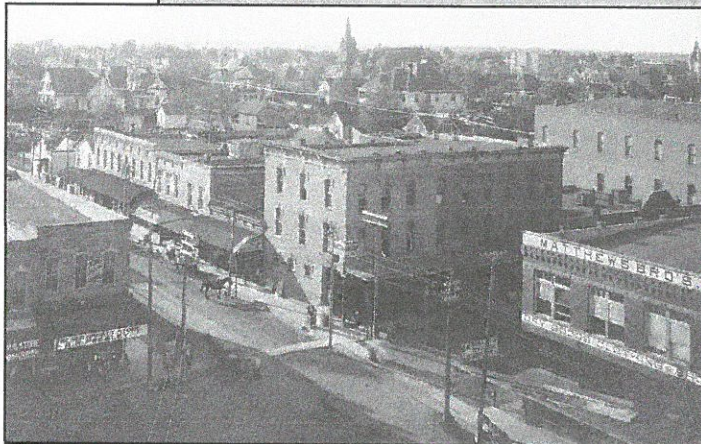


G. Photographs



William H. Matthews came to McKinney in 1906 to start a dry goods business which became the largest in the City. The business was housed in the three-story Waddill Building at the corner of Kentucky and Virginia Streets. William's brother and business partner Perl ran a similar store in Ennis.



The Waddill Building was built in the early 1890s. It was home to Matthews Brothers from 1906 to 1920. In 1928, a fire destroyed the building. Contractor J. Ed Michaels was responsible for erecting the Ritz Theater building that occupies the site today. The Ritz was designed by Greenville architect George Lindsey and opened in October of 1928.

McKinney's Biggest Store

Matthews Bros.

Watch Us Grow

FASTEST GROWING STORE

IN NORTH TEXAS



Mr. W. H. Matthews
Who looks after and manages the Big Department Store at McKinney, Texas.



Mr. P. C. Matthews
Who manages and conducts the Big Department Store at Equis, Texas.

25 years in the mercantile business, considered by the wholesale people the best and closest buyers that do business in Texas. That's the record held by the Matthews Bros. They take pleasure in announcing to the good people of McKinney and Collin County that their business is growing so large that the present floor space will be doubled after Jan. 1st 1911.

We are Going to Remodel the building

Throwing it into one large store, putting in a first class late model electric eight-passenger elevator which will carry you up to our large and commodious ready-to-wear and millinery departments, rest rooms, etc. Here the father of McKinney and Collin County will find everything convenient and up-to-date. Full value for the money is the keynote of a policy which has made our store successful. This policy insures service in the highest degree. The greatest measure of dependable values in every department and your entire satisfaction or your money back.

We Wish You One and All a Merry, Merry Christmas and a Bright and Prosperous New Year.

MATTHEWS BROS., McKinney, Tex.

We Wish You One and All

A Happy New Year THANKS The Store Ahead

Beautiful Amas Ties Just received a big lot new silk four-trim-hand and Windsor Ties, selling at 50c.

25c

Beautiful Gold and Silver - handle Umbrellas 25 all silk ladies fine gold and silver handle umbrellas \$7.00 values at each.

4.95

Read These Few Amas Suggestions Children's Fur Sets Ladies Head Scarfs Table Linen, Napkins Fine leather handbags Fancy Table Scarfs Come on the merry Xmas Display at Matthews Bros.

Amas Sale on Shoes A big saving to be found in our big shoe department. Ladies black, gray, tan and milk-kin shoes \$5.00 values at pair.

\$2.45

Amas Sale on Notions A visit to this department will be a exciting fine stock of lady's nice lot collar pins on sale at pair only.

10c

Amas Sale on Rugs Large size Axminster Rugs, size 38x72, \$6 values on sale at

\$4.50

- 01. William Frank Matthews
- 02. Mrs. Leola Searson
- 03. Miss Belle Linder
- 04. Mrs. J. W. Tatum
- 05. Miss Mrs. Tinsington
- 06. Miss L. J. Swain
- 07. Miss Mrs. G. J. Gilling
- 08. Mrs. Alice Blackley
- 09. Miss Edna Mathews
- 10. Mrs. E. S. Fackner

1910



1911



Xmas Greetings to Our Many Friends and Patrons

We buy in the best markets and can sell the best values. Then make our store a visit of inspection and look over our splendid values. You will find that we can fill many of your wants more satisfactorily than they can be filled elsewhere. Yours to prove our claim for the year of 1911.

Xmas Sale on Fine Silk Dresses and Suits Silk Dresses and pretty Coat Suits marked down until Xmas 25 per cent less regular price. Buy them now.

Matthews Brothers

Xmas Sale on Clothing The Big Stock of Clothing marked down until Xmas 25 per cent less regular price. Buy your Xmas Suits now.

Matthews Brothers

A Happy New Year

Is the Best Wishos From MATTHEWS BROS. The Store Ahead

Amas Sale on Handkerchiefs Men's fine handkerchiefs marked very cheap. See them on display from

5c UP

A Sale on New Kid GLOVES

Newest material just received marked very cheap. Look for the kid gloves marked this sale only.

50c

Amas Shopping Made Easy. Look and Come. A nice new suit case. A pretty new tie. A nice party shoe. Best French keep-chiefs. A pretty shirt.

A grand display of Holiday Goods at Matthews - Bros.

Amas Sale on Hats. Every new style and shape can be found in our big hat stock. See the new arrivals marked at \$2.00 and

\$1.50

Amas Cut Prices on Millinery. Good lace to all Millinery. Every hat must go at about

Half Price

Amas Sale on Dresses. Pretty silk and wool dresses marked at a big discount. See our children's DRESSES marked at

\$1.50

Xmas Specials For Father

- Nice pair House Slippers...\$1.50
- Pretty pair Hosiery at...\$.25c
- Woolly pair Suspenders at...\$.80c
- Nice Silk Handkerchief for...\$.80c
- Pretty Nice Silk Tie...\$.30c and 50c
- Pretty Dress Shirt...\$1.00 and 50c
- See Our Xmas Display

Xmas Specials For Mother

- Nice Linen Scarf at...\$1.50
- Pair Linen Towels at...\$.40c
- Nice Dress Patterns at...\$1.00
- Head Scarf at...\$.50c and \$1.00
- Nice pair House Slippers at...\$1.50
- Pretty Rug at...\$3.00
- And a world of other good things

Xmas Specials For Brother

- Good Suit Clothes...\$5.00 up
- Good pair Shoes...\$1.50
- Nice Silk Tie...\$.25c up
- Good Coat Sweater...\$.50c up
- Pretty Hat from...\$1.50 up
- Nice pair Hosiery...\$.10c up
- See our Great Xmas Display

Xmas Specials For Sister

- Nice Coat Sweater...\$2.00 up
- Pretty Silk Scarf at...\$.50c up
- Nice pair Shoes at...\$1.50 up
- Nice piece Fur...\$2.50 up
- Nice piece Jewelry...\$.10c up
- Pretty piece Fancy Work...\$.75c

Xmas Specials For Everybody

- Handmade Coat Hanger...\$1.50
- Nice Silk Petticoat...\$4.40
- Pretty Rugs...\$4.50 and \$6.00
- Table Linens...\$.50c
- Napkins per doz...\$.75c up
- Children Fur Sets...\$.90 up
- Ladies Gloves...\$.80c
- Laundry Bags...\$.80c

This ad appeared in Courier-Gazette announcing the Matthews Bros. Store expansion. The vignettes in the ad show the store's employees. The child pictured in the center is William Matthews' adopted son William Frank Matthews.



*These two photos were taken in front of the Copeland House at 1108 West Virginia St. after moving from their house at 403 Tucker St. The above photo shows Sarah and **James C. Copeland** with their children. Back row (left to right): Paul, Roberta, Sadie, Jimmie, Lela, Ellen, Monnie. Front row (left to right): Sarah (Fannie), Wilma, James. The photo below shows the extended family posing in front of the porch of there new house.*



A
master's
masterpiece
the
GULBRANSEN
GRAND



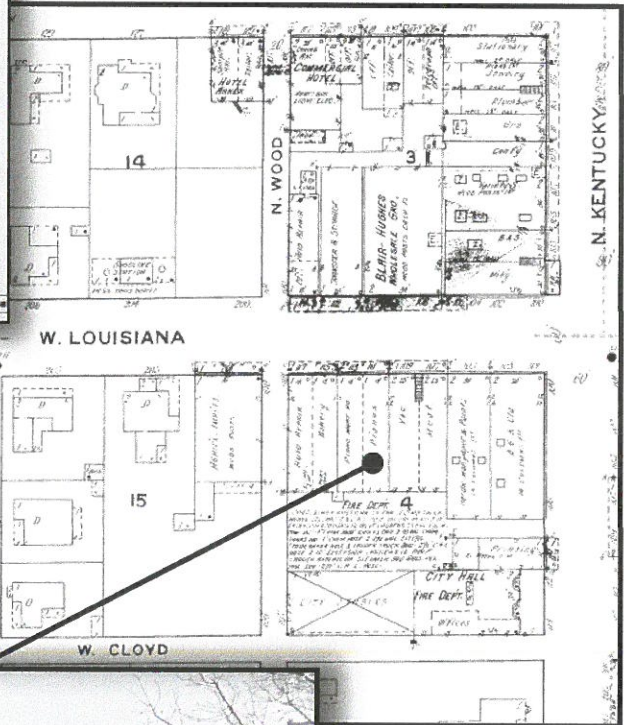
THROUGH the Gulbransen Research Laboratories, working for perfection with every known facility, A. G. Gulbransen, the piano master, expresses true genius in his Art Grand. Graceful in line, authentic in design, golden in tone quality - it is but one of 24 attractive Gulbransen creations. Art, period and standard models in a wide variety of finishes are represented. A. G. Gulbransen offers them to you today after 50 years of service to music.

MUSIC helps children. Educators and child authorities have found that boys and girls who study piano have the highest marks in arithmetic, geography, and other studies. Parents are invited to ask us for the facts. No obligation.

GULBRANSEN
Pianos

James T. Couch Music House
McKINNEY, TEXAS

James C. Copeland was a Princeton farmer for many years before becoming a traveling piano salesman. He joined the Couch Music House around 1910 and moved to McKinney around 1913. Couch Music, located on West Louisiana, was a dealer for Gulbransen, the originator of the first upright player piano. The Gulbransen Company was established in 1904 by Axel Gulbransen in Chicago, Illinois and one of the best known brands of piano in America. In March of 1926, Mr. Copeland sold nine pianos in his territory winning him company sales awards. The pianos cost from \$450 to \$700, roughly the price of a new car.

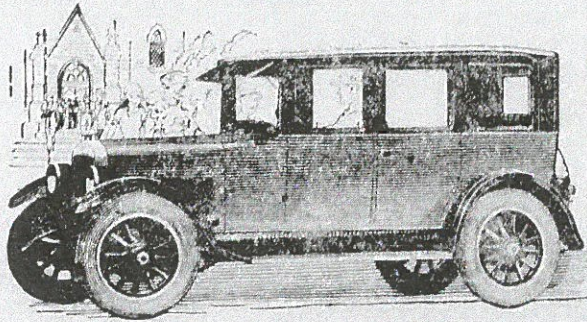


For nearly 50 years, the Couch Music business occupied the building where McKinney Office Supply is now located on West Louisiana Street.

Good Words Everywhere

Ask the men at your garage—the boss—or the mechanic who works on your car what they know about today's Oakland. You will hear on all sides that Oakland is winning and holding increasing good will. Certainly there must be good reasons for this. Come in and learn these reasons first-hand. Then verify them by driving an Oakland yourself on our invitation. Let us explain also how the liberal General Motors Time Payment Plan saves money on time purchases.

Special Sedan **\$1375** at factory



Watkins & Cockrell, Dealers
McKinney, Texas

WINNING AND HOLDING GOOD WILL
OAKLAND SIX
PRODUCT OF GENERAL MOTORS

The first person to own a car in McKinney was banker T.T. Emerson in 1903. His wife was the first woman in McKinney to be seen driving an automobile around the Square. By 1907, autos were plentiful enough that the McKinney City Council passed an ordinance making the legal speed limit within the city eight miles an hour. Violators could be fine from \$5 to \$200. Gas for automobiles was available at grocery stores. Around 1910, car dealers and repair shops were making their appearance in McKinney. Joel Burger was one of the first auto dealers. Dixie Watkins purchased a half interest in Joel's business in 1913. This began Dixie's 20-year career in the automobile business and near half a dozen partnership arrangements in a rapidly changing industry.

Burger & Watkins Putting In New Oil Station

Burger & Watkins are putting in a new oil station at their place of business on East Virginia street, in the old Forsyth building, across from the post office. The firm is composed of Joel Burger and Dixie Watkins, both experienced, well-known and successful business men. They have recently taken over and added much to the old Forsyth Machine works, and are doing an extra good business. Fine fellows to do business with.

Substantial Reductions Effective October 1, 1916

Non-creeping VACUUM TREAD 3,000 Mile Tires	Non-creeping EBONY TREAD 3,000 Mile Tires	Non-creeping BAR CHOCOLATE 3,000 Mile Tires
\$12.40	29.51	\$19.15
16.40	38.71	24.81
17.50	42.31	27.67
23.90	53.44	35.39
27.00	61.44	40.85
35.00	81.44	54.31
46.80	107.55	72.35

OTHER SIZES IN PROPORTION.

The growing demand for Pennsylvania Tires, under the irrevocable policy of quality first has enabled us to heavily increase our volume of sales and, notwithstanding the present high levels in the raw material market, to effect substantial savings in cost.

The reputation of the Pennsylvania Rubber Company is sufficient assurance that the established quality of Pennsylvania Tires will be maintained.

With every pair of tires sold, for the next 30 days, we will give FREE one \$20.00 automobile clock.

STANDARD GARAGE

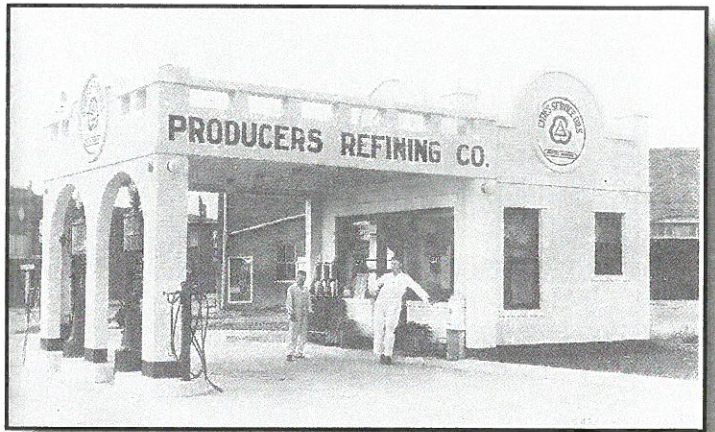
PHONES 350.

DIXIE WATKINS
WALTER COCKRELL
JESS MCCLUSKY

215-217 NORTH TENNESSEE STREET

McKINNEY, TEXAS

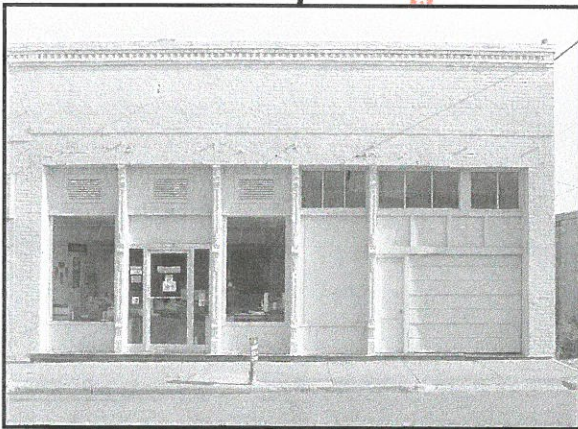
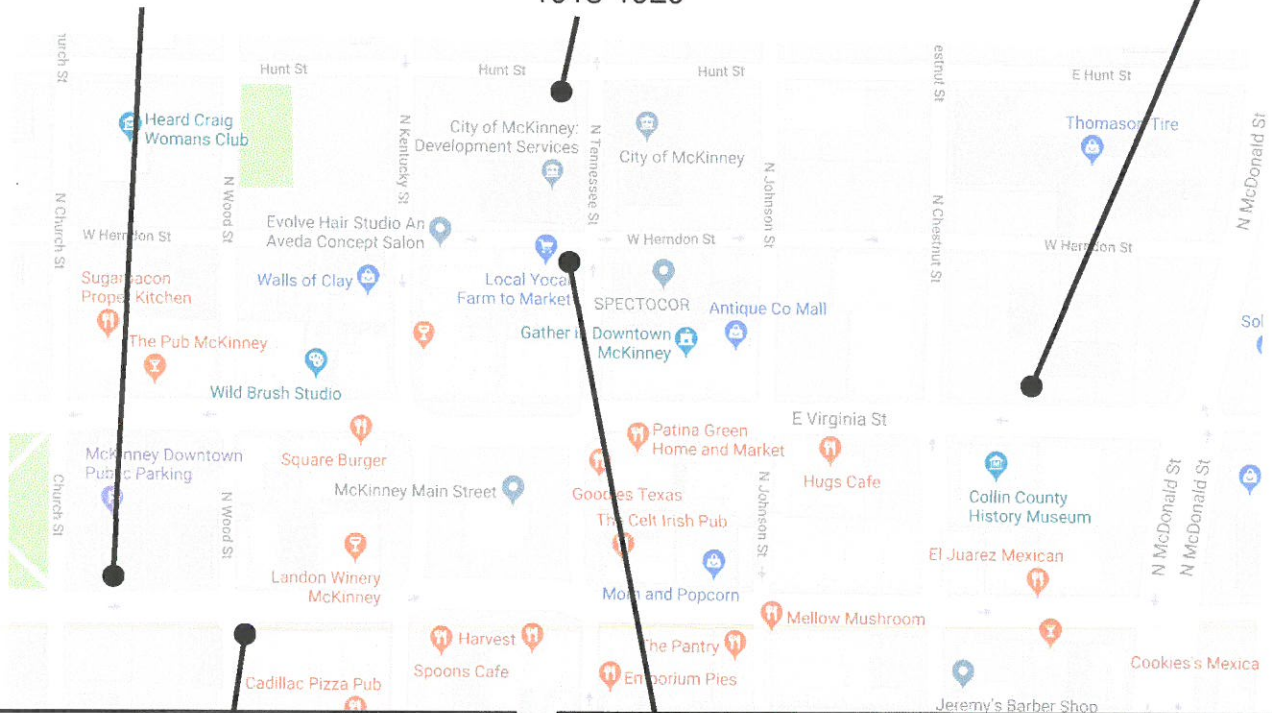
Dixie Watkins' career path in the McKinney Automobile business resembles a game of musical chairs with his many changing partnership alliances. This map and photos show the various partnerships and the locations of garages in which Dixie was involved. (The photos are not contemporary with Dixie's involvement in them nor do all the building exist today.)



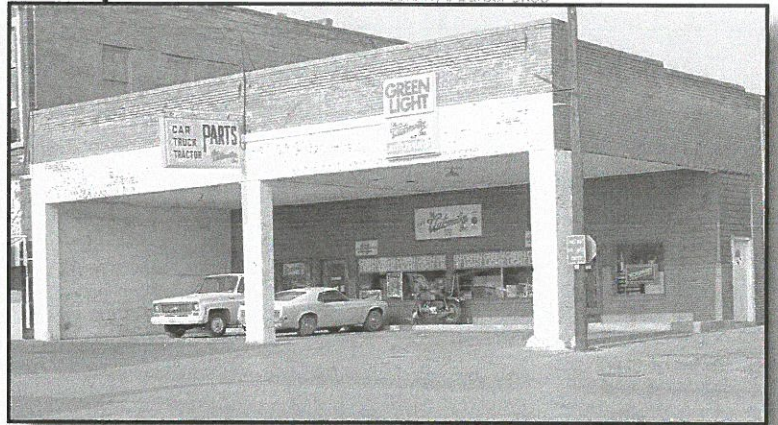
Watkins & Cockrell
1931-1933

Watkins & Cockrell
1918-1929

Burger & Watkins, 1930



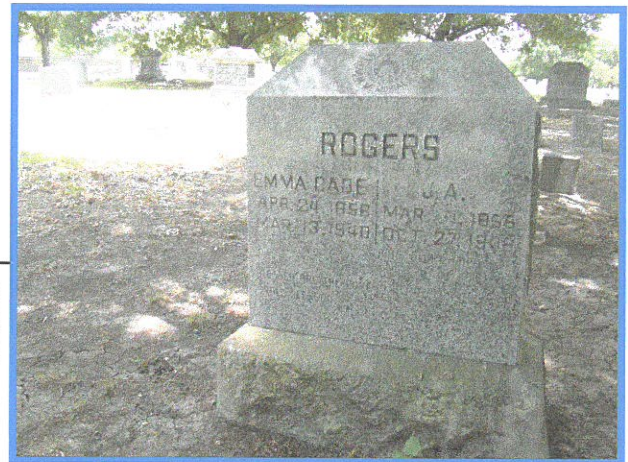
Watkins & Cockrell, 1918



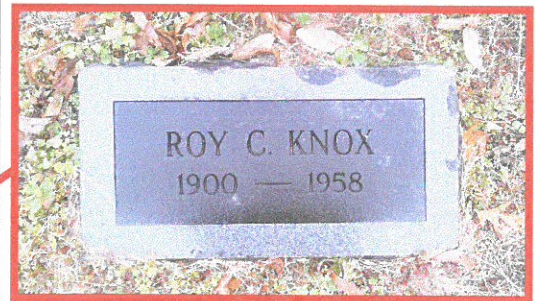
Burger & Watkins, 1914-1915
Watkins & Cockrell, 1916-1918

Pecan Grove Cemetery

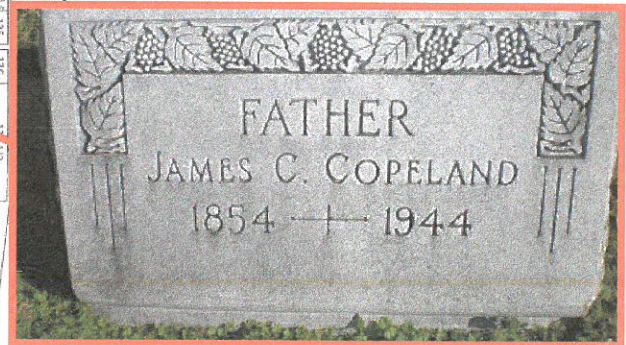
This map of Pecan Grove Cemetery in McKinney shows the final resting places of several of the owners of the lot at 403 Tucker Street..



James A. Rogers, 1855-1908



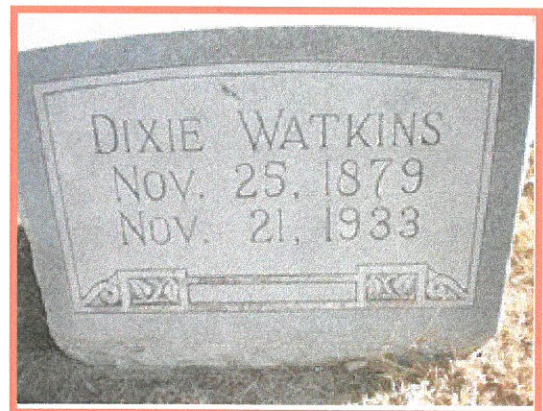
Roy C. Knox, 1900-1958



James C. Copeland, 1894-1944

Horn Cemetery

Automobile garage owner Dixie Watkins is buried in the Horn Cemetery located in Collin County near Erwin Park.



Dixie L. Watkins, 1879-1933