

R E S O L U T I O N

1           WHEREAS, In 1965, J. N. Grimes and Ray Morrow embarked on a  
2 successful business venture by purchasing a Dairy Queen walk-up  
3 store in Jacksonville, Texas; and

4           WHEREAS, The enterprise was a resounding success and allowed  
5 the industrious gentlemen to expand their business by opening two  
6 additional Dairy Queen stores in Palestine; and

7           WHEREAS, Unfavorable market forces and poor sales demanded  
8 that Mr. Grimes and Mr. Morrow develop an improved marketing  
9 strategy to boost the sales volume in Palestine; faced with a  
10 competitive challenge for market share, Mr. Grimes and Mr. Morrow  
11 conferred and came up with a gastronomical experiment: steak  
12 sandwiches and steak fingers; and

13           WHEREAS, The new food products were an immediate and  
14 overwhelming success, and these generous and business-wise  
15 gentlemen readily shared their culinary concoctions with other  
16 Dairy Queen owners, who quickly diversified their own menus to add  
17 the savory fried meat offerings as a complement to the soft serve  
18 dairy products traditionally sold at their restaurants; and

19           WHEREAS, The positive outcome of Mr. Grimes's and Mr.  
20 Morrow's marketing strategy led Dairy Queen owners to recognize the  
21 importance of sharing information and presenting to the public a  
22 consistent and unique product and resulted in the formation of the  
23 Texas Dairy Queen Advertising Association; because of his  
24 contributions to Dairy Queen's growth, Mr. Grimes was elected to

1 lead the association as president; and

2 WHEREAS, Under the leadership of Mr. Grimes, the products  
3 that he and Mr. Morrow first conceived of and produced came to be  
4 known by all Texans as the "Dude" and the "Country Basket"; and

5 WHEREAS, The innovative entrepreneurship of J. N. Grimes and  
6 the late Ray Morrow dramatically improved the business model of  
7 Dairy Queen, a Lone Star icon on the order of the armadillo, chili,  
8 and bluebonnets; now, therefore, be it

9 RESOLVED, That the House of Representatives of the 78th Texas  
10 Legislature hereby pay tribute to J. N. Grimes and the late Ray  
11 Morrow for the clever creations that helped to earn Dairy Queen  
12 recognition as the "Texas stop sign"; and, be it further

13 RESOLVED, That an official copy of this resolution be  
14 prepared for Mr. Grimes and for the family of Mr. Morrow as an  
15 expression of high regard by the Texas House of Representatives.

Hopson

H.R. No. 1483

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Speaker of the House

I certify that H.R. No. 1483 was adopted by the House on May 30, 2003, by a non-record vote.

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Chief Clerk of the House