

By: Branch

H.R. No. 231

R E S O L U T I O N

1 WHEREAS, TracyLocke of Dallas is celebrating its 100th
2 anniversary in 2013, making this a fitting opportunity to celebrate
3 the history of this pioneering Texas advertising agency; and

4 WHEREAS, Founded as the Southwestern Advertising Agency by
5 Shelley E. Tracy and Raymond P. Locke in Oklahoma in 1913, the
6 agency soon relocated to Dallas and became one of the leading
7 agencies in the Southwest and across the nation; TracyLocke merged
8 with BBDO in 1982, and then with DDB Needham in 1992, and now its
9 parent company, Omnicom Group, is the largest advertising
10 conglomerate in the Southwest; and

11 WHEREAS, The agency's campaigns over the years include the
12 creation of the "Drink a Bite to Eat at 10, 2 and 4" slogan for
13 Dr Pepper in 1926 and of Elsie the Cow for Borden in 1936, as well as
14 coining the word "slacks" for the Hagggar Clothing Company in 1940,
15 rebranding the Tot'em Store as 7-Eleven in 1946, introducing
16 Doritos as a brand in 1966, and creating *The Simpsons Movie*
17 Kwik-E-Mart campaign for 7-Eleven in 2007; the term "metroplex," to
18 refer to the Dallas/Fort Worth region, was coined by a TracyLocke
19 copywriter; and

20 WHEREAS, Many of the company's staff have won international
21 acclaim over the past century; former CEO Morris Hite was inducted
22 into the American Advertising Federation's Advertising Hall of Fame
23 in 1996, and Mike Rawlings went from TracyLocke to further success
24 as CEO of Pizza Hut, and he is the current mayor of Dallas; in 2013,

1 the company's founders were inducted into the Southwest Advertising
2 Hall of Fame; and

3 WHEREAS, Today, the company's first woman CEO, Beth Ann
4 Kaminkow, leads 250 employees in Dallas and 575 people in other
5 locations in providing advertising services to such clients as
6 7-Eleven, T-Mobile, PepsiCo, Hewlett-Packard, Pizza Hut, and
7 Samsung; and

8 WHEREAS, For 100 years, TracyLocke has created memorable and
9 iconic consumer images that have helped shape the economy and
10 history of Texas, and all that time, the company has remained true
11 to its founding principles of strategic thinking, passion, and the
12 desire to work smarter than the competition; now, therefore, be it

13 RESOLVED, That the House of Representatives of the 83rd Texas
14 Legislature, 1st Called Session, hereby congratulate TracyLocke on
15 the centennial of its founding and extend to its officers and
16 employees sincere best wishes for the future; and, be it further

17 RESOLVED, That an official copy of this resolution be
18 prepared for TracyLocke as an expression of high regard by the Texas
19 House of Representatives.