

TEXAS CO-OP POWER

Rose Royalty

PLUS:

School Mascots

German Food

Floydada Punkin Day



America's Motor Lunch

BY MICHAEL KARL WITZEL

People with cars are so lazy they don't want to get out of them to eat!"

The proclamation rings as true today as it did when candy and tobacco magnate Jesse G. Kirby uttered the words in 1921. At the time, he was trying to interest Reuben W. Jackson, a Dallas physician, to invest in a new idea for a roadside restaurant—a sort of fast-food stand, although at the time he didn't call it that.

Kirby's idea was simple: Patrons would drive up and make food

"Pig Stand" opened along the busy Dallas-Fort Worth Highway in 1921, hordes of Texas motorists raced to "America's Motor Lunch" and its featured Pig Sandwich. Prepared with tender slices of roast pork loin, pickle relish and barbecue sauce, the Pig Sandwich quickly gained a loyal following among harried commuters and carefree joy riders. A frosty bottle of Dr Pepper accompanied the motoring meal.

But the tasty curbside cuisine wasn't the only attraction at America's first

more than 100 Pig Stands were serving "A Good Meal at Any Time" in Texas, California, Louisiana, Mississippi, New York, Florida, Oklahoma, Arkansas and Alabama.

As the demands of the American automobile owner changed, fast-food innovation shaped the Pig Stand legacy. According to Hailey, it was California Pig Stand No. 21 that pioneered drive-through car service in 1931. Unheard of at the time, customers drove right up to the building to make their order.

Royce Hailey, patriarch of the Pig Stands clan and Richard's father, was one of the pioneers. Inspired by the same spirit of pluck and entrepreneurship that made the Pig Stands an American success story, he started his career as a Dallas carhop at age 13. In 1930, he leaped up onto his first automobile running board and never looked back. Twenty-five years later, he was president of the company. By the 1960s, he led the company to sell off all of the out-of-state stands and concentrate on the Texas locations. In 1975, he became sole owner of the company.

Son Richard purchased all interest to the Pig Stands company in 1983. There are two Pig Stand restaurants in San Antonio—one at 1518 Broadway, just north of downtown, and one at 807 S. Presa St., on the city's south side. The company also owns one store each in Seguin, Lytle, Houston and Beaumont.

"The best part is that we still sell the same Pig Sandwich made the same way that it was made so many years ago," Richard says.

For the rest of us lazy folks, the best part of the Pig Stand legacy is never having to leave our car to eat dinner.



PIG STANDS INC.

requests from behind the wheel. An employee would take customers' orders directly through the car window and then deliver the food right back out to the curb. The novelty of this new format was that hurried diners could consume their meals while sitting in the front seat.

Of course, the Roaring Twenties were ripe for such a brazen idea. Adventurous folk perched atop flagpoles, danced the Charleston at around-the-clock dance marathons, and drank bathtub gin at speakeasies. During Prohibition, freedom of travel emerged as the new thrill, fueled by increased automobile ownership, which soared from 6 million to 27 million motorcars by the decade's end.

When Kirby and Jackson's Texas

drive-in restaurant. The flamboyant car servers (12- to 15-year-old boys) who worked the curb—or "carhops"—were truly a sight to behold.

"The carhops were very competitive," recalls Richard Hailey, current president of Pig Stands Inc. "As soon as they saw a Model-T start to slow down and turn tires towards the curb, they'd race out to see who could jump up on the running board first while the car was still moving."

The legend of the carhop grew as the reputation of the Pig Stand and its signature barbecue sandwich spread. Propelled beyond the borders of Texas by one of the first franchising arrangements in the industry, the number of restaurants multiplied quickly. Between 1921 and 1934,