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SEED FIRM IN NEW LOCATION—Opening of a new retail store at Pacific and Ervay Streets Monday with greatly expanded facilities has been announced by Mrs. A. V. Lawrence (center), president of the Magnolia Seed Company. Among the features of the new store will be the Magnolia Garden Tea Room, which, under the direction of W. C. Underhill, will serve breakfasts and lunches. Officers of the company, in addition to Mrs. Lawrence, are R. F. Duggan (right), chairman of the board; E. W. Fager (left), vice-president and sales manager; R. F. Duggan Jr., credit manager; R. W. Cordin, purchaser of supplies; Mrs. Gladys McFarland, office manager; Mrs. Evalyn Webb, manager of the new store; L. G. Dickinson, poultry department manager; C. Owen Wright, warehouse superintendent, and F. E. Dean, manager of wholesale sales.

Washington is now having a temporary real estate boom.

Massachusetts leads all the states for the number of replies from

to do some real thinking as to what are real assets.—(Copyright, 1943, Publishers Financial Bureau, Inc.)

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Dallas News Staff Photo by Jack Beers,

VOTES WATCHED CLOSELY IN IRVING SCHOOL ELECTION

R. F. Duggan III, school board election judge, reads the votes of candidates for the board of trustees of the Irving Independent School District from inside one of the nine machines used. Taking down the twice-read figures is Bob Farson, rear center. At his left, in the

plaid sport shirt, is Jim Ratteree, judge from the Non Partisan slate which lost. Leaning against another voting machine in white coat and black tie is C. W. Rucker, judge for the winning Citizens' Committee

change, 1 out of every 29 shares traded is bought or sold for Texas owners. On the average day, 238,000 Texas-owned shares are traded

And studies by the Exchange show that investments in publicly held companies now provide Texans with 367 million dollars in dividend income, which Mr. Lawrence believes to be equal to some of the larger Texas indusstate's economy.

Mr. Lawrence believes, furthermore, that the trend is going to continue

"The potential is still great in County Courthouse.

Texas and in Dallas," he said. Launched as Magr rapidly now to investing in se-

He also noted that, while Dalthe nation in population, it still lars a year. tion. But it ranked 22nd in 1959,

a sign that it is catching up.
"This catching up in share ownership is dramatic," Mr. Lawrence said. "And it's my feeling that this catching up, this grow-ing, will continue."

ever, that this big and growing can corporations is now one of the nation's big unorganized groups in the nation.

American street shall business, like and vegetable garden seed flowers, potted plants, etc.

Later it expanded into sale as well as retail as r

Million-a-Year Company Grows From \$5,000 Seed

By JIM STEPHENSON

Current expansion of Magnolia do it if he had the time. Seed, Hardware & Implement Capable secretaries often come trial Park facilities recalls its grope for. modest \$5,000 beginning nearly 40 The late Mrs. A. V. Lawrenceyears ago on Elm Street near the Mr. Duggan's secretary-was, in

"Texans are shifting over very Floral Co. in 1924, the firm has the business for the next 25 years, changed considerably over the retiring as president in 1950. years with the changing times, adapting so successfully that its three times during Mrs. Lawlas ranks as 14th largest city in sales now exceed a million dol-rence's tenure.

> est distributor of lawn and gar- with a Sherman, Texas, firm. In den supplies and equipment in 1933 it became Magnolia Seed the Southwest and now ranks Co., and was so called until 1948, about fifth in this field nationally. When it took its present name.

group of stockholders in Ameri- ever, that a small business, like and vegetable garden seeds, cut

Mr. Duggan had a business goday the stockholders far outnum-ber the employes. American Tele-how long. He needed someone to payroll.

this instance, herself the answer. Launched as Magnolia Seed and She became his partner and ran

The company changed names

In 1929 it became the Sherman-Magnolia has become the larg- Magnolia Seed Co., in association

Founder was the late R. F. The name changes were a re-puggan Sr., an independent oil flection of the changing times. Mr. Lawrence admitted, howfication. He soon learned, how-small retail store, offering flower adapt.

Later it expanded into wholesale as well as retail operations, and by 1942 the company was do-IN MANY CORPORATIONS to- ing, all right, but he wasn't sure ing an annual volume of nearly

> At that time, the sale of vegechicken raising became the big, nolia's retail dealers. vertically-integrated industry it is

grew-but not in the sale of chicken feed Lawn and flower garden supplies and do-it-yourself lawn equipment supplanted vegetable seeds and poultry supplies as the big sellers.

Magnolia got out of the retail business in 1950, going all-wholesale. There were 20 employes then, and sales were around \$750,000 a year.

In 1954, Magnolia closed out a retail operation at Pacific and Ervay and became the first company to establish operations in Brook Hollow, on its 11/2-acre site at 8401 Sovereign Row.

It is that facility that is now being expanded 50 per cent to give the company a total of 30,000 square feet under roof, with truck loading doors increased to five, and rail loading doors to the company's Rock Island spur increased to four.

| manage it for him, the way he'd| Magnolia's growth parallels that of Brook Hollow and its companion development, Empire Central Ofsome of the larger rexas indus-tries for contributions to the Company's Brook Hollow Indus-up with the answers their bosses national, regional or local headquarters for some 260 companies. Twenty-eight companies currently have 707,000 square feet of new building construction under way in the two developments.

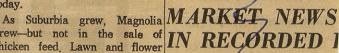
> The firm of Wiley Brothers, Architects & Engineers is general contractor for the Magnolia expanion, Grady Jordan handled the real estate leaseback.

> R. F. Duggan Jr., son of Magnolia's founder, now is board chairman, and Warren Landwermeyer, with the firm 22 years, is president. The company is largely owned by the officers and emploves.

> Mr. Duggan and Mr. Landwermeyer attribute much of the company's success to its ability to

> There are 30 employes now, with six salesmen traveling Texas, Southern Oklahoma, Western Louisiana and Eastern New Mexico.

Accent is on up-to-date merchandising techniques. The expanded facilities will provide a 2,500-square-foot meeting room, table seeds and poultry supplies where product knowledge and accounted for 75 per cent of Mag-sales training sessions can be nolia's total business. It was a conducted for representatives of time when lots of folks had a few the nurseries, garden centers and hens around the place and before seed and feed stores that are Mag-



Want to know what the s

Rotan, Mosle & Co. is bri starting Monday which will en who is interested, to receive cu by dialing RI8 6361.

Information from the New recorded electronically each h of Rotan, Mosle and played number.

A typical recorded messag

"This is a registered represe Texas oldest member of the Nev

"During the third hour mos below their high for the day in Glidden up 1/8, Tennessee Gas

"At the end of the third ho put the average at 603.99. Rails volume of 2,960,000 shares."



Magnolia's Duggan, Landwermeyer.