FRISCO’S 6\textsuperscript{TH} DECADE
1950-1959

The 50’s in Frisco

According to the 1950 census, the population of Frisco was 736. This decade proved to be one of growth for Frisco, since the population grew to 1,184 by the 1960 census — an increase just over 60%. The 50’s was a decade of many historic events. The United States was involved in the Korean War, the Cold War, and the Space Race as the Russians launched the Sputnik satellite—the first man-made object to orbit the earth. Our city of Frisco sent 28 men to Korea, and sadly lost one, Kenneth Jack Hill, in battle. Indeed, communism was the new enemy.

On the home front, the post WWII baby boom was going strong—as was the economy. The country saw the first Peanuts cartoon strip by Charles M. Schultz in 1950. The 22\textsuperscript{nd} Amendment was passed in 1951 introducing term limits for presidents. Dwight D. Eisenhower was elected president in 1952 with Richard Nixon as his vice president. The civil rights movement was ignited in 1955 when Rosa Parks was arrested for refusing to give up her seat on a bus to a white person. This led to the Montgomery Bus Boycott and Rev. Martin Luther King, Jr. moving to the forefront of the civil rights movement. Because of this incident, the United States Supreme Court ruled in 1956 that segregated seating was unconstitutional.

This decade also brought McDonalds burgers and fries—expanding waistlines and hips, hula-hoops—a hip new craze that circled waists and hips around the nation, and the music of Elvis Presley—along with his gyrating hips that were banned on stage and television—to Americans. The decade closed with Alaska and Hawaii admitted to the union as the 49\textsuperscript{th} and 50\textsuperscript{th} states.

For this month’s newsletter, we will talk about a few local people, a major real estate transaction, and the end of an era in Frisco.
Newcomers to Frisco who visit the Heritage Center may wonder about the statue of a blind man and his Seeing Eye dog. This man is John Milton Turner, who was born in Frisco in 1935 and the statue was a gift to the City of Frisco from John’s lifelong friend, David Griffin.

At the age of four, John was blinded in one eye due to a farm accident, but that did not stop him from excelling in school and sports. That same determination would serve him when, in the spring semester of his senior year at Frisco High School, the retina on his good eye detached and he spent a month in the hospital, enduring several surgeries.

With assistance from the Boy Scouts, who raised the funds, John traveled to the internationally acclaimed Seeing Eye Institute in Morristown, New Jersey where he received his first Seeing Eye dog, Villa, on November 21, 1953.

John refused to let blindness stop him. He went to a school in Dallas to learn to read Braille. Attending North Texas State College (now UNT) in Denton, he graduated in 1957 with a Bachelor of Business Administration degree in Marketing. His Seeing Eye Dog, Villa, attended school with him as well.

In college John participated in clubs, fraternities, was class president his junior year, and President of the United Students of North Texas his senior year. Following graduation, he worked as an insurance salesman for Massachusetts Mutual, never letting blindness stop his ambition. He became a top salesman for the company because of his winning personality, positive attitude, and knowledge of the product.

Among his many civic accomplishments, John served six governors on the Texas Commission for the Blind, became a Trustee of The Seeing Eye, Inc., a member of the Board of Directors of the Dallas Lighthouse for the blind.

John says that his “blindness is an inconvenience, not a handicap.” It’s that attitude that has taken him on an extremely successful life journey accompanied by his family, friends, and eight Seeing Eye dogs—Villa, Inky, Pepper, Gordy, Steffie, Corinne, Robyn, and Eben.

At the unveiling of the statue, David Griffin said, “This statue is a symbol of determination, guts, and a never quit attitude.” The next time you stroll through the Heritage Center, stop by the statue of John Turner and Eben, remember the story of the man it honors, and be inspired by his example.
A.D. “Zuzu” Bollin

A.D. “Zuzu” Bollin was born in Frisco in 1923. After serving in the US Navy during World War II, Zuzu returned to live in Dallas in 1950, where he formed a band. He recorded his first two singles in late 1951 and they were released on the Torch label in 1952.

During his musical career in the 1950’s, Zuzu traveled and performed in some big shows where the other acts included James Brown, The Drifters, Etta James, Louis Jordan, The 5 Royales and the Moonglows. Zuzu made quite a name for himself as a “Jump Blues” musician.

According to local legend, Zuzu ran afoul of Dallas nightclub owner Jack Ruby when he asked for a pay increase. He left the music industry and ran a laundry until he was rediscovered in the late 1980’s and began recording and performing again. Sadly, he died from lung cancer in 1990, just as he was making a comeback as a blues musician.

Look Ma Bell, No Hands!

The 1958 Frisco telephone book was eight pages long—including covers and a full page of advertising. Instructions included how to dial a phone and what to do if you heard a “beep”, which indicated the other person was recording your conversation. The big innovation was hands free talking with a speakerphone.
A Huge Land Deal

One of the biggest stories of 1959 in Frisco was the sale by C. J. Simpson of 775 acres to two developers who intended to build residences on the land—but not for at least five years. Future growth for Frisco as an outlying community of Dallas was predicted.

C. J. Simpson had already auctioned off his ranching operation to pay closer attention to his oil dealings in Arizona. This sale would divest him of all but 32 acres of land and his home in Frisco. He later sold the house and land to Henry Seale in 1960. Seale sold the property again to Cloyce Box in 1965, who expanded on the acres. The home and additional land were sold to Baxter Brinkmann.

That’s right, the land that was predicted to be among the first major housing developments in Frisco runs along Preston Road from Main to Eldorado and is still open and home to longhorns, donkeys, and a few ranch hands.

In case you’re wondering how much Simpson received for those 775 acres? The price was estimated to be at least $205,000. The article notes that the price would be only $275 per acre, which is “far below present market rates.” Try to find an acre of land in Frisco today for that amount!

Above: Land sale notice from The Courier Gazette, July 1, 1959
Left: An article about the sale from the Denton Record Chronicle, July 8, 1959.
The Rio Movie Theater

During the early 1950’s, a popular pastime was going to the movie theater. For Frisconians, that theater was The Rio on Main Street. The original movie theater, The Grand, was destroyed by the big fire in 1922 leaving only a brick arch. Sometime afterwards, the Rio was built in the same location.

Mr. and Mrs. Crowder ran the Rio. Their son, Richard, recalls as a young boy, he and his brothers would have to go in and sweep up the theater at night after the customers left. His dad ran the projector upstairs and his mom sold the soda, popcorn, and candy in the lobby.

The theater was open seven nights a week with an additional matinee on Saturday afternoon. Richard remembers seeing Roy Rogers, Hopalong Cassidy, Davy Crockett, and other movies at the Rio.

In April of 1956, a fire broke out in the theater. The owner, C. D. Barnes of Renner, decided to sell the building. It was purchased in December 1956 by the Lebanon Masonic Lodge and remodeled for their needs. The Lodge was moved to this location in March 1957 and is still there today. You can still see the original brick arch.

The fire left Frisco without a movie theater for over four decades until the AMC Theater opened in the Stonebriar Mall in 2000. In a nod back to his childhood, Richard Crowder and his wife, Rita, both worked part-time at the new movie theater in Frisco. Going to the movies is still a popular pastime in Frisco, but it has changed. AMC Stonebriar houses 24 movie screens—some of the theaters have reclining seats!

Congratulations to:
Brett Adams, winner
Collin County Historical Commission Excellence in Historical Education Award
Zoie Lancaster, nominee
Collin County Historical Commission Young Visionary Award
Wilma Fisher and the Junior Class Cookbook

Wilma Fisher taught business classes in Frisco ISD. She, along with Weldon Corbell, sponsored the Junior Class each year. To raise funds for the senior banquet, the junior class would sell cookbooks. Wilma gathered the recipes, typed them, copied them, and then had the juniors assemble them in small 3-ring binders. Throughout the cookbooks were ads from local business sponsors. This is one of many ways the small Frisco community came together each year to support the students. Fisher Elementary School is named for Wilma and her years of dedication to the young people of Frisco.

This month and next we will feature a recipe from one of the Junior Class Cookbooks. The recipe this month is from Jo Duncan. Jo was a young mother when she submitted this recipe for one of her famous cakes. As there was no bakery in Frisco, Jo often baked and decorated cakes for birthdays and weddings. Jo was only 17 when she married her sweetheart, Dayton, in 1951. He’d just received orders to ship out to Korea. The Duncans recently celebrated their 69th wedding anniversary.

A Heritage Recipe

Milky Way Cake  
*submitted by Mrs. Dayton Duncan*

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<th>Ingredients</th>
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<tr>
<td>8 Milky Way bars</td>
<td>2 sticks oleo (margarine or butter)</td>
</tr>
<tr>
<td>2 C sugar</td>
<td>4 eggs</td>
</tr>
<tr>
<td>2 ½ C flour</td>
<td>½ tsp baking soda</td>
</tr>
<tr>
<td>1 ¼ C buttermilk</td>
<td>1 C chopped pecans</td>
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Melt Milky Way bars and 1 stick oleo, set aside. Cream sugar and 1 stick oleo; add eggs, one at a time; add alternately the flour and buttermilk with baking soda. Add melted candy mixture, then pecans. Bake in tube pan at 325 for 1 hour and 10 minutes or until done.

Icing for Milky Way Cake

<table>
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<th>Ingredients</th>
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<tr>
<td>2 ½ C Sugar</td>
<td>6 oz. semi-sweet chocolate chips</td>
</tr>
<tr>
<td>1 C evaporated milk</td>
<td>1 C marshmallow cream</td>
</tr>
<tr>
<td>1 stick oleo (margarine or butter)</td>
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Cook to soft ball stage the milk and sugar, add chips, marshmallow cream and oleo. Mix until melted. Spread on cake.

There are almost as many variations of recipes for a Milky Way Cake as there are stars in, well, the Milky Way. This candy bar has been a favorite since 1923. When Southern Living published the recipe for the Milky Way Cake in their magazine for the first time, grocery stores across the South reported a shortage of those beloved candy bars. WARNING: This rich and delicious cake is not calorie-free!
There’s A New Doc In Town

In 1952, Frisco’s last physician, Dr. W. L. Saye, died leaving Frisco without a doctor. Town leaders decided to build a community medical clinic to attract a physician. Benton Staley, Jack Scott, and Curley Easton called a meeting to explain the situation and raise money from the community to build the facility. Stock subscriptions were sold raising the $20,000 needed to build. The clinic was built in six months.

Dr. Bill Parnell came to Frisco in 1953 but only stayed for nine months before resigning for health reasons. He sold his equipment to Dr. Erwin G. Pink in 1954. Dr. Pink would prove to be a welcome addition to Frisco.

A World War II veteran, Dr. Erwin Pink came to town and never left, leaving his mark and influence on Frisco in many ways—including the early days of the Heritage Association of Frisco. With his wife, Elisabeth, the Pinks became a part of the fabric of Frisco. Dedicated to the growth of the community, Dr. Pink made it his mission to court businesses to Frisco long before Frisco had an economic development committee. He is credited with helping to get the Christie-Wester homes, a community center, and community swimming pool built in the late 1950’s. He served on the FISD school board and was the high school team doctor for 43 years. For many years he was the only physician in Frisco.

Dr. Pink was a tireless volunteer with a vision for the creation of a heritage village and museum to preserve Frisco’s early history. He passed away in 2006 before seeing his dream fully realized. His memory is honored in the Frisco Heritage Museum with the Dr. Erwin G. Pink Gallery, which is curated by the Heritage Association of Frisco.

From the Heritage Association of Frisco Board of Directors

The Board of Directors met via Zoom in May to discuss the continued cancellation of meetings and events while the COVID-19 shut down continues. Here are a few things you should know:

- There will be no June 3rd Sunday Open House
- We are going ahead with planning for Shawnee Trail Cowboy Day in September, but will continue to monitor the situation and make a “go/no go” decision in late summer, in accordance with state and local regulations regarding gatherings at that time.

If you have not paid your annual dues, or you would like to become a member, please visit our website at www.friscoheritage.org. There are two ways to complete and submit your membership application.

1. Fill out and submit an online application at www.friscoheritage.org and pay through PayPal.
2. Download, print it, fill it out and mail it along with your check to:

Heritage Association of Frisco
PO Box 263
Frisco, TX 75034
From the President’s Desk

Greetings to our quarantined Heritage Association of Frisco members and friends. It has been a while since we have been able to get together. Even though we are living in unprecedented times, I know that we can get through this. Our group is small, but we are strong.

Unfortunately, we have had to cancel Third Sunday in June as well as our Membership meeting. Even though we have been apart, HAF has been working on plans for when things open again.

I am proud to announce that Brett Adams was the recipient of the Collin County Historical Commission Excellence in Historical Education Award. Zoie Lancaster was nominated for the CCHC Young Visionaries Award. We have been sharing pages from Zoie’s coloring book “Frisco Through the Ages” on our website and Facebook pages.

Plans for Shawnee Trail Cowboy Day are ongoing. We hope to know more by June or July if we can proceed with this annual event scheduled for September 26th. Vicki Burns will be continuing to share suggestions and ideas to help you in doing genealogy work online.

I would like to encourage you all to renew your membership and help us to continue to research, preserve and share Frisco’s rich heritage. Let us explore the past and imagine the future together.

Historically yours,
Donna Schmittler, President, Heritage Association of Frisco

Let me introduce you to Camano Island, Washington. It is about an hour northwest of Seattle. Camano Island is like any other small town across the country and my ancestors have lived there since the 1870’s. Perhaps your ancestors are from a town like this.

Now let me introduce you to a company called Arcadia Publishing. This company has partnered with many local historical societies across the country to publish local history books. They are called Images of America Series.

In cooperation with the Stanwood Area Historical Society, Arcadia published a book on Camano Island. I knew about this area from my research on my ancestors. I was pleasantly surprised to several pictures of family members. To my surprise, there was picture of my Grandmother when she was 5 years old, that I had never seen before.

Now I am sure that Camano Island does not interest you, but here is a link to all of the books they have published. I am hoping this will help you with your own research.

www.arcadiapublishing.com

Vickie Burns
Chairman, Genealogy Committee