

By: Cook of Navarro

H.R. No. 19

R E S O L U T I O N

1 WHEREAS, A Texas business legend who parlayed a delicious
2 dessert cake into the sweet taste of success, L. William McNutt,
3 Jr., of Corsicana passed away on September 1, 2006, at the age of
4 81; and

5 WHEREAS, Understanding the potential popularity of the
6 fruitcake created by the Collin Street Bakery, Bill McNutt
7 developed an innovative system of selling and delivering the cakes
8 to consumers, thereby revolutionizing the mail-order marketing
9 business, making that North Texas bakery into a world-famous brand,
10 and bringing greater renown to his hometown of Corsicana; and

11 WHEREAS, Bill McNutt was born on June 16, 1925, the only child
12 of Lee William McNutt and Anna Mae Rutherford McNutt; a graduate of
13 Corsicana High School, he spent his college years in Nashville,
14 Tennessee, first attending Montgomery Bell Academy and later
15 Vanderbilt University and was a member of the football team at each
16 school; he earned his degree from Vanderbilt in 1949, after
17 returning from his World War II service in the U.S. Army; and

18 WHEREAS, Beginning his business career in Nashville, he
19 worked at the Dr Pepper Bottling Company owned by his father and
20 uncle, eventually taking over ownership of the business; he met
21 Josephine Williams Pritchett while in Tennessee, and the two were
22 married in 1954; four years later, his uncle asked him to get
23 involved with a bakery the family had acquired back in Corsicana,
24 and in 1958, Bill McNutt returned to Texas; and

1 WHEREAS, The Collin Street Bakery had been established in
2 1896 and was well known for the DeLuxe Fruitcake created by its
3 founder, German immigrant August Weidmann; to bring the cakes to
4 more customers, Mr. McNutt concentrated on expanding the company's
5 mail-order business; after assuming the presidency of the bakery in
6 1967, this insightful entrepreneur pioneered the use of
7 computerized mailing lists, customer databases, and efficient
8 methods of shipping; his innovations turned the business into one
9 of the largest food-by-mail companies in the world, and the DeLuxe
10 Fruitcake became a beloved Christmas treat all around the globe;
11 moreover, the bakery's business practices soon became standard
12 procedure at other mail-order companies, thereby earning Mr. McNutt
13 the nickname of "the godfather of direct marketing"; and

14 WHEREAS, In his desire for efficiency and quality, Mr. McNutt
15 founded several businesses to supply and service the bakery,
16 including Data Dallas, the Navarro Pecan Shelling Company, and the
17 Finca Corsicana pineapple farm in Costa Rica; other companies and
18 institutions called on his expertise, and he served as director for
19 First Republic Bank of Corsicana, Main Bank, Cross Creek Aviation
20 Corporation, and The University of Texas Southwestern Medical
21 Center at Dallas and was a member of the U.S. Olympic Committee; in
22 1985, President Ronald Reagan appointed him to a three-year term on
23 the U.S. State Department Board for International Food and
24 Agriculture Development; his many achievements were saluted with
25 his induction into the Texas Business Hall of Fame in 2002, and the
26 bakery has received numerous honors, including the E Award for
27 excellence in exporting from the U.S. Department of Commerce; and

1 WHEREAS, A business leader who was never all-business, Bill
2 McNutt found time to indulge his many other interests, which
3 included football, fine food, politics, close friendships with
4 luminaries such as George H. W. Bush, Lamar Hunt, and Paul "Bear"
5 Bryant, and serving as co-owner of the Dallas Tornado professional
6 soccer team for 13 years; both his leisure activities and
7 professional accomplishments were invested with his passion for
8 living, and the enthusiasm that Bill McNutt brought to all of his
9 endeavors will long be remembered by all who knew him; now,
10 therefore, be it

11 RESOLVED, That the House of Representatives of the 80th Texas
12 Legislature hereby pay tribute to the life of L. William McNutt,
13 Jr., and extend sincere sympathy to the members of his family: to
14 his wife of 52 years, Josephine Pritchett McNutt; to his children,
15 Lee William McNutt III and his wife, Susana, Robert Pritchett
16 McNutt, Katherine Ann McNutt, and Melanie Jeanne McNutt; to his
17 grandchildren, Lee William McNutt IV and Thomas Max Nygaard McNutt;
18 and to his other relatives and many friends; and, be it further

19 RESOLVED, That an official copy of this resolution be
20 prepared for his family and that when the Texas House of
21 Representatives adjourns this day, it do so in memory of L. William
22 McNutt, Jr.