas area that weren't particularly interesting to me. So I went home, and my parents were still alive and doing well. And at the ripe age of twenty-six, I thought I'd give this college teaching a whirl. And so I wrote probably about a hundred letters, and I got this interview at Arkansas State, in Jonesboro, Arkansas in northeast Arkansas. It was a college of about, I guess about three thousand students. It's a lot larger than that now. But anyway, so I went there for eight years, and it was a good place to start, and I had never had really given getting married much thought you know. And if you had known my mother, my mother was a very strong willed person. My dad was too, but in a different way. You know anybody that's getting married and having children they're going to starve to death. And that was sort of engrained in me, but after I'd been at Arkansas State a few years, I began to feel you know that maybe I'd like to get married. And so I started going with this person that I did marry. And I had actually, when I say I went the whole four years that I was at Tech, I didn't have a date. It just wasn't in the—and there were a lot of other people that way too, I mean I wasn't the only person. That was just—and there were about six boys for every girl that was here you know that was, and so, and I went to a military school, high school so it wasn't all that—but I had this feeling that maybe I wanted to get married. And so we started going together with each other and we knew this when we were going into it that married couples couldn't stay at Arkansas State. And so we, no telling how many letters we wrote, in about a seven state area you probably couldn't do this today because the job market's not near as good. But anyway, we had about eight schools I think, where we could both go and work, which that was—and we went to—we could have gone to Western Kentucky, we could have gone to South—I think it's Southwestern Oklahoma. But anyway we went to Kirksville and liked it. The first time we were in Kirksville was on about the twenty-sixth and twenty-seventh of January in 1967. And they had I think something like twenty-inches of snow on the ground and we drove into that storm all the way up to highway sixty-three the day before. And I think of all the places that we went and looked we probably made the right choice. It worked out well. Things are you

know, or I don't know what I'd do today you know, it's so different. I'm glad I don't have to—people go so fast, so quick, but so did I, I had a master's degree when I was twenty-one years old. And I'd say that's too young, you know, there was too many things I didn't know, you know. It's just think about—but I never did get in any real trouble you know I never did, and I think a lot of that comes from my parents because you know if—I mean it as a little kid, but if you did something wrong, they'd beat the living hell out of you. I mean you knew that. (laughs) There wasn't any you know weren't any doubt about it. But as it's all worked out, it's all worked out very well; I think I've lived a great life.

MM:

Let's back up here just a little bit Pat, and I am going to have to leave here in about fifteen minutes, I'm going to let Robert continue on here, and perhaps you can get Pat and Steve over to the Ranching Heritage Center or if y'all go over the UC and eat, then I'll come back—

PE:

Well we can probably find it.

MM:

But we'll get you over there somehow. You talked about Saudi Arabia, but there were a couple of questions I've had before relating to your father though that we'd like for you to elaborate on.

PE:

Okay.

MM:

Do you remember him telling any stories about any of his, you know when they used to drive the cattle up to Brady and these other places, what were his experiences. Then talk a little bit about the frame that you were talking about before.

PE:

One of his big stories that he told, that he might not have told, I don't think he told it on that recording that you previously got. I don't remember the exact number, but they were driving a thousand and something, a thousand and fifty-seven or something and somebody said about my father telling a story, he always uses the same number. They were driving these steers from Mason to Llano, the railroad at Llano, and they kept seeing this lightning in the southwest, southwest of them, and you know it was quite a storm and I don't think the storm—they ever got in the storm. But the next day I think that they found out that Rock Springs had been blown away.



MM:

Wow.

PE:

And that was a favorite—I don't think my dad actually sang to the cattle when the—because I don't think that my dad could sing. But, the old cowboys did sing to the cattle and I know something came up that—and Jean Esch and I were talking about it and Jean said, I think Jean was unaware that they sang to the cattle, but they did and you can read some of Evetts Haley's books. I think they sang to the cattle. And Evetts Haley's son and I roomed together a year and as a kid growing up, I had a big interest in history, and I read most of his books a long time ago, but I never could figure out how to make a living out of history and so I didn't. But I like it; I like to read about it and see things that—moving the house, that probably was his big story, but that driving those steers the night that Rock Springs blew away was another one, and then that hauling that steel from Menard. Every time we would go to Junction, we had some relatives that lived in Junction and we'd go up there three or four, and every time we'd go over that bridge, my dad would tell me that he had hauled the steel (laughs), and I couldn't figure out why he was telling me, but it was quite a feat to do it at that time.

MM:

How many loads did they have?

PE:

He said thirty.

MM:

Thirty, thirty loads of steel.

PE:

Thirty loads of steel.

MM:

Over the bridge.

PE:

Yeah, thirty loads. And they owned that house. When they were putting it back together, he's explained to me how they did it, you know they brought those two sides together and some way they winched it together, and he said we never broke a glass in the house.

MM:

Oh get out.



PE:

They never broke anything. That Cyclone story is one that he would want told, you know he loved that horse. It was, I don't—I'm trying to think. I remember one time we had a milk cow; I can remember back when we milked the cow, and I don't remember what, but anyway, when you milk the cow, you let the calf go in and suck, and then you pull the calf off in time. And then you would go in and milk and then if there was any left, you'd let the calf have it. Well I don't know what I did, I don't remember what I did, but I misplaced that damn rope (laughs), and when my dad went back to find me he couldn't find that rope, and I don't remember what he did to me.

MM:

It wasn't fun.

PE:

No it wasn't. (laughs) I mean you know, it was—and after all of that, all the cowboying, when the cowboying days were over, I guess my dad ought have gone into, since he had hauled all that stuff, he ought to got a truck and started to haul stuff. He didn't—in about the late 1930s, he went to work for what was then Triple A, and then they would—that was part of the New Deal. And then of course out in this area, you know it was so much it was the soil erosion, and it was in Mason County too you had some very—you know, and they started building terraces and dams and killing mesquite and all of that type of thing, and so we started with that, which I think he got a certain enjoyment out of that, but perhaps not as much as cowboying. When he was cowboying I think he could get—you know you had to feed your own horse I think but you could get five dollars a day and that was a lot of money. But I can remember it would have been about 1938 my dad was working for three dollars a day.

MM:

And you say triple A, so is it Triple A or was it the CCC?

PE:

No it wasn't the CCC, it was Triple A, it was Agricultural Adjustment Administration, and it was later changed to—but it was one of those programs that came out of the Roosevelt administration. No it wasn't the CCC, it was the—and later it was changed to PMA I think. Production Management, and they were getting into all of—that's where they were getting into guaranteeing farmers a price if they would limit production—

MM:

I see.

PE:

And that was one of the things that they later did. And you might remember it would've been I think in the 1950's. Of course Evetts Haley was very opposed to anything like that, and they had a case that went all the way to the Supreme Court where they raised some, I don't remember what the crop was, whether it was wheat or something else. But anyway they deliberately overplanted their lot, and then they took this feed, and they fed it to their own cattle. And so they say you can't do that. And so they went all the way to the Supreme Court, and the Haley's lost that case, and that was in the fifties I think. Yeah I guess it would have been in the fifties, long time ago now.

MM:

Let me mention a couple of things here before I leave in a few minutes. One, Robert Weaver who is—what's your position Robert exactly?

RW:

How about archivist?

MM:

Yeah archivist here at the Southwest Collections, but a general of all good deeds, or somebody that does all good deeds is going to take over this interview, as I have another presentation. But what I'd like for you to talk a little about is how you wound up in the military in high school, okay Pat? And then we'll jump from that, all the way back to when you go to Missouri to start teaching with your wife and I'd like your wife's name and what her career was—

PE:

Okay.

MM:

Cause I know you told me a little bit about her on the phone. And then I want you to talk about your teaching and what you did, but I want us to come back and talk a little bit about how you reached out to Mr. Fisher, Mr. Graham Hooper, and all these guys and interviewed them. And then at the end, I'd like you to talk a little bit about what drew you to the article, how you got involved in writing the article about Ranger, you know, and some of the other historical things that you did, because clearly you have a passion and a knack for interviewing as well—

PE:

Yeah well it's just an interest.

MM:

Yeah and so those are some of the things that I'd like to talk about a little bit more. But anyway, Robert Weaver from the Southwest Collection will continue the interview and hopefully I will see you guys on the other side of my little effort here.

PE:

Okay well good enough, could I have some more water? (laughs)

RW:

I couldn't find any in Connie's area.

MM:

I'll try to locate some, and I'll bring it as I come back by—

PE:

Okay.

MM:

I may have to bring you a cup.

PE:

Well that's alright. I've got some in the van I ever get back out there—

MM:

We're gonna keep you in here forever Pat.

RW:

So how did you wind up in the military in high school?

PE:

Well, you have to realize—

MM:

Talk a little bit about Hamey, too.

PE:

Yeah, you have to realize that I grew up in a very small town. Mason's a population about two thousand people; there were probably thirty or—I'd say thirty people in the graduating class, anyway at the end of our—well, it started probably when I was in the seventh grade. There was a great deal of conflict that developed there in the Mason School, and my particular mother was

hell bent on me going to college, and I think she was afraid that if I stayed there at Mason and went to school, that I wouldn't—that something would keep that from happening. And so, when I was in the eighth grade—and actually we were, we skipped a grade because they were going to a twelve grade school, and so I was thirteen when I went to Shriners. It was Shriners Institute at that time at Kerrville, and it was founded by Charles Schreiner, and today it's Schreiner University, it's a four year liberal arts college, and they've got about eleven-hundred students. At the time that I was—so it was really a thing—it was, I didn't really have a whole lot of—looking back at it, I mean I wasn't against going I guess, but I didn't have a whole hell of a lot of choice. Because my mother thought it would be a good thing, and it probably was, but it certainly broke away from most of the—well, not all of them, but quite a few of the friends that I had in Mason I mean, put me in a you know, so but I did meet several individuals that I have remained in contact with over the years that I knew at Shriners. But anyway I wasn't in any big trouble or anything, it was just that, and it's kind of interesting looking back at that class of those of us that—I didn't really do anything very—I wasn't really too fond of the military. I mean, you know I did what they told me and you could have two demerits a week, you could get a demerit you know if your shoes weren't shined or bed wasn't made or you were late to something. And if you got more than that, you had to walk them off on what they called the bull ring, and the bull ring was around the drilling fields where you marched, and so you had to march for each demerit that you had you had to go around the, that drill area five times. And I only had to walk, being there four years, I only had to walk it one time. I don't remember if it was one demerit or two demerits but I had certificates, I found these, and I showed them to my children of the three years that I was there, that I did not have any outstanding demerits. And that was quite an accomplishment because anything you do you know, it can be a demerit, and I didn't—I got the rank of sergeant which was not too terribly high for somebody that had been there four years, but at that time, it was also a junior college, so really the junior college people, were going to pretty well you know have the higher ranks most of the time. But looking back at that class, there's two members, I don't remember how many were in it, maybe thirty, but two of them became very outstanding doctors, one of them worked for NASA you know, it was a pretty good group. A lot of the others you know I haven't kept up with, I went back down there for the—it would have been in 2000, I graduated from Shriners in 1950, and that's when I came to Tech. And it was—I'm trying to think, I know there's a guy in Kirksville, he's a doctor, medical doctor and he went to military school. And when I told him that I went to military school, he said, "What did you do wrong?" And I said, "Well not really nothing," and he explained to me why he went to military school, his—both his mother and dad were doctors, and if you went to this particular military school, and I forget which one it was, I think it was in the southeast somewhere farther, if you graduated from there, they would automatically accept you into this medical school. And so that's why they wanted him to go. And so but it's I don't really remember, I guess there was a greater chance of me going to college if I graduated from Shriners, because probably if I'd have been at Mason, I would have screwed around more than I should have, you know that kind of thing, I was kind of a happy fat little kid you know—the president of Tech spoke at one of our graduations at Shriners

when I was there, it might have been the one before, the one before I graduated, his name was Wiggins; he was the president at Tech. And I know once we went to San Antonio, used to San Antonio and [Texas] A&M played football in San Antonio it would be the first, maybe the first football game, or one of the first football games. This was before [Texas] Tech was in the Southwest Conference. And they would have that first game, and we went to it one time, I remember that very distinctly. We passed the Texas Tech bus, and I can remember that, and then we went, and when we got home we'd had not particularly a cold spell, but it was drizzling rain, and these goats that I was telling you about, we had just sheared them, and why they probably hadn't been sheared more than two weeks, and those goats when they get cold they'll just lay down and just shiver to death, and I think we lost thirty or forty goats. We didn't get them pinned up, and so that was kind of an expensive trip for us.

RW:

You know Monte had mentioned going back over some of the work in Missouri. You were there a good long while, nearly thirty years.

PE:

Yeah, I was there twenty-nine years.

RW:

So, I guess the first question I was thinking about is obviously a lot changes, there's going to be more students, but what else— but I was wanting to know, or just changing in the field that you were teaching.

PE:

Well, of course a lot changed there in the college. When we went there, it was Northeast Missouri State College. And I know previous to that, it was Northeast Missouri State Teachers College, I believe they'd taken the teachers out by the time we got there. Anyway when we got there, it was Northeast Missouri State College, and that was in '67, and it was just a—Missouri has Northeast, Northwest, Southeast, Southwest, and they were teachers' colleges.

RW:

In Oklahoma—

PE:

Yeah in Oklahoma it's where they—and then they have Central, it's at Warrensburg and then they have Lincoln at Jefferson City I guess. And they're essentially all teachers' colleges. Well we had a president that came shortly after, shortly after we came there by the name of Charles McLane. And he saw that we were in an area of declining population, and he was concerned about the quality of our students. I have always—I thought even back when we were a teachers'



college, I thought that you got an awful lot for your money at Northeast because I do think we have, or we had, some very outstanding teachers at the undergraduate level, and how students have done at the graduate level, kind of bares that out. But anyway we started on this program to raise the quality of the students—

MM:

(in the background) Bye now, please ask about Texas Tech. (laughs) You hear me, Robert?

RW:

Yeah. Okay, he'll be able to—all right.

PE:

Anyway, and they started on doing different things to different kinds of assessments to prove what students have learned, you know, prove what they—and that's one aspect of it. And another aspect of it is they have raised the entrance requirements, they've done that. Well but that year I retired was the last year that it was Northeast Missouri State University, after that, it went to Truman State University, and they have raised the entrance requirements. They have a very selective enrollment policy now, and they attract students I'd say from all over the midwest, and further you know it's—and again you get a very good education for the money and that's sort of their appeal. And they want to hold enrollment at six thousand. But of course when I started doing these amplified telephone calls in '71, I guess that was high technology at that time and I'm sure a few people might have done some of it, but I'm sure there's nobody that's done as much of it as I've done. I thought it was a very good thing with what I was teaching, and one of the people that we interviewed was a man by the name of Arthur Rock from San Francisco. And he's about 85 years old now, but he was a venture capitalist and he was a venture capitalist who put up the money for Intel. That was in his second part, and I think when students can hear those kinds of people. If that doesn't motivate them, I don't know what will motivate them. Arthur Rock grew up, and his father had a store that sold candy and papers and cigarettes and that kinds of stuff in Syracuse, New York and he graduated from Syracuse University and then he went and got an MBA at Harvard, and he went to work for an investment firm in New York by the name of Hayden Stone. And what he saw all these people on the west coast in what was to become Silicon Valley that had all these ideas and no money. And all the people on the east coast that had the money but they weren't particularly interested in putting it in these new idea. And so he moved to San Francisco back in the fifties, and he stayed in San Francisco ever since. Thank you, I don't remember what your question was now.

RW:

Well I was just trying to see how things changed over—

PE:

Of course. Well a big change—one of the big changes that you might have overlooked is there were very few women in our classes. You would have a class of business management and there might be two girls in a class of thirty, and so there were very few women. There were a few in accounting and some in business education of course but as far as the economics, finance, management, and marketing, that kind of stuff it was pretty much all men. It was all male. Of course that's changed and of course computers have changed and even—information is so much easier to do research. You have to realize I could have my master's thesis on a manual roll type writer. It wasn't even an electric typewriter. And I can remember this would have been when you—I don't know when the electric typewriters came in, probably the sixties. Probably the—I don't know if it was the late fifties or early sixties sometime but they didn't exist when—and I don't remember how many times I typed it. Probably four or five times and then the final copy I had it typed. And so that whole area of—I don't think it was a required course. I think I took it as an elective. I think it was a two hour course, and it was course and office machines. And in that there was the ten key adding machines, the full adding machine, the calculator, the Freedden calculator. The big Freedden calculator had not come out yet. But the one that really drove me fits—one of them was the comptometer. And a comptometer—I don't know if you've ever seen one. I hadn't seen one, but you have all these rows of numbers that go this way and you got all these numbers go that way and you run this thing by feel. And you put your fingers up like this and you can feel by the indention in the key you could tell what number it is. I don't remember what use that thing had but that was one of those machines you were supposed to work on and I didn't have as much trouble with the comptometer as I had with the book keeping machine. But the book keeping machine—and you had these ledgers and I bought two or three sets of ledgers before I got that thing—before I got it done like it needed to be done. And I think I got a B in the course, and it was worthwhile because I learned how to do the ten key adding machines and the full— It was worthwhile but there were a couple of those machines that were really really were difficult to do.

And all of the electronics—when I was in the dormitory, Bledsoe Hall, there were three hundred students in that side of it and there was three hundred and fifty on the other side. We had one telephone in the whole wing and it was funny. Nobody ever used it, hardly. Maybe you'd get one or two telephone calls a month. You might get a long distance call. Very infrequent and the television set downstairs—we had one television set in the lobby and nobody watched it. There was one station in Lubbock and it came on at maybe five or six o'clock in the afternoon and went till midnight. Nobody watched the television set.

RW:

Was the station here out of Lubbock?

PE:

Yeah there was one station in Lubbock but the programs were so—nobody ever cared anything

about it. The only thing we ever watched—it would have been in 1952 or 1953—Tech went to the Gator Bowl and beat Auburn 35-15 or something like that and we watched the rerun on television and that's about all we watched. The programs weren't interesting. You didn't even have a copying machine. You couldn't make a copy of anything and even if you could—I remember at Arkansas State, they had a copying machine—this would have been in the sixties-- and it cost a quarter to get a copy and what a quarter was worth then you couldn't get a copy for a dime or nickel or for nothing you know. And so you would go to the library, the reading room, and you would copy it down long hand. You were very limited as to what you could do. I think that sort of had you some benefits. Gave you a great deal of perseverance or something you know.

RW:

You had to really want to do it.

PE:

Yeah you really had to want to do it. (long pause) I think a lot is for the better. It's been a great improvement in most everything. Just like my eyesight. If something hadn't have happened there I probably had a detached retina or two and be blind. My father in the last ten years of his life he was blind in one eye and couldn't see out of the other because of detached retinas. My retinas, they tacked them down with a laser and they're not supposed to come loose. And I can see to drive without glasses. (long pause) What else?

RW:

Well let me ask you a question. Its noon now but we don't want to—I mean Monte wants to keep you locked up in here all day, but I'm not going to do that to you. We can keep going or I know you're probably not going to be back in Lubbock anytime soon but the other questions we have we can get them on the phone if y'all wanted to do that?

PE:

No I'll answer them. What time is it? Its 12 now. Do you want to do it this afternoon?

RW:

Oh we could do it this afternoon, too. We're going to be here. I know y'all have to run over to the Ranching Heritage Center and it's getting to lunch time.

PE:

We can be here a couple of days. We don't have to get it all done today.

RW:

It's up to you.

PE:

I'd rather spend the time today and tomorrow, and we don't have to see Monte today.

RW:

Well he'll be back but he and I are going to be gone tomorrow so this afternoon we'll have to do it, but we can do it. Yeah we're here until 5 or 6 o'clock and out here in the reading room we're here until 7.

PE:

Well you know—no, I want to do it.

RW:

So y'all will get back over here, what about 1:30 or 1.

Stranger:

Is the student union right here?

RW:

Student union's right there.

Stranger:

Is it open for—

RW:

Yeah I don't know what all is open in there, but there are restaurants open right now.

Stranger:

Oh they'll be open?

PE:

Oh yeah.

Stranger:

We'll just walk over there.

RW:

Sure ok and if we're not right around here just go back up to the desk like you did before and they'll track us down immediately.

*(interview paused)*

RW:

This is part two of this particular interview. Well I'm going to jump back a little bit. Why did you come to Texas Tech? Because where you were it could have been any of the three.

PE:

Well since I went to Schreiner, since I went to a military school, a lot of people at that time went to Texas A&M and still go to Texas A&M. I wasn't interested in going to another military school. And of course at that time if you went to a military school, you had to be part of the military. And I really wasn't interested in going to the University of Texas. I don't know if I could have gotten in at the University of Texas. I never had an interest in going to the University of Texas. I don't know if it was that Wiggins made that graduation speech that time—and of course none of my family had ever been to college. My mother and father had never been to college. I had a daughter—a aunt graduated about—she was about five years old than us. So I was—we were really unfamiliar with the college scene, and maybe because he spoke there and maybe because we went to the Tech/A&M football game and I was always for Tech. I don't know why.

RW:

Anything but A&M.

PE:

Yeah anything but A&M, and when you lived in Mason at that time you heard so much about A&M that you just got tired of hearing it. And I wanted to get away from home. Of course I guess if I had gone to A&M I would have gone—but if I had gone to Texas—and a good friend of mine. This fellow that was at Schreiner at the time that I went there, we were both planning to come to Tech and room together, and then he decided his father wanted him to go to the University of Texas. And I think he had an aunt that lived in Lubbock and his father wanted him to get away. And so my first roommate was a boy from Midland by the name of Ed Waymond. He was from a very prominent family in Midland. I don't know, I had never been to Lubbock until my parents brought me up here and left me in September of 1950. I had never been here to Lubbock. The population of Lubbock at that time I think was 37,000, and Tech had about 5,600 students. The union hadn't been—I think they had just added on the wings to the administration building. Most of the business classes were in those new wings of what we call the administration. I'm trying to think when the union was first built. I don't remember if it had been built when I was here or not. I lived most of the time in Bledsoe hall and then I—some of the summer school I went and I lived in I think it was Sneed. Yeah I think that's what it was. I just kind of had a liking for the west.



**Steve Allen (SA):**

That's the right place.

PE:

That's the only answer I have for it.

RW:

Well did you come here intending to go into business or what happened?

PE:

No I thought I wanted to be a Geology major. And when I got into it I ran into a number of problems—mainly chemistry. (laughs)

RW:

That'll do it.

PR:

And with my eyes, I couldn't read slide rule and calculators weren't on the scene so engineers and math people use the slide rule. I transferred to business, and I did a lot better. The first semester I was here I did very poorly, and I was having trouble with my eyes and my mother took me to San Antonio over Christmas and got my glasses changed, and I did a lot better. My eyes were always sort of a problem. I went in the summer, and I graduated. I went through the bachelors program in three years and I went through the master's program in one year. But it wasn't a master's program like they have today. It was quite a bit for the time. You have to look at the way you did things back then. You didn't have any copying machines. You didn't have any electric type writers. So I got out pretty quick. I was—I guess I was twenty when I got a bachelor's degree and I was twenty-one when I got a master's degree. And looking back at it, I really didn't have any work experience. I worked some for a guy that drove a Bulldozer. He paid me three dollars a day, and that was about the extent of my work experience, and there wasn't anybody in my family that really ran a business. And of course the companies that came for job interviews at that time—the highest paying one would have been some of the oil companies. I know Phillips Petroleum and Conoco employed a lot of people and they would maybe pay you—you'd start out at maybe four hundred dollars a month. Something like that. I can't think of other companies that came to interview. There was a company out of—it was Fort Worth or Dallas. It doesn't exist anymore. It was called the Container Corporation, and they came. And like Sears and Penny's, I don't think I interviewed with any of those. But maybe at the time you'd get something like three hundred dollars a month—something like that. I've always liked business. I like to study business, but I wouldn't want to run one. I think one of the things that's important is how fluid the business scene is. You can look at companies like Hewlett Packard, and you won't look at Polaroid because you won't find it. Some others in their day they were great growth

companies. And even Texas Instruments with that in mind. You get so big and you just can't grow. Maybe the technology changes on you and everything you've done the last 20 or 30 years becomes obsolete and you go out of existence. Forbes did a study, I forget exactly the years—I think they used—it was from let's say 1920 to 1980. I think it was 60 years and in the Dow Jones Industrial Average there were only two companies that were the largest companies in 1980 that were in 1920; and that was Standard Oil of New Jersey, what is now Exxon, and American Telephone. One of the largest companies in the country in 1920 was a company by the name of American Leather, and they made all the harness and stuff for wagons and whatever and they went out of existence practically overnight.

RW:

Yeah within five years.

PE:

So it's a very fluid—the business scene is. Like right now I have watched Google and Facebook, but I have never invested in it because I don't understand it. I just simply don't understand what they're doing. And time will tell whether they survive. And you know you can look at something like Apple computer. I'll just say it's going to be hard for Apple to continue to grow.

RW:

I got one in my pocket. I'm not going to buy another one.

PE:

I wouldn't say it's impossible. And even IBM reached a point—and I know one of my sort of visions or goals or whatever after I got into teaching and sort of got into investing was to own IBM, and so when it came down to about fifty dollars a share, we bought a hundred shares and it didn't do anything. And then we went through two dividend cuts. And I sold it. It wasn't what I thought it would be. And it was very much the same thing in the 1970's with American Telephone. We had very high interest rates. We had very high inflation, and American Telephone was just kind of treading water. And I bought some and later sold it because it wasn't doing what I wanted it to do. These companies go—they don't have to, but they probably will. They go through these—it's sort of a life cycle. And Texas Instruments will probably never go broke, but they are not going to have rapid growth either. If you had bought in in those early days, even when I did, and held on to that stock your dividend would be a terrific yield on whatever. That's how you would be getting your money back. It doesn't have to grow to pay you back many times what you put into it. But you're not—I remember one statement that Lucien Hooper made one time. He said, "I never have known many people to make money and keep it through speculation. I've met a lot of people who have made money temporarily, but I haven't met many that have made it and kept it." And I think that's right. You can see stocks go—or a particular stock or a group of stocks—go incredibly high for a period of time and then the bottom

fall out. And so there's usually every twenty or twenty five years you have a correction of some kind that sort of makes everything that you've believed in sort of seem like it's false. That's not really true, but it's kind of like an earthquake. Everything is sort of reshuffled and you've got to adjust to a new environment. Now what was your question?

RW:

I don't remember what it was originally, but I know I got the answer. But I was thinking when you were teaching—this occurred to me at lunch. I don't know if Monte told you, but in here we have the Vietnam Archive. It's the largest archive of Vietnam related materials outside of whatever they have at Washington DC; it's huge. And it occurred to me—so you started in, was it '67 at Missouri State.

PE:

I started in '67.

RW:

Did any of that stuff show up there? You know everybody has this picture of the sixties.

PE:

What stuff? You talking about the—

RW:

Did the war affect anybody that you saw there or while you were up at Arkansas State?

PE:

Well I don't think it did. I don't remember it so at Arkansas State. We had several things going on in the late sixties. Our enrollment at that time went up to about seven thousand. We had two groups of students there. We had students that had been to Vietnam and come back, and then we had students there that were avoiding the Vietnam War, and that wasn't a particularly good thing. And then students were in—and then at that same time, and I guess everybody else had it too. We had the race problem. Now we were integrated at North East at Truman. We were also integrated at Arkansas State, although there were very few black students there. I don't think I ever had a black student in class at Arkansas State. And particularly at Arkansas State I know there was—it's kind of a funny joke that there was a registrar at Arkansas State by the name of Lloyd Howe. And somebody called up and said, "Are you integrated?" And old Lloyd Howe said, "I don't know I'm colorblind." (laughs) And of course in Arkansas, Arkansas State, they integrated pretty easily, and I'd say probably a third of Jonesborough was black; so it was a problem. And of course they had a black school. But when they went to integrate Jonesborough High School that's when they had the problem. But Arkansas State handled. But at Kirksville there was black students enrolled there when we went there in '67, and there wasn't a whole lot

of problems. Well I say one time enrollment was going doing and we started trying to recruit from the inner city of Saint Louis, and we brought some people into there that had no business being in college and that was a real problem. I had one student, that he was in my class and he didn't come very often. He sat in the back of the room, and he was failing, and he just finally dropped out of class. Anyway there was a guy from St. Louis that came up there and was living with him who robbed a jewelry store and getting out of town, he didn't kill a state trooper but I think he injured a state trooper. So back in the seventies we had some pretty rough times and of course the black students that we have today, they don't know what discrimination is. I mean the black students that we've had say in the last twenty years. I had a girl that was in my class. She had the same name as one of those black girls that sang for the Supremes. She sat on the front row, and I want to say Dianne but I don't know. Anyway she was from Kansas City and her father worked for Hallmark Cards and they moved to where she would go to a good high school, and she was the best student in that class. And then she went on and she got a law degree and four or five years ago she came back and gave the commencement address. She was a great student, but of course there were no black students when I was at Texas Tech. There were very few blacks in Mason, so it wasn't that big of a problem, but I can remember blacks coming through there and see them go to the back of a restaurant and there really wasn't I don't think any place going from across Texas that they could really have stopped and gone in and had a meal unless it was some special place that they might have known of. There was some pretty rough times back then. In the sixties and seventies, and I know at one time—I think it was about the time that Martin Luther King was assassinated, the black students said they were going to prepare a march. And it was on a Sunday and my wife was working that Sunday. She usually worked one Sunday a month, and they were afraid that the black students might come in and throw out all the card catalogues, and of course they don't even have a card catalogue anymore.

RW:

Well we got a couple but—

PE:

But that never happened. I think we did sort of have one sit in at the president's office, but it wasn't too serious. In Kirksville, when I went there I didn't know anybody. We didn't know anybody. But I always felt that Kirksville, Northeast Missouri, was very much like the south to be as far north as it is. And the reason that I bet is during and after the Civil War, there were a lot of people from the south moved to Northeast Missouri and brought their slaves. And there's an area in Northeast Missouri that generally follows the Missouri River, that they called—you don't hear much about it now but they used to call little Dixie. And it follows the Missouri river, and they did have plantations along there, and I mean it wasn't the big plantations like they had in the south, but they did have slaves. I know one of the big problems that we had—or problem that we had was black students couldn't get housing in Kirksville. They wouldn't rent to them. And I know back about that same time there was two white girls, both very blonde, married two black



guys, and when they went to get housing they couldn't get housing. So the mindset in Northeast Missouri was pretty much one of segregation.

Of course Missouri was kind of odd because supposedly it was a free state, but you could also own slaves. I was thinking of something else. Oh something else that I did after I retired was I was president of the Adair County Historical Society for 10 years and that's where Kirksville is, it's in Adair County. I worked on a lot of articles that went in. It kind of gave me something to do after I retired, but I gave that up two or three years ago. I ran out of something to write. In the Civil War there was a battle of Kirksville. It was August 6<sup>th</sup>, 1862 and the Confederates had come up there recruiting and there was Union soldiers—it wasn't much of a battle because the Confederates were very poorly armed. But they ran them to the west of Kirksville and down across the—I think back into Arkansas, and they were heading more recruiting up there. But the rural Missouri and even Iowa, many of the people that were involved in the battle of Kirksville were from Iowa over there on the Confederate side. So if you go to the [question of], "Who's supporting which side?", the rural area was generally supporting the Confederates and the towns Kirksville proper was pro-Union. (pause)

Being brought up, I remember, one of the roommates I had at Shriners was a boy from Crowley, Louisiana—and this would have been in about 1946, 1947 something like that—and he went home with me one weekend, and we met this tall gangly black coming down the street and his—I don't know what his real name was. Everybody called him Jake, and I can't recall his last name. But he shined shoes there in a barber shop, and he was also the local bootlegger, and everybody knew this. But it was just a way that Jake could make a living, and Mason County at that time was dry. But I had known Jake since forever, and I stopped and we shook hands and you know that boy from Louisiana, it upset him that I shook hands with him. He just couldn't believe that I would do that and at the time I didn't think anything really about it. Mason I think was Jake's last name. But I didn't grow up with a whole lot of blacks because—now when I got to Saudi Arabia you had all sorts of colors, and you had these big blacks that had these scars under their marks, from Ethiopia and that's supposed to mean that they're slaves and the royalty at that time had used them as body guards. Most of those people that were so anti-immigration—why they're gone now so that's kind of taken care of that.

RW:

It's not even something most people think about I should imagine.

PE:

No.

RW:

Well after you retired—is that '96? Because I saw that's what you had—well what did you do? Obviously you stayed in town and you said you were—



PE:

I stayed in town. I worked there with the historical society—they had a building that they had moved—in 1989, Kirksville built a new library, and so the predecessor library was in this old building that the historical society moved into. And I didn't get all of it cleared up in the ten years that I was president, but I got some of it cleared up. We spent about \$35,000 improving the building. And fortunately the historical society, there were a couple of women that had given the historical society some money. It probably was thirty or forty thousand dollars. Not a lot of money but enough money that you didn't have to worry about paying the light bill and that sort of thing. So we—something we had to be done to the building and we painted it all together. It's about as historic a building as there is in Kirksville. We painted the outside of it. We redid the windows. We tuck pointed the brick and just generally cleaned it up and that took about thirty-five thousand dollars of money. And then I wrote quite a number of articles for the—they put out a quarterly newsletter, and so I wrote articles for that, interviewing people, much the same way that I'd interview people that worked for—was presidents of companies but these people, and there were quite a few of them that had very interesting stories. People that most of them had died by now; so I got that taken care of. And so I turned it over to another guy that's running it. But during the time I didn't—again after I retired, I worked some with the companies that I'd invested in and following them and looking for others. I usually—first thing I do in the morning when I get up is go eat breakfast and come back and (pause) check my back account that I'm not being defrauded and then check the stocks and I've got fifteen or twenty of those. And then here in the last several years the companies that I've invested in—it looked like to me several years ago or two or three years ago where the value was, they had been knocked down pretty much because many of their products were going off patent. Was the large pharmaceutical companies, and so several years ago I bought some Phizer and just to kind of watch it and then coming around probably the next one I bought was I bought some Arbutus. That's a Swiss large pharmaceutical company and then Merck. I can't think of anything else.

And the most recent thing that I've been doing is—I think the next ten or twenty years, probably I won't see it, but the next big thing is going to be in biology cells—stem cells. And there's an awful lot of companies, smart people, that are putting an enormous amount of money in to this stem cell research for cancer, and for diabetes, and for Parkinson's disease. And so I've developed a list of thirty or forty companies in that area. Now all of these companies—this is kind of like venture capital. Anything that you go into, it might go broke, so the way you want to do this is you want to put a little bit of money into a lot of them, and if you can hit on one or two out of ten you'll do alright. And if you do a good job in selecting them you might do better than that. But I don't know—and of course some of these little companies have ties with the big companies. And some of them may be bought out by the big companies, and some of them may go broke. I don't know but that's sort of what I usually spend some time every day with it. Looking at it seeing what they're doing and then I watch—the first thing I think a person ought to do when they go (pause) and Benjamin Graham said this, I'm attacking it from a little bit. Before you invest you have to figure out how not to lose. I think probably the quickest way to

figure—realize the hazards of the financial markets is you ought to watch a number of the programs called American Greed. And it comes on usually on a Thursday night at 9 o'clock on CNN.

SA:  
CNBC

RW:  
CNBC

PE:  
CNBC yeah and what amazes me—I've been watching that program since—I was totally unaware of it—since my wife passed away. But the people that will—most of them probably in their fifties or sixties that will take everything they've got and put it in something that is probably a scam. And there's all different—Bernie Madoff was a classic example, one of them. And I don't know how much they lost (loud beep noise), but I know they lost some. There was a couple in Kirksville that lost money in Madoff's scheme. The wife is still working, and the husband's in a nursing home. If something has been out—most of these biotech companies. They haven't just been started, they've been (loud beep noise, break in recording) probably eight or ten years you know they just haven't—it just takes that long to come up with something—a totally new technology. So really I'm never at a loss for something to do. (loud beep noise) I watch a lot of baseball games. I used to watch the Cardinals but I'm watching the Royals now because I can't get—I can get the Cardinals once in a while, but I'm watching the Royals. And so I watch them when I can, but usually I spend a couple of hours a day on the computer fooling with something like that. One of the companies that—and I never a telelecture with them. I wrote them, and I never got a response. But after I had watched them for quite some time—used to in the *Wall Street Journal*, they would publish quarterly earnings reports of all the companies and they would publish these quarterly earnings reports, and I would check that just about every day. And I was looking for particularly small companies that had a good profit margin, and I would cut those out and look the company up and probably write them and get an annual report. It wasn't like it is now where you can just look it up on the computer. You know what I mean you can just go to the computer and look it up.

Anyway a little company that I ran into. I think they had sales of about three million dollars a year. And they were located in Colorado. This little company called Mesa Labs. And it was when I first ran into it, it was a little company called Mesa Medical, and they make something's for the medical supply business or the medical business. I followed them for a while and finally I took nine thousand dollars and put it into Mesa Medical. Now this is kind of a Fisher-type of stock, and this was probably—I don't know when this was. Probably—I know I bought thirty three hundred shares and some of it I bought at three and some of it I bought at two and seven-eighths; very small but very profitable. And finally it started to grow and it continued to do better

and now the company—it's got about forty million dollars in sales and those shares are \$53 a share.

RW:

That'll work.

PE:

And that's—but I never could—but it was started by a guy that never finished college and then he brought another person in with him, and the person that founded the company I think is completely out of it now but the—and now they've brought another guy in. So one of the problems that you have with these small companies is, the founder hangs on too long, he won't let go and he doesn't understand what the changes that are taking place, and the whole thing misses the you know—I've had one or two of those happen too, where that it's just not what it was. I never did invest in it, but there was a company out of Hesston, Kansas that—called the Hesston Corporation. This was probably back in the seventies, and they made the first of these round balers. You know they roll the bales up in the big round thing? Well Hesston had the first one of those, and they built quite a company on it. But all of a sudden—well several things happened. We went into the economy slump I think in '74, and Hesston had a bunch of those things in inventory. And then about the same time John Deere built essentially the same product and painted it green. And Hesston challenged them in a patent suit rather than licensing it to them, and that was the wrong thing to do. And Hesston went out of existence. But it was—they did very well for a while.

I'll tell you another thing that happened to me and I didn't have any special knowledge really. After we got married we had two children and then we—our son was born in '69 and our daughter was born in '72, and somewhere around in there in about '72, I started thinking about saving money to put them through college and so I was putting this money into a mutual fund that the T. Rowe Price organization had started which was one of the leaders in the no-load mutual funds and Mr. Price was one of the investment geniuses that you know he's in growth stock investing. He had a chemistry degree from Swathmore and when he got out of college, companies like—oh some of these chemical companies now that are huge big companies, they were growth companies back then. You know like DuPont and Union Carbide, those kinds of company. So he came up with this idea of having this fund with natural—a culmination of natural resource companies and high technology companies. That that would be a good inflation hedge. Everybody was looking for an inflation hedge, and of course if it gets bad enough there's nothing of an inflation hedge. And we almost got to that point, but anyway—and they call this fund The New Era Fund and I started putting money into it and by about 1977 I had \$13,000 in it. And I got the—and the fund really wasn't doing that well, and so I thought the best way to fund the kids' college education was just—our income was pretty good and we'll just fund it out of our income and if we need to borrow money. At that time my parents were getting older and I didn't know how long they would live and it was always my plan to sell this piece of property in



Mason when they were no longer there. So my idea was that we'll just finance it out of our income and we'll borrow the money until we sell the land and we'll pay it off. That's what I was thinking. Well anyway I put that—this was in '77 I believe. I put \$13,000 in Exxon. I bought 300 shares of Exxon, and today I have 4,800 shares of Exxon. And it pays a little over \$3,000 a quarter. And that's not a growth stock, but it's a very well-managed company with a combination of their allocation of capital and they're buying their stock back, it gives you a tremendous return. And so the kids got through college, we finally got the land sold and we've got the Exxon. (laughs) But sometimes you'll do something and it doesn't work out the way you plan it. Sometimes it's good, sometimes it's bad. I've been fortunate, I never have lost a lot of money in something and I think following Graham and Fisher has caused me to do that. The first investment I ever made I lost all of it. And I can't remember when this was, but it was an oil company in Abilene, Texas. And I put \$500 in it and the guy that was president of the company was in a bad oil field fire, and I don't think he was killed, but he was very seriously injured and the company went. And I don't think it was really a scam, but it was a very risky investment. I've always kind of—it's the easiest way of making money I've ever run into. It beats the hell out of herding cattle. But I kind of learned it after I got into—after I got out of college.

Everything I could get a hold of to read—I subscribed to the *Wall Street Journal* and *Forbes* for years, and read them and I got a lot of good ideas out of there but I haven't read the *Wall Street Journal* in twenty years and *Forbes* has changed. It used to be a magazine that you could get some good ideas out of it, but now it's more just a book to put on your table to serve as a counter dressing or something like that. And for years I watched Louis Ruchizer and Wall Street Week and a lot of times you'll get an idea that will—you'll run into something but you don't know what everybody else is thinking. And so somebody will say—maybe you think a such and such a company is a good buy but somebody says on that program that it's a good buy and that sort of reinforces what you think. But there's a very logical, orderly way I think to go on about evaluating these things and if you don't do it that way you're likely to lose your shirt because—when Texas Instruments was trading at \$250 or whatever it was trading for, there was somebody buying it at that price and it went all the way to thirty-five and so it's a kind of thing and—and of course there's a lot of that—and I've gotten great satisfaction and enjoyment of doing this and showing it particularly to students. Some of them it didn't mean anything to, but a lot of them it did. And I guess I remember when I was in school. Maybe I didn't take that many finance courses. I guess I'd heard Benjamin Graham and (pause)—

But *Forbes* did this article on him. I don't remember the year. It was after he retired and moved—he was in the east. And he retired—when I met him he was living in this gated community in La Jolla, California. I went out there to an economics meeting. That's what I told him I was going to, and I did give a paper at that meeting, but the main reason I was going out there was to see Benjamin Graham. And the economics meeting was in San Diego, and I rented a car—we flew out there. It was when our daughter was just a baby and we flew out there and I rented a car and drove up to La Hoya and talked to Graham, and he was this kind of interesting. Graham at that time was not a whole lot older than I am now. He did not let anybody—Graham

had a heart condition and he didn't—I think I talked to him in '74 and I think he died in '76 and he was 82 I think and I'll be 80 this June 13<sup>th</sup>. But I thoroughly enjoyed talking to him but he was pretty crippled and he was in pretty bad shape. (pause) Oh what I was going to tell you—Graham went to—his father died when he was very young. Graham had a lot of sadness in his life. He was brilliant, and after everybody lost so much money in the 1929 crash and then the thirties, he wrote the book *Security Analysis*—he wrote that book and then later on he put that in a popularized version called the *Intelligent Investor*, and that has gone through several editions. And one of the things that—and then one of the books he wrote that was, I think, a great little book. I don't know when he wrote it. It's the *Interpretation of Financial Statements*, and it simplifies accounting. You can read that and understand what's happening, but anyway Warren Buffett was a student of Grahams when he went to graduate school at Columbia University in New York. And Warren Buffett was turned down by Harvard. They don't like to talk about that. But anyway Graham says, "You can come and work for me, but I won't pay you." And so you had to have—I don't remember—Buffett was probably married at that time but he had to have enough money to go and live in New York for a year and work for him and he worked for Graham for a year and then he came back and I guess that's when he started that first partnership. And he got a number of people there I think around Omaha. I don't remember who all was in on that first partnership but that was sort of Graham's—but back to Graham again. Well Graham's life, he was a genius in a lot of things but his father died early and his mother, she was killed in a robbery coming home from a Braves game one night. Now this was after he was an adult. It would have been—I did not know that until I read it. Somebody asked me if I knew that, and I didn't. And they picked it up somewhere. But anyway Graham was married three times. Graham had a woman problem and he had—his first son was named Newton, and he died as a child and that bothered him very much. And then he had another son that's named Benjamin Graham that was a medical doctor, and he always said he didn't understand what his father was doing. And then he had a couple of daughters and one of them married a psychologist that was at Columbia and I can't think of his name but he's the one I think that came up with the self-fulfilling prophecy. The Pygmalion effect, whatever that guy's name is, he married Benjamin Graham—but anyway when Benjamin Graham died—well another thing—no he had another son that was in the military during WWII and he committed suicide and his girlfriend, Graham brought back to this country, and he was living with this woman at the time I met him. But when Graham died, some of his children didn't know where he was buried. That's how bad the family relationship was in Graham's family. Now how somebody can deal with all of that—but it was kind of—but he was—there's been a number of books that have been written about Graham, and I haven't read any recently. I felt that I knew enough about it. But you've got to read a number of them to get the whole story but it's true. We corresponded and wrote Christmas cards. He'd always write on cards, and we corresponded there for a number of years. We talked to him in '72. We talked to Fisher in—first time in '71; we talked to Graham the first time in '72. But it was—as I mentioned to you—Graham, he had this idea—he had this statement he used called margin of safety and (pause) and he was—certainly most of the time he was very much on



using balance sheet, but he would talk about where the margin of safety was. He would look for businesses selling for less than their net working capital and—which would mean the thing is practically being given—and maybe in the Depression you could find companies that were selling for less than the cash that they had in the bank. But he wasn't interested in great growth stock. If he could buy something for fifty cents and sell it for a dollar he was perfectly happy. But that's not where he made his money. He made his money in Geico and that was a growth stock and that was kind of an accident. They almost didn't invest in that company. He just almost didn't do it. And Graham said it refuted everything that I ever said and I ever taught. Graham taught of course at Columbia University in the evening and a lot of his—a lot of people came out of it went on to be successful money managers. Fisher was—he didn't even put his name on his office door. It was on his stationary, but he—and he goes into this—when he started get into it was, I guess it would have been in '29 and he had a job in this bank and he thought that (pause)—no I think he had a job at a bank and he quit that and went for a job in a brokerage house. He was making three hundred dollars a month in this brokerage house. And he told—I think he told the switch when it was but I forgot. And Fisher—that's when all the speculation was taking place before the '29 crash, and Fisher said that he told them the stocks were too high, the market was going to crash. And he said that they had seventy-five employees and he was number seventy-six, and Fisher said that he made a deal with them that they could fire him if his work wasn't okay, but they couldn't fire him just because he had less seniority. But he said that didn't help because when the crash came, the whole firm failed. And so he was out of a job, and he said he was living with his parents, and he said he had offers of a couple of jobs that were so uninteresting to him. Now here's a guy that entered Stanford when he was fifteen, and he said there were so—he said, "I might as well try this." And so he had been in the Stanford school of business and I don't know if he graduated or he didn't graduate or he just quit. But he had run into—the company is still around. It's a company called FMC, and it was a very very small California company at that time and they made agricultural—he said they made agricultural equipment. And so that was his first company and he began to tout this stock to investors and he got clients, and I forget the year but he started out and he was making maybe ten dollars a month. He gives it—this is all in the transcripts and then maybe fifty dollars a month and then—and the he said by 1937 or something it all changed, and he says I started making a thousand dollars a month and I haven't made less than that ever since. It's kind of like you know if you work for a penny a day and it doubles, how much would you be making at the end of the month? And by the time you get to the end of the month it's some pretty big numbers and that's kind of like Fisher was—and I don't—I know a company that he invested in. It's no longer a growth company but I did a telelecture with him and I thought—the guy that did was probably one of the best executives in the United States in the last fifty years.

It's a company called Nucor. N-U-C-O-R. And Nucor was the company that pioneered the mini mill steel making process. They built their first mill in Arlington, South Carolina and then they built mills later on they built—there's one down in East Texas. It's the Jewett, Texas. I forget off hand where the others are. But it has become one of the largest steel makers in the United States

making steel from scrap. And the man that was head of Nucor was—he's no longer alive—was a fellow by the name of Kenneth Iverson. And he probably—we talked to him a couple of—I think maybe even three times and Kenneth. He's probably the most competent—he's one of the greatest executives of this and probably nobody knows it. But what they did with that company and the whole industry. They revolutionized the steel industry because making steel from scrap.

RW:

You know I was just thinking about Fisher. How did you—because you've done so much with him and gave us that stuff. How did you first meet him?

PE:

I saw this article in *Forbes Magazine* and it was written by Jim Michaels and he was one of the one of the executive—I think he was the executive editor of *Forbes*. *Forbes* had this column. The "Money Men" column and it would be in there every issue usually and it was usually something pretty interesting and sometimes very interesting. But anyway they wrote this article and I can remember, it said slow to buy slow to sell. And I read it and it made—this was before I ever got the idea of calling him up and talking to him and—I don't remember, maybe I was at Arkansas even maybe I was in Arkansas State at that time. Anyway I lost the article and so I wrote *Forbes*, and I remembered his name and I sent him and I said could you please send me a copy of it and they did. And so I had the copy, and I was teaching investments at the time when I got the idea of calling and I don't remember how I got his address, I don't. He was in the Mills Building in down town San Francisco. That's where his office was and I don't know how I did that but anyway, I got it. And I wrote him this letter, and I had no idea that probably I'd ever hear from him or that he would even respond and in the very next mail I got this letter back and he said, "I think it'd be a great idea." But Fisher was no nonsense. He was—there wasn't any fun to him really. I know I've talked to this Ken—Ken came to—well Ken had some sons that went to Washington University, and one of them got married down there and I had mentioned to Ken, I said, "Sometime when it's—if it's ever convenient, well give me a call and I'll try to meet you," because I had talked to him about his dad. And at one time I thought about writing a book about his dad and I never did get around to it. So when I heard that—when he told me that—I think he had three grandsons that were going to Washington University.

SA:

That's in St. Louis.

PE:

In St. Louis. And I said well if you've got three grandsons in Washington University you don't have any probably to worry about where to spend your money (laughs), and he wrote me back and he said they're all on scholarships. (laughs) And I don't know about but I know one of them—and there was none of them going into the investment business. But anyway Ken called

me. One of them was getting married. Ken gave me the date, and it was the small hotel. I can't remember the name of it that was kind of out of St. Louis. And he said if you'll come down here on that date I'll talk to you. I'll have plenty of time because he said I'll be here and I won't have anything to do. So we went down there and I talked to him two or three hours about his dad. And the—but they had—Mr. Fisher had three sons. The first one was brilliant. He went something into college, something into college and I think that maybe he was a dean at a school up in the Pacific Northwest and then the second one is no good. And I know Ken told me, one instance his dad spent two and a half million dollars getting him bailed out. And Ken, when he started, a lot of people thought, well he's going to ride in on his dad and he started out with his dad, but he and his dad didn't get along. They didn't get along at all and so Ken went out on his own and started Fisher Investments. This would have been—I don't remember what year that would have been now but he's got many millions of dollars under investment management. Ken would be about—I guess he'd be close to 60 now and he'd be—and he never did. He went to—he didn't have a whole lot of education by. He went to Humboldt State out in California. But he's sharp. He was telling me about his dad. He said his dad when he would go to get a tooth filled, he wouldn't take any medication. He said he didn't have any feeling in his teeth. (laughs) But I knew he was always thin and tall. He's not too terribly tall, but he's the thinnest man I think I ever saw. And Ken always said that he thought that his dad was—as a result of being so small—he thought that being rich was his way of getting back at people. (laughs) But Ken and his dad, they didn't get along at all.

RW:

Well you've had, I mean a number of these people talk to your classes. Did you write them the letters the way you mostly got a hold of them? Or how did you—did you have a technique?

PE:

I just sit down, and I try to be very frank and very honest and never tried to use anybody. And I think some of them did it more as a curiosity because it was such a novel idea and such a neat idea. Well I mentioned I don't think *Money* was in here. But we did one and it was in 1972 and this was an article in *Business Week* I saw. And it's this Arthur Rock, who he's a venture capitalist in San Francisco and he was—his dad operated a store that sold—he was from Syracuse, New York and his dad operated a store that sold papers and candy and cigarettes and whatever you know. And he went to Syracuse University, he's Jewish. Pitzer was Jewish and of course Graham's Jewish. (pause) And he went to Syracuse University and graduated in business and went on to Harvard and got an MBA. And then he went to work with Hayden Stone and it was an investment firm in New York at that time. And he saw all these people out in what later became Silicon Valley with ideas for businesses and no money. And then east they had people with the money but no ideas or they didn't want to take the risk. So Arthur Rock moved to San Francisco. And he—I guess he has the business. He's 85, and I don't know if you—PBS put out a video on Silicon Valley and if you look at that video, there's these—probably there's two



dozen of them—men who took part in the electronics revolution. And they're entrepreneurs or start up guys but the venture capitalist is Arthur Rock and he's on that video. And he put up—he had the first partnership he put up. He said they talked to about 1,500 companies. 1,500 hundred ideas rather, and he said they made thirteen investments. So you look and see how selective he is. Out of those thirteen, they made there were three or four of them that went broke, and there were two or three times on their money. You know something like that. But there were two real winners. One of them was a company that was founded by the name of Teledyne. Teledyne is a company—one of the products is—and a very small part of it was the Water Pik. But Teledyne was put together by a guy by the name of Henry Singleton. And he grew up somewhere, I never could find where, on a large ranch in Texas. But he put this company together. This would have been about shortly after World War II and the other idea—so they financed Teledyne. The other idea on that partnership—that worked on that partnership was a company called Scientific Data Systems. They put, I think, roughly a million dollars into Scientific Data Systems and they sold it to Xerox for very close to a billion dollars. Now I think it was something like \$973 million, and Xerox never could make it work. Then the second partnership which would have been about the time that we talked to him, he was putting together the—you got to go where the money is so to speak, and so there really wasn't a well-developed venture capital market then like there is now. But these—there were a number of these young guys that were getting out of college that had these ideas, and they were wanting to start electronics companies. So there was a guy by the name of—his last name was Fairchild. And he had a business that was some kind of a business and he was wealthy. And so a number of these people went to work for him. Well he didn't accept their new ideas. He wasn't willing to go along. So they got mad and quit. And that's when this Robert Noyce, he graduated from Grinnell College in Iowa and he had a professor in I think it was physics that knew what was going on with these chips at Grinnell, and Noyce was intrigued by this. And so Noyce goes to Arthur Rock for money and Arthur Rock just in a matter of hours raised two and a half million dollars and that was the beginning of Intel. If you look at that video that PBS did Noyce is in it. Well their all in it but Noyce is the one that—Noyce is the main one that started Intel. And of course he had a cerebral hemorrhage several years ago and is no longer alive. Funny story about Noyce when he was at Grinnell is he stole the farmers pig. (laughs) And they were about ready, I don't remember, they were about ready to kick him out of college. And anyway I think he got his idea about the chips from this professor that he had. I forget, it's on that—I forget where I got that. Of course I knew he graduated from Grinnell, but I didn't know about the physics professor. But that was where he got the idea of some of the possibilities this thing might have. So Intel, at that time, was a—and it was maybe of course he didn't tell us he was investing in Intel. But Intel went ahead and had a public offering, and I never did buy any of the stock. And of course it's a, I guess, a mature company today. But he was a great guy. You know really, I think he was 41 years old before he got married the first time and then he was divorced from that and then he was married again to an attorney. He called me one time after I retired—I don't remember what it was about. And I wrote him a letter when I moved to Lawrence. I just simply said I was always too worried about being poor, and I was

surprised that I wound up in a place like this. And I sent him that information about the place that I was living, and I didn't hear anything from him. He still goes skiing a lot. I think he had polio as a child. But he's a—we talked to some other venture capitalist too but he was the most—no I think you know some people are going to turn you down, but a lot of them will do it. When they see Fisher and Graham had done it. When they see—now Buffett, of course I guess was known among investors maybe back then, but you ask the people on the street, they didn't know who Warren Buffett was. Well today Buffett's got to have a body guard. You know that's no way to live.

I think another funny one that happened. You can find this in Sam Walton's biography—and I never bought any Walmart stock—when I need to know anything about Walmart. I never really thought anything about it until they put in a store at Kirksville and it was a small store, and it wasn't very big and it wasn't all that impressive. And retailing is not something that I'm really terribly interested in. But anyway when I was at Arkansas State, we heard about this crazy guy at Newport, Arkansas, that had this store and he was doing all these crazy things. I don't even remember what—one of them I think was that he had a donkey for kids to ride and maybe he was selling ice cream or whatever it was. Well that was Sam Walton. I'd probably been better off if I had gone to Newport and gone to work for Sam for a dollar and quarter an hour than to stay with teaching. But anyway Sam lost his license on that store and he moved up north of Fayetteville, where their headquarters is now, I guess. But anyway, in that biography of Sam Walton, he writes about going over into Tennessee and buying woman's underwear at a very inexpensive price. Well back at that time you couldn't—if you were going to cross the Mississippi River you either had to cross it at Memphis or you had to cross it down in Helena, Arkansas or you had to go all the way up to Cairo, Illinois and cross it. But there was a ferry at Cottonwood Point on the Arkansas side to Dyersburg, Tennessee and Sam would cross there with his car and trailer going over to Tennessee to get this underwear. Now this—it's hard to imagine this now when you think of Walmart and its size. Well about the same time I guess it was or maybe a little after my wife and I were going to a job interview somewhere over in Tennessee and we crossed the ferry at Cottonwood Point, and I remember when we came back it was at night and the ferry was closed and we had to go back and spend night at the Dyersburg but that—it's just unbelievable that the could be doing that at that time and Walmart could grow into what its grown into. It wasn't—but the people that he put in that thing developed really a distribution—a computerized distribution system that is very tough to compete against. Sam Walton, he graduated from the University of Missouri. In fact he was president of his class. I guess if you probably had known Sam Walton at that time, you probably would have thought he would be reasonably successful at something. His wife was from—I think she maybe was from over in Oklahoma and she had—I wouldn't say she was wealthy but they were well off. I think they had a good bit of land. That might have come into play in maybe his early days getting started, I don't know. But I know it's very very important to be able to get a hold of money at a fairly early age and get it invested right and yeah you learned a lot. I learned a lot from these guys. A heck of a lot and I think students did.



RW:

Well you know we talked about pretty much everything. From your younger years on through the teaching and afterward, but is there anything that we forgot to ask that you can think of? You know you'll think of fifteen after we leave. That's a fact. (laughs) But if not you can always get a hold of us and we can figure out a way to get it down.

PE:

I don't.

RW:

Monte were there questions you had before you left?

MM:

Did you talk to him about Texas Tech and his years here?

RW:

Texas Tech and after he retired and just about everything I can think of. You know what you had started with.

MM:

Alright and forgive me Pat. I'm sorry I had to step out and do that thing but it was one of those things I had to do. Y'all talk about the military high school? You got your wife's name and her background?

PE:

You didn't get my wife's name. My wife was Eleanor. E-L-E-A-N-O-R Viola Kirks, and she graduated from Arkansas College that's now Lyon College in Batesville, Arkansas. And then she went to Library school at George Peabody which is now part of Vanderbilt.

MM:

I remember you and I talking about that on the phone but I wanted to get that down. And did you talk about your children? How y'all adopted the children and what they're doing?

PE:

Well the children are in school and the adopted children are in school in Lawrence and they are—

MM:

They're Rex's kids.

PE:

Yeah they're my sons children. They're Rex's children. And they seem to be very bright, adjusted very well. When they came they didn't speak any English and now they speak English without an accent and the oldest one, Marcela, was a freshman at this free state high school in Lawrence, which is the one on the west side. The new high—well it's been there about fifteen years now. And Marcela lettered in band and track and soccer. And the youngest of the—I guess the middle one will be in the eighth grade. Excuse me, will be a freshman this year and the youngest one, she'll be 13. And then my daughter has a son who will be 14. He'll be in the eighth grade. And they're all doing very well.

MM:

And your son's name is Rex and your daughter's name is Elena.

PE:

Is Elena E-L-E-N-A.

MM:

Okay did y'all talk about the teleconferences and you know why you kind of started it and the origins and how did you convince these big former investors to get involved? Did you talk about that? I know you and I visited about it on the phone.

PE:

Well there wasn't any. I saw them written up in most cases. And I simply sat down and wrote them a letter and said this is what I'd like to do and we will send you some questions and we'll pay for it. And I would send them a—probably a copy of the people that had done it. And just write them a nice letter and send it and I'd say most of the people—I'd say most of the people—I'd say the people that I really wanted, I got.

RW:

How did you come up with the idea to do it in the first place?

PE:

There was an interim dean. He was an older man by the name of Earl Ludlow that was dean and he called me one day and he said, "There's something here that I want to show you that maybe you could use." So I went over there and he had this little ten dollar item that you lay a phone on and it amplifies, and I don't know why I thought—I automatically thought that I want to record this. I'll record this. And so I guess we went and bought one of those little amplifiers. I don't remember and we used that for a while and then the Bell Telephone came out with a phone that was then a case that was about as big as a type writer and it had mics on it, and it would probably amplify louder and we got one of those and others, other people used it for different things but—

you know you look at it and I thought there was a tremendous benefit to it but there was also a hell of a lot of work to it. But coming up from my background, you know after talking to some of these people, I'm not sure I met a rich person until I met some of the royalty in Saudi Arabia. According to these people—I know when my wife was always talking about somebody being rich in Kirksville. I said Eleanor there's not any rich people in Kirksville.

MM:

Didn't you have a telelecture with Ross Perot?

PE:

Yeah we had one with Ross Perot.

MM:

Oh really? Tell us about that one.

PE:

Okay. That was an interesting one. We didn't upset Perot more than once or twice but that was when we were getting started, and I'm trying to think how I contacted him. I probably wrote him a letter. Anyway his secretary called me. Well one of his secretaries called me and said he'll do it. Okay we set the time and everything and you think everything's set and the date before—this was at the time Perot was trying to get F.I. DuPont straightened out. It was a brokerage house. Back then the brokerage houses were being covered up by all of the—at that time the trading volume went to say—I don't remember—but the back offices were being covered up. This was before they were doing everything by hand. And so this DuPont—that's another story. Perot had decided that he could straighten DuPont out. And so anyway, the day before this was supposed to take place, the telephone rings and it's Perot's, one of his secretaries, and she said "Mr. Perot is going to be in New York tomorrow, but he will call you at 2:30." Or whatever time it was. I think it was 2:30. And I thought, oh it won't ever happen and we were all plugged in set to go and the phone rang right at 2:30. You know it was right on the money. And we had—he talked to us well over an hour. And Perot hasn't changed. He's saying the same thing. He's saying about the same thing. (laughs) I haven't heard anything about him lately but he was—and the idea there was how do you take an idea and turn it into a business? Which is what he did with EDS. And he went through. He said the first thing you want to do is, he said, "You want to study an industry or part of an industry and become a keen student in that industry. When you do that you'll see gaps that are not being done or not being done very well, and this may or may not be a good place to invest. There might not be anybody doing it because there's not any money in it." Which reminds me of one of the pieces of James Etches, it's not mine. I don't have this one, but it says if this business is so damn good, why aren't there more people in it? But Perot said you know I've been very lucky. You know he said, I've been very fortunate. But I ran into another guy. There was another guy that was a venture capitalist—a fella by the name of David Dunn.

And he was in San Diego and he had Perot as the commanding officer in Annapolis. And he said that guy knows leadership. He said you may not agree with him but he knows leadership. But I never did invest in EDS. I don't remember—Perot wasn't worth but about \$200 million when we talked to him. The—where's my drink?

MM:

Right there in the chair.

RW:

In the bag.

PE:

And you know that was—and Buffett. I remember when we talked to Buffett the shares of Berkshire Hathaway were about four hundred dollars a share. I thought of buying some. It never occurred to me to buy one share. But I thought of buying a hundred shares. That'd be forty thousand dollars. And that's more money than—I mean if I—but you think about it, you had that money. And it's never paid a dividend. You've had that money tied up all these years. But I never did buy any of Berkshire Hathaway and it was—but that's what it was. It was four hundred dollars a share when we did. And Buffett was—I don't remember what his—you seldom heard the term billion back then. You just didn't hear it. But it was a (pause) but you know it's a—but it did come as a game with me that—and as I say I think students—and I took it. I think we did about 250 of them, and I made transcripts of all those and made tapes of all of them and they're all with the Museum in New York.

MM:

Ok that was one of my other questions there.

PE:

And if you want them this—I've got her name written down. (pause) I can't think of it right now. Anyway, I'll tell you another interesting story. There's a guy that—how I came up on the museum. That's kind of an interesting story. I was beginning—I never had visions of teaching past sixty-five and along, probably ten or twelve years before I retired. Say around 1984 or '85 I began to think, you know, what are you going to do with all this stuff? And it didn't have any benefit to—it would be used at Northeast and so one time, I was reading in the Des Moines paper and I read where there was a man by the name of John Herzog in New York City that was thinking about starting a museum of financial history and so I wrote or I—I don't remember if it had his address on it or what or how I got the address on it but I wrote a letter and I said, "I've got these tapes, and I've got these transcripts, and I want to know if you'd be interested in them?" So I had a letter back from him, and he said send me several of your tapes and I'll listen to them. So I sent him—I think I sent him—I know I sent him the tape that we did with Kenneth



Iverson in Newscore, probably sent Benjamin Graham, maybe one of Fishers. I don't know. Anyway I sent them to him and I got them back and he said, "Yes we're interested." So I started making these transcripts and sending them to them probably four or five, maybe ten at a time as I could get them done. This—John's father started a brokerage house called Herzog Hein Geduld. I think that was it. And what they did, they were purchasers of stock for institutional investors, over the counter stocks for institutional investors. And it's hard to imagine how—Johns about the same age as I am, he may be six months or a year older than I am. He's a real tall thin guy. He went to—he has a MBA from Cornell. Well anyway, when he got back from Cornell, his father was in this business and it really wasn't that great. People don't realize some days even on the New York Stock exchange in 1974 they didn't trade ten million shares. I know Richard Hooker said to me one time, "Pat someday they'll trade a hundred million shares and won't think anything about it." But anyway, back then it was literally using a telephone and calling the—you know just that just happened. There was no electronics to it. It was making telephone calls to buyers and sellers. Well anyway John got back out of getting his MBA at Cornell and he wanted his father to get an electric type writer. His father didn't want to buy it. (laughs) Well anyway I think they finally got the electric typewriter but to make a long story short, when Merrill Lynch bought this brokerage house, they paid John very close to a billion dollars. Nine hundred and something. But it had developed into much more of—when we were there he took us—oh I don't know he might have had fifty people working for him. I don't know what he had. You know he—but it's just how that business changed in not too many years you know. But John, he's—oh and the name of that woman that is at the museum is Kristin Aguilera. Her name used to be—Aguilera is her married name. Her name was Kristin Richards before that. But John Herzog had this idea of having this museum of all of these financial—they have all sorts of things there. It's just sort of a financial history of the United States and several years ago they moved it over to Wall Street. They were on Broadway. I forget what—it was the old Standard Oil building, but I forget what the address of it was. It was 25 Broadway or something like that. It was the old Standard Oil building. I know it used to when you went into that building there was a big statue of John D. Rockefeller there. And that was—but certainly these people were some of the prime movers of—and of course a lot of people have made a lot more. Graham I don't think actually made that much money but he started and laid the framework for everybody else to operate under and there's another book that was always my favorite book and it's a book called the *Money Masters*. And it was written by a guy with the name of John Train and John Train was a writer for *Forbes*. He had a column in *Forbes* magazine for a number of years. I didn't particularly care too much for his column, but he took and he wrote a chapter on Graham and Fisher and Buffett and T. Rowe Price and maybe a couple of others. And that was a great book. And it's written easy. It's easy to read and it is a—but I think that Graham went to Wall Street because he needed to make a living for his mother and I think he had some maybe younger children. I don't remember. He was offered scholarships to Colombia. Graham was proficient in many things.



MM:

Steve you were raising you hand up. I didn't know if you had another comment you wanted to make.

SA:

No just the Ross Perot one.

MM:

And Pat you were talking about DuPont was another story. That was another story. What was the other story there?

PE:

No I didn't say DuPont was another story. Somebody was another story.

MM:

Was it Perot?

PE:

No.

MM:

You were talking about Perot in relation to DuPont. You said that's another story.

PE:

Oh okay well yeah. I was thinking about the chemical company. No with the brokerage house the FI DuPont, yeah that thing went under, and when it did I vividly remember that because I had an account with them and this was before the SI—the Security Investment Protection. Whatever it is. And they were something like eighty five million dollars of securities that just disappeared. They were just gone and I had at that time (pause) I had a margin account with them. And the—I think there was about sixty thousand dollars in the account. Now at that time brokerage houses weren't corporations. They were partnerships. I don't believe Merrill Lynch was the first one to incorporate, and they might have been incorporated but the rest of them were partnerships. So I had—I don't remember. Anyway had about sixty thousand dollars in this account, and I had about twenty thousand dollars borrowed—nineteen thousand borrowed against it. And so I went to the bank and explained the situation and they wired them nineteen thousand dollars, but it was still sometime before I got my securities but I did get them. I know that was—Luke Nepper (??), he worked for Brokerage House but he said never invest in a brokerage house. He lost money in the '29 crash, and he said don't ever invest in a brokerage house. And of course that was before the insurance and that was before they were corporations and—but they were literally flushing securities down to molds when that thing fell apart. You'd call up there, and they wouldn't

answer the phone. You know I mean it's that kind of situation. I never did buy on margin very much. I don't think it's necessary. Of course now with—I never did buy a whole lot of stock with a lot of downside risk to them, but I think one of the things that is attractive to the security business is you can get into it with a relatively small amount of money, and if you're patient with it and don't try to make too much money too quick, and you don't listen to everybody that comes along you'll probably do alright. I guess one of my faults is probably staying with a security too long. But companies go through—a lot of good companies have problems that they have to work out and during that period of time, they—

I know another telelecture that we did was with the company Smuckers, the jelly people. And they sent us a box of jelly for everybody in the class. But at that time Smuckers was being negatively affected by very high sugar prices and their profits were depressed and they weren't doing very good and the—or maybe you may be influenced by high oil prices you know that may not last forever. By the way gasoline is about fifty cents cheaper down here than it is in Kansas. (laughs) And you kind of have to let those things—and a lot of times you know if a company—you know you have to take the dividends and be satisfied with that because when the big change comes, I can remember how high stocks seemed in 1982 before they took off. And back before that time—I remember, I should know this but I can't recall. I remember the first time the DOW crossed a thousand, and then it pulled back and it was a long time before it crossed a thousand again. And then it went ahead a thousand and then I counted—I forget the years—but I counted. It crossed eight hundred, forty something times. And it seemed to be that 800 was about the right value, and the DOW was always going back to that. I mean the price was always going back to that and then when it took off in '82—but we didn't realize the posse of things that were happening at that time to cause stocks to go up and one of them was the Berlin Wall was coming down and another one I guess we were going to lower interest rates and I don't remember—and inflation was coming down. And all of that pushed the prices higher and so the—and so it—I know we asked Graham what is the biggest mistake investors make and he said, "Well there's two. One of them is trying to outsmart the market and the other one is paying too much attention to what's going on currently." In other words, what's going on now is already discounted in the market. You know you've got to find something and you've got to—and that's why you, with the electronics and everything like it is today, you have sort of an instantaneous adjustment. And that's why this thing, like day trading and that kind of stuff. You're fighting a losing battle. Doesn't matter how smart you are, you're not going to beat it. It's just a—and you've got thousands and thousands of people out there. That's true with these—I think that's true with these Biotech Companies is you've got thousands and thousands of people out there that are trying to make maybe a fifty cents or a dollar on the trade instead of picking something that you think has long term value and staying with it. And of course you—but if you take—I should know this. I've seen it but how much—we trade somewhere between three and five billion shares a day and most of that is short term trading. Most of it, it's in and out. And the most successful investors, I think—I mean I know Fisher would probably, most years, wouldn't have more than one or two buys or sells a year. I think that, Lucien Hooper always called it the

prostitution of the art. Of all this short term trading but this whole financial industry that has been built up out there is a—well I think there's probably more mutual funds than there are companies listed on the New York Stock Exchange. So it's—I think that what I'd maybe say to a young person today. I think it's easier to pick a good company than it is to find a good investment advisor. Given the returns of the stock market and the fees charged by some investment managers, you're not going to make that much. And then you might get something like a Bernie Madoff and something like that and there's some very smart people who are fooled on these things. I don't think I'd have been smart enough to have caught it. And the—well I don't know any. I'm run down. (laughs)

MM:

You've been doing pretty good Pat. Let me just ask a couple of other things here. Did ya'll talk about what drew you to Texas Tech?

PE:

Well I don't. As I said I know one of the things—I don't know if it was—I think it was the year before I graduated from Schreiner the president of Texas Tech, his last name was Wiggins, he made our commencement speech.

MM:

I see.

PE:

And then we went several times to the Texas Tech/ A&M game that was playing in San Antonio in those years and I remember one time we passed the Texas Tech bus going to San Antonio and I knew I didn't want a—I didn't want to teach in high schools and I did have this—certainly after I was at Tech, to me I thought college teachers had a pretty good deal and I wanted to be a college teacher and I knew I didn't want to go to A&M because I didn't want to go to another military school. And I didn't want to go—a lot of kids from Mason went to San Marcos. The teachers are now Texas State. Yeah Texas State and so I was something that I was sort of liked the west, and I mentioned earlier I did have this—I did room with this Evetts Haley one year when I was at Schreiner.

MM:

Did y'all talk about that?

PE:

No we really didn't get to.

RW:

I don't think we got back to Evetts Haley.

MM:

So how was that? Did you talk about how you got to Schreiner and then how you got wound up rooming with Haley? Did you ever meet his dad?

PE:

Yeah. Oh yeah.

MM:

Okay talk about that a little bit.

PE:

Yeah well I remember one time I met his dad on several occasions. I remember one time that he came through—let's see how that was. I guess that maybe was when I was—well when I was at Schreiner I met him and then Evetts came a year—Evetts came there as a sophomore. I think Evetts was a sophomore and I was a freshman my freshman year. And then he came back the next year and we roomed together one semester and at that time Mr. Haley had a deal with the snazzy little *Standard of Times*, that he was going to Europe. This was a very big deal at that time. He was going to Europe and write these series of articles for the *Standard of Times* and he wanted Evetts to go with him. And so Evetts was not in school with me—he was not in school that spring. And then—I'm trying to think. He came back. Evetts didn't graduate from Schreiner, he graduated from Canyon but he came back maybe another semester and we roomed together and—I'm trying to think of what book he was working on when he came to—anyway he was working on one of his books and he brought me from Lubbock—they picked me up at Lubbock and brought me to Mason and then they picked me up on the way back and I went back to Lubbock. And then he was I know several—I've been to the Haley Museum there in Midland several times. We were there, I forget what the occasion was, but they had a big barbeque supper there, and they had a bunch of people from all over West Texas there. I forget what the celebration was about but there was another kid that was also—that had been to Schreiner by the name of Blueford Thornton. He was from out at Pilot and that's between Monahans and somewhere. I don't know where it is and they had a big ranch out there, and there wasn't any school close to send he and his younger brother, so they sent him to Schreiner and I saw him. And of course that was after Mr. Haley passed away. I can remember when that happened and Evetts and I corresponded and the—but I've read all of his books I think.

MM:

Well you say that he picked you up and took you from Lubbock to Mason and Mason back here to Lubbock.



PE:

And he was going on—they went on to Austin I believe.

MM:

What were car conversations like?

PE:

I don't remember. (laughs)

MM:

I mean did he talk about his books and the west and things that he did? I mean he was one of the great characters of West Texas.

PE:

Yeah I know it.

MM:

What did Evetts think of him?

PE:

Well Evetts was very much like him but I think he's mellowed a lot the last few times that I've met him. The (pause)—I'm trying to—I know one time, the only time I ever hitchhiked in my life that Evetts and I hitchhiked from Kerrville to Navasota. Evetts had an uncle that lived in Navasota. We hitchhiked from Kerrville to Navasota and we made it I think all—we made it all the way, and then we rode the bus back. Yeah Mr. Haley was pretty (pause) He wrote the book—I was telling Steve. When we went by Palo Duro we were looking there at that theatre where they have the brands and we were looking at all the brands and I was remarking that the Littlefield brand—that George Littlefield owned about forty thousand acres of land in Mason County and that it was called the James River Ranch. And I don't remember—I know that—I don't know whatever happened to all of that. At that time there was the heirs. There wasn't any of them. I can't even think of their names now that inherited that property. I know they had a man there to handle the hunting rights on it, but I don't know if they leased it out or what they did or they sold it.

MM:

They weren't the Duggins were they?

PE:

Huh? No, that doesn't ring a bell.



MM:

Steve you were—

SA:

When we were driving down you had said something about growing up about riding the train while you were in Mason. That you would jump the train and—

PE:

No I didn't say, what?

MM:

When you and a buddy would get on train as it would go by—

PE:

No I didn't say that.

MM:

No?

PE:

Uh huh. I was talking about, there was a—I taught that artist that I had. The artist that I had that did two pictures—it was an interesting story. I ran into this in Tyler, Texas. There was an art gallery there. We were down there. Our son Rex was marrying this girl that was from Tyler, and we were down there and I was just killing some time and I went into this art gallery. And there was a painting there like I always had wanted. And it was a large painting and it showed the oil derricks and the hazy background. I liked the way his guy handled light. And then you see the old Model T sitting over here and you see the horse drawn and it was sort of a contrast that you'd see probably in the late in teens something like that. The street wasn't paved and this was done by an artist by the name of Michael Lynn. And Michael Lynn was a very talented artist, he could paint a lot of things but he was in prison in Oakdale, Louisiana and this guy that ran the art gallery there in Tyler. I can't—it was—he has since retired or gone out of business. I can't think of what his last name was. He was a little bitty guy and everybody called him Buster. He got Michael Lynn—Michael Lynn painted some building in Tyler in the four seasons. I don't remember if it was the courthouse or what it was. But he painted these four seasons and this organization was going to make prints of this and they were going to sell them which they did and those original prints of that or those original painting of that—those originally sold for \$2,500 apiece. So this painting that he had up. There were two of them. I really liked both of them and so they were \$1,500 a piece and so I bought one of them and I took it back to Kirksville with me, and I got to thinking about it after I got back. I liked the other one very much and so I called him and bought it. One of my weaknesses is western art, I've always liked it and

so I got that one. It was another oil scene. But anyway this Michael that I'm telling you about that was in jail for methamphetamine charges. He painted a picture of some convicts—some people in jail at Tyler making a break and the railroad track was right by the jail. This actually happened. And the prisoners are jumping out of the jail and jumping on to the train. And that was a painting that he did. I didn't buy that. I've never seen that painting, but Buster told me about it and he was telling me what a good artist that Michael was and then, oh I don't know three or four years ago, I got a letter from Buster and he said Michael had died. And he wasn't that old. And then he sent me some pictures of paintings that he thought I might be interested in when he was selling out and I sent them to a person back at Mason that I thought might—but after I bought those two paintings, I wasn't interested in buying anymore. I bought—well I don't have room for them now. I've got one of those by Michael Lynn up in the apartment and the other one in the closet. And then I had about five paintings by an artist by the name of George Kovach. He's one of the more prominent Texas landscape artists. You can look him up on the internet. We used to go to Mason from Kirksville, we went through Stephenville. And we were going through Stephenville one time and we saw this art gallery that was in this insurance agency in Stephenville so I said, let's stop. And so we stopped and they had all these paintings in there. Nothing lower than three or four hundred dollars—five or six hundred dollars, that kind of thing. Anyway this painting by George Kovach was a picture of this large oak tree on the left and this wooden gate. It had just rained. There were ruts in the street—in the road. And I thought it was a very pretty painting, and my wife liked it so we bought it. I think we paid \$325 for it and I remember I paid it out by the month. I paid something like \$30 a month or something like that maybe for a year or something and that was—and then we came back and we bought another one by George Kovach that was—it's a little bit larger painting. It was \$425. It's a guy. It looks kind of like a scene in—I don't know. It could be anywhere in the hill country. It's kind of rough, rocks, scrubby oak; you know that kind of a scene. And there's a cowboy off of a horse opening, I believe, it's a wire gate and I bought that one. And then when we were out at Fort Davis I bought another one of George Kovach's. It was a painting of a—it says "Cantina" on it and the burro is standing tied in front of the building and George Kovach said that was a—that cantina was on the set of the movie "The Alamo". That's where he got that picture and he put that on it. And that one, that was several years later, and I think I paid something like nine hundred for that one. That was several—but he's listed on the internet and I haven't checked it in a while but his paintings have gone up a lot. K-O-V-A-C-H. Just type in George Kovach. And one of his big paintings now would go for ten to twelve thousand dollars. I probably couldn't or probably wouldn't buy one of his paintings today. Another one that we had was Dan Brown. And he is a landscape artist that lives in the Fort Worth area. He's on the internet also and his paintings are not quite as—I think they're not quite as expensive as Kovach's. I bought I think one painting at I think Fort Davis. I think I paid \$900 for that painting, and I thought the kids wouldn't be interested in any of these paintings and low and behold the—well my daughter—my wife had a painting that she paid \$75 for. This was back before we got married and it was a painting by an artist by the name of Dan Howard that was at Arkansas State.

And about the time we left from Arkansas State, he left Arkansas State and went to Kansas State. And I never did hear anything more about him and then—so after my wife passed away I've always sort of been intrigued with this painting because man, Dan Howard was a modern artist. He'd paint stuff you wouldn't know what the hell it was. And so this painting that she bought from him was part of a painting that he took to Florida and won a thousand dollar prize with it. It was called "Complication of the Cloth". And you look at it and it looks like these two monks are—maybe they're giving a test to this other monk but you aren't sure of it. You don't know. You don't know what it is and so anyway I looked Dan Howard up on the internet and he's on it and he went—he's a couple of years older than I am—he went to the University of Nebraska after Kansas State and he sells his art at an art dealership in Lincoln, Nebraska. And his stuff is—you know that painting. That painting today of his would probably be listed at ten or twelve thousand dollars.

MM:

A lot more than the seventy five that she paid for it.

PE:

But anyway my wife was making about \$5,000. And she would spend money on something's but something's she was pretty tight on. I'm sure she had many misgivings about it. She was complaining about it being too high. And then Howard was kind of a funny kind of guy. He said, "Well if you get the good stuff you got to pay for it." (laughs) And so, but anyway he is—so I gave that—my daughter runs in, and I said you ought to take this because it was your mothers and I don't particularly care anything about it and I don't know what it is and anyway she's dead set on going to Lincoln this summer and going to this Museum that has his art. There was another one that I know my wife wanted me to buy there at Stephenville. It was \$550 and I didn't buy it. And really you—but I have enough art but I kind of—I guess I don't play golf or fish. I fool with stocks and fool with art.

MM:

Well those are two good things to deal with. I have that similar addiction and Roberts's father does all that. So he was up at the Cowboy Hall of Fame up there were they had all the big western art. Sales and stuff. Roberts even been knee deep in all of that before. Let me ask you one final thing here that I can think of. Well actually two. All the correspondents that you've mentioned—did you send that to the museum as well?

PE:

Yeah.

MM:

Ok so all the correspondents with these guys—

PE:

Well I'm sure I didn't send in—well I wouldn't have had the initial letters that I wrote. I didn't have the initial letters that I wrote. I sent them a lot of stuff. I sent them with what I wound up with and I don't know. I hope they didn't throw it all away. You know I know they saw that they have an interest in the Graham article. But with all their moving and all the things that they did, it's hard to tell sometimes what might happen. But that Kristin Aguilera, she would remember me. I mean there wasn't—and John Herzog would too because one time when we went to New York, John took us out to dinner at a very fancy restaurant in New York. He would remember me. But I don't think it's necessary to talk to John and I don't know how much he is there but he's the one that founded the whole thing.

MM:

Lastly and Robert may have covered this already and if he has then we'll just let it slide. But were there any particular professors at Tech that motivated you or anybody that you recall that you enjoyed taking classes from?

PE:

Well I enjoyed classes from Dr. Mize, who was head of management at that time. Robert Rouse was a good person. I guess I had him in Corporation Finance. Of course Dr. Mize was the one that handled most my thesis and most every—all of my graduate work. I'm trying to think. I know I took one thing that was amusing to me. This shows you how country I really was. I know I took this course in Labor Law, and I don't remember who taught it. It wasn't Dr. Mize and I just can't recall but we had this case in this labor law book about a gravedigger strike and that really struck me as odd because I couldn't imagine—going back even somewhat before I was born, your friends dug your grave and then you had maybe—this was before the days of however they dig them today.

SA:

Back Hoe.

PE:

With a back hoe. That struck me as amusing. (laughs) But when you come from Mason you're easy to impress. (laughs)

MM:

Do you remember taking any history classes?

PE:

Oh Yeah I did.



MM:

Did you take Curry Holden or any of them?

PE:

No I didn't.

MM:

Earnest Wallace or any of them.

PE:

No I remember Earnest Wallace. Earnest Wallace I remember and I remember Dr. Holden. I didn't have him in class. The person I had—western civilization, and I think we just had to have one semester in Western Civilization because I don't remember taking it under anybody else. There's a man by the name of William Peirce, and he was very good. He was—of course this was not that long after World War II and he was a tank commander in World War II and I know the question come up one day about whether Hitler was dead and he said, "I know Hitler is dead." And so that kind of stopped that. Earnest Wallace—I can remember when I was—he was Dean or Assistant Dean of Arts and Sciences and I went in one time to see him to drop a class and this was before I changed over to business.

MM:

From what?

PE:

From Arts and Sciences. From Geology.

MM:

Geology. Okay.

PE:

And so I don't remember what my plea was. I wasn't trying to drop Geology. It was probably Algebra or Chemistry. And he looked down at my folder, and he says it takes you a long time to get things doesn't it? But he said once you get it you've got it. And then he went ahead and signed my drop slip. (laughs) But anyway what I was telling Steve about this coming over here; Wallace and Holden had written this book on the Comanche Indians and I remember when I would go to class—the museum was a very new building and probably completed while I was here. But it was a very new building when we had this class. Probably about 1951 or 1952, but I would see Dr. Holden walking around. I knew who he was, and I had Peirce in Western Civilization. And I remember he said that if you learn everything in this class and get an A—and I think I did get an A in that class—he says the amount you'll know about history is kind of like

one block in the entire Empire State Building. But I really liked him. He was fun. He had sort of a dry sense of humor. I enjoyed it. And it was—a lot of the labs that we had were in Quonset huts. I'm trying to think. I took an English. I had to have a couple of English classes and they would have been in the old library building but I don't really remember who I had.

MM:

Ken Davis. Kenneth Davis. Ring a bell any?

PE:

Un-uh

MM:

And he may not have—chemistry. You didn't happen to take Henry Shine did you?

PE:

The guy that I had in Chemistry was blind.

MM:

Do you remember what his name was?

PE:

Un-uh but he was essentially. He was blind and I really don't know how he—I don't remember how he taught that class.

MM:

Well I know one of our retired Horn professors, Henry Shine, is in his nineties now and he was a Chemistry professor so he might know. I'll ask about that. Well have we pretty much covered everything here?

RW:

We want to get his phone number.

MM:

Oh absolutely.

RW:

Let's not do it on the Oral.

MM:

Yeah alright. Have we turned it—are these dead?

RW:

You can turn them off. We got it.

MM:

Okay is there anything else Pat that you want to say to us?

PE:

I can't think of anything else.

**[End of Recording]**



© Southwest Collection/  
Special Collections Library