

Sept - 1943 -



**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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# The Dallas Morning

The Oldest Continuously Published Newspaper in Dallas: The Dallas Herald, 1849; The Dallas News, 1892

DALLAS

DALLAS, TEXAS, SUNDAY, MAY 8, 1955 — — 172 PAGES IN 10 PA



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 slate.



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 industries for contributions to the state's economy.

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

"The potential is still great in Texas and in Dallas," he said. "Texans are shifting over very rapidly now to investing in securities."

He also noted that, while Dallas ranks as 14th largest city in the nation in population, it still ranks 18th in shareowning population. 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 growing, will continue."

Mr. Lawrence admitted, however, that this big and growing group of stockholders in American corporations is now one of the nation's big unorganized groups in the nation.

**IN MANY CORPORATIONS** today the stockholders far outnumber the employees. American Tele-

# 1962 Million-a-Year Company Grows From \$5,000 Seed

By JIM STEPHENSON

Current expansion of Magnolia Seed, Hardware & Implement Company's Brook Hollow Industrial Park facilities recalls its modest \$5,000 beginning nearly 40 years ago on Elm Street near the County Courthouse.

Launched as Magnolia Seed and Floral Co. in 1924, the firm has changed considerably over the years with the changing times, adapting so successfully that its sales now exceed a million dollars a year.

Magnolia has become the largest distributor of lawn and garden supplies and equipment in the Southwest and now ranks about fifth in this field nationally.

Founder was the late R. F. Duggan Sr., an independent oil operator with a yen for diversification. He soon learned, however, that a small business, like a baby, requires loving care and close attention if it is to thrive. It won't "run itself."

Mr. Duggan had a business going, all right, but he wasn't sure just where it was going, or for how long. He needed someone to

manage it for him, the way he'd do it if he had the time.

Capable secretaries often come up with the answers their bosses grope for.

The late Mrs. A. V. Lawrence—Mr. Duggan's secretary—was, in this instance, herself the answer. She became his partner and ran the business for the next 25 years, retiring as president in 1950.

The company changed names three times during Mrs. Lawrence's tenure.

In 1929 it became the Sherman-Magnolia Seed Co., in association with a Sherman, Texas, firm. In 1933 it became Magnolia Seed Co., and was so called until 1948, when it took its present name.

The name changes were a reflection of the changing times. To begin with, Magnolia was a small retail store, offering flower and vegetable garden seeds, cut flowers, potted plants, etc.

Later it expanded into wholesale as well as retail operations, and by 1942 the company was doing an annual volume of nearly \$250,000, with 15 employees on the payroll.

At that time, the sale of vegetable seeds and poultry supplies accounted for 75 per cent of Magnolia's total business. It was a time when lots of folks had a few hens around the place and before chicken raising became the big, vertically-integrated industry it is today.

As Suburbia grew, Magnolia 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 employees 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 1½-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.

Magnolia's growth parallels that of Brook Hollow and its companion development, Empire Central Office Community, which now are 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 expansion, Grady Jordan handled the real estate leaseback.

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

Mr. Duggan and Mr. Landwer-meyer attribute much of the company's success to its ability to adapt.

There are 30 employees 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, where product knowledge and sales training sessions can be conducted for representatives of the nurseries, garden centers and seed and feed stores that are Magnolia's retail dealers.

## MARKET NEWS IN RECORDED 1

Want to know what the s

Rotan, Mosle & Co. is bri starting Monday which will e who is interested, to receive cu by dialing R13-6361.

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

A typical recorded messag

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—Dallas News Staff Photo.

Magnolia's Duggan, Landwer-meyer.