

# A. J. STRUSS 3rd Generation Owned & Operated Over 70 Years Service



Advertisement in 1946 Newspaper, the year A.J. Struss Sold Its First WINCHESTER.

Advertisement in 1951 Newspaper, the year A.J. Struss Sold Its First BROWNING.



*Open at 4:30 am  
During Hunting Season*



## ALWIN JOSEPH STRUSS – FIRST GENERATION OWNER 1924-1965

A.J. Struss and Tillie Walling began A.J. Struss Auto Supply in 1924 in Garwood, Texas, formerly known as Red Bluff. In 1928, A.J. and his wife moved to Eagle Lake, Texas and ran the Edgar Baring Chevrolet dealership. On November 22nd, 1932, they revived A.J. Struss Auto Supply under a franchise name called Lacks Auto Supply where the current business establishment at 101 East Main Street exists today. In 1936, A.J. realized the need to diversify and added his first appliance line of products as an authorized dealer of General Electric. A.J. Struss Auto Supply has continued this product line and has the honor of being one of the longest running GE dealerships in the United States. Stories of A.J. beginning the hunting department in 1946 are not necessarily true. It was Tillie who was the avid outdoorsman and enjoyed duck, coon and deer hunting. As part of the decision-making process, Tillie convinced A.J. to begin the firearms and ammunition department for A.J. Struss in 1946!



## SIDNEY ELMER STRUSS – THIRD GENERATION OWNER 2003-

Sidney Struss and his wife, Barbara, took over the helm of A.J. Struss on March 1st, 2003. This ownership followed the passing of Elmer Struss on February 24th. Sidney and Barbara have greatly enhanced all product lines by introducing Benelli, Beretta and Ruger firearms to the sporting goods department. Sidney has traveled and hunted many locations around the globe. In the 60's and early 70's, Sidney performed guiding services at the Eagle Lake Rod & Gun Club. In the 80's and 90's, he continued his guiding services on the Rock Island & Garwood prairies. His love of hunting continues with the best selection of firearms and trusted ammunition available today. Sidney would love for anyone to come by and share outrageous stories and his passion of hunting.

## ELMER ALVIN STRUSS – SECOND GENERATION OWNER 1965-2003

Elmer Struss opened Struss Appliances next to the downtown barber shop in 1945. Later, an opportunity arose to expand A.J. Struss Auto Supply, resulting in a merger of the two stores into the building currently at 101 East Main. A.J. Struss' love of hunting and fishing was shown when he and Elmer brought in their first lines of hunting and fishing equipment resulting in the addition of a sporting goods section in 1946. The first Winchester firearm was sold in 1946. Browning was introduced in 1951. Furthermore, Elmer brought the first television set to this part of the country by introducing a 10" Zenith television to the surrounding community in 1948-1949. A.J. Struss still continues to sell Zenith making A.J. Struss the longest continuous running dealership for Zenith in the South.



## ISIDORO "IZZY" RAMIREZ – 61 YEARS OF CONTINUOUS SERVICE 1941-

Izzy Ramirez pictured here with his wife, Toni, has been a loyal employee of A.J. Struss since 1941. Izzy still remains an integral part of the Struss Family business, having over 61 years of service. When in Eagle Lake, be sure to stop by and congratulate Izzy on his many years of service and dedication. Izzy has been very involved in much of the gun smith work required in fitting scopes, restoring older classics, and first-hand knowledge of how wet and cold the rice fields can be in the winter.



## Hunting & Fishing Licenses {} Ammunition {} Firearms

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WWW.AJSTRUSS.COM

DROP BY AND GET YOUR TICKET FOR THE 70<sup>TH</sup> ANNIVERSARY  
CELEBRATION IN EAGLE LAKE BEING HELD NOVEMBER 21<sup>ST</sup> AND 22<sup>ND</sup>, 2003



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