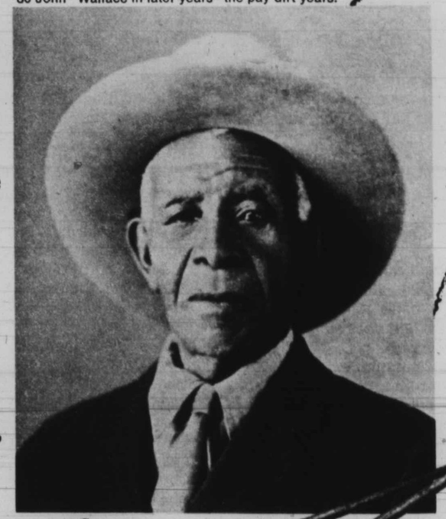
A continuing series of the Black experience on the Western frontier.

HOW "80 JOHN" WALLACE TURNED TRAIL DUST TO PAY DIRT.

"80 John" Wallace in later years—the pay dirt years.



Black or white, a cowhand rarely got more than the taste of sweat and trail dust. But Daniel Webster Wallace had his mind made up to do better.

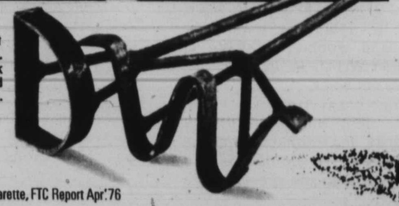
As a 15-year-old boy, he was already man enough to sign on with a trail crew for the long drive north. Then, he rode for the Nunn brothers and later picked up a job punchin' cattle for Clay Mann. It was here that he got the nickname "80 John", because of the "80" that was branded on Mann stock.

But what really made him different was his way with money. While other cowboys left their pay in saloons on Saturday nights, "80 John" drew only a small part of his (at a dollar a day, it didn't leave him much for spending).

The rest he saved until he had enough to get some land, cattle and hired hands.

He ended up owning a fair-sized herd that roamed over fourteen-and-a-half square miles of land. Sure wasn't the biggest spread in Texas; but unlike most others, it wasn't mortgaged or debt ridden. And that alone makes this story worth telling.

The story of "80 John" Wallace—one of the many pioneers who helped tame the Old West.



The "DW" brand was worn by the first cow that Daniel Webster Wallace owned. And is still worn today by stock that roams the old "80 John" spread in Mitchell County, Texas.

Come to where the flavor is.
Come to Marlboro Country.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 18 mg. "tar," 1.1 mg. nicotine—
Menthol: 15 mg. "tar," 0.9 mg. nicotine av. per cigarette, FTC Report Apr.'76