



The oldest established . . .

Roach Feed and Seed gets historical marker saluting its eighty years in business

On June 16, 1933, W.H. Roach and his son Haskell, opened their feed and grocery business in a tin-covered building on what is now Garland's Main Street beside the Santa Fe Railroad right of way.

Eighty years later, and after a tweak to its name and progressive changes to adapt to new times and new demands, the company on June 15, 2013, celebrated its 80th anniversary and was presented with a historical marker to mark its impact on local business and civic history.

In the 1940s the business eliminated its grocery inventory and became Roach Feed & Seed, and in 1952, Jack McDaniel, whose father had been in the grain business with W.H. Roach, became a partner with Haskell Roach in the feed store.

Last month, it was Jack McDaniel who accepted the marker from Garland Landmark Society's Michael Hayslip in outdoor ceremonies behind the store. To mark the occasion, McDaniel offered refreshments to a crowd of customers, city and chamber of commerce officials, Landmark members, and other well-wishers, while



On Track Photo by Bob Compton

Jack McDaniel, left, about to accept a proclamation saluting Roach's 80th anniversary from Garland Mayor Doug Athas.

otherwise keeping with business as usual in the store itself.

The marker, to be installed on the venerable store's front, tells its story in these words:

Roach Feed & Seed Co.

In 1920, Garland businessman W. H. Roach and his son Haskell, recently graduated from Baylor University, acquired the retail grocery operation of M.D. Williams' mercantile store and began business on the south side of the town's square as Roach Grocery Co.

Later, they sold the retail grocery business and opened a feed, seed and wholesale grocery com-

pany supplying small grocery stores in the area. A few years later, leasing land on the Santa Fe Railroad right-of-way, the Roaches erected a tin-covered building to house their Roach Feed & Grocer Co. The new store opened on June 16, 1933, and eventually became known as "A Texas Legend."

After his father's death during World War II, Haskell "Hack" Roach eliminated the grocery inventory, and the business became Roach Feed & Seed Co. During this period, he also joined Earl McDaniel Sr. in purchasing a local grain operation, and formed Roach & McDaniel Grain Co. One of its early customers was a young business, the Frito Company of Dallas, which grew to become an iconic American food corporation known worldwide.

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High-jacked!

Reprieved from demolition, period houses await new fate

In March, the two old homes had been condemned to be razed -- the Lyles house and its unique triple dormers had been quietly decaying for years in downtown Garland's Heritage Park near the Granville Arts Center; the Pace house, its better-cared-for cousin and park neighbor, was deemed savable and the city had planned to move it to a new setting in Central Park about two or so miles away.

Heritage Park was to be closed and its site developed as a parking garage for the city and for new residential apartments in the downtown area, which is desperately short of parking facilities.

The 1901 Santa Fe Depot, home of the Garland Landmark Society and its city history museum, and the 1910 rail car beside it would move a few blocks to a new site behind Central Library and beside DART tracks, the centerpiece of a new area to be called Landmark Depot Crossing.

But as time approached for moving preparations, estimated expenses for relocation skyrocketed when it was discovered that many utility lines would have to be moved to allow the house to travel



On Track photo by Bob Compton.

The Pace house, left and Lyles house, on jacks in parking lot behind Granville Center, while their future resting place is being plotted.

city streets to its new home.

Public announcement of the city's decision to raze both houses brought cries of protests, though the structures had been little noticed in the three decades they had occupied the park.

Four speakers pleaded for the city to save the houses at the council's April meeting. Council members, after hearing their pleas, ordered the houses to be spared for 60 days while some speakers, announcing they were organizing as an official group, said they would explore several options to save the houses. These options included the possible move of the houses to another location to be privately maintained. The council indicated that if the group found a site, it

would give up the houses free of charge.

The city ordered the houses removed to make room for the scheduled construction of the garage, and they now sit, somewhat cartoonishly, on jacks in a space behind the Granville Arts Center while their fate is being determined.

At its May meeting, the Council extended the houses' temporary stay through December at a cost of \$60,000 to give ample time for preservationists to find a solution, and for the city to explore more options.

In the meantime, the Depot Museum and its rail car are to be moved to their new location in mid-July, if nothing interrupts.

Roach: 'Legend' is saluted

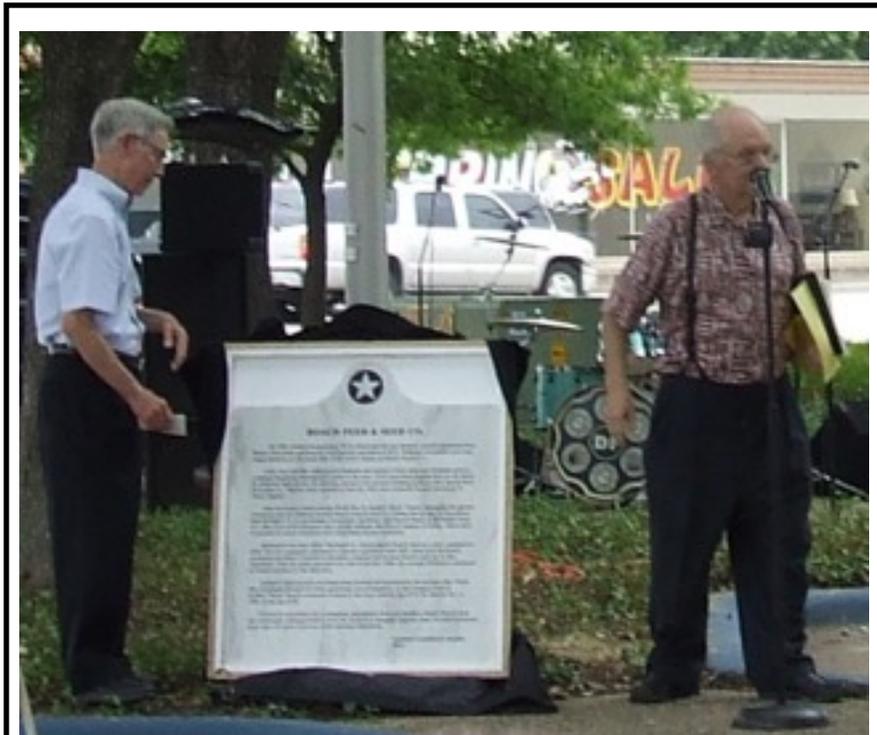
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McDaniel's son Earl "Jack" McDaniel Jr., joined Roach Feed & Seed as a store employee in 1949. The two companies continued to operate separately until 1952, when Jack McDaniel purchased his father's interest in the grain company and became Roach's partner in that enterprise. After the grain operation was sold in the late 1950s, the younger McDaniel continued as Roach's partner in the feed store.

Garland's rapid growth and burgeoning housing developments in the decades after World War II brought demand for lawn, gardening, and pet supplies, so the company evolved further. "Hack" Roach continued working at the store until the age of 91. He died on Dec. 5, 1991, at the age of 93.

Guided by successive, but overlapping, generations from two families, Roach Feed & Seed has continually reshaped itself to serve the needs of a changing customer base. Its staff represents more than 125 years of service to the Garland community.

Garland Landmark Society, 2013



On Track Photo

Jack McDaniel, left, president of Roach Feed & Seed Co., checks out historical marker after its unveiling and presentation by Michael Hayslip, right, of Garland Landmark Society.

The Museum

**200 Museum Plaza
Downtown Garland**

The Depot Museum and Rail Car, are operated by the Garland Landmark Society, a non-profit and volunteer organization.

*The Museum will be closed until its relocation to a site on Sixth Street is completed, probably in late August or early September. A re-opening date will be announced in a forthcoming edition of **On Track**, Landmark's quarterly newsletter.*



Membership

Memberships are available at these rates:

Individual	\$15
Couple	\$20
Corporate	\$100

To join or renew, enclose payment with this information and mail to:

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P. O. Box 462232
Garland TX 75046-2232**

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