FACTS ABOUT LAKE TEXOMA

Lake Texoma, which forms part of the boundary line between Oklahoma and Texas, is the fourth largest man-made lake in the world.

Created by the building of the 580,000,000 Denison Dam, the Lake filled up in 1943 to form a body of water covering nearly 90,000 acres at normal elevation and 142,000 acres at maximum elevation. At maximum elevation, the Lake stretches 38 miles east-and-west, and 52 miles north-and-south. The U. S. Army Engineers control the Lake.

The Lake has been growing steadily in popularity as an all-around tourist resort. In the 1947-48 travel year, its above water acreage, its 1,000 miles of shoreline, its 2,000 miles of underwater shoreline, its fishing figures and each succeeding year this visitor figure is growing as more accommodations are provided for tourists.

Fishing has been fabulous at the Lake. It is recognized as the Southwest's "hottest" spot for largemouth black bass, striped bass, white bass, and many varieties of catfish.

During the fall, it attracts thousands of duck and goose hunters since two National Wildlife Refuges are located on the Lake and it is in the Mississippi Flyway, one of the main bird migration routes.

Boating is a major sport on Lake Texoma, with more than 4,000 boats ranging from canoes to 75-foot yachts already located on its deep blue waters.

Around the Lake's shores are dozens of resorts offering all types of accommodations and entertainment. Hotels, cottages, motels, trailer courts, and private rooms are available for lodging needs, and many fine eating places give the visitor an unlimited choice with a wide variety of menus. Dancing, swimming, water skiing, fishing, hunting, golf, tennis, horseback riding, and many other forms of entertainment are available at the Lake. These resorts, as well as establishments in and near the Lakeside towns, offer all types of merchandise and equipment which can be needed for the perfect vacation.

Lake Texoma not only offers the perfect place for sensation filled with fun and relaxation, but it is an ideal "home of operations" for the tourist who makes his headquarters here and takes side trips to such spots as the Kiamichi Mountains, Lake of the Ozarks, Ozark Mountains, Ouachita Mountains, Oklahoma City, Oklahoma, the Texas plains country and thriving Southwestern cities like Tulsa, Dallas, Oklahoma City, and Fort Worth.

For further information write to the resorts listed on this Map or to the Chamber of Commerce in any of the towns around the Lake. You'll be mighty welcome to TEXOMA-LAND.

Eat SIMMS' fine CANDIES

"A Favorite of Texoma-Land"

SIMMS' TOBACCO & CANDY COMPANY

HOME OFFICE - DENISON, TEXAS

HAVE FUN IN THE SUN at **GRANDPAPPY POINT**

Home Port for the Queen Ships of The Texoma Fleet (23)

COMPLETE BOAT STORAGE
Maintenance & Repair Service
Marine Gas - Oils - Accessories

★ Modern Cafe
★ Boats & Motors
★ Marine Repair Shop
★ Marine Railway
★ Ship-To-Shore Telephone
★ Free Launching Facilities
★ Free Camp Ground
★ Guided Fishing Trips

Grand Pappy Point Resort

No. 23 on Map - 1/2 mile from Pavement on All-weather Access Road

ENJOY the Bridle Paths at TEXOMA LAKESIDE RESORT in the **Little Glasses Resort** (38)

COMPLETE RESORT FACILITIES

★ Boats & Motors for Rent
★ Strictly Modern Cottages
★ Newly Remodeled Cafe
★ Boat Storage & Repair
★ Marine Gas, Oil and Supplies

FOR RESERVATIONS
Phone 9602W2 Madill, Okla.
or Write Box 481, Madill, Okla.

Special **LAKE CRUISES**
Charter trips for Private Parties
2 Large Luxury Cruisers Available

SPEND YOUR VACATION AT BEAUTIFUL

HI-LAND LODGE (101)

DINING · BOATING · SWIMMING · HUNTING · FISHING · HIKING · PICNICKING

Lake Texoma's Largest, Most Modern Hotel Courts!

Located 6½ 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

- 20 Modern Air Conditioned Cabins
- Modern Cafe and Lovely Lounge
- Fish, Chicken and Steak Dinners
- Groceries - TACKLE and Ice
- Stag Room for Private Parties, Sales Meetings or Company outings

Whether you want to do your own cooking or dine at our Lodge Cafe, we can accommodate you! Designed for your pleasure . . we've spared no expense to bring you Lake Texoma's Best at Popular Prices!

For Reservations and Rates, Write RFD 1, or Phone 96W2 POTTSBORO, TEXAS

Relax at our beautiful Lodge & Cafe

Your "HOME" in our completely Modern Cabins

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

CABINS - CAFE - BOATS

Located at water's Edge Just Across from The Famous Islands, we've Designed and Built a Camp for fishermen and duck hunters

DON'T BRING IT - WE'VE GOT IT!

Tackle - Minnows
Boats - Motors
Groceries - Ice
Speed Boat Rides

No (24) on Map

For Reservations:
Write E. L. Zink, Rt. 1, Pottsboro, Texas, Phone 4-F-2

ISLAND VIEW Camp

For Sale! LOTS OR ACREAGE AT 3 CHOICE LOCATIONS ON LAKE TEXOMA!

LAKESIDE CABINS OR HOMES!

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: G. 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

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

or

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

Welcome to HOTEL DENISON

Your host in the hub of the RED RIVER VALLEY

ONLY 4 MILES from the DENISON DAM and LAKE TEXOMA!

★ Newly Redecorated Air-Conditioned Coffee Shop
★ 110 Fire Proof Rooms Breeze-Conditioned
★ Friendly Service

An Alonett Hotel
J. T. Sampson, Mgr.
- o -
For Reservations
Phone 1100
Denison, Texas

Denison

Denison is North Texas' gateway city for a large part of the rail and highway traffic passing through the Sooner and Metropolitan areas. Denison is located along U S Highway 75, and is the first stop for the Missouri-Kansas-Texas, Frisco, and KC & O Railways. It is a division point for the M-K-T Railway.

Denison's prosperity comes from three main sources: agriculture, manufacturing, and the tourist trade. Cotton, grain, livestock, poultry, and dairy products are the principal agricultural products, while cotton textiles, work clothing, railroad cars, Venetian blinds, candy, steel fabrication, aluminum products, ice, refrigeration, electronics, chromaplate, peanut butter, pickles, shortening, salad dressings, biscuits, wool treating & preserving, and farm implements are the principal manufactured items.

The tourist trade is derived chiefly from Lake Texoma, since the 580,000,000 Denison Dam is only four miles from the city. Denison is the nearest "home of operations" in the river direction to enjoy the Lake's attractions on both the Oklahoma and Texas sides. A fine hotel, excellent tourist courts, cottages, motels, cafes, and other accommodations make a specialty of caring for the needs of the fun-loving tourists.

The birthplace of General Dwight D. Eisenhower is open for public inspection and each year draws a large number of visitors.

Sherman

The county seat of Grayson County, Texas, Sherman is 101 years old. It is the oldest city in a county long famous for its rich black land and fine livestock.

Sherman produces more manufactured goods per capita than any other city in Texas. Manufactured products include swings, flour, baking powder, pickles, fishing lures, feeds, furniture, work and sports clothes, farm implements, caskets, continued oil, nursery stock, ironworks, monuments, cotton gin machinery, and textiles constitute the major part of its industrial output.

Home of 100-year old Austin College, Sherman long has been known as "being a city of" fine schools, fine homes, and fine churches.

Served by the M&T, Frisco, Southern Pacific, Texas and Pacific, and Cotton Belt Railways, Sherman also is easily accessible by motor traffic, being located at the junction of U. S. Highways 75 and 82.

Because of its strategic location, Sherman serves a large part of the tourist traffic coming to Lake Texoma from the north, and its fine hotels, cafes, tourist camps, and stores are equipped to meet every need of the Texoma-bound traveler.

325 WEST MAIN **Noel's** PHONE 420
Home for Men and Boys

SID MAPLES SPORTING GOODS
HARDWARE - PAINTS - WALL PAPER
125 W. MAIN PHONE 2258

SANDERS MOTOR CO.
DE SOTO - PLYMOUTH SALES & SERVICE
208 W. CHESTNUT - PHONE 628

STEAKLEY CHEVROLET CO.
CHEVROLET SALES & SERVICE
205 S. BURNETT . PHONE 231

STRATON OLDS-CADILLAC CO.
SALES and SERVICE
211-19 S. RUSK PHONE 480

McLERRAN PONTIAC CO.
24 HOUR WRECKER SERVICE
Chestnut & Austin Phone 774 or 2120

MONTGOMERY MOTOR CO.
YOUR DODGE - PLYMOUTH DEALER
510 W. MAIN PHONE 25

For Greater Values It's
K. WOLENS DEPARTMENT STORE

GLOBE STATIONERY & SUPPLY CO.
OFFICE SUPPLIES and EQUIPMENT
515 W. MAIN PHONE 793

LILLEY-AYRES
206 W. MAIN DENISON

4 BROTHERS BAKERY
Bakers of Woody's Fine Bread & Cakes
509 W. Main Phone 1925

Jennings North Side Furniture Co.
"Your Home Furnishers for 40 Years"
517-519 W. Main Phone 301

BEAR DRUG CO.
Drugs - Souvenirs - Denison's Most MODERN FOUNTAIN
Main at Rusk Phone 886

KINGSTON DRUG STORE
KODAK SUPPLIES - SOUVENIRS
322 W. MAIN PHONE 20

LOI-MAC PHARMACY
Souvenirs - Post Cards - Post Office Sub Station
200 W. Main Phone 331

BURTIS DRUG CO.
GIFTS . SUNDRIES - SOUVENIRS
408 W. MAIN PHONE 188

LEWIS SERVICENTER
HUMBLE
Open Around the Clock
Highways 69 & 75 at Main St.

423 West Main **ADAMS Shoe** THE HOME OF GREATER VALUES Phone 2930

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.
SPORTING GOODS . . GIFTS - SOUVENIRS
210 W. MAIN PHONE 119

DAD & LAD'S
MEN'S AND BOY'S WEAR
TEXOMA-LAND'S FINEST

SNEED'S
MEN'S AND BOY'S CLOTHING
213 W. MAIN PHONE 320

JOE SULLIVAN, CO.
GENERAL ELECTRIC DEALER
225 W. MAIN PHONE 283

DEAN OFFICE EQUIPMENT
Typewriters - Adding Machines - Office Supplies
402 W. MAIN PHONE 807

J. A. SCOGGIN SERVICE STATION
Complete line Marine Gas, Oil & Spark Plugs, Greases. Across from Postoffice
Phone 174 for road service

GRAYSON FIRE EXTINGUISHER CO.
GENERAL DETROIT DISTRIBUTOR
205 S. AUSTIN PHONE 3063

Sportsmen Like 7up

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

Bireley's Non-Carbonated Pasteurized Real Fruit Beverages

77 SERVICE STATION
24 Hour Service - Across from Postoffice
SHERMAN, TEXAS

TWIN CITY DRIVE-IN THEATRE
No. (109) on the Map
Highway 75

Meet Me At **JOE'S CAFE**
210 N. Travis - Joe B. Brooks - Owner
Open 5 A. M. to 2 A. M.

HARING Office Equipment Co.
Typewriters - Supplies - Adding Machines

SCHEURER BROS. HARDWARE CO.
105 S. TRAVIS PHONE 92

RISK SHOE SHOP
PHONE 1087
West Side Square - Sherman, Texas

Lee Marshall Real Estate Agency
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
Phone 203 - Crockett & Wall St.

BILL BELL INC.
Mercury Outboard Motors
Complete Texaco Service

REECE MOTOR CO.
Sherman, Texas

Leavitt's
STORE FOR MEN AND BOYS

WESTERN AUTO ASSOCIATE STORE
216 W. HOUSTON
L. D. SELZER - Owner

MAURICE SANDERS SHOP
FISHING TACKLE
SINCE 1921

M. & M. BOAT WORKS
BUILDERS OF MORPHEW BOATS
PARIS, TEXAS

Gainesville

Gainesville is the county seat of Cooke County, Texas, and is in the heart of a rich oil basin. Over 1000 oil wells in the Gainesville area produce over $24,000,000 in crude oils annually from 22 major pools.

As the home of the world-famous GAINESVILLE COMMUNITY CIRCUS, Gainesville is widely known and its accommodations for tourists are excellent. Many fine courts and cafes and a fine hotel are to be found here. Gainesville has an artesian water supply that is 99.44% pure. It is served by 2 major U. S. highways: Hwys 77 and Hwy 82, and 2 railroads: the MK&T and the Santa Fe.

It serves tourists who visit the Western end of Lake Texoma for fishing, boating, hunting or just relaxing, and is a major city along U. S. Hwy 77 between the Dallas-Fort Worth area and Oklahoma City.

The GAINESVILLE Daily and Weekly REGISTER

Welcomes You to Gainesville, Texas
"DEDICATED TO COMMUNITY SERVICE"
FOR OVER 59 YEARS!

JOHNSON MOTORS
★ Texas and Oklahoma Fishing and Hunting Licenses
★ Fishing Tackle and Guns
★ Ammunition
★ Free maps and Lake information
ON HIGHWAYS 77 & 82 NO (106)

P. D.'S SPORTING GOODS
P. D. Gandillon - Owner
603 N. GRAND AVE., GAINESVILLE, TEXAS

TURNER HOTEL & RESTAURANT
Recommended by Duncan Hines
GAINESVILLE, TEXAS

SCHAD & PULTE
Hardware - Implements - Sporting Goods
110 S. Dixon Phone 224

F. E. SCHMITZ MOTOR CO.
DODGE PLYMOUTH
(Dodge Job-Rated Trucks)

(102)

Kreager's PLEASURE BAY Resort

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 and motors. Write for further literature.

"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 (7)

Texoma's Most Popular Fishing Resort Has Taken on

THE NEW LOOK

NEW CABINS! NEW CAFE! NEW BOATS! NEW LOOK!

16 NEW CABINS, completely modern . . . shady cool, close to water. 50 NEW FISHING BOATS, NEW MOTORS, NEW STORE with groceries, ice, fishing tackle and MINNOWS at all times. NEW BOAT STORAGE and gasoline docks, NEW LANDSCAPING.

A NEW CAFE, completely modern, serving Steaks, Chicken, Fish and Short Orders, cooked for outdoor he-man appetites. Cold Drinks, Cold Beer and Hot Coffee. Breakfasts at all hours. Lunches to take with you. Courteous appreciative service.

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

HICKORY CREEK CAMP, INC.

Site No. (7) 8 miles East of Marietta, Oklahoma on All-Weather Highway 199

Dave Johnson, Art Berry and Lethal Johnson, New Owners

Kingston

Kingston, Oklahoma, is one of the fastest growing towns around Lake Texoma. Its principal source of livelihood today is the tourist trade. Ideally located on U. S. Hwy 70, it is almost completely surrounded by the waters of Lake Texoma. In fact, you can take only ONE road out of Kingston that does NOT go to the Lake!

Its claim to fame as a favorite point of departure for fishermen has come about of its nearness to Big and Little Glasses Creeks, the Roosevelt Bridge, and Caney, Soldier, Rock, Sandy, McLaughlin, Rooster and Brier Creeks all "hot" spots for fishing.

You'll find the folks in Kingston eager to help you in any way possible.

MONTY'S STATION
TEXACO PRODUCTS - FISHING TACKLE
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 LICENSES
HIWAY 70 - PHONE 85

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

FRED COMPTON
The Fisherman's Friend - Lake Information
On the Corner - Highway 70

FRENCH'S GROCERY & MARKET
Fresh Meats - Lunch Meats . Picnic Supplies
Fishermen Welcome - Free lake Information

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
Hill & Mathis . East Edge of Kingston
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
Open all Day Sunday - Phone 27

Whitesboro

Whitesboro, Texas is served by 20 buses 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 Resort, Big Joe's Camp on Big Mineral and to Rock Creek Camp Resort. In this area can be found excellent hunting and fishing almost the year round.

Whitesboro has good cafes and tourist accommodations. It is served by the M&KT 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 $2,000,000 yearly.

WELIS TOURIST, LODGE
"Strictly Modern"
Highway 82 East Phone 43 or 14
Mrs. W. T. Wells, - Owner

Frank Barrow Chevrolet Co.
"ON HI-WAY 82"
WHITESBORO . TEXAS

For Better Gas & Oils
Look for the Panhandle Sign

Lake Texoma's Most Picturesque Resort (36)

Modern cabins, Camping Grounds, Fishing boats and motors for rent, Marine service and storage.

SOLDIER CREEK CAMP
Site No. 36 on Map
Write Robert Odoms, Box 222
Kingston, Oklahoma
LINDY'S RESTAURANT
Fine Foods - Your Favorite Beer
Catering to Private Parties
A Beautiful Lounge for Relaxation

Welcome! to MARIETTA, OKLA.

Gateway to The Great Southwest and to:
LAKE TEXOMA - 7 Miles
LAKE MURRAY - 8 Miles

Located on North-South U. S. Hy. 77
Served by Highways 32 and 199
Twice Daily Service by The Santa Fe Railroad's Streamlined "Chief"
Most Modern Tourist Facilities
New Tourist Courts - Good Cafes
Sporting Goods Stores - Fine Churches

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 guest for our . . .

3rd Annual
RODEO and Reunion
3 Big Days - Starting June 4
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 Marlin McKinney Managers

TWO LAKES MOTEL
"Comfort regardless of season"
U. S. Highway 77, Marietta, Okla.

POWELL'S SPORTING GOODS
Approved by National Sportsmen's Research Institute
Open Early & Late-Up to date lake information

MARTIN HOME & AUTO SUPPLY
Magnolia Gas & Oil - Firestone Outboard Motors
Fishing Licenses and Equipment - Phone 206

TEXAS POWER & LIGHT COMPANY
The Pioneer of
Transmission Line electric
Service in Texas

YOUR GUIDE TO LAKE TEXOMA

CAMPS RESORTS LODGES
1. Burns Run Resort
3. Willow Springs Resort
4. Catfish Bay Resort
5. Hundley's Little Mineral Dock
6. Pennington Creek Camp
7. Hickory Creek Camp
8. Big Mineral Camp
23. Grandpappy Point Resort
24. Island View Camp
25. Highport Resort
27. Millerton Resort
28. Flowing Wells Camp
29. Walnut Creek Resort
31. Cedar Bayou Resort
32. Rock Creek Camp Resort
36. Soldier Creek Camp
38. Little Glasses Resort
39. Cumberland Cove Camp
45. Butcher Pen Camp
48. Plather Flats Camp
51. Preston Fishing Camp
52. Paradise Cove Camp
101. Hi-Land Lodge
102. Kreager's Pleasure Bay Resort
103. Preston Courts
104. Damsite Concession
105. Texoma Motor Lodge

POINTS OF INTEREST
A. Oklahoma Game & Fish Dept.
B. Sand Point Homesite Area
C. Caney Creek Homesite Area
D. Oklahoma Game & Fish Station
E. Durant Boat Club
F. Colbert Boat Club
G. Boy Scout Camp
H. Perrin Air Force Base Recreational Area
I. Mill Creek Homesite Area
J. Game, Fish & Oyster Commission of Texas

FISHERMAN'S PARADISE

Catch Your Limit at Beautiful ROCK CREEK CAMP RESORT No. (32) on Map

★ Fishing Boats & Motors
★ Tackle - Live bait
★ Ice - Groceries
★ Camping Supplies
★ Boat Storage & Repair
★ Launching Facilities

EVERYTHING FOR YOUR VACATION

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.

FISH in protected coves that are natural hide-outs for the Big ones.

For Reservations - Write Gordonville, Texas or Phone

ROCK CREEK CAMP RESORT

TEXOMA IS TOPS IN TACKLE

THE TEXOMA TROLLER

THIS TRADE MARK IS YOUR ASSURANCE OF

TEXOMA REGISTERED U. S. PAT. OFFICE

FOR TROLLING - CASTING - FLY-FISHING

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

HIGHEST QUALITY
SHERMAN, TEXAS

Cast Anchor at HIGHPORT Resort (25)

We invite you to come to Lake Texoma and make Highport Resort your pleasure headquarters. For your comfort and pleasure 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.

HIGHPORT RESORT
"Just Across From The Islands on The Texas Side"
C. Dewitte Loe, Owner George B. Blakely, Mgr.
For Further Information - Phone 9502 Pottsboro, Texas Route 1.

See Us For Lake Texoma's
GREATEST REAL ESTATE VALUES!
CABINS - LOTS - ACREAGES - HOMES

We Also Specialize in
LAKE TEXOMA COMMERCIAL PROPERTIES
Also local properties in Sherman and Denison
COURTS - CONCESSIONS - CAFES
Listings Invited

Phone 322 Denison, Texas
MRS. B. J. LINDSAY DBA
417 W. Main Denison, Texas

B. J. LINDSAY, THE INSURANCE MAN

BIG MINERAL Camp
Speed Boat Rides - Boats - Motors
Fishing Tackle - Cold Drinks
Bath House (9)
Write or Phone Gordonville, Texas

LEE'S Paradise Cove Camp (52)
West of Pottsboro on Big Mineral Bay.
BOATS, MOTORS, BAIT CABINS WITH COOKING FACILITIES
For Reservations Phone W-7-7854, Dallas
Or Write to Camp at Pottsboro, Texas

TEXOMA MOTOR LODGE (105)
Hiway 75-A, 1 Mi. So. Denison Dam
17 modern units with garage.
Air-Conditioned, Circulator vented heaters. For reservations
Write Rt. 3, Box 19-A, or Phone 9542-2, Denison, Texas

CLYDE M. HOTCHKISS
REAL ESTATE
Specializing in Lake Texoma Properties - Commercial and Residential
121 W. Main Denison, Texas Phone 1490

Fish and Play at CATFISH BAY!

No (4) on Map

- Fishing Boats for Rent
- Outboard Motors for Rent
- Free Picnic and Camping
- Fishing Tackle—Boat Storage

Modern CABINS
Overlooking water
Hotel Service
Rustic Log Cabin Finish

Modern 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

CATFISH BAY RESORT
Site No. 4 One-Half Mile South of Highway 70 at West End of Roosevelt Bridge

Number (1) on this Map and No. One In Popularity!

BURNS RUN Resort

For Reservations or Further Information, write Box 222, Denison, Texas or Phone 106, Colbert, Okla.

- Magnificent Inland Beach
- 22 Strictly Modern Cabins
- Carnival Midway Attractions
- Speed Boat Rides
  Water Ski School
- Fishing Boats and Motors for Rent
- Boat Repairs and Sales
- Fishing Tackle and Marine Supplies
- Boat storage for all size Boats

Visit Our MODERN MARINE GRILL
Steaks - Chicken - Fish Dinners
Cold Drinks & Beer
Located in our Yachting Basin Area
"Dedicated to Service to our Guests"

Leke Texoma's Most Complete Resort - "At the Dam"

DAM-SITE CONCESSION (104)

Below Denison Dam - Texas side
Complete line of fishing tackle and supplies
Fishing 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 ones are caught"
R. B. BRESSIE, Owner

Spend Your Vacation & Holidays at PRESTON FISHING CAMP (51)
Phone Pottsboro 4F21
Fishing Boats - Motors - Live and Artificial Baits - Marine Gas and Oil - Groceries
Excellent Camping Grounds - Located 9 miles N. Pottsboro, Texas
Write to GEORGE SCHAEUDEL, Owner

PRESTON COURTS (103)
90 FT. OBSERVATION TOWER
11 Miles North of Pottsboro, Texas
The Most Scenic Lakeside Spot
14 FINE MODERN CABINS
Cooking Facilities, Groceries, Ice
Air-Conditioned
E. J. Miller, Prop. Pottsboro, Tex. Ph. 9732

FOR A WONDERFUL VACATION Visit FLOWING WELLS Camp

Only 8 miles due west of Pottsboro, Texas, 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

Site No. (28) For Reservations, Write or Phone Pottsboro, Texas, P. O. Box 112

Durant

Durant, Oklahoma, located on U. S. Hiways 75, 70, 69, and State Hiway 299, is the industrial and marketing center of the rich Red River Valley section of Oklahoma. It is the county seat of Bryan County and the home of 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 Baker Field Municipal Airport makes it a favorite spot for "flying sportsmen" to land.

Although industrially and agriculturally a well-rounded city, Durant, because of its nearness to Lake Texoma at the Roosevelt Bridge, is 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 Durant citizen will welcome the chance to help make your trip to Lake Texoma a memorable experience.

EAT-N-EASE Drive-in Restaurant
Hiwaya 69, 75 and 299, 73 N. 1st
Mexican Foods . Chicken and Steak Dinners
Your Favorite Beers

SHERRER'S DRIVE-IN CAFE
Durant's newest, most modern.
Hiways 69 & 75 (South) Open 6 A.M. to 2 A.M.
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Open 24 Hours Daily . You Catch 'em We'll Cook 'em . Steaks/Chicken/Fish
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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
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.

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Welcomes you to Lake Texoma
Capital & Surplus $300,000.00
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Specializing in Steaks and Waffles
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U. S. Hiways 69 and 75, State Hiway 299
North 1st Street
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Modern cabins with or without kitchenettes
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12 Modern air-conditioned units with garages
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For Information, Write
MADILL CHAMBER OF COMMERCE
Madill, Okla.

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Phone 68