

**HISTORIC LANDMARK COMMISSION
AUGUST 24, 2020
DEMOLITION AND RELOCATION PERMITS
HDP-2020-0293
2816 SAN PEDRO STREET**

PROPOSAL

Demolish a ca. 1924 house.

ARCHITECTURE

2816 San Pedro is a 1.5-story stucco residence with rectangular Cape Cod plan. It is side-gabled with a composite-shingle roof, three gabled dormers with 1:1 wood windows and lap siding, and a gabled portico supported by Classical columns. At the main elevation's southernmost bay is a bank of 4:4 and 6:6 mulled windows framed with decorative shutters. The northernmost bay contains a single 12:12 window with similar shutters. The inset door is surrounded by a fanlight and sidelights. A hipped-roof addition to the south features 2:2 windows and a secondary double-door entry. A detached two-story garage apartment is northwest of the main house.

RESEARCH

The building at 2816 San Pedro Street was constructed for the Wyse family around 1924. William Riley Wyse, an independent oilman with ties to Austin's power and water company, passed away shortly after its construction. Ellen Borroughs Wyse, his spouse, remained there with her son and daughter-in-law.

Ellen Wyse was a prominent writer, editor, and business owner in Austin. Early in her career, Wyse served as the society editor for the *Austin Statesman*, then expanded her literary horizons to include her life's passion: advertising. She established Gossip Advertising in 1911 at the age of thirty-eight, beginning with a single-page newspaper insert. By the 1920s, *Gossip* had grown into a multi-page publication and household name among Austinites, particularly women. The paper's offices were located first at the Austin National Bank Building and later at the Scarbrough Building, as noted on its state historical marker. After more than thirty years of continuous publication, Wyse's declining health shuttered *Gossip's* pressroom in 1945.

In addition to owning and operating a successful business—an extraordinary accomplishment for a woman in the early twentieth century—Wyse used her talent and charisma to reach out to other women writers. She presented to the Texas Presswomen's Association across the state, sharing strategies for entering the male-dominated advertising field and establishing successful marketing tactics with a targeted and loyal readership. She was a founding member of the Quill Club (later, the Kwill Klub), a women's organization that blossomed from a small collection of writers to a thriving consortium whose meetings included educators, librarians, professional authors (including Josephine Daniels, editor of the Texas Medical Journal, who also lived on San Pedro), prominent Austinites, and visiting wordsmiths from around the state. During Wyse's lifetime, the Kwill Klub met most frequently at her estate, officially named "Owls' Acre" but later dubbed "Wyseacre" by its literary-minded occupants.

Wyse served as an active member in the Austin Woman's Club, Pan-American Roundtable, and, according to her obituary, a stint on the Planning Commission. She received significant press coverage in the *Austin American-Statesman* for her role in planning and selecting Austin's municipal flag design, and is named as the concept's originator in Mayor A. P. Wooldridge's 1912 resolution.

After his graduation from the University of Texas, William R. (Billy) Wyse, Jr. joined his mother as an editor of *Gossip*. A founding member of the Austin Advertising Club, Wyse headed its merchandising and advertising school during the 1930s. He and his wife Bessie lived at Wyseacre

until they moved to Kansas in 1940, where he followed in his mother's entrepreneurial footsteps by establishing his own radio broadcasting company.

Along with a perpetual swarm of authors, academics, and women-about-town, Wyseacre often hosted Ellen Wyse's sister Margaret, a watercolorist and founder of the Austin Heritage Society, and her husband Wayman Adams, a renowned portrait painter. The Adamses frequently stayed with the Wysees as Wayman Adams traveled around the country for work, family in tow. Adams' sitters included U.S. presidents, world-famous authors and artists, and notable academics. Upon retirement, Wayman and Margaret Adams moved back to Austin to be close to the Wysees. Their San Gabriel house and studio, "Encina Linda," burned to the ground in 1976.

Ellen Borroughs Wyse passed away in 1947. Like her late husband, Wyse requested her funeral service be held at the estate they both loved. Billy Wyse died three years later. The house's ownership passed to Colonel O. Parke Houston, Fort Hood's chief of staff. A series of renters then occupied the home until it was purchased by Dr. William S. Burford in the 1960s.

STAFF COMMENTS

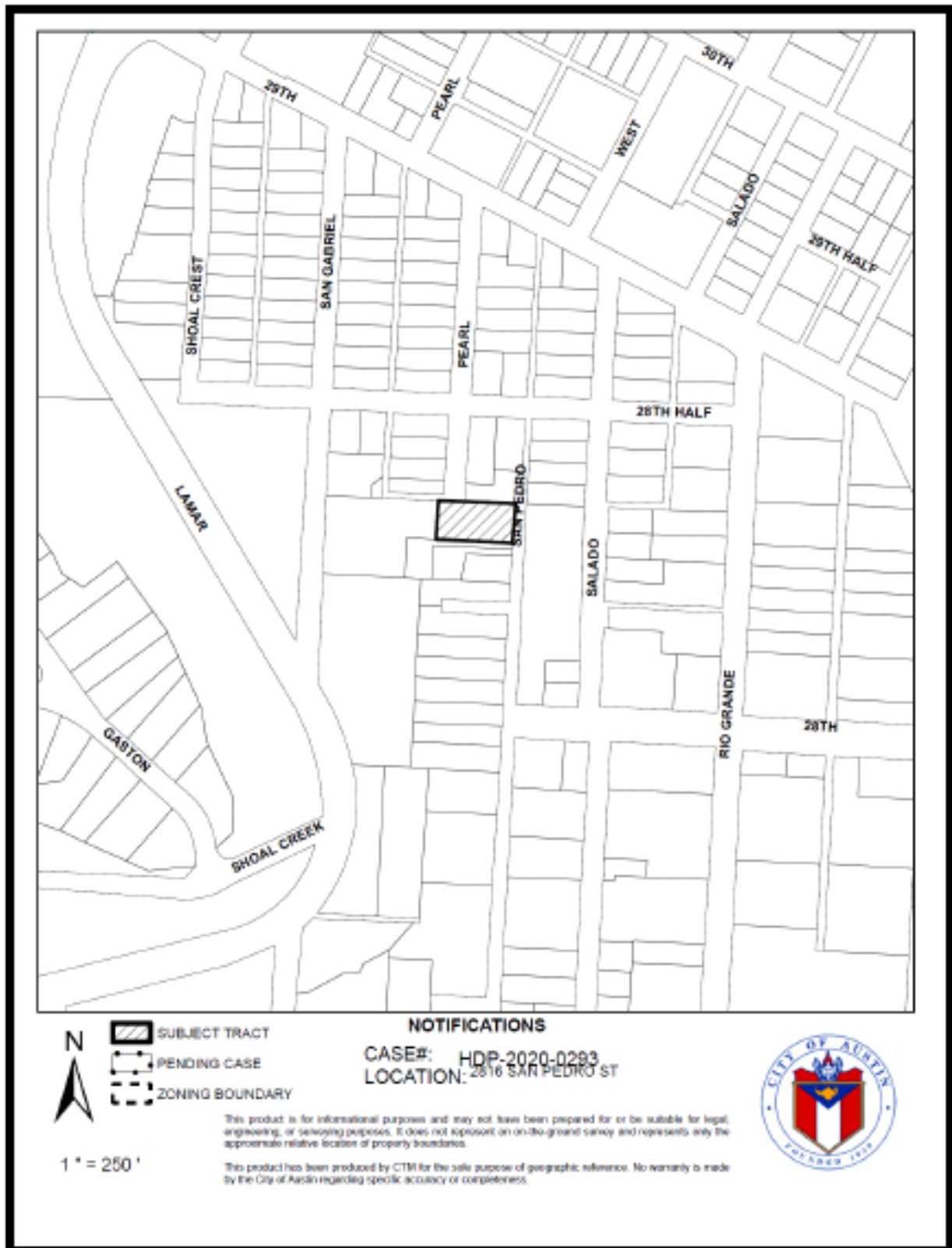
Designation Criteria—Historic Landmark

- 1) The building is more than 50 years old.
- 2) The building appears to retain moderate integrity.
- 3) Properties must meet two historic designation criteria for landmark designation (LDC §25-2-352). The property may demonstrate significance according to City Code:
 - a) *Architecture*. The building displays Classical and Colonial Revival-style influences.
 - b) *Historical association*. The building is associated with writer and advertising editor Ellen B. Wyse and her son Billy Wyse. It is the only known remaining building in Austin associated with artists Wayman Adams and Margaret Borroughs.
 - 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 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

Consider initiation of historic zoning based on the property's historical associations and intact architecture. Should the Commission choose not to initiate, staff recommends encouraging rehabilitation and adaptive reuse, then relocation over demolition, then release of the demolition permit upon 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



PROPERTY INFORMATION

Photos



Source: Trulia.com, 2020



Source: Code officer Jillian Holbert, report #19-221779



Source: Hardy-Heck-Moore, Inc., 2019

Occupancy History

City Directory Research, August 2020.

Note: Due to facility closure, post-1959 directory research was unavailable.

1959	Wm S. Burford, renter
1957	Laura L. Hawkins, renter Supervisor, State Hospital
1955	Milner S. and Anna L. Thorne, renters Physician, 711B W. 14 th St.
1952	Wallen Allen Daley Jr., renter UT student
1949	Ellen B Wyse, owner (wid. William R.)
1947	Ellen B. Wyse, owner (wid. William R.) Gossip Advertising, 807 Scarbrough Bldg. 2816 ½ San Pedro: William D. and Mary R. Blaydes, owners UT Student
1944	Ellen B. Wyse, owner (wid. William R.)
1941	Ellen B. Wyse, owner (wid. William R.) Editor
1939	Ellen B. Wyse, owner (wid. William R.) William R., Jr. and Bessie Wyse, renters Gossip Advertising
1937	Ellen B. Wyse, owner (wid. William R.) Gossip Advertising, 507 Scarbrough Bldg. William R., Jr. and Bessie Wyse, renters Gossip Advertising
1935	William R., Jr. and Bessie Wyse, renters Gossip Advertising
1932	William R., Jr. and Bessie Wyse, owners Gossip Advertising

1930	Ellen B. Wyse, owner (wid. William R.) Gossip Advertising William R., Jr. and Bessie Wyse, owners Gossip Advertising
1929	William R., Jr. and Bessie Wyse, owners Gossip Advertising, 359 Austin National Bank Bldg. Ellen B. Wyse, renter (wid. Riley) Gossip Advertising
1927	E. B. Wyse, owner (wid. Riley) Editor, Gossip Advertising William and Bess M. Wyse Assistant editor, Gossip Advertising UT student
1924	W. R. and Ellen Wyse, owners William R. Wyse, Jr. UT student
1922	Address not listed

Biographical Information

The Dead

WILLIAM R. WYSE died at the family home, 2816 San Pedro street, Wednesday night at 10:30 o'clock. Funeral services were held at the home and interment was in Oakwood cemetery. Dr. W. R. Minter of the Southern Presbyterian church officiated at the funeral. Pallbearers were: Robert Maxey, Roy Smith and Guy Collett, of Austin; John M. Caldwell, Bryan; John T. Wyse, Houston, and Merrill Borroughs, St. Louis.

Mr. Wyse came to Austin from Bryan in 1896 and married Miss Ellen Borroughs of Austin, in 1901. She survives him, together with one son, Billy Wyse.

For many years Mr. Wyse was connected with the Austin water and light company, resigning three years ago because of failing health.

Years ago Mr. Wyse with his five brothers, constituted the Ira O. Wyse Oil company, the largest oil company in the state. He was the last of the six.

Relatives and friends who came to Austin for the funeral included: John M. Caldwell of Bryan; Mr. and Mrs. John T. Wyse, Houston; Merrill Borroughs, St. Louis, and Mrs. W. R. Mulford, Houston.

Local Deaths

WILLIAM R. WYSE

William R. Wyse, whose death occurred August 19, came to Dallas from his native state, Mississippi, when a youth. From Dallas he went to Bryan and engaged in merchandising, where he developed a host of lasting friendships. He moved to Austin 25 years ago and was for several years connected with the Ira O. Wyse Oil company, a prosperous independent distributing organization. Later he was connected with the water and light department until three years ago, when ill health caused his retirement.

In 1901 he married Miss Ellen Borroughs, who with their son, William R. Wyse Jr., survive him.

He loved nature, devoted much time to the development of flowers, and the results he obtained seemed to have the touch of magic.

He was a quiet, unassuming man of high principles and a member of the Methodist church from his youth.

At his residence Mr. W. R. Minter conducted a private funeral on Thursday, Aug. 20. The pallbearers were: Merrill Borroughs, St. Louis; John T. Wyse, Houston; John M. Caldwell, Bryan; Roy Smith, Robert Maxey and Guy A. Collett.

The Austin Statesman: Aug. 21-23, 1925

Mrs. Wyse Dies After Brief Illness

Mrs. William Wyse, prominent Austin woman civic leader and writer, died Saturday at 5:30 a. m. in Grace Hospital, Hutchinson, Kas., after an illness of two days, according to word received here by Austin friends.

Mrs. Wyse had gone to Hutchinson for a Christmas holiday visit with her son, William Wyse Jr. and family and had extended her visit past the holiday season.

Funeral arrangements will be announced Monday. Plans Saturday were for the rites to be held in Austin Monday afternoon.

Surviving are her son, William Wyse Jr. and two grandchildren, Beth Adams Wyse and William Wyse III of Hutchinson, Kan., and a sister, Mrs. Margaret Boroughs Adams, wife of Wayman Adams, noted portrait painter in New York.

A native of Richmond, Va., Mrs. Wyse was brought to Austin in her early childhood by her parents, James Merrill Boroughs and Mary Eliza Graham Boroughs. She was educated at Hood's Seminary in Austin and at the University of Texas.

She was married in 1900 to William Riley Wyse, a member of the Ira Wyse Oil Company, in Austin. Her husband died in Austin in 1925 at the Wyse home on San Pedro Street.

Prior to her marriage Mrs. Wyse became interested in journalism and in 1911 founded a monthly publication known as Gossip of which she was editor and principal writer. This publication continued until December, 1945, when it was terminated due to the ill health of its founder and editor.

Mrs. Wyse was a former member of the Texas Woman's Club and of the Austin city planning commission. Intensely interested in the welfare of Austin she proposed an award for the most appropriate design of an official flag for the City of Austin, which is being used today on many types of advertising media in the city.

Mrs. Wyse was founder and a charter member of the Austin Quill Club, an organization of women writers. She also was a member of the Pan-American Round Table and of the University Presbyterian Church.

Mrs. Wyse Dies After Two-Day Kansas Illness

Funeral Services For Austin Leader Planned Monday

Funeral services for Mrs. William Wyse, prominent Austin woman civic leader and writer who died after an illness of two days in the Grace Hospital, Hutchinson, Kas., will be held here at the family residence, 2816 San Pedro, Monday at 4 p. m. with the Rev. Harry M. Moffett and Dr. Sam Joekel officiating. Burial will be in Oakwood Cemetery.

Mrs. Wyse had gone to Hutchinson for a Christmas holiday visit with her son, William Wyse Jr., and family and had extended her visit past the holiday season.

Surviving are her son, William Wyse Jr. and a sister, Mrs. Margaret Boroughs Adams, wife of Wayman Adams, noted portrait painter of New York.

Mrs. Wyse came to Austin in her early childhood from Richmond, Va. She was a graduate of Hood's Seminary in Austin and the University of Texas.

In 1900 she was married to William Riley Wyse, a member of the Ira Wyse Oil Company, who died in 1925.

She founded a monthly publication, "Gossip," in 1911, which she edited until 1945 when it was terminated because of her ill health.

She was a former member of the Texas Woman's Club and of the City Plan Committee. She was founder and charter member of the Quill Club, an organization of women writers.

Kwill Klub Has Session

Members of the Austin Kwill Klub paid tribute to the late Mrs. William Wyse, charter member of the group, at their meeting Saturday at the Austin Woman's Club.

Miss Lillian Wester and Mrs. Paul Goldmann recalled Mrs. Wyse's work with the club. Miss Wester also presided at a short business session. The memorial program was substituted for the program originally planned.

An arrangement of tulips centered the lace-laid tea table. Mrs. Paul Goldmann poured coffee. Hostesses were Mrs. Fred Cloud and Miss Rena Reynolds.

Present were Mesdames J. H. Baugh, W. T. Decherd, H. E. Ferrer, Paul Goldman, J. M. F. Gill, Adolph Koch, V. E. Lander, Ethel Roe, Fred Cloud, Ed Meier, Estelle Hudson, Misses Frances Alexander, Edith Mullins, Nina Weisinger, Lillian Wester, Rena Reynolds and Bessie Whitis.

Funeral Arranged For Mrs. Wyse

Funeral services for Mrs. William Wyse, 74, longtime Austin resident, who died Saturday morning in Hutchinson, Kan., were to be held Monday at 4 p. m. at the residence, 2816 San Pedro Street. Burial will be in Oakwood Cemetery.

The last rites will be conducted by the Rev. Harry M. Moffett, pastor of the University Presbyterian Church, and Dr. Samuel L. Joekel of the Austin Presbyterian Theological Seminary.

The Austin Statesman: Feb 10, 1947

Billy Wyse Jr. Dies in Kansas Hospital at 45

William Riley Wyse Jr., formerly a prominent Austin resident, died Tuesday in a Hutchinson, Kan., hospital. He was 45 years old.

Death was caused by pneumonia and complications, the Associated Press reported.

Wyse was the son of the late Mr. and Mrs. W. R. Wyse. He was owner and president of the Nation's Center Broadcasting Company which operates Station KWBW in Hutchinson.

Wyse was born April 26, 1904, in Austin. He attended public schools here and was graduated from the University of Texas journalism school. He had been engaged in newspaper, advertising and radio work since leaving college.

Following his graduation from the University of Texas, he became editor of Gossip, a monthly magazine published in Austin by his mother, Ellen Burroughs Wyse. The magazine, started in 1911, ceased publication in 1945 when his mother gave it up because of ill health.

His mother, a successful writer and prominent in Austin social circles, died while visiting him in February, 1947. His father, an oilman, died in 1927.

Wyse had operated the radio station in Hutchinson since 1940.

At one time he was an outstanding athlete and was a nationally-rated tennis player.

The body will be returned to Austin for burial. Funeral arrangements were incomplete Tuesday afternoon.

Survivors include his widow, Mrs. Beth Marsh Wyse; a daughter, Mrs. Beth Wyse Binford; a son, W. R. Wyse III, all of Hutchinson, and an aunt, Mrs. Wayman Adams of Austin.

WILLIAM WYSE

Funeral services for William Wyse will be held at 2 p. m. Friday at the Cook Funeral Home with Dr. Sam Joekel officiating. Pallbearers will be Walter Long, Ralph Goeth, Dr. H. A. Scott, Wayman Adams, Read Granberry and Dr. Banner Gregg. Burial will be in Oakwood Cemetery.

The Austin Statesman: Jan. 17-19, 1950

PERSONAL MENTION.

—Miss Ellen Horoughs, The Statesman's society editor, has been ill with tonsillitis for the past two weeks, but she hopes to be out soon.

Austin Daily Statesman: Apr. 21, 1901

bakers.

WOMAN WRITERS IN SESSION.

Texas Press Woman's Association Listened to Interesting Papers.

(Houston Post Special.)

CALVESTON, Texas, May 7.—The sessions today of the Texas Women's Press association, the blue stocking organization of the Lone Star State, were attended by a large number of the women writers and authors of Texas and were of very interesting nature.

Several instructive and highly appreciated papers were read, notably "Some Essentials for Successful Work," by Mrs. Charles Stevenson of Austin; "A Short Talk on Parliamentary Law," by Mrs. Elizabeth Strong Tracey of Houston; "Newspaper Making, What Is the Goal?" by Mrs. Laura Robinson of Waco; "Advertising From a Woman's Viewpoint," by Mrs. William Wyse of Austin; "The Ideal vs. the Real Newspaper Work," by Mrs. L. A. Tanlunson of Texarkana, and "Newspaper Study Schools," by Mrs. Sallie King Hopkins of San Diego.

At 8.30 o'clock a reception was held at Hotel Galvez, at which were present all the members of the association and a large number of outsiders who were present as guests.

The Houston Post: May 8, 1914

IN CLUBDOM

The San Antonio Council of Mothers will meet Thursday at 3 p. m. at Carnegie Hall. The annual reports will be given and officers for the ensuing year will be elected.

The San Antonio de Bejar Chapter of the Daughters of the American Revolution met in called session Saturday afternoon at the Travis Club. Mrs. T. N. Devine presided in the absence of the regent, Mrs. J. J. Stevens. A report from the National convention in Washington was given.

The executive board of the Woman's Auxiliary of the Young Men's Christian Association will not meet tomorrow, as announced.

A special meeting of the History Club will be held at 3:30 this afternoon at the Woman's Club.

PRESS ASS'N ECHOES

Why shouldn't women write advertisements as well as poetry and novels?

This very pertinent question was ably presented to the members of the Texas Woman's Press Association at Galveston last week by Mrs. William Wyse of Austin, the editor of a bright little paper that has made good in the advertising game.

Statistics prove that women spend more money than men.

It wouldn't be polite of us to question these statistics compiled by learned men who have made a profound study of womankind.

So—if women are the spenders of the world—why shouldn't they be good ad writers—tell other women how to spend wisely and well?

To the uninitiated—it doesn't sound very big to talk of writing advertisements—not half so important as to casually mention publishing a novel or book of poems.

The fiction writing field is crowded with women, most of whom, sad to relate, will never acquire either fame or fortune—so keen is the competition.

The ad writing field is far more extensive than an outsider could possibly imagine, with vast spaces abounding in interesting and exciting experience—where each writer has plenty of elbow room—and the competition is decidedly limited.

In this field are comparatively few women, and they are not worrying about the fame part of the program, but are satisfied with making good money.

This doesn't mean easy money, mind you, writing ads is not half so easy as it looks. An evidently experienced somebody says: "Good ideas are as much a matter of perspiration as of inspiration."

Unless one is willing to imitate the little busy bee, she'd better let ad writing alone.

Advertising is a science—one of the most important branches of Twentieth Century salesmanship—not to be mastered with a corner of one's brain, but requiring study—study—study—and more study.

Busy merchants, their heads stuffed with such a mixture of things, are seldom capable of writing their own advertisements, and are more and more depending on ad specialists.

A few years ago certain professional men considered it beneath their dignity to advertise. All this is changed today, however, and even the preachers in forceful printed words invite the crowds to church.

Last week in the university neighborhood in Austin were nailed up many signs reading: "Hear Rhiner on The Featherweight." Young Men's Christian Association auditorium, Sunday at 10 a. m. Visitors welcome!—and on each sign was fastened a real sure enough feather!

These days unless a man is talked about he might as well retire from business. In order to be talked about he should blow his own horn persistently—or have someone else blow it for him.

The loudness of the horn is not all that counts. It must be properly attuned to sway the fancy of the listeners, and to influence them subconsciously to be willing to part with their hard-earned cash in exchange for what is offered by the persistent horn blower.

The Saturday Evening Post is called a man's magazine, and still it carries by actual count about twice as many direct advertising appeals for women as for men, which looks as if there must be truth in the statement that women are the money spenders. So to repeat—why shouldn't they be good ad writers?

In a recent Saturday Evening Post it was interesting to note that there were more automobile ads than any other one kind, indicating that we are willing victims of that ultra-fashionable disease known as "wheelitis" or "speeditis."

Of the total number of ads in this Post—one-third mentioned things especially for men and the other two-thirds

were written to attract feminine readers—and listed the good qualities of various sajas, shirtings, cooking utensils, disinfectants, flower seeds, electric irons, lamp shades, cranes, children's clothes, city chairs, candy, vacuum cleaners, corsets, breakfast foods, dancing teachers, floor mops, face powders, tea wagons, etc., indefinitely.

Now which do you consider the better qualified to write on these subjects—a man or a woman?

Women are accused of possessing an uncanny sort of intuition which should be of untold value to them in ad writing.

"Human interest" advertising is the kind that brings the best results in this critical day.

Which of these two ads would your husband or sweetheart be more apt to notice? "For the best and cheapest smoking tobacco in town go to John Smith's"—or this, which appeared in the May Cosmopolitan, "When a fellow's got his pipe in his mouth he don't have to say a lot of fool things. It gives him a chance t' think up somethin' worth sayin'."

If every man considered his words for half a pipeful of good slow-burning Velvet, there'd be fewer words spoken—but they'd be kinder wiser words. There's plenty of human interest dope for you!

The woman ambitious to be a good ad writer should first of all have unbounded enthusiasm and energy. Originality counts, of course, although one of the highest priced ad writers of the day says: "It is a fine art to copy without plagiarism and appropriate without robbery—like the bee extracting something from every flower, yet the honey is of his own making. All the people in all the lands are necessary to each other. The good deeds done without the help of others could be carved on the tombstone of a canary."

Many firms pay their advertising managers salaries running way up into the thousands; frequently as much as \$10,000, \$12,555 or \$15,000 a year, and it is said that at least one man in the United States gets \$50,000 for his magical ability to make folks loosen their purse strings.

What men have done and are doing in this line, no doubt, women will do some day just as soon as their eyes are opened to the vastly attractive possibilities of the situation.

The lowly barnyard hen is the pioneer of advertisers. Since the beginning of time she has recognized the foolishness of hiding her light under a bushel and always announces with a proud cackle how business is progressing—consequently hen's eggs are the most popular on the market. Duck eggs may be just as good—but ducks are not up on advertising.

This may be termed the age of advertising and, of course, we all agree with the man who said:

Will the merchant who is wise
Ever cease to advertise?
Yes—when cows fly to the moon;
When the groundhog plays a tune;
When street cars cease to run;
When humming birds weigh a ton;
When the sun shines all the night;
When the newspapers are always right;
When birds do not fly;
When boys don't like cake or pie;
When Christmas comes no more;
When people always close the door;
When sheep refuse the grass;
When these things all come to pass,
Then the merchant who is wise
Will surely cease to advertise.

Delinquent Husbands
Under Microscope

(Copyright, 1914, by E. K. Wooley.)

The deserting husband may not be a bad man, really! He may be just a sick man in need of scientific care. Chicago has advocated establishing a psychopathic laboratory for the study of delinquent husbands.

Instead of recommending the whipping post for husbands who don't do as they ought to—and some very excellent judges have advocated this means of reformation—the offender will be put under the microscope, as it were, will be well fed and housed and sympathetically studied.

Sometimes, it is claimed, defective sight or hearing or some other constitutional ailment is the cause of a man's reluctance to support his wife and children. Cure him, and he will just naturally stick to the home roof and turn over his pay envelope every week to the wife.

Perhaps science will find a way to keep a husky brute from deserting just before the baby arrives—quite a habit among a large class of male residents in districts largely supported by city charities.

And while the scientists are about it, undoubtedly they will be able to reform the

Almost a Real Flag.

The municipal flag that was proposed a short time ago by Mrs. William Wyse of Gossip is almost a real thing. Plans for its reality are progressing rapidly. The committee that will inaugurate the campaign to procure the flag has been named, from the larger flag committee, by Mayor Wooldridge. This committee will offer a prize of \$50, given by Gossip, the City Council, Business and Professional Women's Club, Chamber of Commerce, Retail Merchants' Association and Rotary Club for the design that will ultimately be chosen by the original flag committee.

The campaign committee as named by Mayor Wooldridge is composed of the following members: Misses Fannie Simms, Fannie Andrews and Julia Pease, Mrs. Caswell Ellis, J. W. McLendon, President W. J. Battle, Prof. S. E. Glenske, and Superintendent A. N. McCallum.

The Watch and Work Circle of the King's Daughters will meet with Mrs. George T. Hume at Twenty-sixth and Guadalupe Streets tomorrow afternoon at 3:30 for a devotional service. Mrs. C. T. Ledbetter will be the leader.

Mrs. William Wyse will entertain a

number of the visities members of the Texas Women's Press Association tomorrow at 12:30 at luncheon at the Cactus Tea Room.

There will be a social hour with a spread to follow the meeting of the Austin Hive, Lady Maccabees, tomorrow afternoon at 3 o'clock at the Odd Fellows Hall.

Miss Louise Havnia is expected home

The Austin Statesman and Tribune: Nov. 17, 1915 and The Statesman: Feb 22, 1917

The Austin Kwill Klub is to be congratulated upon the new president, elected at the Wednesday meeting—Mrs. William Wyse. Mrs. Wyse is a woman of literary and business ability which she has demonstrated to the satisfaction of everyone, in publishing a monthly advertising paper, "Gossip," once a month for the past six years.

The Statesman: June 23, 1918

CITY FLAG ADOPTED FORMALLY, FLIES IN FEW PLACES AS YET

Austin's city flag has rather been lost sight of in the banners of all descriptions that are flying upon various occasions, so to bring it to mind and also to show appreciation for the work done by the flag committee in selecting a city flag and to Mrs. William Wyse, whose suggestion it was, a resolution reciting the history of the city flag was introduced at a recent meeting of the City Council.

The original flag committee appointed by Mayor Wooldridge consisted of:

Mayor Wooldridge.
A. W. Griffith.
Charles H. Page.
Mrs. William Wyse.
Mrs. Martyn Elliott.
Mrs. Fred Scott.
Mrs. Myrtle Garrett Kiley.

Prizes were offered for the best design. The committee on awards selected the design submitted by Ray E. Coyle of San Francisco as winner of the first prize and presented the second prize to G. A. Geist of A. and M. College. There were many contestants.

The municipal flag is a field of white, in the center of which is a symbolical emblem whose predominant colors are red, white and blue, quite like the National and State colors, while the design of the emblem is similar to that of the State flag, yet quite distinct.

The emblem is a shield in red and white, capped with a triangle of blue. A silhouette of the Capitol in red crowns the whole and woven into this silhouette is the crest to the coat of arms of Stephen F. Austin, after whom the city of Austin was named. The entire design is a modified form of the Austin coat of arms. In the center of the blue field is a golden lamp of knowledge, typifying the educational advantages of Austin, its orange color indicating the University of Texas.

Fly Upon Patriotic Occasions.

The flag will be carefully kept at the City Hall and exhibited on all proper civic occasions, as may be determined upon by the Mayor of the city or the judgment of the City Council.

A very handsome city flag is owned by the Boy Scouts of Austin and several Austin flags have been made from the design.


It was hoped by the promoters that the flag would symbolize Austin and be shown upon every occasion, but the war coming on the thoughts of Austin were nationalized rather than localized and the municipal flag was lost sight of in the great National emblem—the flag of the United States.

The Statesman: Apr. 23, 1919

The Mayor offered the following resolution:

Whereas, largely at the instance of the good women of Austin, and particularly those of artistic taste and temperament, chiefly led by Mrs. W. R. Wyse and reinforced by the active interest of many of the men of this city likewise interested in art and civic patriotism, the City of Austin, Texas, about the middle of 1915 began to concern itself about a municipal flag; and

Whereas, as interest and activity in this idea grew, the City of Austin, through the Mayor, in the year 1915 appointed the following named persons to be a preliminary committee in the matter of the



idea of a municipal flag, to-wit:

Mayor Wooldridge;
A. W. Griffith;
Chas. H. Page;
Mrs. William Wyse;
Mrs. Martyn Elliott;
Mrs. Fred Scott;
Mrs. Myrtle Garrett Kiley;

Whereas, as the idea favorable to the thought of a municipal flag still further grew, the following named persons were added to the committee named above:

F. E. Giesecke, Chairman;
 Mrs. John Preston;
 " Roger Roberdeau;
 " Caswell Ellis;
 " Nannie Huddle;
 " S. E. Hudson;
 " Mary Mitchell;
 " H. Y. Benedict;
 " T. F. Taylor;
 " Charles Stephenson;
 Miss Emma Burleson;
 " Julia Pease;
 " Fannie Andrews;
 " Lillie Robertson;
 " Fannie Simms;
 Dr. W. J. Battle;
 Mr. A. N. McCallum;
 " James McClendon;
 " J. B. Rector;
 " D. K. Woodward;
 " Guy Collett;
 " J. P. Lightfoot;
 Dr. Joe Wooten;
 Mr. W. A. Harper;
 " E. C. Barker;
 " Charles Potts;
 " Lloyd Lochridge;
 " H. H. Sevier;
 " William Von Rosenberg, Jr.;
 " Roy Hawk;
 " E. L. Steck;
 " W. E. Long;
 " S. E. Gideon;

and

Whereas, subsequently, when ideas had somewhat crystalized themselves, it became necessary to appoint a special committee for the submission of suggestions for a municipal flag, and the Mayor appointed the following named committees:

F. E. Giesecke, Chairman;
 S. E. Gideon;
 Mrs. Caswell Ellis;
 Wm. J. Battle;
 A. N. McCallum;
 Jas. W. McClendon;
 Miss Julia Pease;
 " Fannie Andrews;
 " Fannie Simms;
 Mrs. Wm. R. Wyse;

and

Whereas, subsequently, in the year 1916, the city through the committee named above, with F. E. Giesecke, Chairman, offered two prizes for the best designs for a municipal flag, one of Fifty Dollars (\$50.00) and one of Twenty-five Dollars (\$25.00); and

Whereas, a large number of designs for a municipal flag were submitted to this committee--a number in excess of one hundred designs. Such designs were referred to a special committee to pass upon. This committee consisted of the following named persons, to-wit:

Prof. Chas. S. Potts, Chairman;
 A. N. McCallum;
 D. K. Woodward;

Guy Collett;
 E. E. Gideon;
 Mrs. Nannie Huddle;
 Mrs. Caswell Ellis;
 Miss Julia Pense;
 " Fannie Andrews;
 " Fannie Simms;

and

Whereas, this committee next named above recommended for the first prize a design submitted by Ray F. Coyle of San Francisco and the design of G. A. Geist, member of the faculty of the A&M College, as entitled to the second prize; and

Whereas, said committee hereinabove named, as stated above, recommended the design submitted by the said Ray F. Coyle to be the design for a municipal flag to be adopted by the City Council of the City of Austin, Texas, and which recommendation was adopted by the large committee hereinabove named, with F. E. Giesecke, Chairman,

Now, therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN, TEXAS:

That a municipal flag for the City of Austin, Texas, be and the same is hereby adopted, of the following character and description:

The flag for the City of Austin is a field of white, in the center of which is a symbolical emblem whose predominant colors are red, white and blue, quite like the national and state colors, while the design of the emblem is similar to that of the State flag, yet quite distinct.

The emblem is a shield in red and white, capped with a triangle of blue. A silhouette of the Capitol in red crowns the whole, and woven into this silhouette is the crest to the coat-of-arms of Stephen F. Austin, after whom the City of Austin was named. The entire design is a modified form of the Austin coat-of-arms. In the center of the blue field is a golden lamp of knowledge, typifying the educational advantages of Austin, its orange color indicating the University of Texas,

and

BE IT FURTHER RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

That said flag shall be carefully kept at the City Hall and exhibited on all proper civic occasions, as may be determined upon by the then Mayor of the city or the judgment of the City Council as it may exist at the time when such municipal flag may be brought into use and requisition.

The resolution was adopted by a vote of 4 yeas, no nays, Councilman Anthony being absent.

APPROVED, Apr. 12, 1919: A. P. Wooldridge, Mayor.

Flag resolution, Apr. 12, 1919: <http://www.austintexas.gov/edims/document.cfm?id=90107>

WAYMAN ADAMS FAMOUS ARTIST VISITING AUSTIN

Well-Known Portrait Painter Here

With Wife, Formerly Miss Margaret Boroughs.

Wayman Adams who is now visiting in Austin with his wife, who was Miss Margaret Boroughs of this city, is a portrait painter of international repute. They are the guests of Mr. and Mrs. W. R. Wyse. His work was accorded international honors recently when at the invitation of the French government one of his canvases was placed on exhibition at the Luxembourg galleries in Paris; and later, when he was selected by the Christopher Hennevig Foundation to be one of twelve American artists to paint the portraits of leaders in the world war. Mr. Adams was commissioned to paint the portraits of Secretary of War Newton D. Baker and Chief of Staff General Peyton C. March. This work was done in Washington in June of this year.

Last year Mr. Adams' portrait of the artist Joseph Pennell was awarded the Logan gold medal and \$1500 prize in the Chicago Annual Exhibition; and subsequently his portrait of John McLure Hamilton was awarded the first prize at the Newport, R. I., annual exhibition.

Among other works of his which have received much favorable comment from art critics are: "The Conspiracy" (a group painting of Joseph Pennell, Charles M. Burns and John McLure Hamilton); "The Critic"; "The Philadelphian"; and portraits of Booth Tarkington, Vice President Fairbanks, James Whitcomb Riley and others.

Mr. Adams is a native of Muncie, Indiana, where he early gave evidence of his talent, and where he was often spoken of in the local papers as the "Boy Artist." He studied under Henri, Chase and other well known artists; and has spent much time in Italy and in Spain pursuing his studies. He now has studios in Indianapolis, Philadelphia and New York where have been produced not only those portraits which may be seen in exclusive exhibitions of that section, but also many equally good canvases which are treasured in private homes.

which are treasured in private homes.

Praised by "The Nation."

The following estimate of Mr. Adams' work was written by an English critic and published in The Nation, March 7, 1918. In speaking of his visit to the Pennsylvania Academy and of Sargent's portraits of President Wilson and of John D. Rockefeller, this writer goes on to say:

"That each, in his way, holds the destinies of millions of his countrymen in his hands, that each is a man full of affairs, power, responsibility, is a fact that would never be gathered from Sargent's canvas. He shows them doing nothing, as listless as if to sit there were their sole occupation and duty, the faces expressionless, the clothes as characterless as if the same lay figures had sat for them. Velasquez, Rembrandt, Hals could give the clue to a man's character by the expression of his face, of his pose, by the turn of his head, the look of his eye, the way his clothes are worn. Mr. Wilson and Mr. Rockefeller, as Sargent sees them, have no character to give a clue to, nor has he had the imagination to suggest by a background or accessories the manner of man he was painting. At the Royal Academy, Sargent's portraits always seem vigor itself in comparison to the anaemic works around them. That they could seem anaemic at the Pennsylvania Academy is a tribute to the quality of the show. Nothing could be in stranger contrast to them than the three portraits of McLure Hamilton, Charles Burns and Joseph Pennell by Wayman Adams, a painter whose work I now see for the first time. The men in his portraits are alive, they fairly bristle with character. Indeed, if a criticism must be made, it is that Adams is too engrossed in character to bother about anything else. He appears to be indifferent to atmosphere, troubles little about the subtleties of color, has no particular use for a background. But it is his interest, not his art, that is limited. When he does suggest a background, as in the portrait of Pennell, he does it admirably, the tower of the city hall and the surrounding tall buildings grouping and losing themselves in the Philadelphia smoke

and mist as he has seen them from the window of his studio. There is here no lack of atmosphere. But he seems to detach his sitter entirely from the background, the figure is like a black silhouette set against it, tower and skyscrapers and smoke forgotten in his intent search after character in the pose, the long legs and long arms of the artist extended as he sits on his sketching-stool, holding his sketch block, in the hang of the coat, the bulging of the pocket full of papers, and still more in the character of the face, the serious face of the man at work, the eyes concentrated on their subject under the soft grey felt hat drawn down to shade them—the hat alone an amazing study."

In speaking of the portrait of Charles M. Burns, the Philadelphia architect, the writer continues: "This portrait, a half length, is smaller than the other two, and is badly placed on the walls, but there is nothing better in the Academy." It is marvellous in the rendering of the strong, old face, of lines marked by age and experience, humorous eyes under the bushy eyebrows, of the droop of the white mustache."

The Statesman: Aug. 17, 1919



—Photo by The Elliotts.

Mrs. William R. Wyse.

"A few days afterward Mr. Scarbrough saw me in his store and said: 'Come here, come here. It seems to me anybody who can criticize an ad could write one.'

"Well, I did—a whole page one. This led on until I contracted for a column in *The Statesman*, then resold the space to advertisers for whom I wrote the advertisements. I called my column, 'As Told by Her,' and I am very proud of the fact that many who advertised with me in those early days continue to be my customers.

"I also had, at one time, a column in *The Statesman* somewhat like yours. I called mine 'Gossip.' So, you see, *The Statesman* is doubly responsible for Gossip."

It took time and the combined influence of several friends to prise this story from Mrs. Wyse. And this is typical of her. "I have done nothing, absolutely nothing; I never had a career, never expect to, and know nothing of the advisability of one. It is too deep a question for me. I feel that when people see this they will laugh and ask, 'What has Ellen Wyse ever done to have herself written up?'"

Truly, some of the most worth while folk have the humblest estimate of their own achievements. Gossip does not have to be described; it is too well known all over Austin. Thirteen years ago last month it started as a three-column twelve-inch sheet; and it has built up to its present proportions and popularity under trying circumstances, especially during the war, when so many periodicals went to pieces.

"How I envy the opportunities girls furnished girls of today in the journalism department of the University," Mrs. Wyse exclaimed. "I never had an hour's preparation in what has turned out to be my vocation in life. I have had to learn from the proverbially hard school of experience, and from reading journals on the subject. And I usually break all the rules I read about," she added.

In this connection, it is interesting that Paul J. Thompson, adjunct professor in the department of journalism in the University, and in charge of advertising classes, says that "the individuality of Gossip is the keynote to its value as an advertising medium." He states further that "Mrs. Wyse adds a personal touch to the advertised messages that makes them readable, gives them memory value and, I believe, makes them of real selling value."

This is a tale that touches old times, old places, old residents and "Austin's oldest newspaper." (No, not an assignment. In fact, the management does not know it is being written.)

More than a score of years ago, an Austin girl read in *The Austin Statesman* that the paper was offering a prize to the person who read all the advertisements in its pages on a certain day, selected the one he or she considered best, and then assigned, in writing, the best reasons for his choice.

Ellen Boroughs (now Mrs. William Wyse, the editor, manager and owner of Gossip) was immediately interested.

"I must have been born an advertising crank," she stated when asked about this incident, and how she happened to start Gossip.

"I can recall how, when a mere child, I always read all of the signs in street cars, papers and elsewhere; and particularly do I remember how I feasted my eyes on the big green wagons from the country that carried a factory advertisement in bold letters on the sides.

"When the designated day for *The Statesman* contest arrived, I went joyously over the advertisements. I finally selected the one advertising a business firm all old Austinites will recall—Teagarden & Shumate. I derived great pleasure from wording my reasons for my choice, but I remember how father laughed when I told him I had entered the contest, and how I laughed last and best when I received the \$5 award.

"As hundreds of replies were received, another contest was put on, and my answer tied for the honors this second time with the answer sent by a man. The judges finally flipped a coin to determine the winner, and I lost.

"A few days afterward Mr. Scar-

She breaks the majority of rules concerning typography and writing copy, but she adds her attractive style of expression, and it outweighs the mere violation of rules.

"I believe Gossip advertising is read by all Austin women. It would be read even though it did not have an attractive style of its own. Women have a keen interest in all of the contents of Gossip, and would have a feeling of good will towards the merchant whose name is unconsciously impressed on their minds as they are reading the other parts of the paper. This is a strong point in favor of all newspaper advertising."

Mrs. Wyse, through the pages of her paper, was the first person to suggest a flag for Austin. A. P. Wooldridge was mayor at the time and became so impressed with her seriousness in urging the desirability of a flag for the city that he helped to push the matter also. A prize was offered for the best design and an even hundred were submitted from various parts of the United States. The design selected was formally adopted by the city council and an official note of thanks sent Mrs. Wyse. The flag was beautifully featured in the Kwill Klub breakfast last spring, and it is reported that the men's clubs have become interested in the matter and are going to take measures soon to popularize the use of Austin's flag. It occurs to us that an especially appropriate time would be at the opening of the Stephen F. Austin Hotel.

"Owlsacre" is the name of the home where the three Wysees together grow fruits and flowers, vegetables and ideas. Mr. Wyse has been in ill health for a number of years, and he and the son, Bille, a sophomore in Texas University, especially enjoy the orchard and gardens.

But the newly finished house, in its artistic simplicity, beauty and completeness in every detail, reflects to an unusual degree the personality of its greatly loved mistress.

The Austin Statesman: Mar. 23, 1924

Miss Elizabeth West Honored By Members Of Kwill Klub

Miss Elizabeth West, state librarian, whose new duties as librarian of Texas Technological college, will take her away from Austin before the opening of another club year, was honor guest at the final meeting of "Owls' Acres," the home of Mr. and Mrs. William Wyse.

Growing daisies, larkspur, roses and other garden flowers which in borders and beds effectively vary the smooth green of the well-kept lawns, were the decorations, to which twilight shadows added a softening touch.

The guests, on arriving, were served a two-course collation after which the surprise of the evening, came for Miss West, when the members responded to roll call with original toasts to the member whose going will leave a vacant place in the ranks of the faithful members of the club.

Many of the toasts were very clever and they were collected and will be bound and given to Miss West as a souvenir of the meeting.

A handsome leather writing pad embossed with her name in gold letters, was the club's parting gift and was received with a few words of appreciation by Miss West.

The program for the evening consisted of the reading by Miss Eva Brown of "Presentation of a Dramatization of Hiawatha for Third Grade Pupils," this article having been accepted for publication by a well known educational journal.

In the annual election of officers, Mrs. Molly Connor Cook was elected president, Mrs. J. A. Jackson, first vice president; Mrs. M. Birge, second vice president; Mrs. Paul

Goldmann, secretary, and Miss Lillian Wester, treasurer.

Guests of the Kwill Klub for the meeting were: Mrs. A. P. Woolbridge of Cleburne, a former member of the club, and Miss Janet Downie.

This was voted one of the most enjoyed of the meetings held by the club in its entire history and after the close of the program, the guests lingered for a time, loath to say "goodbye" for the summer, and to leave the garden with its fairly lights and shadows.

The Austin Statesman: Jun. 15, 1925

ONE is always proud to say of a real celebrity: "Oh, yes, I've known him for a long time, in fact he's a warm personal friend of mine," and so Diantha feels that readers of the diary will be interested in hearing something which she read a few days ago, in the Item-Tribune of New Orleans, about Wayman Adams. You know he is called from Dan to Beersheba, to paint the portraits of all sorts of delightful people. I suppose almost everyone saw the reproduction in colors in the last Woman's Home Companion, of his beautiful portrait of Alice Roosevelt Longworth.

HE has studied all over the world and belongs to so many societies of eminent artists and National, this, that and the others, that they will have to be taken for granted because Diantha can't remember them all. He is represented in all the leading galleries of the country and has taken so many prizes that they no longer mean anything to him.

HE has been called to New Orleans to paint the portrait of Mayor Martin Behrman, and will be in New Orleans for that purpose early in November. Then he and his wife, Margaret Burroughs Adams, and the young son, Wayman, Jr., will come to Austin, where Wayman, Jr., will make his bow to his mother's girlhood friends.

THEY will be here for Thanksgiving and perhaps for a good long visit with their sister, Mrs. Ellen B. Wyse, and her son, Billy Wyse, and will be warmly welcomed by old friends.

WAYMAN ADAMS, NOTED ARTIST, VISITING HERE

Mr. and Mrs. Wayman Adams and young son, Wayman Adams Jr., arrived in Austin Saturday and are guests in the home of Mrs. Adams' sister, Mrs. William Wyse.

They are just from New Orleans, where Mr. Adams was called to paint a portrait of the mayor, for which money was raised by popular subscription and which he was selected to paint by a commission which went to New York to find an artist for the work.

Mrs. Adams and Wayman Jr. will be in Austin until after Thanksgiving, but Mr. Adams is leaving within a few days for Los Angeles, where he is to be one of two North American artists serving as a jury of awards in an exhibition of paintings to be shown in a Los Angeles art museum.

The Austin American: Oct. 25, 1925 and Nov. 15, 1925

Mr. and Mrs. William R. Wyse

have returned from San Antonio, where they were married last Sunday and are at home with Mr. Wyse's mother, Mrs. William R. Wyse, at Wyseacre, 2816 San Pedro street.

The Austin American: Jul. 11, 1926

APRIL 9.—The most wonderful things happen to the Wayman Adams, the latest being a commission to Mr. Adams to go to paint a portrait of Mr. Kipling! Wherever Wayman Sr. goes, there go also Mrs. Adams and Wayman Jr. so it means a most gorgeous experience for the whole family though of course Wayman Jr. cares as yet but little for meeting celebrities and hobnobbing with the great and the near great.

Mr. Adams has been executing some portrait commissions in Houston, and just now he and Mrs. Adams and Wayman Jr. are spending a few days at Wyseacre, the beautiful home of Mrs. Adams' sister, Mrs. William Wyse. Most Austin folk know that Mrs. Adams was formerly Margaret Burroughs and that she is herself an artist and met Mr. Adams while both were studying art in Italy.

By the way, have you seen "Miss Texas," Mr. Adams' portrait study of Julia Emerson Fisher? During a recent exhibition in Houston, a critic said it should go down the ages like "Baby Stuart" and a few other of the wonderful child portraits—and maybe it will.

The Austin American: Apr. 10, 1927

WRITER LEAVES AFTER VISIT HERE

Ruth Cross, Texas novelist who arrived in Austin last week to speak at the Theta Sigma Phi matrix table and has been visiting here as the guest of Mrs. Josephine Daniel, left last night for New Orleans, where she will take a boat for New York. After visiting in New York for a day or so, she will return to her home in Connecticut.

Miss Cross, a graduate of the University of Texas, was named honoree for a round of social courtesies during her brief visit here, which was the first in over five years.

Saturday afternoon she was complimented by the Austin Kwill Klub, entertaining at the Faculty Women's club with an informal meeting. Club members and a few guests were greeted by Miss Lillian Wester, president of the Kwill Klub, and Miss Cross, assisted by other officers. Included in the courtesy were:

Misses Lillian Wester, Eva Brown, Ethel Mary Franklin, Mary Downie, Janet Downie, Lucile Morley, Rena Reynolds, Dodie Alford, Ruby R. Terrill, Bernice Horton and Maud Brown; Mesdames E. M. Boyd, W. H. Thaxton, Mattie Austin Hatcher, M. B. Brown, R. N. McKann, Carl Johansen, William Wyse, Pierre Bremond, G. K. Elller, Adolph Koch, Murray Ramsey, Lynn Huntre, R. V. Murray, Hillare Nitschke, Reese Wilson, Truman O'Quinn, Gladys Spann Matthews, R. D. Cox, Jr., Fred Cloud, Ethel J. Roe, Starkey Duncan, W. G. Franklin, Joe Gilbert, W. L. Evans of Dallas, Edgar Hanschke of St. Louis, J. M. Fra-

The Austin Statesman: Apr. 15, 1930

KWILL KLUB MARKS 20TH ANNIVERSARY

CLUB WILL OPEN AD SCHOOL HERE

Arrangements for opening of a permanent advertising and merchandising school, probably within a fortnight, were made by the Austin Advertising club at noon luncheon meeting Thursday at the Driskill hotel, the first session at which Billy Wyse, the new executive, presided.

In line with fostering advertising development in the city, the club will present a loving cup to firms presenting the best advertising within a given period of time, the first to extend from March 15 to April 15. Newspaper advertising will be the basis of the first competition; later some other medium will be featured. The committee in charge of the contest is composed of Sam Benton, Carroll Williams and Milton Morris.

Mr. Wyse, as Ad club executive, will be president of the advertising and merchandising school, and will appoint a registrar to help in handling details, such as registration of students, securing a meeting place, selecting an instructor and adopting policies of the school. The school is to be conducted as an auxiliary of the club, it was announced.

Austin merchants will receive full information regarding the school together with an invitation to join its classes, a membership application and an outline of Ad club programs for the next four months.

The Austin Statesman: Mar. 8, 1934

The Kwill Klub, at its opening fall session Saturday afternoon at the home of Mrs. W. A. Matthews, hearkened back to its organization 20 years ago and on this anniversary paid high tribute to its founder, the late Mrs. Pearl Cashell Jackson.

The meeting honoring Mrs. William Wyse, the only charter member still active in the club, and in addition two other charter members were present as guests, Mrs. M. E. Davenport and Mrs. Mary Johnson Posey. Mrs. A. P. Woolbridge was presented by the president, Mrs. Adolph Koch, as the club's "poet laureate," who read a cleverly worded poem recounting some of the literary ups and downs of the members.

Mrs. Paul Goldmann, close personal friend, expressed for herself and the organization the affection and sincere appreciation the Kwill Klub holds for Mrs. Jackson's memory, and Mrs. Wyse sketched the story of the club's organization and early activities; she is credited with having suggested the name adopted by the writers. At conclusion of her talk Mrs. Wyse was given a handsome corsage by the president. Others who spoke briefly at invitation of Mrs. Koch were Mrs. Davenport, Mrs. Posey and Mrs. J. F. Gill of Abilene, a former president.

An ice course was served during the social hour, which was directed by Mrs. Matthews, Mrs. Fred Cloud and Mrs. W. F. Doughty.

Former members who were guests of the club, for the anniversary meeting were Mesdames: Mary Johnson Posey, M. E. Davenport, J. F. Gill of Abilene, Lee Joseph, M. B. Brown, Jane T. McCallum, J. S. Moss, Joe Gilbert, Misses Fannie E. Ratchford and Mary Downie, with Mrs. Ella F. Little of Temple, sister of Mrs. Moss, Mrs. Ivan Sorrell, Mrs. F. G. Reynolds and Mrs. Eugene Howard.

Members attending included Mesdames: Adolph Koch, M. M. Birge, W. T. Decherd, W. F. Doughty, Paul Goldmann, Lynn Hunter, J. Darrell Jones, Ethel J. Roe, W. H. Thaxton, William Wyse, Carl Johnson and the three hosts, and Misses Lillian Wester, Rena Reynolds and Eva Brown.

The Austin Statesman: Oct. 14, 1935

Club Hears Mrs. Wyse Writers Study 'Advertising'

Mrs. W. T. Decherd and Mrs. Adolph Koch were co-hostesses for the meeting of the Kwill Klub Saturday afternoon at the Decherd home, 3404 Guadalupe, for a program on "Advertising."

Mrs. William Wyse discussed the program subject and told the origin founded 33 years ago of her advertising medium, "Gossip."

The slate of officers presented to the group was unanimously approved with Miss Lucile Morley, president; Mrs. C. E. Lyon, first vice president; Mrs. A. L. Martin, second vice president; Miss Eva Brown, third vice president; Miss Lillian Wester, secretary; and Miss Sarah Dodson, treasurer. The nominating committee was composed of Mrs. Decherd, Mrs. J. P. Von and Miss Eva Brown.

Those present were Mesdames Decherd, Koch, J. H. Baugh, Fred Cloud, Paul Goldman, Annie Irvine, V. C. Jung, Pearl McKelvey, A. L. Martin, J. P. Von, Minnie Lee Shepard, William Wyse and R. H. Tompkins; Misses Eva Brown, Sarah Dodson and Lillian Wester.

The hostesses were assisted by Mrs. H. L. Lemberg, Mrs. Decherd's daughter.

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The Austin Statesman: May 15, 1944

Wayman Adams Paintings To Be Exhibited Here

**TFWC Building
Showing by Artist
Opens May 19**

An exhibition of the paintings of Wayman Adams, the American portrait painter, will be opened May 19 in the galleries of the Texas Federation of Women's Clubs headquarters, 2312 San Gabriel Street, Mrs. Roger C. Roberdeau announced Saturday. The show is sponsored by the Texas Fine Arts Association.

Adams, a native of Indiana, who received his training in the United States, Italy and Spain, has won innumerable prizes in the East and Midwest since 1909 and has exhibited in most of the important galleries.

The portrait painter is the husband of Margaret Boroughs Adams, a native of Austin, and a sister of Mrs. William Wyse of Austin. The Adamses were married in New York in 1918. She was active in Texas art circles and is a water colorist of some reputation. She has had "one man" shows in New York, Washington, and in leading Texas cities, and has exhibited in several Eastern cities.

Adams himself has won such important awards as the \$1,000 first prize at the Carnegie Institute exhibition at Philadelphia. He has made portraits of such nationally known men as President Coolidge, Booth Tarkington, Henry Wallace, Irvin Cobb, Ralph Adams Cram, Everett Meeks, Wendell Willkie, and Jo Davidson.

Recently, he has been working on a portrait of Dr. Edgar Odell Lovett, president-emeritus of Rice Institute.

The Austin Statesman: May 12, 1946

Heritage Society Founded In Wayman Adams Studio

Chamber of Commerce officials, presidents of local clubs and interested individuals were instrumental in establishing Austin's first Heritage Society Wednesday afternoon in the Wayman Adams studio.

Mrs. Adams was named chairman, to serve until an initial annual meeting in October.

Other officers include Mrs. Thomas J. Holbrook, first vice president; Mrs. Henry Kluge, second vice president; Ed Cravens, treasurer; Mrs. Hubert Jones, recording secretary; Mrs. J. Frank Dobie, corresponding secretary.

Board members are Mesdames Harris Brush, Frank H. Daval, Stanley P. Finch, Tom Nelson and Z. T. Scott; Miss Winnie Allen; and Judge James McClendon; and Messrs. Trueman O'Quinn, Frank Quinn and Rubi Jessen.

A constitution presented by Judge McClendon gave as the purposes of the society "the preservation of buildings, worthy of care because of historical or architectural interest, sites, documents and art treasures, the protection and develop-

ment of the natural beauty spots of Austin and its environs."

Further work will be done on the constitution by Judge McClendon and a committee composed by Mrs. Dobie, Mrs. Daval and Dr. Roy Bedichek.

The new organization is open to anyone in Austin. Dues have been set at one dollar per year.

Speakers who discussed potentialities of the new society included Chamber of Commerce President Quinn, Fred C. Morse, O'Quinn, Dr. Bedichek, Mrs. W. T. Caswell and Mrs. Adams.

Those who attended the founding meeting were Dr. and Mrs. Roy Bedichek, Dr. and Mrs. Z. T. Scott, Mr. and Mrs. Frank H. Daval; Mesdames Lomis Slaughter, R. T. Wilson, A. M. Felts, William E. Allen, Herbert Finch, Henry Kluge, E. H. Selards, Zeno Ross, J. W. McClendon, J. Frank Dobie, Will Caswell, Martin Kermacy, Bynon Lockhart, Claude Hill and Thomas J. Holbrook.

Also Misses Mary Rice and Winnie Allen; and Messrs. Fred C. Morse, Trueman O'Quinn, Rubi Jessen, Wayman Adams, Stanley P. Finch.

The Austin Statesman: Apr. 24, 1953

Art destroyed

Some of his paintings hang in the White House. However, at least 35 works lie in various stages of ruin after a fire heavily damaged a house on San Gabriel in Austin.

But Wayman Adams was not the only artist who's work was destroyed during Sunday's fire.

From the '30s to 1959, when Adams died, he was a nationally famous painter commissioned to paint portraits of presidents and other prominent people.

At least three of his portraits, including that of Herbert Hoover and Calvin Coolidge, hang in the White House, said Austin artist Jack Terry. Adams also painted portraits of Texas governors that hang in the State Capitol, he said.

Terry, his hands blackened with soot, carried his few salvageable possessions from the charred studio once owned by nationally-known portrait artist Adams.

"I lost everything I had," said Terry, who was leasing the studio at 2815 San Gabriel. Besides his paintings, the fire destroyed his library. He estimated his losses to be between \$25,000 and \$30,000, and said today that insurance coverage was highly unlikely.

Bill Hudspeth, Austin National Bank senior trust officer in charge of the Adams trust, estimated 35 "important (oil) paintings" by Adams were lost to the flames, as well as a number of water colors and sketches.

He placed the value of those lost items at between \$45,000 and \$75,000. Cost of restoring the house at 2815 San Gabriel has been estimated at \$100,000 although insurance was reportedly for only half that figure.

Wayman Adams Jr., the only person at the house at the time of the blaze according to police reports, was arrested for public intoxication at the scene.

The Austin Statesman: Aug. 24, 1976

Contest held in 1916 to design city flag

The seal of the City of Austin is a familiar sight to most Austin citizens. It is seen on city cars and trucks, on city letters and bills, on documents and on the wall behind the mayor's chair in the City Council chambers. The seal bears the coat of arms for the city which was originally designed for the municipal flag.

In 1915, the idea of a city flag was suggested to Mayor A.P. Wooldridge by the editor of *Gossip* magazine, Mrs. William Wyse. The mayor appointed a committee to select a suitable design and the city officials agreed to award a prize of \$50 for the best design submitted and \$25 for the next best.

The designs were submitted to the committee during the summer of 1916. They were on display at the School of Architecture at the University of Texas, and after the committee announced the awards, they were on view in a downtown store window. The contest attracted 130 entries.

Among the 35 committee members who made the final decision were Miss Julia Pease, architect Charles Page, Miss Fannie Andrews, Dr. C.S. Potts, UT professor S.E. Gideon, A.N. McCallum,



Audray Bateman



The coat of arms for the City of Austin was originally designed for a municipal flag.

superintendent of the public schools, James McClendon and Lloyd Lochridge. They awarded the first prize to a Californian, Ray F. Coyle. Second place went to a Texas A&M faculty member.

The original design contained a white star and crown, representing "The City of the Violet Crown," but at the suggestion of the committee these were replaced by the lamp of knowledge symbolizing the educational advantages of the city.

The emblem on the original flag is in the form of a three-striped, red-and-white banner surmounted by a crown formed by the silhouette of the Texas capitol. In front of this is the crest of the coat of arms of Stephen F. Austin, for whom our city was named. The blue triangle bears the yellow lamp of knowledge.

Final approval of the flag is recorded in the City Council minutes of April 12, 1919. The original flag was resurrected from a drawer in the city clerk's office during the Bicentennial celebration. It is now encased in plastic and hangs in the Austin-Travis County Collection.

The Austin American Statesman: Jan. 5, 1980

SYMBOLISM: The crest comes from the coat of arms of Stephen F. Austin, for whom the city is named. (Austin was an early settler in Texas and the first Secretary of State of the Republic of Texas, and is often called the "Father of Texas" for his efforts in helping it win independence from Mexico.) The colors of the shield match the Texas state flag and the United States flag. The ancient lamp symbolizes knowledge, citing the educational advantages of living in Austin, where the University of Texas is located. The image of the state capitol and its distinctive dome marks Austin's status as the state's capital.

HOW SELECTED: In mid-1915, Mrs. William R. Wyse, editor of *Gossip*, suggested to Mayor A. P. Wooldridge that the city ought to have its own flag. The mayor appointed a committee of some 38 citizens to study the issue. That committee led to another committee of 10 to develop a process for selecting a flag. The city, through this committee, set up a contest and offered two prizes, one of \$50 for first place, and another of \$25 for second place, for an appropriate design. A third committee judged the more than 100 entries, a process which took several months.

DESIGNER: Ray F. Coyle, of San Francisco, took first place. Second place went to G. A. Geist, a faculty member at Texas A&M College.

MORE ABOUT THE FLAG: Coyle's original design had a white star and crown on the chief, representing "The City of the Violet Crown", but the committee suggested substituting the gold lamp in their place as more appropriate to Austin's role as a center of education. The committee also added the blue to the wings of the crest to make them more visible.

Source: Purcell, John M.; Croft, James A.; Monahan, Rich. [American City Flags](#) (PDF). North American Vexillological Association. pp. 26-27.

www.statesman.com /news/20161012/a-brief-history-of-the-city-of-austins-flag/1

A brief history of the City of Austin's flag

By Hannah Thornby

Posted Oct 12, 2016 at 12:01 AM Updated Sep 27, 2018 at 1:41 AM

Were you one of the outraged *Austinites* who took offense at the proposals to update Austin's 96-year-old flag earlier this week? Were you one of those who loved the sleek new designs and are just waiting for when it will be available in iPhone case form? New to the conversation and totally unaware that Austin even had its own flag?

Don't worry; You're in the right place.

Following the feedback we got from Tuesday's post (see "What's Wrong with Austin's flag?"), we're taking a minute to catch everyone up on the issue (*#Austinflaggate?*), look back on the history of Austin's current flag and clear up some things about the likelihood of Austin getting a new flag.

First, the history:

The City of Austin was established in 1839 to serve as the capital of the then three-year-old Republic of Texas and named in honor of a man named Stephen F. Austin, often called "The Father of Texas."

Almost 80 flag-less years later, in 1915, the the wife of a man named William R. Wyse, said to be the editor of *Gossip*, suggested to Austin's mayor that the city should get itself its own flag.

Heeding Wyse's unnamed wife's advice, Mayor A. P. Wooldridge (the namesake of *Wooldridge Park* in downtown Austin) appointed a 40-person committee to look into what could be done. Their final solution: *Crowdsourcing*.

A design competition that would last months and draw hundreds of entries would conclude in 1916 and award the \$50 grand prize to the design of Ray F. Coyle, of San Francisco.

The flag was officially adopted by a 4-0 vote (one councilmen was absent) at a city council meeting on April 12, 1919:

The new municipal flag included the following the major elements:

Red, white and blue central emblem: A nod to both the nation and state's colors, naturally.

"Orange" lamp of knowledge: The lamp of knowledge was added to pay homage to the "educational advantages of Austin," particularly those from the University of Texas.

Outline of the Texas State Capitol Building: An advertisement for the original contest in "Architect and Engineer" read: "Features that may be expressed in the designs are the natural beauty of Austin, the lake and dam, the capital of the State, the dome of the Capitol, the seal of the city, an educational center, its industries..."

Modified Coat-of-Arms of Stephen F. Austin: The wings and cross elements are remnants of Stephen F. Austin's family crest. The inclusion of the Latin cross was later the subject of a lawsuit, in which an Austin man named Jon Murray unsuccessfully sued on the grounds that the Christian insignia was in violation of the right to freedom of religion.

Fast forward 96 years, design expert and podcaster Roman Mars gives a TED Talk entitled "Why city flags may be the worst-designed thing you've never noticed," inspiring graphic designers across the country to try and recall their 20th or 19th century municipal flags.

In the last few months, proposals for a new flag for the City of Austin have popped up across the Internet, from graphic design blogs to Reddit. Here are just a few we have found in the last few days:

- The Letter Society's proposal gives a shout-out to the Colorado River
- Javier Munoz's flag modifies the city's seal to include the *Jeremiah the Innocent* mural
- Alec Rios' flag design is somewhat of a riff on the Texas state flag
- The redesign we introduced to you on Tuesday from Dell Art Director Michael Kriegshauser

Yet after all is said and done, there is no plan to change Austin's flag:

"It is not a city initiated or sponsored project. I am just hoping to get a grassroots movement to get our city flag to grow up a little," said Michael Kriegshauser, the graphic designer we initially spoke to.

Ultimately, while Austin's flag may not be as up to date with *vexillological* rules or Austin's current culture, it's definitely better than Plano's.

The Austin American Statesman: Oct 12, 2016.

ADAMS, WAYMAN | The Handbook of Texas Online

Joseph E. Blanton and Kendall Curlee

5-6 minutes

ADAMS, WAYMAN (1883–1959). Wayman Adams, portrait artist, son of Nelson Perry and Mary Elizabeth (Justice) Adams, was born in Muncie, Indiana, on September 23, 1883. His father, a farmer and amateur painter, died when Adams was young, and the youth received no formal education beyond the sixth grade. His artistic ability was recognized early. At twelve he won first prize at the Indiana State Fair, and at sixteen he received his first portrait commission, to paint a picture of a prize heifer for five dollars. He first studied painting at the John Herron Art Institute in Indianapolis under William Forsyth. At the urging of Booth Tarkington he went to New York and studied at the Grand Central Art School. He also studied under Robert Henri in Spain and William Merritt Chase in Italy. In 1914 he won his first major award, the Thomas R. Proctor Prize of the National Academy of Design in New York. On October 1, 1918, Adams married Margaret Graham Burroughs, another student of Chase in Italy; they had one son.

Adams was considered one of America's leading portrait painters long before he established permanent residence in Austin, Texas, in 1948. He had exhibited at the National Academy of Design (1914, 1926, 1932), the Art Institute of Chicago (1918), the American Watercolor Society (1930), the Salmagundi Club (1931, 1940), the Pennsylvania Academy of Fine Arts (1929, 1933), the Carnegie Institute (1943), the Hoosier Salon (1925–26, 1929, 1931, 1935), and many other institutions. He maintained a studio in New York City for most of the years of his career.

His first sizable commission was a portrait of Booth Tarkington. He subsequently painted such notables as presidents Warren G. Harding, Calvin Coolidge, and Herbert Hoover, Vice President Henry Wallace, generals Jonathan Mayhew Wainwright and Walter Krueger, industrialist B. F. Goodrich, Col. Edward M. House, Clara Driscoll, golfer Bobby Jones, Texas governors Beauford Jester and Allan Shivers, and J. Frank Dobie. One of his best-known works, a portrait of the Russian cellist Gregor Piatigorsky, won a \$1,000 prize when it was exhibited in the 1943 Painting in the United States exhibition held at the Carnegie Institute in Pittsburgh. Adams worked in a fluid style heavily influenced by the bravura technique of his teacher William Merritt Chase. He finished portraits in one or two days, depending on their size. He preferred oil paints, but occasionally worked in watercolors.

He taught at the Grand Central Art Galleries in New York, the John Herron Art Institute in Indianapolis, and a school and art colony in Elizabethtown, New York, that he and his wife established. In 1935 and 1936 he conducted an art school in Taxco, Guerrero, Mexico. He received an honorary doctor of arts degree at Syracuse University in 1943. He was a member of the National Academy of Design, the National Institute of Arts and Letters, the New York Society of Painters, the National Association of Portrait Painters, the American Water Color Society, the Allied Artists of America, the Salmagundi Club, and the Texas Fine Arts Association. Adams and his wife lived from 1948 to 1959 in Austin, where their home became a magnet for artists and authors. Adams died of a heart attack on April 7, 1959. His work is represented in the Indianapolis Museum of Art, the Art Institute of Chicago, the Yale University Art Gallery, the San Antonio Museum Association, the Texas State Library, and other institutions.

Source: *Handbook of Texas Online*, <https://tshaonline.org/handbook/online/articles/fad09>

Biographical Sketch

Wayman Adams was born September 25, 1883, in Muncie, Indiana, to Nelson Perry and Mary Elizabeth (Justice) Adams. His father was a farmer and amateur artist who passed away when Adams was young, forcing Adams to quit school in the sixth grade to support his family. Adams decided to pursue a professional career in art and enrolled in the John Herron Art Institute in Indianapolis, Indiana, at age 20 and studied under William Forsythe. He later traveled to Europe to study under painters William Merritt Chase and Robert Henri. While in Italy, he met Austin, Texas, native Margaret Borroughs who was a fellow art student and former art teacher. The couple married in 1918.

In 1933, Adams and his wife purchased an abandoned sawmill and farmhouse in Elizabethtown, New York, and created an artist's colony and art school called the Old Mill Art School. In 1949, they moved permanently to Austin, Texas, though the Old Mill Art School continued to be Adams' summer studio through 1952. Their home in Austin was located at 2815 San Gabriel which they named *Encina Linda*.

In Austin, Wayman Adams gave demonstrations for the Texas Fine Arts Association's "Artists in Action" program series and both Wayman and Margaret were among the founders of the Heritage Society of Austin, Inc. Margaret was its first president in 1953.

Adams painted many prominent Austinites including Judges Ben Powell, George Shelley, James Hart and John Garwood; E. M. Scarbrough; Max Starke; Clara Driskill Sevier; Fannie Andrews; J. Frank Dobie; and Governors Allan Shivers and Beauford Jester.

In 1959, Wayman Adams died of a heart attack at their home in Austin. Margaret Adams died in 1965, and their only son Wayman, Jr. died in 1981. In 1976, their home Encina Linda was demolished in a fire and many of the couple's paintings were destroyed.

Source: *Austin History Center, Wayman Adams papers*:
<https://legacy.lib.utexas.edu/taro/aushc/00597/00597-P.html>

Col. Houston On Leave

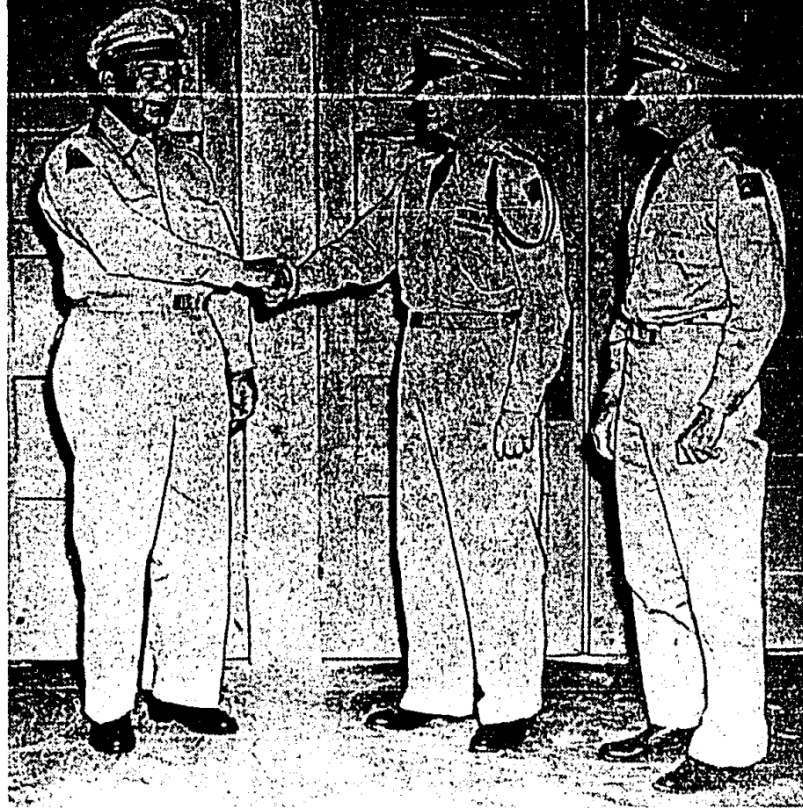
Colonel O. Parke Houston, veteran of two world wars, who received the Legion of Merit for service at Camp Swift, and more recently served in war crimes trials of Japanese offenders, now is on terminal leave, and will return to civilian status, July 6.

Col. Houston and his family will make their home at 2816 San Pedro Street.

The Austin soldier returned to active service in the fall of 1940, serving at Fort Sill for a year and a half. He went to Camp Swift in April, 1942, serving there two years as executive officer and two years as camp commander. In May, 1946, he was transferred, to become camp commander of Camp Hood. Soon after, he received an assignment to the Philippines, to serve in the Japanese war crimes cases; and his last service there was in the trial of the Japanese Colonel Yamaguchi, third generation of a Japanese military family, for crimes against civilians on Negros Occidental. After that, he was on the special staff of the commanding general, Armed Forces of the Western Pacific, as enemy property custodian. He was in charge of millions of dollars of Japanese property in the Philippines and Okinawa.

Colonel Houston returned to the United States in February, and reported to Brooke General Hospital for an operation, from which he recently has been convalescing.

In World War I, he served in the 35th Field Artillery, 12th Division, in France.

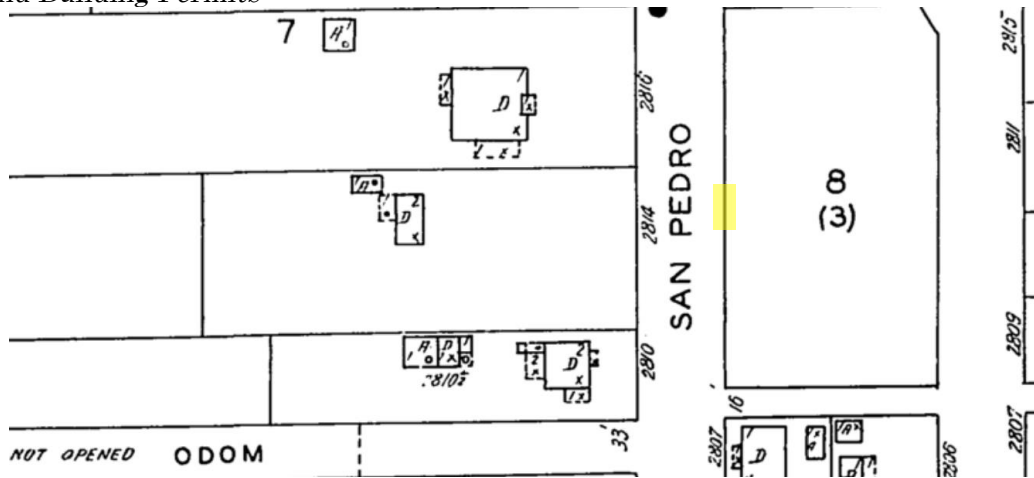


WELCOME TO FT. HOOD—Major General A. C. Smith, left, commanding general of Ft. Hood and the Second Armored Division, welcomes Brigadier General Arthur P. Wat-

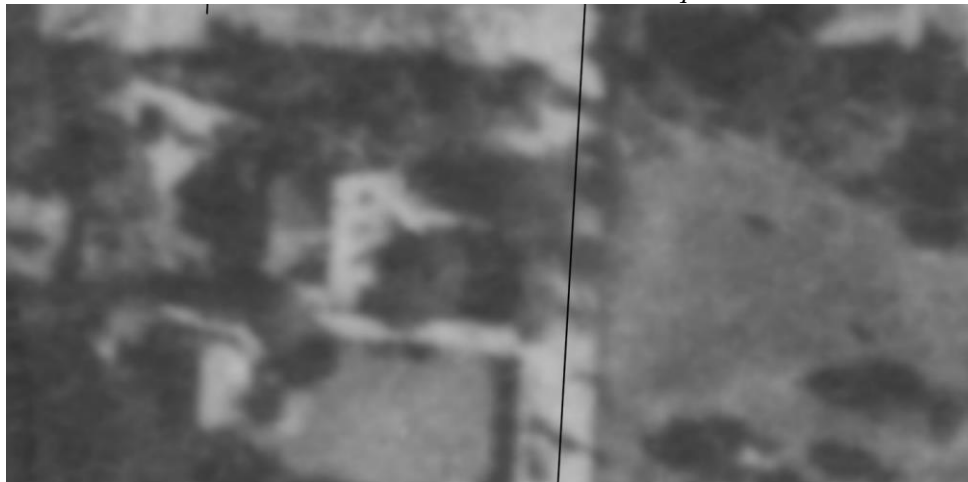
son, center, 11 Niles Road, and his chief of staff, Colonel O. Park Houston, 2816 San Pedro. Gen. Watson's 90th Infantry Division is undergoing two weeks of active training at Ft. Hood.—(US Army Photo.)

The Austin Statesman: May 13, 1947 and Jun. 19, 1950

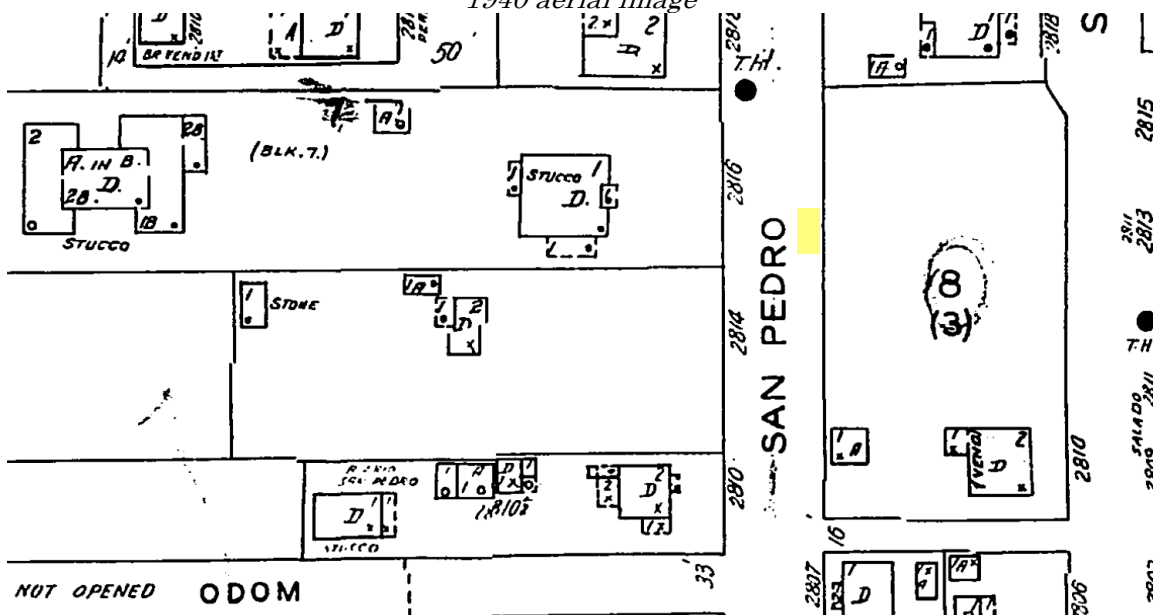
Maps and Building Permits



1935 Sanborn fire insurance map



1940 aerial image



1962 Sanborn fire insurance map

CONNECTING CHARGE \$ 12.00 N^o 7584

APPLICATION FOR SEWER CONNECTION.

Austin, Texas June 15 1927

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 Mrs Ellen B. Wylde
at 2816 San Pedro Street
which place is to be used as a residence

In this place there are to be installed 4 fixtures.

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

Respectfully,
owner Mrs Ellen B. Wylde
Plat 60
Location of Public Sewer to be extended
according to contract

Sewer tap permit, 6-15-27

Dr. W. S. Burford, "A" 2816 San Pedro St.

59 E. 176.04 X 93.34

Graham of 0166"

Repair and Remodel Residence

80849 8-10-61 REXX 4500.00

Ernest Parker 3

w On lot to use s On lot
existing utilitiesRESIDENCE Remodel attic to create 3 Bedrooms
and Bath

ADDRESS: <u>2816 San Pedro</u>		<u>E 176.04 of</u> LOT. <u>5</u>		BLK.	<u>Section Sub. 3 of Plat 65 & 66</u>	
PLAT: <u>59</u>	FIRE ZONE <u>3</u>	USE DIST. <u>A</u>	H & A DIST. <u>1</u>	OCCUPANCY <u>Remodel Res</u>		
LAYOUT		FRAMING		FINAL <u>80849</u>		
PRINC. BLDG.	ACC. BLDG.	PRINC. BLDG.	ACC. BLDG.	<u>8/10/61</u>	PRINC. BLDG.	ACC. BLDG.
FOUNDATION		FLOOR-JOIST SIZE & O.C.		NECESSARY BLDG. CONN.		
FR. SETBACK		CEILING-JOIST SIZE & O.C.		ROOM VENTILATION		
AGGREGATE & MIN. SIDE YD.		STUD. SIZE & O.C.		WATER & SEWER-RELEASE		
SIDE STREET YARD		MASONRY WALL		PLMB. DEPT. RELEASE		
		STAIRS REQ. AND NO.		HEATING & A/C RELEASE		
		ATTIC FIRE STOPS REQ.		ELECTRIC DEPT. RELEASE		
		FIRE WALLS REQ. & NO.		ENG. DEPT. RELEASE		
		ROOF OVERHANG		FIRE MARSHAL RELEASE		
				ROOF OVERHANG		
				PAVED PARK REQ. & NO.		
SPECIAL NOTES <u>Remodel attic</u> <u>to create 3 Bds</u> <u>+ 1 B - Bath</u> <u>g rep Res</u> <u>Burford</u> <u>Parker</u>						

Remodel permit and inspection card, 8-10-61