

# JOE SEGALL'S SUDDEN DEATH SHOCKS BUSINESS COMMUNITY; A PERSONALITY OF SUNSHINE

By G. A. MARTIN.

"DID you hear about it? Segall's dead? Poor old Joe! He was a bully scout."

Expressions like this Tuesday were universal, for no man in El Paso was better known or had more friends than Joe Segall, a man, who by hard and earnest attention to his work had built up a splendid business in the past 18 years and had made friends by the thousand in El Paso.

An able man intellectually as well as an energetic one physically, Segall attracted attention in the business world and in the lodges and clubs to which he belonged. He had been very active in the Shriners and al-

ways had a part in the initiation ceremonies of the Scottish Rite Masons. He was one of the charter members of Rotary and one of its most active members. Practically every trade excursion numbered Segall among its personnel and every subscription list—whether for charity or civic work—always found Joe's name upon it.

## Created Sunshine Always.

He could make a speech that would hold his audience attentively, or with his quick wit he could disconcert a speaker or throw the house into an uproar of laughter. He always had a funny story appropriate to any occasion, and a word of encouragement for his friends at any time. He never knew what it was to be gloomy. Joe was never a joy killer. If he could not shed a few rays of sunshine, he would do nothing to take the sunshine out of a life.

If Joe Segall didn't like a man, he didn't pretend friendship for him; neither did he go around telling other people about it. He just let the man alone.

Death came suddenly, shortly after



—Photo by Feldman.  
J. R. SEGALL

10 o'clock Monday night, as Segall was going for a lunch at the International cafe, 210 South El Paso street, after working for several hours in the office of the Security Home Builders' association, of which he was secretary. He had been giving much time in the evenings to getting this business established, just as he had worked night and day when he was planting the seeds of success in his optical business years ago.

## Suffered From Neuritis.

Justice R. B. Rawlins, who had the body removed to the Simmons Hartford chapel, said he believed Mr. Segall had died of acute indigestion.

However, Joe's close friends knew that for some time past he had been suffering from a pain in his left shoulder and some believe it was rheumatism of the heart that caused his death. While on the west coast trade excursion, he was stricken at Topolobampo with the pain, but thought it was caused from wrenching his shoulder getting off the dock into a boat. On his return here, failing to get relief, he went to Eureka Springs, Mo., and remained for some time, returning much improved, but not feeling as well as usual. Doctors pronounced his trouble neuritis.

However, none of his friends heard him complain. Joe never complained. That was not in his makeup.

## Had a Big Heart.

Joe Segall had a heart as big as a mountain. Anything his friends wanted, they could have. One tells the story of admiring a pin that Joe was wearing in his tie recently. No sooner had he expressed admiration for it than Joe removed it, proffered it and made him take it. The friend will always cherish it as a memento of his good friend.

Many people talked today of the courtesies Segall had extended. Several told of his coming to his office in evenings or on Sundays, to replace or repair broken spectacles which they required in emergencies and universally they spoke of the cheerful manner in which he filled the engagement, regardless of the inconvenience to himself.

Many others told of credit extended to them, though strangers, when he learned of their need for his services at a time when they were financially pinched.

All day people talked of the noble side of Joe Segall. There were none to take "the other side," for there was no other side so far as his friends and acquaintances knew.

## Came Here 18 Years Ago.

Mr. Segall came to El Paso 18 years ago. He was born in New York city in 1874. In 1889 he entered the University of the City of New York, the New York Technical Institute in 1891 and Columbia university in 1892.

After a brief period learning to be an actor, he obtained employment with a Fulton street optometrist, where his advancement was rapid. In 1896 he enrolled in the New York College of Optics, which is today merged with Columbia college.

He went to Chicago in 1898, where he started practicing his profession as assistant to Dr. Stanford. He went to San Antonio in 1900, where he married Miss Beulah McDavitt. In 1903 he came to El Paso.

His first location was on Pioneer plaza, where the southeast window of the White House is now located. He soon established a wide acquaintance and his advertising—"Need Glasses? Ask Segall!"—won him fame over the city and southwest.

He had been in his present business location on Texas street for several years.

## Fitted Notable People.

Mr. Segall has fitted many notable men with glasses, among them Gen. John J. Pershing, Buffalo Bill, Porfirio Diaz, Francisco Madero, Gen. Juan Navarro and Enrique Creel.

Surviving are his mother, Mrs. Betty Segall, Hotel Vogel, West Missouri street; his widow and three sons, Philip, Bradford and Joseph R. Segall, Jr., at the Segall home on Elm street.

Segall was a Shriner, an Elk and a Rotarian, being ex-secretary of the latter organization.

The funeral will take place at ten o'clock Wednesday morning from the family home, Elm and San Diego streets. The Masons will conduct it. President Alvin Dixon asks that all Rotarians who can attend, be on hand for the service also.