



## FALL Weekly

# Reader

Volume 178, Issue 244, December 1st, 2016

The Plano Rotary Club

www.PlanoRotary.com

## FRISCO BOX RANCH

### UPCOMING MEETINGS

**Dec 1**

**Dr. Carey Patrick**

*Eat Right for Clear Vision and  
Healthy Eyes*

**Dec 8**

**Thomas Class Sr**

*Dallas FBI Special Agent*

**Dec 15**

**NO MEETING**

*Holiday Party*



### DECEMBER BIRTHDAYS

James Lowe	Dec 03
Earl Simpkins	Dec 03
Nathan Barbera	Dec 09
Johnny Lewis	Dec 10
Kenny Wilson	Dec 11
Jamee Jolly	Dec 13
Nancy Humphrey	Dec 19
Jim Cooper	Dec 23
Herbert Hoxie, Sr.	Dec 23
Wanda Russell	Dec 29



We met on a bluebird day, November 17, with premonitions of the holidays already in mind. In fact, from our sparse attendance it appeared that many had already begun the celebration. **Chris Parr** was still roaming about the Indian subcontinent, so substitute editors are tag-teaming the Reader.

David McWhorter rang the bell at 12:15. **Blair Ritchey** was called upon for the prayer as usual, and he expressed thanks for the beautiful day.



Bob Epstein was still out of town, avoiding his three minutes of fame, so **Brad Keith** was

called upon to lead the club in the pledge of allegiance to the flag. Absent Bob and Randy, Brad was also drafted as a last minute photographer for the Reader. David thanked **Howard Matson** for Greeter duties. **Jason Kramer**, Sergeant-at-Arms, stepped up to introduce visitors and visiting Rotarians, but there were none to be found.

**Bob Epstein** was called on for his three minutes of fame, and he was naturally absent. Drawings for new victims will resume on December 1.

**Howard Matson**, membership chairman, presided over the induction of **Daniel Askari** into membership in the club. Howard said Daniel was joining the club in order to make Plano the best place it can be.



Rotary is a service club dedicated to "Service above Self". Howard pointed out that Rotary is also about friendship, and Daniel could ex-

pect a friendly reception when visiting clubs around the world.

**Charles Milby** sponsored Daniel and attached his Rotary pin.



The membership rose to honor the ceremony. **Camille Ussery** made an appeal on behalf of our Angel Tree project. She asked for donations from the members and invited the early risers among them to join in at 7:30 a.m. for the shopping trip on December 1, featuring an adventure in the Walmart SuperCenter at DNT & Park. A gift-wrapping is planned for 5:00 p.m. on Tuesday, December 6, and the big payoff is the party to distribute gifts that will occur on Saturday, December 17. Camille pointed out that the dinner may be the only meal that some of the gift recipients enjoy that day. She appealed again for all of the members to get involved by donating and volunteering.

The club's **Christmas party** will be held on Thursday, December 15, at the Haggard Party Barn, with jackets to be contributed for distribution to the needy as usual. There will be no noon meeting on December 15.

A new **corporate membership** plan was announced, and samples of attractive brochures were on the tables for member perusal. The new plan calls for businesses of 20 or more employees to pay a \$1000 onetime fee. A senior officer of the business becomes a corporate member, and a younger designated officer attends meetings, serves on committees, etc. David promised to discuss this program in more detail after the holidays. **King David** then turned to **Alan Feigenbaum** for an introduction of our program. Alan called our attention to the huge, undeveloped land at the northeast corner of Preston Road and Main Street in Frisco. He asked if we knew the history of that land, which incidentally included the original **Southfork Ranch** of the **Dallas** television

series. To satisfy our curiosity regarding that immensely valuable real estate, currently known as the Brinkman Ranch but formerly known as the Cloyce Box Ranch, he introduced **Douglas D. Box**, who grew up on that property.

Doug Box is the author of two books, Cutter Frisco: Growing Up on the Original Southfork Ranch and Texas Patriarch, a biography of his father, Cloyce Kennedy Box. Both books tell fascinating stories of the glamorous southern life he and his family shared, and how their fortune eventually changed.

**Doug Box** received an MBA with honors from Baylor and a Masters in Dispute Resolution from SMU. He holds a Certificate in Family Business Advising from the Family Firm Institute. He is the founder of Box Family Advisors which helps privately held family businesses with succession planning, corporate governance, conflict mediation and dispute resolution.

Douglas Box further introduced himself as a former member of the Park Cities Rotary Club for about 5 years. He left the club when his kids were growing up and demand-

ing his time. The kids have now reached their adolescence, and Doug may rejoin. Doug grew up on the Box Ranch. He found himself belonging nowhere, attending Greenhill rather than Frisco high school, which traumatized him as a country hick to his Greenhill classmates and a privileged, snobbish boy to his Frisco contemporaries.



During his first year in college at Baylor in 1978, Lorimar Production Co. chose the ranch as the setting for a pilot of a television series they were filming named Dallas. As a newly independent college sophomore, Doug was at first inclined to ignore the activity at home at Spring Break, but then he gave in to curiosity about the glamorous actors. Larry Hagman was the clown of the set, but he was older than the other actors and usually aloof. Other members of the cast were eager to ask questions about life on the ranch, and they had a lot of time on their hands between filming scenes. The first five episodes were filmed on the ranch, and Doug rubbed shoulders with the cast and appeared as an extra in one scene. After the first five episodes, it was clearly a very successful pilot, but the company had not been charged for the use of the ranch, and their presence had been very disruptive, so Cloyce Box kicked them off the ranch. Dallas moved to Joe R. Duncan's homestead, Duncan Acres on Parker Road east of Plano, where the rest of the series exterior shots were filmed, much to Mr. Duncan's pleasure and profit. Dallas went on to 13 years on television, three years as the #1 program and ten years in the top ten.

Doug's father, **Cloyce Kennedy Box** was born in 1923 in Hamilton, Texas. He and his brother were star athletes, primarily in basketball, and attended West Texas A&M on basketball scholarships, helping the school to win a Bor-



der Conference championship in 1943 before being drafted into the Marines. He took up football in college and was drafted by the **NFL Detroit Lions** in 1948 as the 178th pick in the 20th round. Initially he played half-back, but he was converted to end in the 1950 season. He stood 6'4", weighed 220 pounds and was very fast. He averaged 20.7 yards per catch, accumulating 2,665 yards and 32 touchdowns in his career. Teaming up with Lions' quarterback Bobby Lane in 1950, Box appeared in 12 games and ranked among the league's leading receivers with 50 receptions, 1,009 receiving yards, 11 receiving touchdowns, and 84.1 receiving yards per game. On December 3, 1950, in a game against the Baltimore Colts, he set Detroit team records with 12 catches, four touchdown receptions, 24 points, and 302 receiving yards. His 302 receiving yards against the Colts was the second highest in NFL history at the time and currently ranks fifth in league history. In February 1951, Box was recalled from inactive reserve status by the U. S. Marines, and he missed the entire 1951 season. In June 1952, Box returned to the Lions. Box was the leading receiver on the 1952 Lions team that won the NFL championship. He led the NFL with 15 receiving touchdowns, ranked second in the league with 90 points scored. In the 1952 NFL Championship game, a 17-7 victory over the Cleveland Browns, Box was credited with a key block on Doak Walker's 67-yard touchdown







run. In 1953, the Lions won their second consecutive NFL championship, though Box's receiving statistics declined significantly with only 16 receptions for 403 yards.

He was reportedly "robbed of his blinding speed by a leg injury," though he had a career-long 97-yard touchdown reception against the Green Bay Packers on Thanksgiving Day 1953. In his 5-year career, Box was twice a pro bowl selection. Football jobs did not pay the huge salaries in the early 1950's that they command today, so after retiring from the Lions, Box had a long career in business. He began in 1954 as an assistant manager of the George A. Fuller Company, progressing to finally serving as chairman of the board. He became president of the Oklahoma Cement Company and president and chairman of OKC Corporation, which later became known as the Box Energy Corporation. Box set up a trust fund for former NFL players in financial distress, and he donated \$1,000,000 to start the fund. His success in business and investments made possible the purchase of the **1000 acres** at Preston and Main in Frisco for **\$250,000 in 1965**. At that time, that was far out in the country, before LBJ Freeway



opened as a loop around Dallas, and Frisco was still a small town. A reunion of the 1953 Detroit Lions team was held at the ranch. Box and his wife, Ashley

Scott Box, had four sons, the youngest being Doug. The original 1000 acres was gradually increased to 2500 acres after it became the Brinkman Ranch. In 1987, after a late in life divorce, Doug's mother moved to Dallas and Cloyce remarried. In the process of remodeling the house for the new wife, it caught fire and burned down to the steel skeleton and the basement. The fire was beyond the capabilities of the all-volunteer fire department with no access to water lines. In the financial chaos of the late 1980's, it was never possible to rebuild the house. Cloyce Box was involved in bank loans with the ranch as collateral in the catastrophic Dallas real estate collapse in the late 1980's, and the last piece of the ranch passed out of his widow's hands in 1996, becoming the Brinkman Ranch. Several members of the club added their recollections of the Dallas story to Doug's tale. The Dallas cast liked to party, recalling events at the Royal Coach Inn on NW Highway and the Stork Club. David McWhorter rewarded Doug's fascinating story with a desk organizer. Doug noted that both of his books were available over



Amazon at \$24.95 each, and he had thoughtfully brought a few copies for eager



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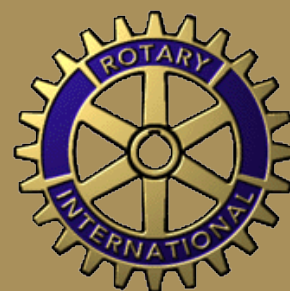
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Thank you Kenny Wilson

**The Plano Rotary Club**  
P.O. Box 864316  
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None

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None

#### Visiting Rotarian

None

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None



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## Angel Tree



Please consider joining us with your support of your personal time or financial resources to help make the holidays brighter.

**Wrapping** - Tuesday, Dec 6th at 5:00pm at BTH Bank at 1801 Preston Road Plano 75093 (south of Park Blvd on the west side of Preston Road)  
**Party** - Saturday Dec 17th at 2:00pm at BTH Bank at 1801 Preston Road Plano 75093

Please email Camille.ussery@bthbank.com if you would like to volunteer your time.