

**HISTORIC LANDMARK COMMISSION**  
**NOVEMBER 19, 2018**  
**DEMOLITION AND RELOCATION PERMITS**  
**HDP-2018-0567**  
**2309 QUARRY ROAD**

**PROPOSAL**

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Demolish a ca. 1941 house.

**ARCHITECTURE**

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Two-story, rectangular-plan, side-gabled masonry house with Colonial Revival design elements, particularly in the symmetry of the façade and use of single and paired 6:6 fenestration, typical of Colonial Revival houses. The house also has a prominent front gablet in the center of the roof containing louvers for attic ventilation; a partial-width, flat-roofed, independent porch on round posts; standing seam metal roof.

**RESEARCH**

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The house was built by local builder and developer Mack Flournoy for John D. Simpson, Jr., and his wife, Mary who moved into the house in 1941. John D. Simpson, Jr. was the manager of Heep Superior Dairies, and later became the president of Superior Dairies while living in this house. He was also very active in the civic life of Austin, and devoted much of his time to work with the Chamber of Commerce, the United Fund, and the Aqua Festival.

Simpson and his family moved out of this house around 1961; William C. James, a salesman for the Austin White Lime Company, moved in, and lived here with his family until around 1967. William C. James was a native Austinite, and the son of an early 20<sup>th</sup> century men's clothing retailer downtown.

Since 1967, the house has seen a number of occupants, including a curate at St. David's Episcopal Church, an oil operator, and an attorney.

**STAFF COMMENTS**

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The house is beyond the bounds of any City survey to date.

Staff has evaluated this house for designation as a historic landmark and has determined that the house may meet the criteria for landmark designation as set forth in City Code:

- a. **Architecture.** The house is an imposing example of Colonial Revival architecture with its symmetrical composition and use of 6:6 windows in both a single and paired configuration. However, it does appear that the windows, at least on the ground floor, have been replaced with aluminum windows.
- b. **Historical association.** The house was the long-time home of the president of one of the largest agricultural businesses in Austin, Superior Dairies; he was also very prominent in civic and philanthropic activities in Austin while living here. The house may have significant historical associations with John D. Simpson, Jr.
- c. **Archaeology.** The house was not evaluated for its potential to yield significant data concerning the human history or prehistory of the region.
- d. **Community value.** The house does not possess a unique location, physical characteristic, or significant feature that contributes to the character, image, or cultural identity of the city, the neighborhood, or a particular demographic group.
- e. **Landscape feature.** The property is not a significant natural or designed landscape with artistic, aesthetic, cultural, or historical value to the city.

**STAFF RECOMMENDATION**

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Encourage rehabilitation and adaptive re-use, or postpone to December 17, 2018 to fully evaluate alternatives to demolition. If the Commission votes to release the demolition permit, then staff recommends the completion of a City of Austin Documentation Package, consisting of photographs of all elevations, a dimensioned sketch plan, and a narrative history, for archiving at the Austin History Center.

LOCATION MAP



-  N
-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

**NOTIFICATIONS**  
CASE#: HDP-2018-0567  
2309 QUARRY ROAD



1" = 167'

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by CTM for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

2309 Quarry Road  
ca. 1941



### OCCUPANCY HISTORY 2309 Quarry Road

City Directory Research, Austin History Center  
By City Historic Preservation Office  
November, 2018

- |         |   |
|---------|---|
| 1992    | Timothy J. Herman, owner<br>No occupation listed  |
| 1985-86 | Timothy J. and Mary Herman, owners<br>Lawyer, 200 E. 10 <sup>th</sup> Street.   |
| 1981    | Timothy J. Herman, owner<br>No occupation listed  |
| 1977    | Charles E., Jr. and Betsy Graham, owners<br>Oil operator  |
| 1973    | Charles E., Jr. and Betsy Graham, owners<br>Oil operator  |
| 1968    | Rev. Charles H. and Carolyn J. Huffman, owners<br>Curate, St. David's Episcopal Church, 304 E. 7 <sup>th</sup> Street.  |
| 1965    | William C. and Mary F. James, owners<br>Sales representative, Austin White Lime Company, McNeil, Texas,<br>"manufacturers of high calcium chemical agricultural and building lime." |

- 1962 William C. and Mary F. James, owners  
Sales representative, Austin White Lime Company, McNeil, Texas,  
"manufacturers of high calcium chemical agricultural and building lime."  
NOTE: John D., Jr. and Mary L. Simpson are listed at 3405 Mountain Top Circle;  
he was the president of Superior Dairies, 600 E. 1<sup>st</sup> Street.
- 1959 John D., Jr. and Mary L. Simpson, owners  
President, Superior Dairies, 600 E. 1<sup>st</sup> Street.  
NOTE: W.C. James is listed at 7304 Grover Avenue. He was a salesman for  
Austin White Lime and had no spouse listed with him.
- 1955 John D., Jr. and Mary L. Simpson, owners  
President, Superior Dairies, 600 E. 1<sup>st</sup> Street.
- 1952 John D., Jr. and Mary L. Simpson, owners  
President, Superior Dairies, 600 E. 1<sup>st</sup> Street.
- 1949 John D., Jr. and Mary Simpson, owners  
Vice-president, Superior Dairies, 600 E. 1<sup>st</sup> Street.
- 1947 John D., Jr. and Mary Simpson, owners  
General manager, Lockhart Creamery/Lockhart Dairy Stores (multiple locations)
- 1944-45 John D., Jr. and Mary Simpson, owners  
General manager, Heep Superior Dairies, 3500 Guadalupe Street.
- 1942 John D., Jr. and Mary L. Simpson, owners  
Manager, Heep Superior Dairies, 3500 Guadalupe Street.
- 1941 The address is not listed in the directory.  
NOTE: John D., Jr. and Mary L. Simpson are not listed in the directory.

**BIOGRAPHICAL NOTES:**

**John D., Jr. and Mary L. Simpson (ca. 1941 – ca. 1961)**



**BY DAVE SHANKS**  
Farm-Ranch Editor

**REORGANIZED.** Central Texas' largest agriculture-based industry, Superior Dairies, has a new president. He is John D. Simpson, who was elected president to succeed the late Newton W. Wilson Sr. of Lockhart.

**E. A. Moeller was elected vice president and Dave R. Wilson a di-**

director. Announcement of the election of officers and directors was made by Clayton Withers, secretary-treasurer.

**SIMPSON.** Simpson, formerly vice president of the dairy company, has been associated with Superior Dairies for 10 years and is well-known in dairy circles throughout the Southwest. He is a past president of the Dairy Products Institute of Texas, and he has served as a director of the International Association of Ice Cream Manufacturers. In Austin, he is a director of the Austin Chamber of Commerce and has been president of the Travis County Tuberculosis Association and the Exchange Club.

**MOELLER.** Moeller has served in managerial capacities with Superior Dairies since the organization of the firm, and he will continue as general manager of the concern's operations in Austin and 30-odd Central Texas communities. He is a director and a vice president of the Austin Kiwanis Club and has served as a director and finance chairman of the Austin Area Economic Foundation and as a director of the Austin Sales Executive Club.

**WILSON.** Wilson, a new director, is manager of the Lockhart Dairy Stores. He is a director and vice president of the Austin Junior Chamber of Commerce.

Other directors of the Superior Dairies are: E. B. Coopwood, Dr. A. A. Ross Sr., Newton Wilson Jr., John Baker, all of Lockhart; and A. E. Cocks, Simpson, Moeller and Withers.

Reuben's Half Acre column on John D. Simpson, Jr. being named president of Superior Dairies  
Austin Statesman, May 24, 1951

## John Simpson Up for Award

John D. Simpson, president of Superior Dairies, has been nominated as Austin's Most Worthy Citizen for 1953.

He was nominated for the honor by two prominent Austin business men for his many months of work in directing the initial United Fund Campaign which exceeded its quota of more than \$402,000.

"For many months, he gave unselfishly his time, effort, and experience, resulting in the United Fund going over the top," one nominator declared. "In my opinion, no one has given so much for so many."

"He has accomplished an outstanding job even though a number of prominent Austin people told him in the beginning that it could not be done," said the other nominator.

Simpson is a past president of the Exchange Club of Austin and for a number of years has been active in the various activities of that organization. He also has been prominent in church and civic activities.

When the United Fund was established, he was named general chairman of the campaign. He laid aside his regular duties in connection with his business last May and from then until the completion of the campaign early in November, he plunged wholeheartedly and determinedly into the big job of making the United Fund campaign a success in its first year in Austin. That successful campaign meant support for 18 agencies devoted to welfare, health and charitable activities in Austin during 1954.

Previously, Dr. John Barclay, pastor of the Central Christian Church of Austin, was nominated for the award to be given by the Austin Real Estate Board at its annual dinner which has been tentatively set for Thursday night, Jan. 7, at the Stephen F. Austin Hotel.

News story on John D. Simpson, Jr. being nominated as Austin's Most Worthy Citizen  
Austin Statesman, December 9, 1953

# Anniversary Party Scheduled At Home of Superior Dairies

Superior Dairies, one of the largest dairy products plants in the Southwest, will hold open house Sunday from 2 p.m. to 6 p.m. in observance of its 25th anniversary and the completion of its new addition to its plant at 600 East First Street.

The people of Austin and Central Texas are invited to attend the open house, at which time especially conducted tours will be made throughout the milk and ice cream plants.

Officers of Superior Dairies are John D. Simpson, president; E. A. Moeller, vice president and general manager; and A. E. Cocke, assistant general manager.

The history of Superior Dairies progress over the past 25 years is one of the most colorful of any firm in this territory.

With the inception of Superior Dairies, a quarter of a century ago, the management pledged itself to a single goal. That goal was "quality." The one thought behind the progress of Superior Dairies has been to supply the families of Central Texas with quality products at any cost, its officials state.

The results of Superior Dairies "quality" theme has been apparent to Central Texas residents, for, during the past 25 years, Superior Dairies has expanded its facilities twenty-fold.

President Simpson observed "as we begin the celebration of our

silver anniversary, we are also celebrating our latest expansion program, which is the completion of our new, larger and most modern ice cream plant. Naturally, we are very proud of our consistent growth in this territory and we feel that we have lived up to our policy of furnishing Central Texas with only the finest quality products."

With the expanded facilities Superior Dairies is now able to serve Central Texas even better than ever before, Simpson noted. Superior Dairies milk products, Duchess deluxe ice cream, and Duchess Mellorine will be offered to an even greater number of Central Texas families.

Moeller, vice president and general manager, stated that "while we have always strived to give our customers the very best milk products, cottage cheese, ice cream and mellorine that modern science and skill can produce, I honestly feel that the responsibility for the growth of Superior Dairies falls on our thousands of friends and customers.

"After all, our many customers believe in us. They have confidence in our dairy products and that confidence is reflected in their purchases. I might add that the confidence our customers have had in us during the past quarter century is the reason we are recognized as the largest dairy plant in Central Texas."

News story referencing John D. Simpson, Jr. as the president of Superior Dairies

Austin American-Statesman, April 11, 1954



*Austin Statesman-United Press*

These are the new officers who will guide the United Fund through 1956. Seated, from left to right, John D. Simpson, president, Max Starcke, first vice president, Herman Waters, secretary, and Fred W.

Catterall Jr., chairman of the board. Standing, left to right, E. R. L. Wroe Jr., treasurer, Howard Cox, second vice president, and Noble Prentice, third vice president.

# John D. Simpson Again Heads Unifund's Drive

John D. Simpson, who piloted Austin's first United Fund to a successful conclusion in 1953, Tuesday took over the reins of the organization as president.

Other officers elected by the board of trustees following the annual meeting Monday afternoon were Max Starcke, Howard Cox and Noble Prentice, vice presidents, Herman Waters, secretary, and E. R. L. Wroe Jr., treasurer.

Elected to the board of trustees at the annual meeting were Hulan Black, Terrell Blodget, John Broad, Tom Brown, Willard Deason, Dr. Charles A. Dent, Dean Gorham, J. C. Kellam, Rabbi Harold Krantzler, Dr. Carlisle Marney, Vernon McGee, Mrs. J. M. Odom, John D. Simpson, Mrs. George Slaughter, Max Starcke, Jim Taylor, Wilford Turney, Herman Waters and Dr. Joe Thorne Gilbert.

A final report on the 1955 federated fund raising campaign by John Babcock, general chairman of the drive, showed \$433,766.50 in contributions and pledges from 31,691 individual contributors.

Outstanding campaign service awards were made to John Babcock, E. H. Perry, John Broad, J. C. Dahey, E. R. L. Wroe Jr.,

Mrs. W. J. Murray Jr., Jim Vonahne of the Junior Chamber of Commerce, Jean Rheubotham, Mary Jane Reynolds, Ernest Jackson, Harvey Herbst, Francis Fisher, Malcolm Beal, Al Jennings, Warren Beaman, George Clark, Joe K. Wells, W. J. Murray Jr., Mesdames J. M. Odom, Dorothy Plyler, Wilmer Allison, Ralph Fuller, W. M. Johnston Jr., Sam Slaughter, Margarita Munoz, Alfred L. Seelye, Austin McKown, T. J. Campion, Evelyn Crayton and R. P. Kypke.

Thomas M. French, Dr. George Beto, Terrell Blodget, Judge Mace Thurman, Vernon McGee, R. L. Phinney, Colonel Vance Murphy,

Dean Gorham, Bob Kinnan, Arthur Cunningham, Helen Black, Andy Montgomery, Charles Granger, Dr. Jake Avis, Walter Koch, Everett Bohls, R. W. Pettway, Travis Blakeslee, Louis Hirschfeld, Paul Fulwider, W. G. Pope, W. C. Lambdin, C. A. Sears, Lou Winters, C. L. Duncan, Milburn Easum, John Carruthers, Henry Wendlandt and Charles Burton.

News story on John D. Simpson as president of the Austin United Fund  
 Austin Statesman, January 10, 1956

# Open House Presented By Superior Dairies

Superior Dairies will hold an open house at its dairy plant at 600 East First Street Sunday from 2 to 5 p.m. in observance of the 30th anniversary of its founding.

The dairy products concern is headlining the anniversary event by displaying a newly designed milk carton at the open house preparatory to placing the carton, one for each product, in the retail trade here Monday. Each of the new milk cartons is designed in two colors.

The story of Superior Dairies during its 30 years of operation here has been one of continued expansion to meet the requirements of an ever-growing city which it serves.

Because of continued demand for Superior Dairies products, the firm constructed a new, modern ice cream plant at 600 East First Street in 1941 and the new milk plant was added in 1946. The management figured the new ice cream and milk plants would adequately serve the needs of Central Texas for 15 or 20 years. But a continued increased demand brought the construction of greatly expanded ice cream plant in 1954. In 1956, new sales office space was added to the plant in 1958 anew storage facilities were added.

Because of the continued need for additional space, Superior

Dairies acquired property adjacent to its present location for a new garage and paint shop and also acquired more property across the street from its plant to accommodate its large fleet of delivery trucks.

Officers of Superior Dairies are John D. Simpson, president; E. A. Moeller, executive vice president; Clayton Withers, secretary-treasurer; A. E. Cocke, general manager; and David Wilson, sales manager.

We are proud of the great strides we have made during the past 30 years," Simpson said. "We know that the success we have enjoyed is not due to accident. We have proven to our own satisfaction that our desire to serve Central Texas with 'quality' products has paid off. The very fact that more families in Central Texas demand Superior Dairies milk products and Duchess ice cream than any other is sufficient evidence that we started our career 30 years ago on the right track — providing quality products."

Simpson pointed out that Superior Dairies is responsible for the support of hundreds of persons in this area. More than 250 co-workers earn more than \$1 million annually and 110 dairy farmers in this area depend upon Superior Dairies to purchase their milk supply — currently totaling \$2.5 million annually.

Superior Dairies, he added, purchases more than \$1 million in supplies every year and its annual purchasing power in the Central Texas area is more than \$4.5 million.

**John D. Simpson, Jr.**

John D. Simpson, Jr. of Austin, died Tuesday, January 5, 1987.

He was born in Cameron, Milam County, Texas, September 12, 1906, and attended public schools in Waco. Before moving to Austin in 1941, he had resided in Houston and San Antonio.

Mr. Simpson was Chairman of the Board of Superior Dairies, Inc. before it was merged into Borden, Inc. in 1981. He was a director of the Austin National Bank (InterFirst Bank-Austin) for more than 30 years. At the time of his death he served as an Advisory Director of this bank. For eight years he served as Chairman of the Board of InterFirst Bank-Oak Hill. He was a director of Sea Arama, Inc., Galveston.

Since 1941, he had been a member of the First United Methodist Church, Austin, having served as Church School Superintendent; Chairman of the Finance Committee and Chairman of the Board of Stewards. He also served on the Board of the Golden Age Home, Lockhart, Texas, and the Texas Methodist Foundation.

In 1931, he was graduated from Rice University in Houston, where he served (1961-64) as a term member of the Board of Governors. He was a life member of Rice University Associates.

He served on the Committee of 75 at the University of Texas, and as an honorary member of the Centennial Commission of the University of Texas 1982-83. St. Edward's University awarded him their Coronet Medal in 1964. At one time he was a member of their advisory committee - Development Board.

In September 1969 Governor Preston Smith appointed him to serve a six year term on the Board of the Texas Rehabilitation Commission, and made him the first chairman of this newly

authorized state agency. Governor Briscoe re-appointed him for a second six year term.

Mr. Simpson was active in dairy industry organizations on a local, state and national level. He served as President of the Dairy Products Institute of Texas in 1950; was a board member and President of the Milk Industry Foundation in Washington, D.C. (1968-70). He was also a board member of the International Association of Ice Cream Manufacturers, Washington, D.C.

For more than 25 years, he devoted a substantial portion of his time to civic affairs in Austin; he was a member of the Exchange Club of Austin and at one time or another he served with a majority of the groups organized for the civic betterment of Austin. He was the first General Campaign Chairman of Austin's 1953 United Fund. He was president of the Austin Chamber of Commerce in 1954; he was the first president of Austin's Aqua Festival in 1962.

Mr. Simpson was named Austin's *Most Worthy Citizen* in 1954. He was designated Austin's *Most Distinguished Salesman* in 1958. He received a citation from the Austin Chapter of the National Conference of Christians and Jews naming him *Oustanding Protestant* 1966. He received: Rotary Club of Austin - Community Service Award 1970; Exchange Club of Austin - Golden Deeds Award 1976; Dairy Products Institute of Texas — Hall of Fame Award 1978.

**He was a member of a number of Masonic Organizations, including Austin Masonic Lodge #12, AF & AM; Scottish Rite Bodies 33rd degree; Yorkrite Bodies; Red Cross of Constantine; Ben Hur Temple of the Shrine and Royal Order of Jesters. In 1960, he served as Potentate of Ben Hur Temple and as president of the Texas Shrine Association. He was on the Board of Trustees of the Scottish Rite Hospital for Crippled Children in Dallas.**

**Survivors include his wife of over 50 years, Marye Simpson, Austin; son, John David Simpson, III of Los Altos Hills, California; daughter, Mrs. Beverly E. Spry of Costa Mesa, California; seven grandchildren; and 15 great-grandchildren.**

**Services will be held at 2:00 PM, Thursday at Weed-Corley Funeral Home with Dr. Jack D. Heacock and Reverend B.C. Schmidt of the First United Methodist Church in Austin, officiating. Entombment to follow at Memorial Hill Mausoleum.**

**Grandsons will serve as pallbearers.**

**Those desiring to do so may make memorial contributions to Texas Scottish Rite Hospital for Crippled Children, PO BOX 19567, Dallas, Texas 75219 or to a favorite charity.**

**Arrangements by Weed-Corley Funeral Home, 3125 N. Lamar. 452-8811.**

Obituary of John D. Simpson, Jr.  
Austin American-Statesman, January 8, 1987

#### **William C. and Mary F. James (ca. 1961 – ca. 1967)**

William C. James appears in the 1930 U.S. Census as the 20-year old son of Judson S. and Constance James, who owned their home worth \$12,500 at 814 W. 6<sup>th</sup> Street in Austin. William C. James was born in Texas and had no occupation listed. His father was a men's clothing merchant.

The 1940 U.S. Census shows William James, 30, as a lime salesman living at his parents' house on W. 6<sup>th</sup> Street. He was single.

His 1940 World War II draft registration card shows that William Cook James was born in Austin in 1916 and was employed by the Austin White Lime Company. He had a ruddy complexion, blue eyes, and brown hair, and stood 5'-10" tall.

William Cook James married Mary Frances Cunningham June 25, 1960 in Harris County, Texas.

Mary F. James was born in 1919 and died December 4, 1992. Both she and William, who died in 1985 are buried in Assumption Cemetery, Austin.

**J.D. Simpson** 2309 Quarry Rd  
 151 - 2 pt of 6 (60')

**Westfield A**

**28th add. Siding Res & Box Garage**

**22253 - 7-31-41**

**8**

Building permit to John D. Simpson, Jr. for the construction of this house (1941)

WATER SERVICE PERMIT		No 16396	
Austin, Texas		Date <sup>600 15/</sup> 8-7-41	
Received of	Mack Flourney	INDEXED	
Address	2309 2311 Quarry Rd		
Amount	Two and 50/100	\$ 2.50	
Plumber	Smoot	Size of Tap $\frac{1}{2}$ "	
Date of Connection	8-11-41		
Size of Tap Made	1/2"		
Size Service Made	1/2"		
Size Main Tapped	1 1/2"		
From Front Prop. Line to Curb Cock	ON P.		
From Prop. Line to Curb Cock	26'		
Location of Meter	ON P.		
Type of Box	LOCK		
Depth of Main in St.	2'		
Depth of Service Line	2'		
From Curb Cock to Tap on Main	18'		
Checked by Engr. Dept.			

  

No. Fittings	Size	Job No.	Req. No.
1	Curb Cock 1/2"	1014	J. SIMPSON
	Elbow		
	St. Elbow		
1	Bushing 1/2" x 1/2"		
1	Reducer 1/2" x 1/2"		
20	Pipe 1/2" x 1/2"		
1	Lead-Comp. 1/2"		
	Nipples		
1	Union 1/2" x 1/2"		
	Plug		
1	Tap 1/2" x 1/2"		
1	Stop 1/2"		
1	Box 1/2"		
	Lid		
	Valves		

INDEXED

Water service permit to Mack Flourney for this house (1941)

CONNECTION CHARGE \$ <sup># 3355</sup> No. 17904  
APPLICATION FOR SEWER CONNECTION.

Austin, Texas 8-7-1941

To the Superintendent of Sewer and Public Improvements,  
City of Austin, Texas  
Sir:-

I hereby make application for sewer connection and instructions  
on premises owned by Mack Flournoy  
at 2307 Quarry Rd. Street,  
further described as lot 6 (605), block 2, outlot         ,  
subdivision West Hill 4, division         , plat 151,  
which is to be used as a Res.

In this place there are to be installed 9

I agree to pay the City Sewer Department the regular ordinance  
charge.

DEER Respectfully,  
AT - PL [Signature]

Stub Out  
Connected 10-2-1941 Permit Pd.  
Size of Main 6 inches. 8-7-41  
9-27-41  
Size of Service 4 inches. 01.7"  
5 Feet Deep 12 ft  
35 Feet from Property Line Con 15' F  
         Feet from Curb Line at W L  
Inspected by [Signature] Jan 8 12th  
Connection made by [Signature] Jan 13 22  
15585 Sewer on 12th St. and in  
Quarry Rd. L.H.B. 13-14-22

Sewer connection application to Mack Flournoy for this house (1941)

