

Sherman

Sherman produces more manufactured goods per capit

than any other city in the Southwest Oleomargarine, short-ening, flour, baking powder, pickles, fishing lures, feeds.

ereals, work and sports clothes, farm implements, candies

gin machinery, and textiles constitute the major part of its

has prided itself on being a city of "fine schools, fine homes, and fine churches."

Served by the MKT. Frisco, Southern Pacific, Texas and

Pacific, and Cotton Belt Railways, Sherman also is easil

Because of its strategic location, Sherman serves a large

are equipped to meet every need of the Texoma-bound

77 SERVICE STATION

24 Hour Service - Across from

SHERMAN, TEXAS

No. (107) on the Map

TWIN CITY DRIVE-IN THEATRE

JOE'S CAFE

210 N. Travis - Joe B. Brooks - Owner

Open 5 A. M. to 2 A. M.

Typewriters - Supplies - Adding Machines

SCHEURER BROS. HARDWARE C

RISK SHOE SHOP

**PHONE 1087** 

West Side Square - Sherman, Texas

Lee Marshall Real Estate Agenc

City Homes, Farms, Lake Property, Insurance

116 E. Houston St Phone 484

ROACH MOTOR CO.

"YOUR FORD DEALER"

SHERMAN, TEXAS

ORENDUFF

JEWELERS

125 N. Travis Phone 723

HAGAN PONTIAC

Sales & Service

24 Hour Wrecker Service Phone 73

JOHNSON MOTOR CO

BUICK Sales & Service

BILL BELL INC.

Mercury Outboard Motors

REECE MOTOR CO

Sherman, Texas

Linxwiler's

STORE FOR MEN AND BOYS

216 W. HOUSTON

MAURICE SANDERS SHOP

FISHING TACKLE

M. & M. BOAT WORKS

BUILDERS OF MORPHEW BOATS

Gainesville

Gainesville is the county seat of Cooke

As the home of the world-famous GAINES-

County, Texas, and is in the heart of a rich oi

area produce over \$24,000,000 in crude oils an

VILLE COMMUNITY CIRCUS, Gainesville i

tourists are excellent. Many fine courts and

cafes and a fine hotel are to be found here

is 99.44% pure. It is served by 2 major U. S

It serves tourists who visit the Western er

of Lake Texoma for fishing, boating, huntir

or just relaxing, and is a major city along U.

Hiway 77 between the Dallas-Fort Worth area

The GAINESVILLE Daily

and Weekly REGISTER

Nelcomes You to Gainesville, Texas

"DEDICATED TO COMMUNITY SERVICE

FOR OVER 59 YEARS!

Hunting Licenses

\* Ammunition

★ Fishing Tackle and Guns

\* Free maps and Lake information

ON HIGHWAYS 77 & 82 NO (106)

P. D.'S SPORTING GOODS

P. D. Gandillon - Owner

303 N. GRAND AVE., GAINESVILLE ,TEXAS

**TURNER HOTEL & RESTAURANT** 

Recommended by Duncan Hines

GAINESVILLE, TEXAS

SCHAD & PULTE

Hardware - Implements - Sporting Goods

(Dodge Job-Rated Trucks)

Biggest Little Dealer in N. Texas

PLYMOUTH

hiways: Hiway 77 and Hiway 82, and 2 ra

roads: the MK&T and the Santa Fe.

ainesville has an artesian water supply that

widely known and its accommodations

nually from 22 major pools.

PARIS. TEXAS

SINCE 1921

L. D. SELZER - Owne

STERN AUTO ASSOCIATE STO

Complete Texaco Service

Phone 203 - Crockett & Wall St

Non-Carbonated Pasteurized

Real Fruit Beverages

part of the tourist traffic coming to Lake Texoma from th

of U. S. Highways 75 and 82.

accessible to motor traffic, being located at the junction

The home of 100-year old Austin College, Sherman long

"A Favorite of Texoma-Land" SIMMS' TOBACCO & CANDY COMPANY

## HOME OFFICE - DENISON, TEXAS

## Denison son is North Texas' gateway city for a large part of all and highway traffic coming from the North and st. It is the first city inside Texas along U. S. High-and, and is the first stop for the Missouri-Kansas-Texas, and KO & G Railways. It is a division point for TR Bailway.

MKT Railway.

MK

cafes, sporting goods stores, and other enterprise a specialty of caring for the needs of the Southwe 'he birthplace of General Dwight D. Eisenhower i n for public inspection and each year draws a larg

HARDWARE - PAINTS - WALL PAPER PHONE 2258 SANDERS MOTOR CO. E SOTO - PLYMOUTH SALES & SERVIC 208 W. CHESTNUT - PHONE 628 STEAKLEY CHEVROLET CO. CHEVROLET SALES & SERVICE 205 S. BURNETT - PHONE 231 STRATTON OLDS-CADILLAC CO. SALES and SERVICE

McLERRAN PONTIAC CO. hestnut & Austin Phone 774 or 2120 OUR DODGE - PLYMOUTH DEALER PHONE 55 510 W. MAIN For Greater Values It's

K. WOLENS DEPARTMENT STORI LOBE STATIONERY & SUPPLY CO OFFICE SUPPLIES and EQUIPMENT 515 W. MAIN PHONE 793 LILLEY-AYRES 306-8 W. MAIN DENISON

**4 BROTHERS BAKERY** Bakers of Woody's Fine Bread & Cakes 509 W. Main Phone 1925 ings North Side Furniture C "Your Home Furnishers for 40 Years" 517-519 W. Main Phone 301 BEAR DRUG CO. Drugs - Souvenirs - Denison's Most MODERN FOUNTAIN KINGSTON DRUG STORE KODAK SUPPLIES - SOUVENIRS 322 W. MAIN PHONE 29

LOI-MAC PHARMACY Souvenirs - Post Cards - Post Office Sub Station 200 W. Main Phone 33 BURTIS DRUG CO. GIFTS - SUNDRIES - SOUVENIRS PHONE 188 408 W. MAIN Open Around the Clock Highways 69 & 75 at Main

U. S. CLOTHING CO. Denison's Oldest Mens Store 323 W. Main Phone 310 GRAY'S CREDIT JEWELERS Gifts - Souvenirs - Quality Jewelry 505 W. Main - Denison 143 W. Main - Durant TEXAS HARDWARE CO. PORTING GOODS . - GIFTS - SOUVENIR

210 W. MAIN PHONE 119 DAD & LAD'S MEN'S AND BOY'S WEAR TEXOMA-LAND'S FINEST MEN'S AND BOY'S CLOTHING 213 W. MAIN PHONE 320 JOE SULLIVAN, CO. GENERAL ELECTRIC DEALER

225 W. MAIN PHONE 283 Typewriters - Adding Machines -Office Supplies 402 W. MAIN PHONE 807 J. A. SCOGGIN SERVICE STATION Complete line Marine Gas, Oil & Spark Plugs

Across from Postoffice Phone 174 for road service GRAYSON FIRE EXTINGUISHER C GENERAL DETROIT DISTRIBUTOR 205 S. AUSTIN PHONE 3063

Sportsmen Like

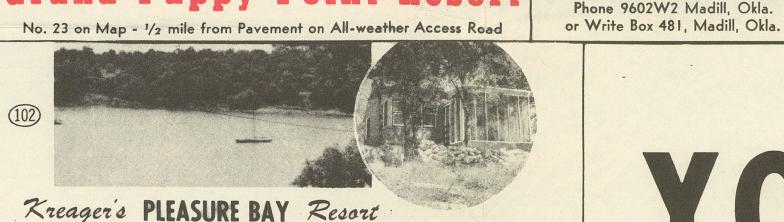
7 UP LIKES THEM! Welcome t TEXOMA-LAND Seven-Up Bottling Co Denison, Texas



\* Boats & Motors

\* Marine Railway

Marine Gas - Oils - Accessories \* Marine Repair Shop \* Ship-To-Shore Telephone ★ Free Launching Facilities \* Free Camp Ground ★ Guided Fishing Trips



Home Port for the Queen Ships

of The Texoma Fleet

COMPLETE BOAT STORAGE

Maintenance & Repair Service

Spend a day, week or month in a modern brick cottage completely furnished - - on water's edge of Lake Texoma. Facilities include, concession house, fishing dock, swimming pier, boats "LAKE TEXOMA'S FINEST'

For reservations write Rt. 2, Denison, Texas or phone 376, Sherman, Texas

FISH IN THE GREAT SPAWNING GROUNDS OF LAKE TEXOMA AT HICKORY CREEK CAMP

shady cool, close to water. 50 NEW FISH-Steakes, Chicken, Fish and Short Orders cooked for outdoor he-man appetites. Cold ING BOATS, NEW MOTORS, NEW Drinks, Cold Beer and Hot Coffee. Break-STORE, with groceries, ice, fishing tackle fasts at all hours. Lunches to take with and MINNOWS at all times. NEW BOAT you. Courteous appreciative service. STORAGE and gasoline docks, NEW

For Reservations write Box 171, Marietta, Okla. or Ph. 2126-W-3

Lake Texoma's Most Picturesque Resort 36 Kingston, Oklahoma, is one of the fastes Modern cabins, Camping Grounds, growing towns around Lake Texoma. Its princ-

Marine service and storage. is almost completely surrounded by the waters of Lake Texoma. In fact, you can take only SOLDIER CREEK CAMP ONE road out of Kingston that does NOT go Site No. 36 on Map Its claim to fame as a favorite point of de-Write Robert Odoms, Box 222 parture for fishermen has come about of its Kingston, Oklahoma nearness to Big and Little Glasses Creeks, the LINDY'S RESTAURANT Roosevelt Bridge, and Caney, Soldier, Rock, Sandy, McLaughlin. Rooster and Brier Creeks Fine Foods - Your Favorite Beer all "hot" spots for fishing. Catering to Private Parties You'll find the folks in Kingston eager to A Beautiful Lounge for Relaxation help you in any way possible.

MONTY'S STATION TEXACO PRODUCTS - FISHING TACKLE Welcome! to ON HIWAY 70 PHONE 21 KINGSTON COURTS NEW, MODERN, AIR-CONDITIONED

ON U. S 70 PH. 89 - KINGSTON, OKLA RUSSELL'S 66 STATION MINNOWS - ICE - FISHING LICENSE HIWAY 70 - PHONE 85

ipal source of livelihood today is the tourist

trade. Ideally located on U. S. Hiway 70, it

ESTELLA'S CAFE Steaks - Chicken - Fish - Lunches To Go Open Day & Night in Season on Hiway 70 FRED COMPTON

KINGSTON

DRUG STORE

SMITH'S TAVERN

ICE COLD BEER - - BEER TO GO

FISHING TACKLE - GUIDE SERVICE

SOONER SERVICE STATION

Gas-Oil-Tires-Accessories-Road Service

Minnows - Tackle - Phone 68

THE LINGO LEEPER CO.

LUMBER - HARDWARE

FISHING TACKLE

MINNOWS & LIVE BAIT

Anytime, Day & Night, Fishing Tackle

Hiway 70 - 70A

KINGSTON BOAT WORKS

Choice Craft Custom Built Boats

Any type Boats Repaired - Phone 83

**DILLOW GROCERY & MARKET** 

Fresh Meats, Lunch Meats, Groceries, Ice

Whitesboro, Texas is served by 20 busses

and 17 trains daily and is located on U. S

Hiway 82 and Texas State Hiway 10 only 10 miles south of Lake Texoma. It is the closest

point to Walnut Creek Resort, Cedar Bayou

Rock Creek Camp Resort. In this area can

Whitesboro has good cafes and tourist ac-

commodations. It is served by the MK&T and

T&P Railways. Whitesboro's main industry

is agriculture and the annual peanut crop of

the region is valued at over 1,000,000. Cotton,

grains, poultry and livestock brings the total

value of farm products to \$2,600,000 yearly.

WELLS

**TOURIST LODGE** 

Phone 43 or 14

"Strictly Modern"

Mrs. W. N. Wells, - Owner

Frank Barrow Chevrolet Co.

"ON HI-WAY 82"

WHITESBORO . TEXAS

For Better Gas & Oils

Look for the Panhandle Sign

A. E. Smallwood - Distributor

Resort, Big Joe's Camp on Big Mineral and to

the year round.

Highway 82 East

Open all Day Sunday - Phone 27

Hill & Mathis - East Edge of Kingston

Twice Daily Service by The Santa Fe Railroad's Streamlined "Chief" he Fisherman's Friend - Lake Informati Most Modern Tourist Facilities On the Corner - Highway 70 New Tourist Courts - Good Cafes FRENCH'S GROCERY & MARKET Sporting Goods Stores - Fine Churches Fresh Meats - Lunch Meats - Picnic Supplie Fishermen Welcome - Free lake Informatio

Marietta is the closest point to Hickory Creek Camp on Lake Texoma and to many popular Texoma fishing spots such as Wilson, Thomas, Hauani, House, Briar and Cochrane Creeks. A friendly helpful group of folks are eager to be of service to all visitors . . We especially invite you to be our quest for our .

Fishing boats and motors for rent,

Gateway to The Great Southwest

LAKE TEXOMA - 7 Miles

LAKE MURRAY - 8 Miles

Served by Highways 32 and 199

Located on North-South U. S. Hy. 7

**RODEO** and Reunion 3 Big Days - Starting June 30 For reservations or further information write or phone:

LOVE COUNTY CHAMBER OF COMMERCE, MARIETTA, Okla.

MARIETTA CASH HARDWARE Fishing Licenses and Sporting Goods Highway 199

MARIETTA ABSTRACT COMPANY Abstracts-Loans-Insurance King L. McKinney-Mary Martin McKinney Managers TWO LAKES MOTEL Comfort regardless of season"

POWELL'S SPORTING GOODS Approved by National Sportsmen's Research Open Early & Late-Up to date lake information Magnolia Gas & Oil - Firestone Outboard Motors
Fishing Licenses and Equipment - Phone 206

U. S. Highway 77, Marietta, Okla

**TEXAS POWER &** LIGHT COMPANY

Service in Texas

The Pioneer of

Transmission Line Electric

No.(32)on Map \* Fishing Boats & Motors

DINE in our Resort Cafe overlooking one of the wildest, most scenic spots on The Lake.

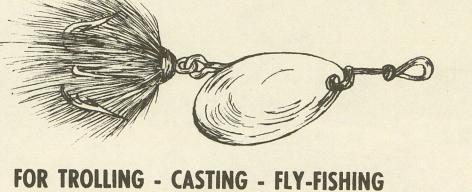
SLEEP in one of our modern cabins close to the water's edge.

Catch Your Limit at Beautiful

ROCK CREEK CAMP RESORT

FISH in protected coves that are natural hide-outs for the Big ones. For Reservations - Write Gordonville, Texas or Phone

THE TEXOMA TROLLER



TEXOMA PRODUCTS,

SHERMAN, TEXAS

"GOD DOES NOT DEDUCT FROM MAN'S ALLOTTED TIME THOSE HOURS SPENT FISHING AT ISLAND VIEW CAMP"

CABINS - CAFE - BOATS

Designed and Built a Camp for fishermen and duck hunters Tackle - Minnows

Groceries - Ice **Speed Boat Rides** See Us For Lake Texoma's

MEALESTER

DE QUEEN

TEXARKANA

OHOT SPRINGS, ARK

\_\_(1)\_\_\_

MUSKOGEE

Sale! LOTS OR ACREAGE AT 3 CHOICE LOCATIONS ON LAKE TEXOMA! 1. at PARADISE ACRES (No. 108) on Map)

Located at Flowing Wells on Big Mineral 8 miles West of Pottsboro. Many lovely homes already completed on this ideal acreage. Lovely lake view from all remaining lots. See: Z. G. Scott on location or write him at Pottsboro, Texas (Tracts \$200 up, terms to suit buyer) 2. at PRESTON BEND POINT (No. (109) on Map)

Located on tip of Preston Peninsula, water on three sides. Macadamized oil streets, electricity. \$200 up, terms to suit buyer. 3. at LAKEVIEW SUBDIVISION (No. (110) on Map) On Little Mineral Side of Preston Peninsula, Macadamized oil streets, electricity, \$200 up, terms to suit buyer.

WRITE OR PHONE

GREATEST REAL ESTATE VALUES!

**CABINS - LOTS - ACREAGES - HOMES** 

LAKE TEXOMA COMMERCIAL PROPERTIES

COURTS - CONCESSIONS - CAFES

B. J. LINDSAY, THE INSURANCE MAN

J. B. McAdams 1408 Magnolia Bldg. Dallas, Texas Riverside 3207

Clyde M. Hotchkiss Realtor 124 West Main Denison, Texas Bus, Phone 1490 Res. Phone 2284-W

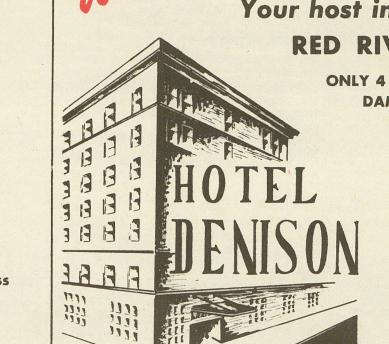
**Paradise Cove Camp** 

For Reservations Phone W-7-7856, Dallas

Or Write to Camp at Pottsboro, Texas

Specializing in Lake Texoma

Properties - Commercial and Residential



Your host in the hub of the RED RIVER VALLEY **ONLY 4 MILES from the DENISON** DAM and LAKE TEXOMA!

★ Newly Redecorate Air-Conditioned Coffee Shop

★ 110 Fire Proof Rooms **Breeze-Conditioned** Friendly Service

An Alsonett Hotel J. T. Sampson, Mgr. For Reservations Phone 1100 Denison, Texas

Southeastern State College. With excellent hotels, tourist courts and cafes, Durant is truly a gate city to Lake Texoma which is only a short 12 minutes away. Served by the MK&T and Frisco railroads, and the Continental, Greyhound, Santa Fe, and Jordan Bus Lines, it is easily accessible by public transportation and its famed Eaker Field Municipal Airport makes it a favorite

county seat of Bryan County and the home of

spot for "flying sportsmen" to land. Although industrially and agriculturally well-rounded city, Durant, because of its nearness to Lake Texoma at the Roosevelt Bridge, s becoming more and more tourist-minded Sportsmen will find all types of fishing, hunting and outing equipment, live bait, groceries, ice, beverages, in fact everything you might need, reasonably and honestly priced. The Durant Chamber of Commerce or any

urant citizen will welcome the chance to help make your trip to Lake Texoma a memorable



CABINS Overlooking water Rustic Log Cabin

Denison, Texas

**BIG MINERAL Camp** 

Speed Boat Rides - Boats - Motors

Fishing Tackle - Cold Drinks

Write or Phone Gordonville, Texas

Hiway 75-A, I Mi. So. Denison Dam

17 modern units with garage.

Air-Conditioned, Circulator vented

Write Rt. 3. Box 19-A, or Phone

heaters. For resevations

CAFE Steaks & Chops Chicken Dinners Fish Dinners

SPEED BOAT RIDES DAILY Authorized CHRIS CRAFT DEALER Sales and Service

For Reservations Write Catfish Bay Resort, Durant, Oklahoma or Phone Kingston 804-F-4

and No. One In Popularity! For Reservations or Further Information, write Box 222, Denison, Texas or Phone 106. Colbert, Okla.

Carnival Midway Attraction Speed Boat Rides Water Ski School · Fishing Boats and Motors Visit Our for Rent MODERN MARINE GRILL Boat Repairs and Sales Steaks - Chicken - Fish Dinners · Fishing Tackle and Marine Cold Drinks & Beer

Located in our Yachting Basin Area Boat Storage for all size Boats 'Dedicated to Service to our Guests Lake Texoma's Most Complete Resort - "At the Dam"

miles N. Pottsboro, Texas

Write GEORGE SCHAERDEL, Owner

90 FT. OBSERVATION TOWER

I Miles North of Pottsboro, Texas

The Most Scenic Lakeside Spot

14 FINE MODERN CABINS

PRESTON COURTS (103)

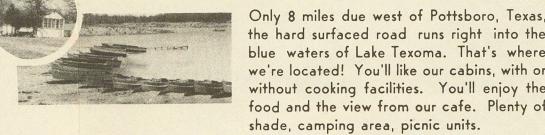
Magnificent Inland Beach

22 Strictly Modern Cabins

Spend Your Vacation & Holidays at PRESTON FISHING CAMP (51) Phone Pottsboro 4F21 ishing Boats - Motors - Live and Artificial Below Denison Dam - Texas side Baits - Marine Gas and Oil - Groceries Excellent Camping Grounds - Located 9

Complete line of fishing tackle and supplies ishing boats and motors for rent - Minnows Live Bait - Ice - Groceries **Coffee Shop and Terrace** Open at all hours serving Breakfast, Short Orders, Sandwiches, Coffee, Cold Drinks. Souvenirs, too! on the bank of Red River 'Fish below the Dam where the big one

Cooking Facilities, Groceries, Ice Air-Conditioned E. J. Miller, Prop. Pottsboro, Tex. Ph. 97J2 R. E. BRESSIE, Owner



the hard surfaced road runs right into the blue waters of Lake Texoma. That's where we're located! You'll like our cabins, with or without cooking facilities. You'll enjoy the food and the view from our cafe. Plenty of shade, camping area, picnic units.

Cafe - Modern Cabins - Boats

Minnows - Tackle - Groceries - Motors for Rent Swimming - Hunting - Fishing - Boating ! FLOWING WELLS Camp

Durant, Oklahoma, located on U.S. Hiways 75, 70, 69, and State Hiway 299, is the in lustrial and marketing center of the rich Red River Valley section of Oklahoma. It is the

**EVERYTHING** 

big lake, MADILL is the heart

\* HUNTING

Your Favorite Beers
SHERRER'S DRIVE-IN CA Durant's newest, most modern, Southern Fried Chicken Mexican Foods and Steaks

Rods - Reels and Motor Repair 109 N. 3RD - PHONE 1414 THE DEMOCRAT outheast Oklahoma's Leading Newspaper KSEO - Covering Southeastern Okla.

T. C. LUNCH ROOM Open 24 Hours Daily - You Catch 'em

We'll Cook 'em Steaks-Chicken-Fish Raymond McKinney, Owner 215½ N. 2nd St. Phone 1903

Wholesale Fishing Tackle TOM'S LUNCH Tom's Special Blend Coffee On Hiways 69, 75, and 70, 320 W. Main

RALPH MILL'S Durant Sporting Goods Call 1766 for Lake Texoma Information 141 W. Main

WHITE HOUSE CAFE Modern - Air Conditioned - Open 5 A. M. to Midnight 120 W. Main on Hiways 69, 75, 70 BRYAN HOTEL

100 Air Cooled Rooms - 9 Miles from Lake Texoma PHONE 56 Fishing Boats Available for Guests SPORTSMAN CLUB BAR Pabst on Tap - - 3rd and Main Baseball Results by Direct Wire

HOTEL DURANT "Fisherman's Headquarters' Air Cooled . - Olin Wren, Mgr

Welcomes you to Lake Texoma Capital & Surplus \$300,000.00 "Just Banking" THE FIRST NATIONAL BANK IN DURANT We invite you to do business with us

Specializing in Steaks and Waffles For large groups Only by Reservation AIR CONDITIONED 309 West Main J. S. Hiways 69 and 75, State Hiway 299 North 1st Street Open 24 hours daily - Completely Modern

Cottages - Also Trailer Park TEXOMA COURT Modern cabins with or without kitchenettes U. S. Hiways 69 and 75, South 9th St Groceries - Phillips 66 Products STEAKLEY

CHEVROLET CO. PLAZA COURTS

Modern air-conditioned units with garage Highways 75 and 69 (South) Phone 93 for Reservations

O Strictly Modern Units - Air Conditioned Highways 69, 75, 70, 299 PHONE 788 FOR RESERVATIONS LUMBER

AND BUILDING MATERIALS DENISON, TEXAS SHERMAN, TEXAS POTTSBORO, TEXAS WHITESBORO, TEXAS ACHILLE, OKLA. CADDO, OKLA. KINGSTON, OKLA.

JRANT, OKLA. (Bryan County Lbr. Co THE LINGO-LEEPER CO Good Lumber Since 1872

DRINK!

ULF SERVICE STATION HI-WAY Lake Texoma Information ive bait, Fishing Tackle and Fishing License

Lake Information - This is Your Sporting Goods Headquarters. Madill, Oklahoma Ph. 502

C) 1949 Lake Texoma Sportsman Club

TEXOMA IS TOPS IN TACKLE

SPEND YOUR VACATION AT BEAUTIFUL

Lake Texoma's Largest, Most Modern Hotel Courts!

Located 61/2 miles due North of Pottsboro on

all weather road - we are right in the heart of

the resort country. Whatever your whim, you

can find an outlet for it at Hi-Land Lodge!

**Special Vacation Rates** 

Modern Cafe and Lovely Lounge

Fish, Chicken and Steak Dinners

Stag Room for Private Parties,

Sales Meetings or Company outings

dine at our Lodge Cafe, we can accommodate

you! Designed for your pleasure - we've

spared no expense to bring you Lake Texoma's

YOUR GUIDE TO LAKE TEXOMA

Groceries - TACKLE and Ice

Best at Popular Prices

20 Modern Air Conditioned Cabins

BOATING

DURWOOD

SIMPSON

LAKE

OAKLAND

LAKE CRUISES

Charter trips for Private Parties

2 Large Luxury Cruisers Available

RESORT FACILITIES

Boats & Motors for Rent

Strictly Modern Cottages

Newly Remodeled Cafe

Boat Storage & Repair

FOR RESERVATIONS

TO WICHITA FALLS, TEX.

MARSDEN

TO WICHITA FALLS

\* Tackle - Live bait

182

Marine Gas, Oil and Supplies

TO OKLA CITY

ARDMORE

SWIMMING

O DENTON

P. O. BOX 614 (TEXOMA REG. U. S. PATENT OFFICE)

TEXOMA

THIS TRADE MARK IS YOUR

ASSURANCE OF

DENISON

AIRPORTS.

FEDERAL

STATE ...

ROADS:

Burns Run Resort

Catfish Bay Resort

P. Big Mineral Camp

24. Island View Camp

25. Highport Resort

27. Millcreek Rasort

28. Flowing Wells Camp

29. Walnut Creek Resort

1. Cedar Bayou Resort

36. Soldier Creek Camp

38. Little Glasses Resort

45. Butcher Pen Camp

48. Platter Flats Camp

2. Rock Creek Camp Resort

39. Cumberland Cove Camp

Willow Springs Resort

Pennington Creek Camp

Grandpappy Point Resor

. Hickory Creek Camp

DESIGNATED HIGHWAYS

PAVED OR BLACKTOP.

GRAVELED-ALL WEATHER....

Hundley's Little Mineral Dock, 103. Preston Courts

SCALE IN MILES

51. Preston Fishing Camp

2. Paradise Cove Camp

2. Kreager's Pleasure Bay Resort

POINTS OF INTEREST

Oklahoma Game & Fish Dept

Caney Creek Homesite Area

Oklahoma Game & Fish Station

Game, Fish & Oyster Commission of

Sand Point Homesite Area

. Hi-Land Lodge

104. Damsite Concession

105. Texoma Motor Lodge

**Durant Boat Club** 

Colbert Boat Club

H. Perrin Air Force Base

Recreational Area

Mill Creek Homesite Area

Boy Scout Camp

HIGHEST QUALITY

**HIGHPORT** Resort No. 25

ure headquarters. For your comfort and pleasue we have: large and modern dining rooms, boat docks and storage, floating gasoline service, Johnson "Sea Horse" outboard motors & Wagemaker-Wolverine boats for rent. marine repair service. Highport is near the center of the lake's south shore. The natural beauty of its terrain, big trees, and winding roads is unsurpassed.

C. Dewitte Loe, Owner George B. Blakely, Mgr. For Further Information - Phone 9502 Pottsboro, Texas Route 1

We invite you to come to Lake Texoma and make Highport Resort your pleas-

HIGHPORT RESORT

"Just Across From The Islands on The Texas Side"

ite No. For Reservations, Write or Phone 28 Pottsboro, Texas, P. O. Box 112

Coca-Cola Bottling Co

RIGHT IN THE MIDDLE

Surrounded on three sides by

\* FINEST FISHING \* BOATING

AT-N-EASE Drive-In Restaur Hiways 69, 75 and 299, 723 N. 1st \* CAMPING Mexican Foods - Chicken and Steak Dinners \* RESORTS

> You'll find the citizens of Madill as Fishing Tackle iendly as can be found in a section noted for its hospitality. You'll enjoy a vacation here - so well that you, like

> > this land of opportunity. For Information, Write

thers, may remain to make your home

MADILL HAMBER OF COMMERC

WATTS FUNERAL HOME AMBULANCE SERVICE Phone 68

MADILL HOSPITAL AND CLINIC J. F. York, M. D. - O. A. Cook, M. D. RABORN CHEVROLET COMPANY 24-hour TOWING Service PHONE 37 - NIGHT PHONE 149-J

THE GRILL & TOURIST COURTS Air Conditioned Coffee Shop TELEPHONES IN ALL ROOMS (Phone L. D. 10) **TEXACO SUPER SERVICE** Twenty Four Hr. - Lake Information

Sportsman Supplies IEHART AUTO SUPPLY- Ph. 440 Fisherman's Headquarters MERCURY MOTORS and SERVICE K. C. WAFFLE HOUSE Capacity 150 Guests

> Jack Little Foundation, Box 267 Madill, Oklahoma Y'S "66" STA. & Firestone Sto Fisherman and Motorists Hdgs. Outboard Motors Fishing Tackle, and Boats larshall County Hdwe. & Furn. C

More of The Best Fishing Tackle Ask Us Where to Go Plaza 118, Madill, Oklahoma SOONER OIL COMPANY MADILL, OKLAHOMA Raymond Gary, Mgr.

S & S FOOD STORE GOOD FOODS - GOOD PRICES For All Fisherman

WIZARD OUTBOARD MOTORS Your Fishing Supply Hdq. RETURN COURTS FAMILY RECREATION Air Conditioned - Phone 482

HARDEE'S SERVICE STATION SINCLAIR PRODUCTS Phone 13 Fishing Information Road Service LOG CABIN COURTS

Air Conditioned - Cooking Facilities Highway 70 Phone 555

ACKSON'S CAFE ON THE SQU Private Dining Room Special Chicken and Steak Dinners Phone 232 HOLLINGSWORTH HDW. CO.

Cartweight Maps Folder 1, Item 10

## \* Ice - Groceries \* Camping Supplies \* Boat Storage & Repair \* Launching Facilities **EVERYTHING FOR** YOUR VACATION

ROCK CREEK CAMP RESORT